

# How Are Organizations Using Social Media?



## Survey Results

March 31, 2009

This survey was conducted in conjunction with an *Expert Round Table on Social Media and Risk Communication during Times of Crisis* held March 31, 2009, at the American Public Health Association. This poll was sponsored and conducted by the American Public Health Association and Booz Allen Hamilton Inc.

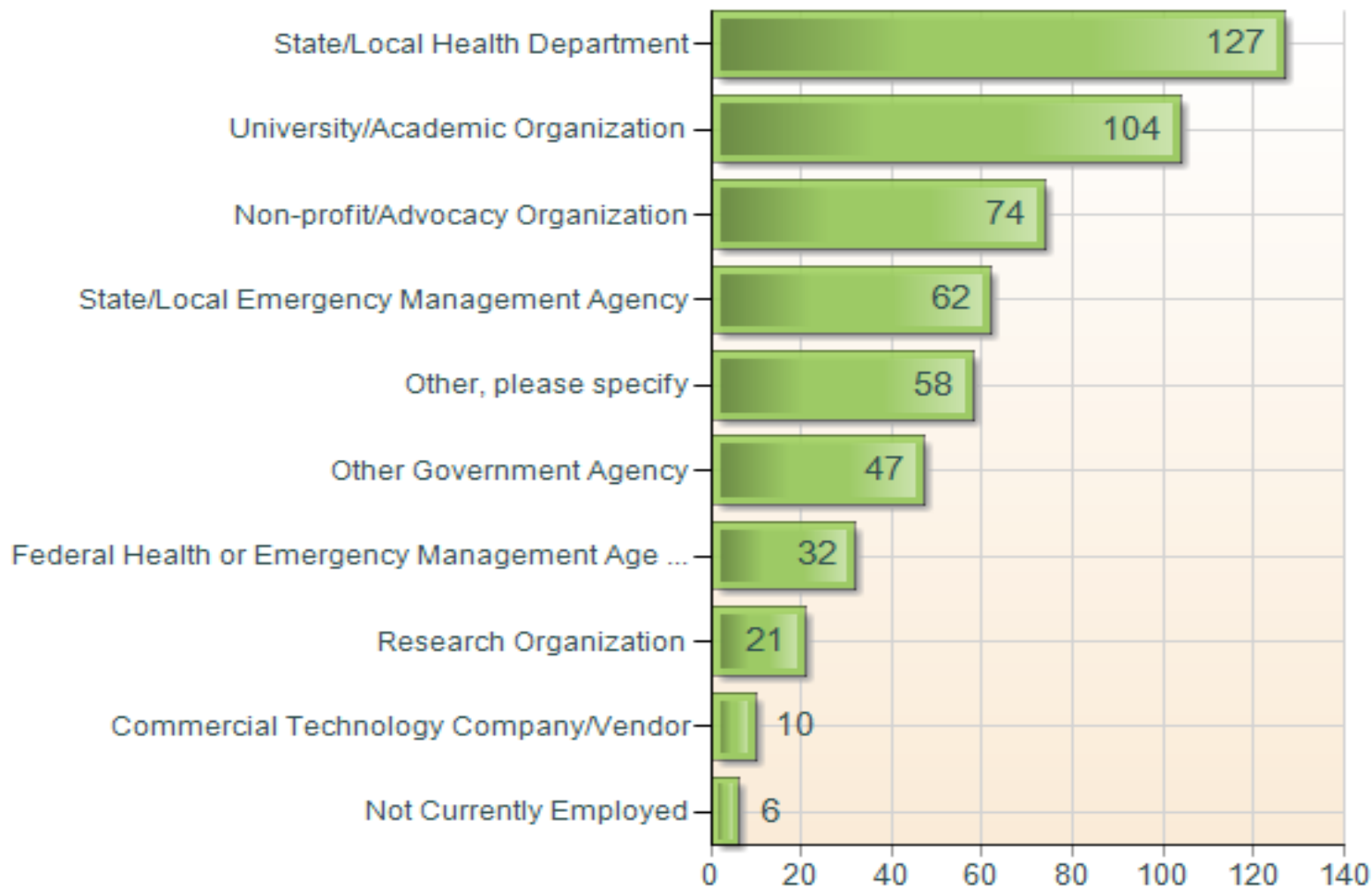


Booz | Allen | Hamilton

# Methodology

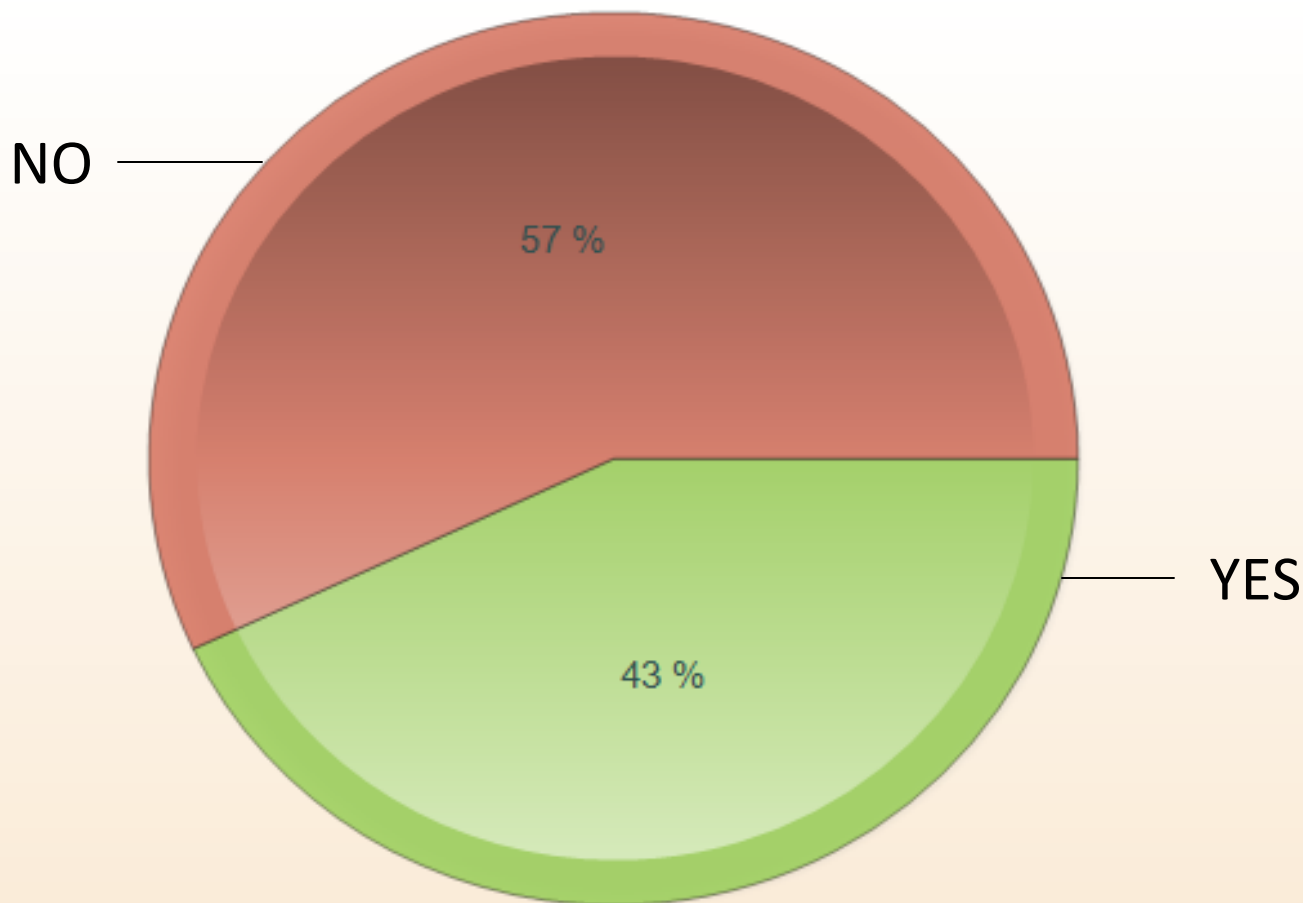
- Zoomerang online survey
- Open for 2 weeks (March 11-25, 2009)
- Survey sample
  - American Public Health Association
  - Booz Allen Hamilton
  - International Association of Emergency Managers
  - National Association of Government Communicators
  - National Public Health Information Coalition
- Survey distributed to more than 9,000 recipients
- N=542
- 6% response rate

