1. Introduction

Many nonprofit organizations are considering whether and how investment in social media could enhance their effectiveness. There appears, however, to be more questions than answers about what nonprofits should do with these tools. This 10-minute survey seeks to understand how nonprofit organizations are using and benefiting from social media tools.

Survey results will be shared freely through a report and a discussion space on the Web aiming to help nonprofits make good decisions about investing in social media. Individual responses will be kept private, and no identifying information will be included in the published results.

Thank you for your help,

The Bridgespan Group

* 1. Do you currently work for a 501(c)3 not-for-profit organization?

jn Yes

in No

* 2. How would you describe your organization's current usage of the following social media tools?

	Don't currently use in our work	Use a little bit in our work	Use consistently in our Full work	lly integrated into our work
Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)	ţα	jn	jα	jα
Social and professional networks (e.g., Facebook, LinkedIn, MySpace)	j n	jn	j m	jn
Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)	j'n	j'n	j'n	jα
Virtual interaction platforms (e.g., interactive online games, Second Life)	j n	j n	j n	ĴΩ
Information management tools (e.g., Delicious, news feeds)	ţα	jn	jα	jα
Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)	j n	j n	j m	j'n
Other (please specify t	ool and amount of usage	e)		

3. Please check the box below if your organization does NOT use any of the above social media tools.

 $\dagger \cap$ My organization does NOT use any of the above social media tools

2. Use of social media

- 1. What are your organization's main objective(s) for using social media? (check up to 3 that apply)
- € To build awareness of our organization or mission
- To deliver programs or services to our beneficiaries
- To fundraise
- © To better collaborate with supporters, influencers, volunteers, peer organizations, etc.
- For enhance communications or relationships with our beneficiaries/audience
- To make our internal work processes and operations more effective

Other	please	specify))

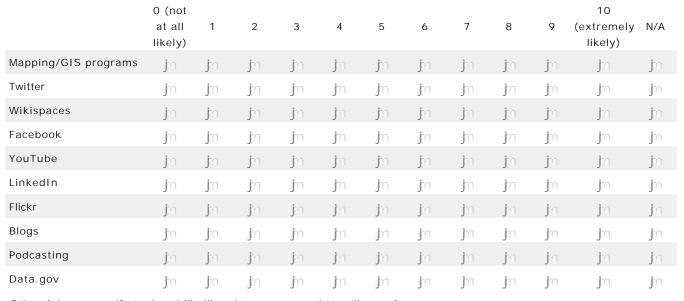
2. How effective have each of the following social media tools been in achieving your main objectives indicated above? (1 = not at all effective; 5 = extremely effective)

J	1 (Not at all effective)	2	3	4	5 (Extremely effective)	Don't use this tool
Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)	j n	j'n	jn	j'n	j o	jα
Social and professional networks (e.g., Facebook, LinkedIn, MySpace)	j n	j m	j'n	j'n	j m	j'n
Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)	jα	j'n	j n	jn	jα	j n
Virtual interaction platforms (e.g., interactive online games, Second Life)	j m	j m	j m	j m	j m	j m
Information management tools (e.g., Delicious, news feeds)	jα	j'n	j'n	j'n	j n	j'n
Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)	j'n	j m	j n	j'n	j n	j'n
Other (please specify to	ol and effectivene	ess)				

- 3. Is your organization planning to make a greater investment (of money, staff time, or other resources) in using any of the following types of social media? (check all that apply)
 - € Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)
 - Social and professional networks (e.g., Facebook, LinkedIn, MySpace)
 - © Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)
 - Virtual interaction platforms (e.g., interactive online games, Second Life)
 - [Information management tools (e.g., Delicious, news feeds)
 - © Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)

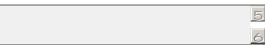
Other (please specify)

4. How likely are you to recommend each of these social media tools to a colleague in the nonprofit sector to achieve the main objectives you indicated? (0 = not at all likely; 10 = extremely likely)



Other (please specify tool and likelihood to recommend to colleague)

5. What is the highest-impact use of social media that your organization is engaged in? Please describe the initiative briefly below, including your view on why it is high-impact.



3. Effectiveness of social media

Please indicate the extent to which you agree or disagree with the following statements.

1. In working to serve our beneficiaries (individuals or entities that directly or indirectly benefit from our work), social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
Better understand the characteristics and/or needs of our beneficiaries	ţα	jα	jα	jα	j'n
More effectively identify and reach new beneficiaries	j n	j n	j n	j m	j m
More effectively communicate with existing beneficiaries	j α	ja	jta	j n	j α
More effectively deliver programs and services to our beneficiaries	[1]	j n	jn	j n	j n

2. In communicating and collaborating with our stakeholders (e.g., influencers, supporters, volunteers, peer organizations, etc.), social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
Better understand who our stakeholders are and their perspectives on our work	jα	j a	jn	ja	j∙n
More effectively communicate and stay connected with stakeholders	j n	j m	jn	j m	j'n
More effectively identify and connect with new stakeholders	j α	j'n	j'n	j n	j α
Better engage stakeholders as active participants in our work	j ∩	j m	j n	j n	j n
More effectively understand what our stakeholders are doing and coordinate with their work	jα	j a	jη	j n	j n
More effectively gather support and/or spur action for a cause	j Ω	j m	j m	j n	j n