### Which of the following best describes your organization/employer?



n=541

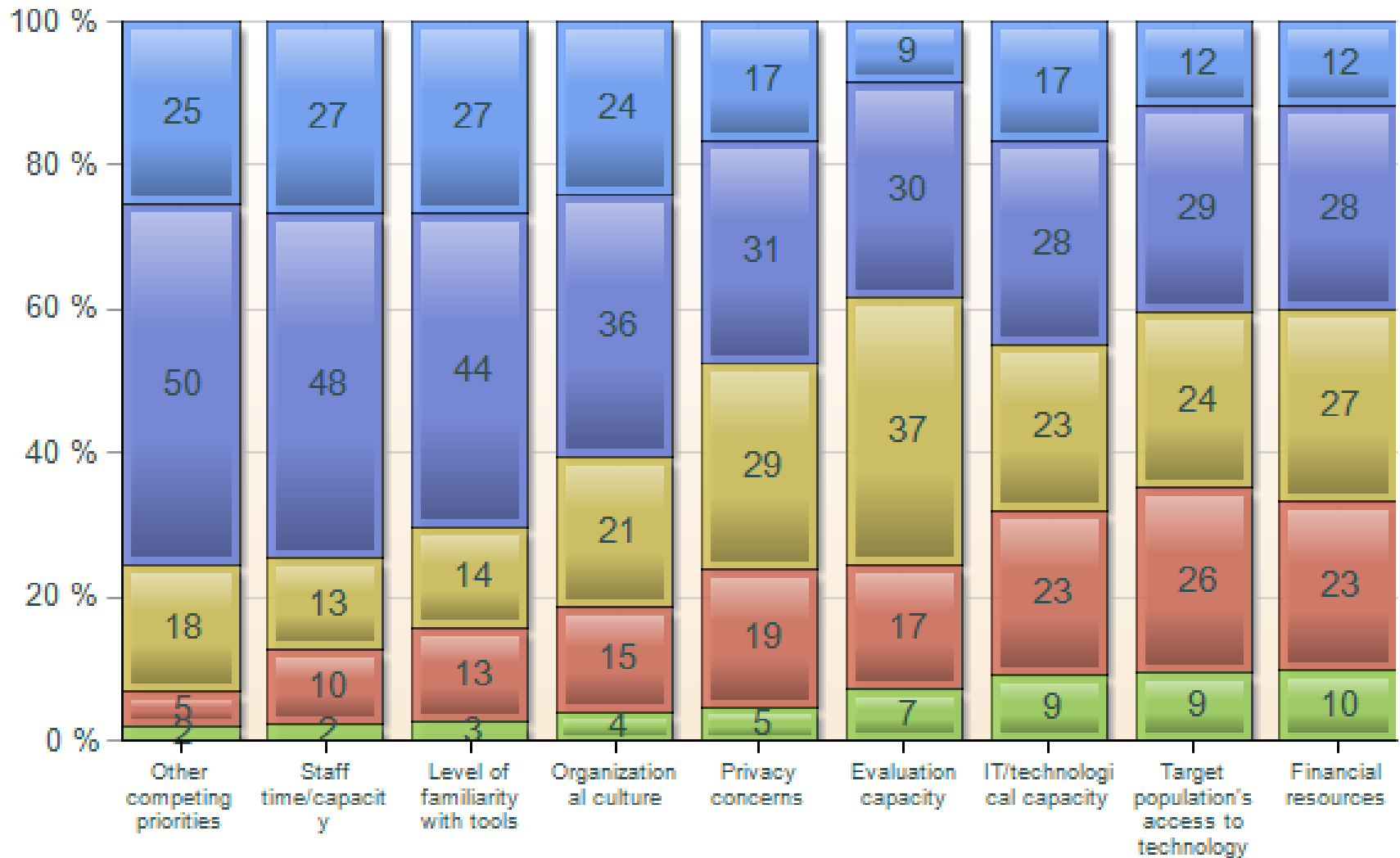
**Does your organization currently use social media tools (such as blogs, Facebook, Twitter, texting, Wikis, etc.) to communicate about public health issues or emergencies?**