3. In managing our internal works processes and operations, social media allows us to...

	Strongly disagree	Disagree	Agree	Strongly agree	N/A
More effectively reach internal alignment and/or make decisions (e.g., gather broad staff input and spur internal dialogue on key issues)	jū	jα	jα	jα	jα
More effectively share information within our organization (e.g., allow everyone to access information any time, anywhere)	j n	j n	j n	jn	j n
More effectively collaborate in our work (e.g., use Google documents or wikis)	j o	j n	j'n	jα	jα
More effectively coordinate and manage projects (e.g., keep better track of each other's work)	j m	j m	j m	j m	j n
Better track and/or manage data in our programs (e.g., gather beneficiaries' outcome data, track website activity).	jo	j'n	jα	jα	jα

4. Reasons for not using social media

Reasons for flot using social media
1. What is the primary reason why your organization is not using social media?
j_{\cap} We don't have enough staff to manage use of social media
j_{\cap} We don't believe using social media would be effective in achieving our goals
\mathbf{j}_{\cap} We don't have enough expertise in using social media
Other (please specify)
2. Is your organization planning to start using any of the following types of social media? (check all that apply)
€ Information-sharing tools (e.g., blogs, Twitter, YouTube, text messaging)
Social and professional networks (e.g., Facebook, LinkedIn, MySpace)
© Collaboration and coordination platforms (e.g., wikis, message boards, Google docs, Evite)
€ Virtual interaction platforms (e.g., interactive online games, Second Life)
€ Information management tools (e.g., Delicious, news feeds)
€ Data analysis tools (e.g., GIS/mapping tools, Google Flu Trends)
Other (please specify)

5. Demographic information

jn Executive Director, CEO, or President jn Management jn Programs jn Technology jn Marketing/ Communications jn Development/ Fundraising jn Finance/ Operations Other (please specify)	jn Management jn Programs jn Technology jn Marketing/ Communications jn Development/ Fundraising jn Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community Improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	
In Management In Programs In Technology In Marketing/ Communications In Development/ Fundralsing In Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) In Arts/culture In Civil rights In Community improvement In Education In Employment In Environment In Foundation In Global In Health In Housing and shelter In Human services In Philanthropy support In Youth services	jn Management jn Programs jn Technology jn Marketing/ Communications jn Development/ Fundraising jn Finance/ Operations Other (please specify) 5 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community Improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	1. What is your primary role within your organization?
jn Programs jn Technology jm Marketing/ Communications jn Development/ Fundralsing jn Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Programs jn Technology jn Marketing/ Communications jn Development/ Fundraising jn Finance/ Operations Other (please specify) 5 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Executive Director, CEO, or President
jn Technology jm Marketing/ Communications jn Development/ Fundralsing jm Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jm Civil rights jn Community improvement jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	jn Technology jn Marketing/ Communications jn Development/ Fundraising jn Finance/ Operations Other (please specify) 5 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Management
In Marketing/ Communications Im Development/ Fundralsing Im Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) Im Arts/culture Im Civil rights Im Community Improvement Im Education Im Employment Im Environment Im Foundation Im Global Im Health Im Housing and shelter Im Human services Im Philanthropy support Im Youth services	jn Marketing/ Communications jn Development/ Fundralsing jn Finance/ Operations Other (please specify) 7 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	j _n Programs
jn Development/ Fundraising jn Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Development/ Fundraising jn Finance/ Operations Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	j _n Technology
Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	Jin Finance/ Operations Other (please specify) F 2. How would you classify your organization? (choose one) Jin Arts/culture Jin Civil rights Jin Community improvement Jin Education Jin Employment Jin Foundation Jin Foundation Jin Global Jin Health Jin Housing and shelter Jin Human services Jin Philanthropy support Jin Youth services	jn Marketing/ Communications
Other (please specify) 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	Other (please specify) 5 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Development/ Fundraising
2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	f 2. How would you classify your organization? (choose one) jn Arts/culture jn Civil rights jn Community Improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Finance/ Operations
jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jm Civil rights jm Community improvement jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	Other (please specify)
jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jm Civil rights jm Community improvement jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	
jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Civil rights jn Community improvement jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	2. How would you classify your organization? (choose one)
jn Education jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jm Community improvement jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	jn Arts/culture
<pre>jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services</pre>	jm Education jm Employment jm Environment jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	jn Civil rights
jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Employment jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Community improvement
jn Environment jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Education
jn Foundation jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jm Foundation jm Global jm Health jm Housing and shelter jm Human services jm Philanthropy support jm Youth services	jn Employment
jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Global jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Environment
 jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services 	jn Health jn Housing and shelter jn Human services jn Philanthropy support jn Youth services	jn Foundation
 jn Housing and shelter jn Human services jn Philanthropy support jn Youth services 	 jn Housing and shelter jn Human services jn Philanthropy support jn Youth services 	j _n Global
jn Human services jn Philanthropy support jn Youth services	jn Human services jn Philanthropy support jn Youth services	j _n Health
jn Philanthropy support jn Youth services	jn Philanthropy support jn Youth services	jn Housing and shelter
jn Youth services	jn Youth services	jn Human services
		jn Philanthropy support
Other (please specify)	Other (please specify)	jn Youth services
		Other (please specify)

* 3. What is the approximate annual budget of your organization?

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jn None - all volunteer
jn Below $100,000
jn $100,000 - less than $1 Million
jn $1 Million - less than $3 Million
jn $3 Million - less than $5 Million
jn $5 Million - less than $10 Million
jn $10 Million - less than $25 Million
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* 4. Would you be willing to follow up with us in a brief phone conversation regarding your responses to this survey?

jn Yes jn No

6. Follow-up ir	nformation
1. Thank you to your contact in Name: Organization: Phone number: Email address:	for being willing to follow up with us. Please provide us with nformation.

Use and Effectiveness of Social Media among Nonprofit Organizations
7. Thank you
Thank you for your time and effort! Please click "Done" to submit your responses.

Use and Effectiveness of Social Media among Nonprofit Organizations