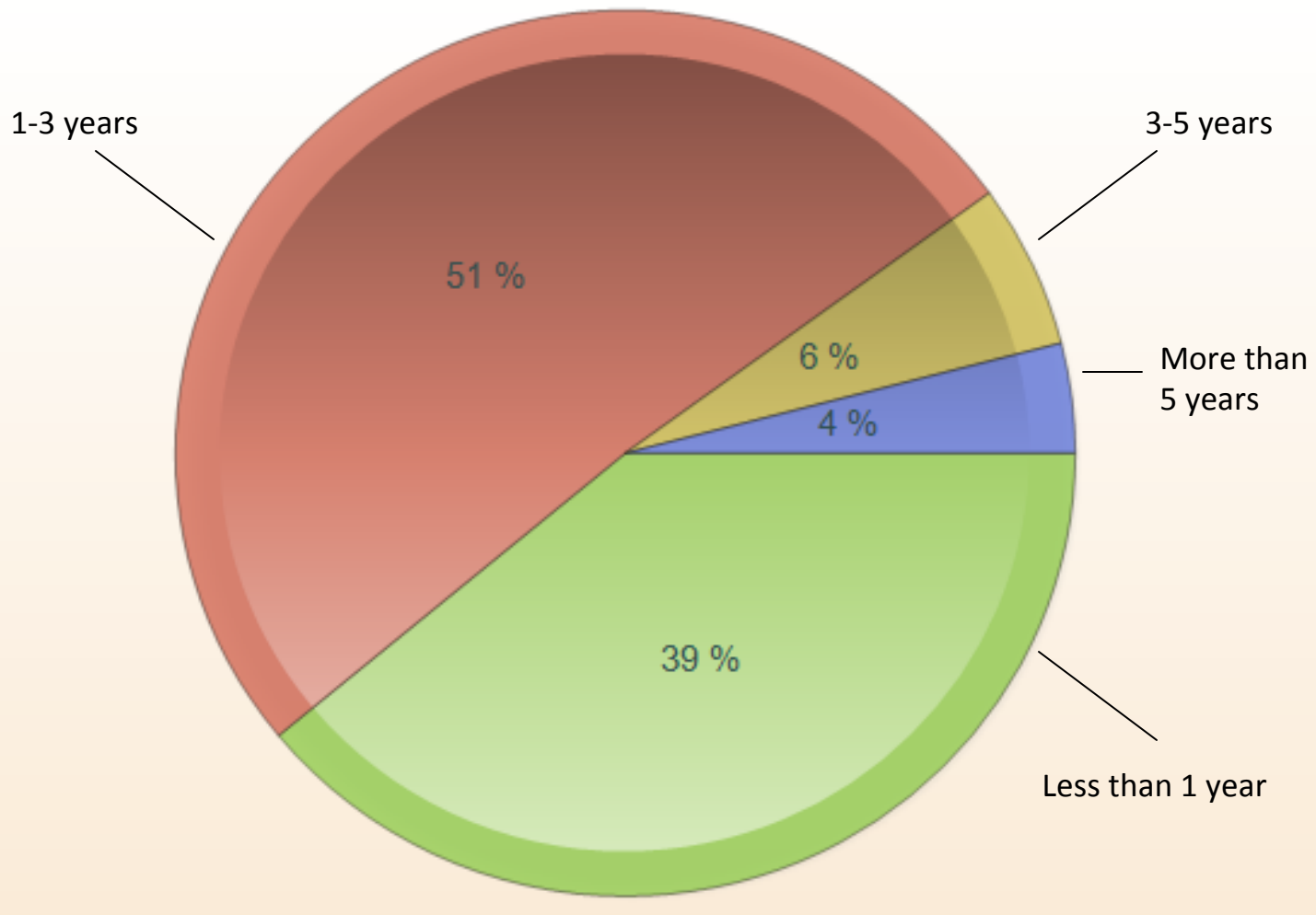
n=542

**Do you agree or disagree that the following issues present obstacles for your organization in using social media strategies to improve public health or risk/crisis communications?**

Strongly disagree Disagree Neither agree nor disagree Agree Strongly agree

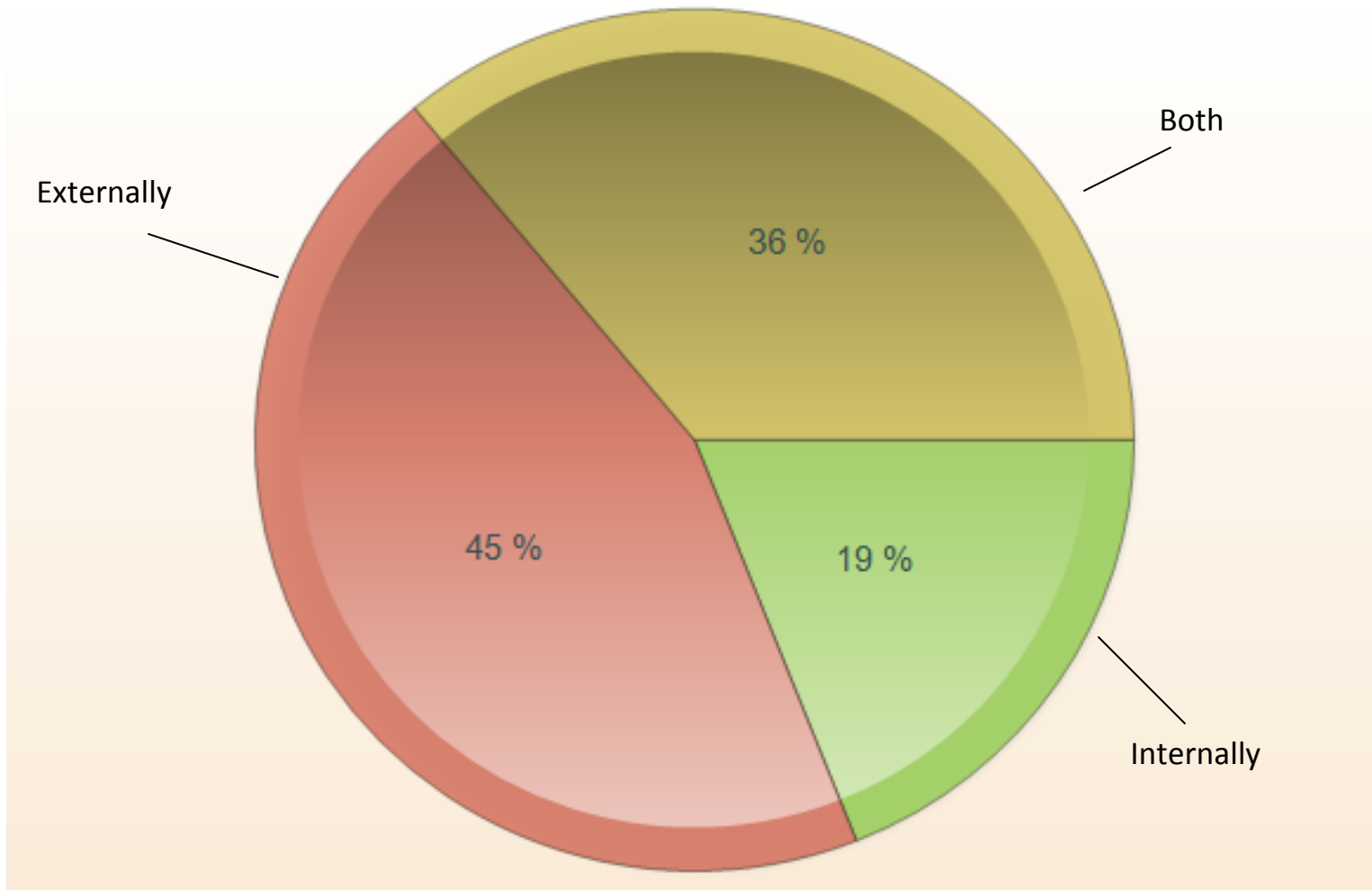


## How long has your organization been utilizing social media tools?



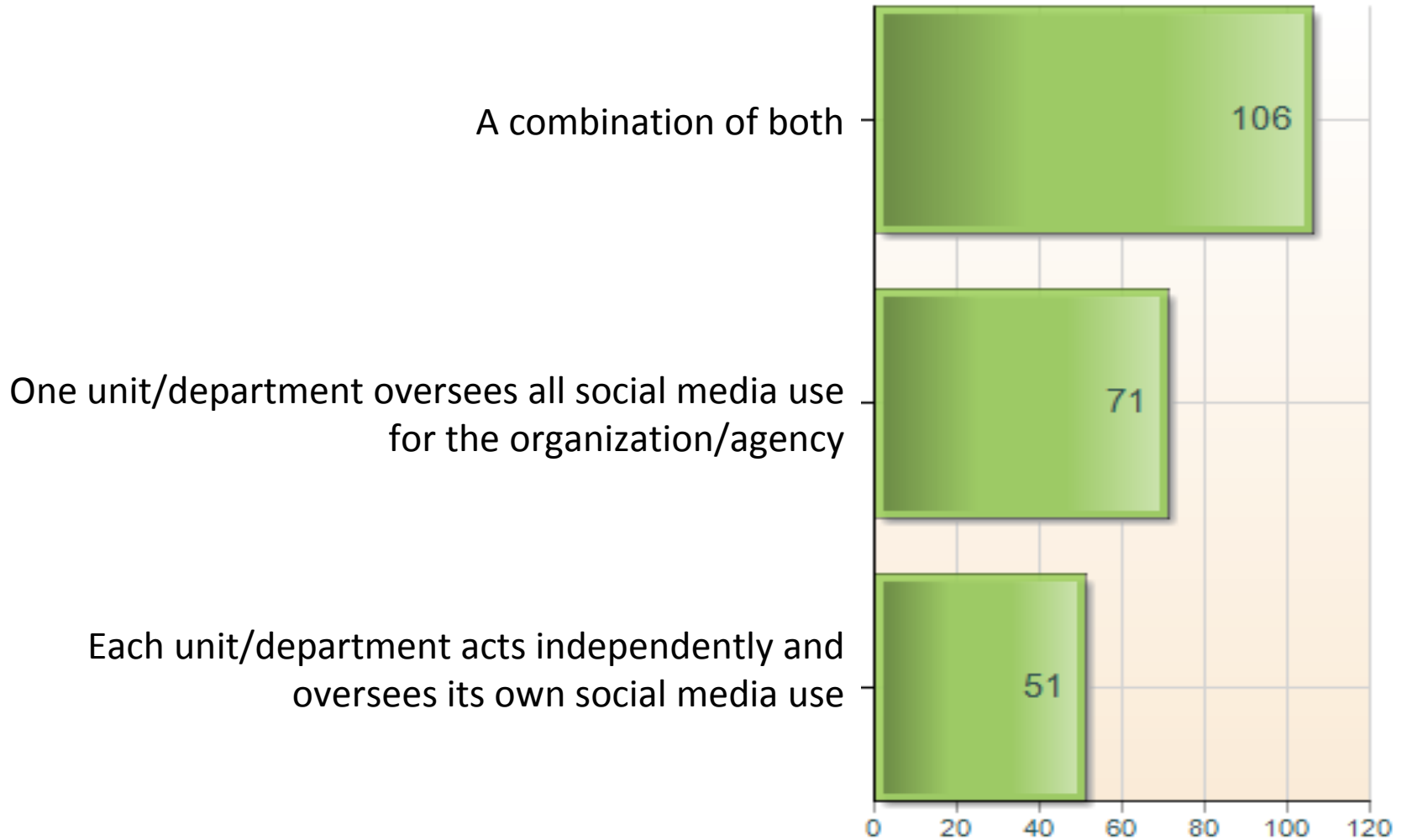
n=231

## My organization primarily uses social media tools to communicate:



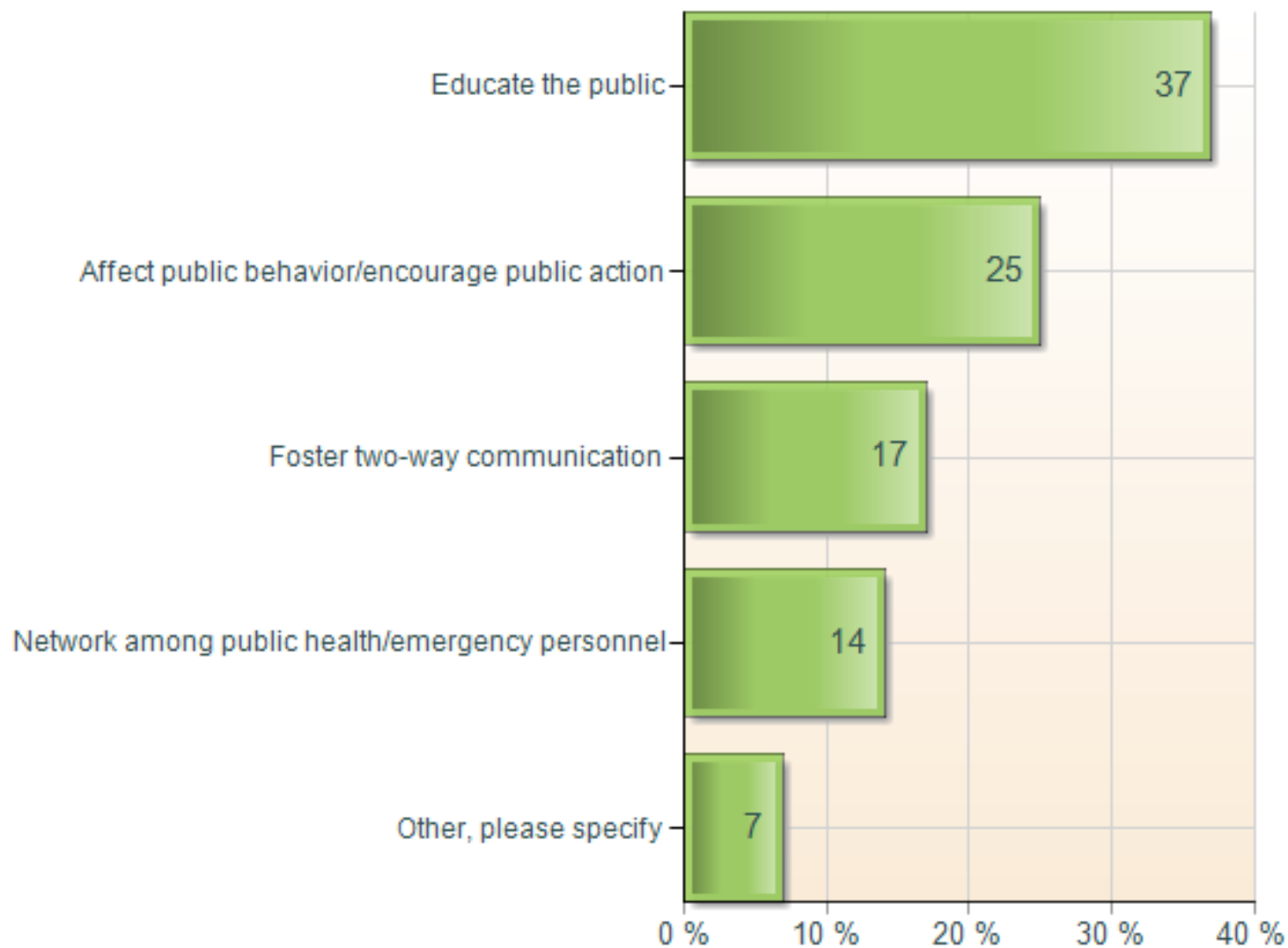
n=230

**Which of the following best describes how your organization coordinates its social media strategy?**



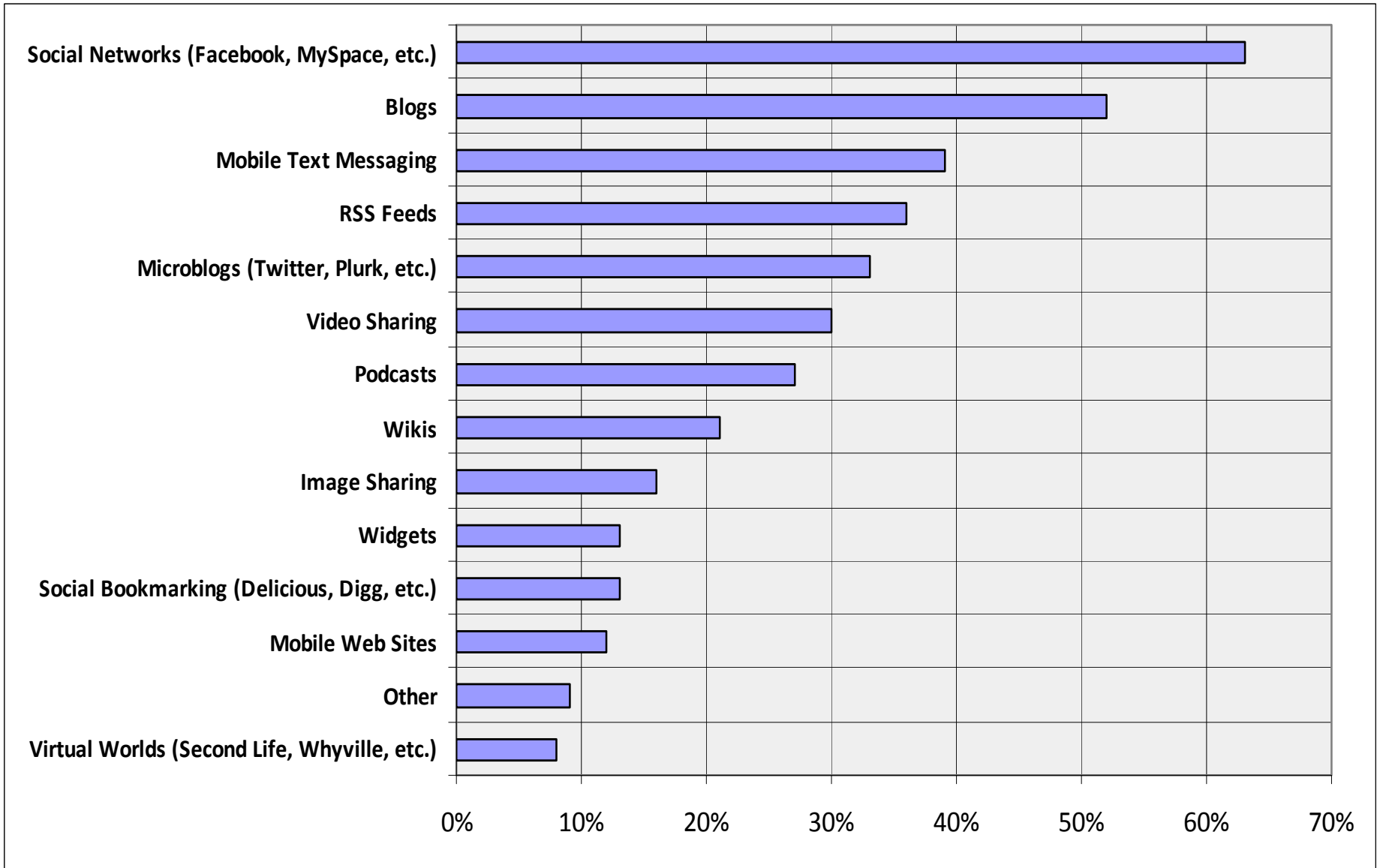
n=228

### Which of the following goals is most important in your use of social media?

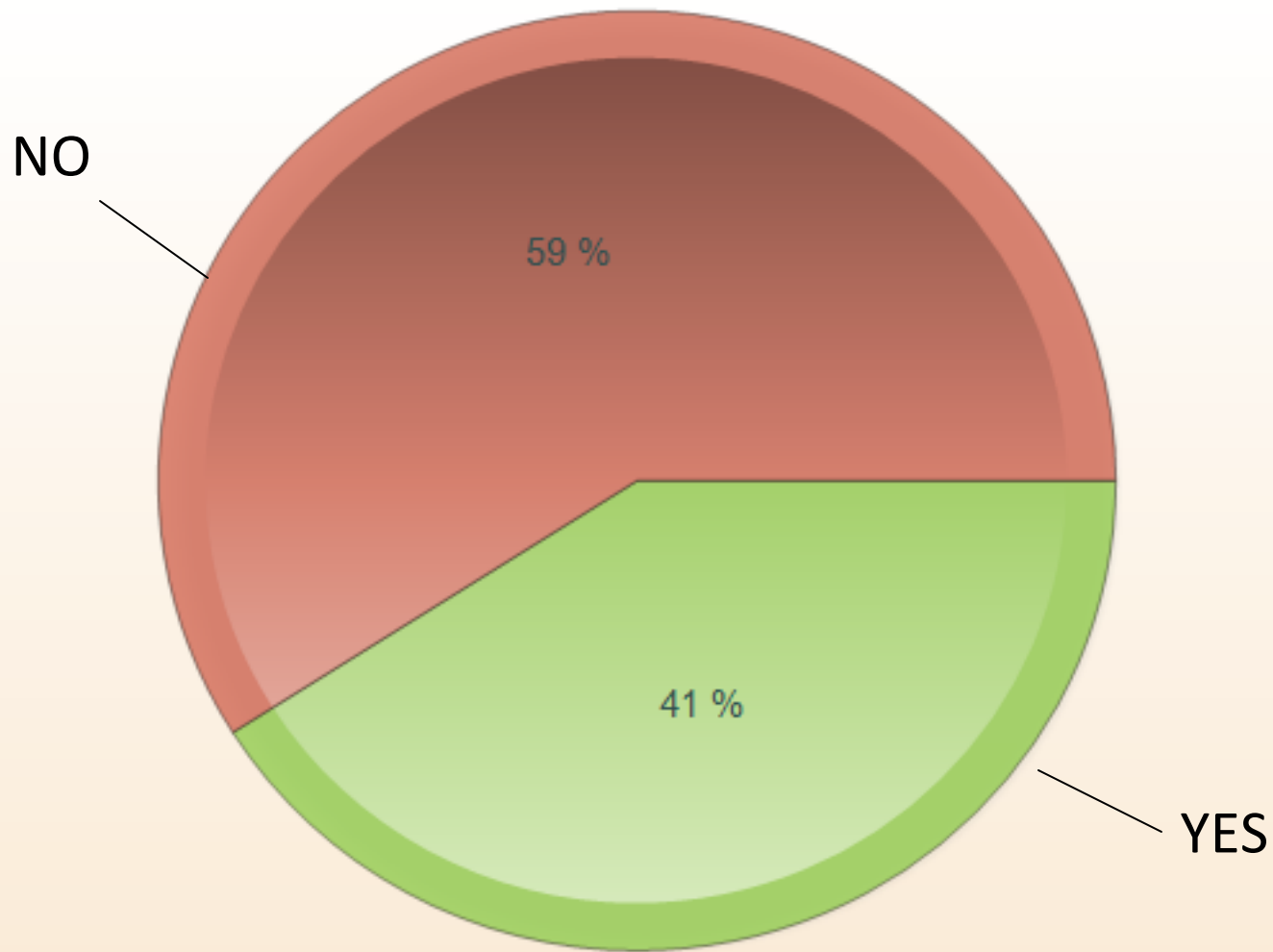


n=231

# Which of the following social media tools does your organization currently use?

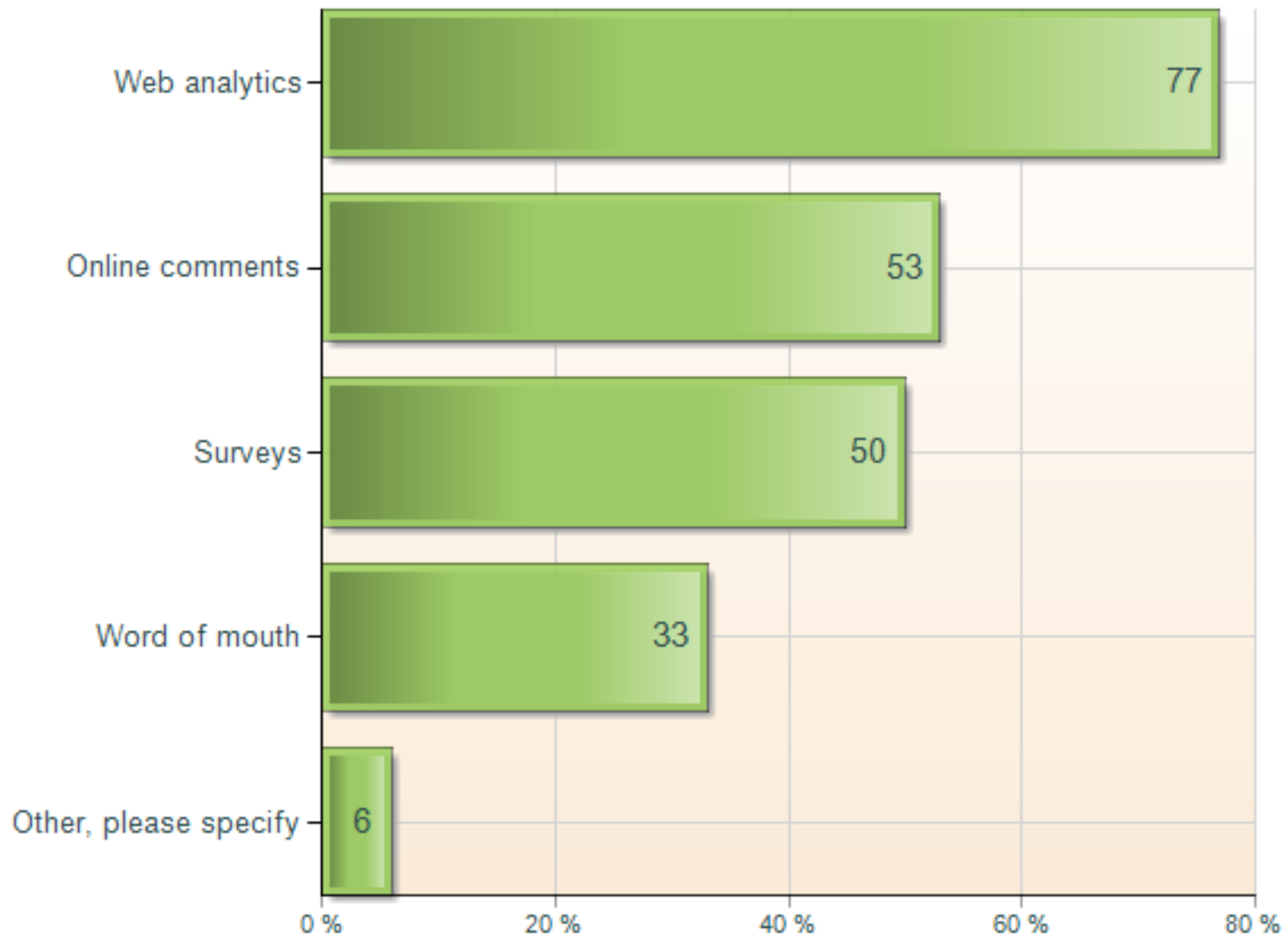


## Do you evaluate the effectiveness of your use of social media?



n=230

## Which of the following evaluation tools do you use?



## Is there anything else you would like to share about the impact of social media on your communications activities?

- Accessibility from work... security, access denied to many social media sites.
- Concern about what others post...is it worth the time???
- Huge concern is IT security and the blocking of access to sites via firewalls.
- Getting senior management to understand the benefits of the evolving technology and IT to let go of the belief that they are the primary communicators are our biggest challenges.
- It has got to be part of overall communications strategy.
- Learning curve of technology is a stumbling block.
- Social media could be a service multiplier for our organization, but we face organizational resistance, bred partly by generational influences.
- I think a "best practices" document is definitely needed
- It appears that our organization needs to "trust" the employees that this media will be used only for work purposes
- It is essential we fully capitalize on opportunities these outlets and tools provide.
- I would permit my staff to use RSS feeds from legitimate sources, but "Twitter," Facebook, etc. are unprofessional and inappropriate.
- People today expect immediate communication and response. Social media helps meet those ambitious expectations.
- Trainings on social media would be hugely helpful - either at conferences or via webinars, etc..
- You've got me thinking.