

# NonProfit New Media Survey

## 1. General

\* 1. Name

\* 2. Organization

\* 3. Job Title

\* 4. On a scale of 1-10, how important is new media to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

\* 5. How many hours per week does your organization dedicate to new media?

0-2

3-5

5-7

8-10

More than 10

6. What are the primary job functions of those involved in your organization's new media work?

Director

Communications

Grassroots

Policy/Research

Outreach

Other (please specify)

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\* 7. Compared to now, do you think the emphasis you place on new media over the next 12 months will:

Stay the Same

Decrease Slightly

Decrease Significantly

Increase Slightly

Increase Significantly

8. What are your priorities for improving your use of new media over the next year?

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## 2. Facebook

\* 9. Does your organization have a "Group" on Facebook?

- Yes, with frequent updates
- No, don't intend to
- Yes, with infrequent updates
- No, but plan to

\* 10. Does your organization have a "Page" on Facebook?

- No, but plan to
- No, don't intend to
- Yes, with infrequent updates
- Yes, with frequent updates

\* 11. How many hours per week does your organization dedicate to Facebook?

- 0-2
- 3-5
- 5-7
- 8-10
- More than 10

\* 12. On a scale of 1-10, how important is Facebook to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no to questions 9 and 10, please skip to question 18 at the bottom of this page.

13. If you have a group and/or page, why did you choose one over the other, or both?

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14. Which of the following do you use Facebook for?

- Engaging in Discussions
- Identifying Supporters
- Promoting Reports
- Promoting Events

Other (please specify)

15. Who in your organization is responsible for Facebook activity?

16. What results have you seen?

- Increased Fan-Base
- Increased Traffic to Website
- Increased Media Coverage
- Other (please specify)

17. Who are you hoping to reach?

- Media
- Advocates
- Legislators and their Staff
- General Public
- Other (please specify)

18. What kind of assistance or information would help you begin or expand your efforts in this area?

# NonProfit New Media Survey

## 3. Blogger Outreach

\* 19. Does your organization reach out to bloggers?

No, don't intend to

Frequently

Infrequently

No, but plan to

\* 20. Do you monitor blogosphere citations of your organization or the issues you cover?

Infrequently

Frequently

No, but plan to

No, don't intend to

\* 21. How many hours per week does your organization dedicate to Blogger Outreach?

0-2

3-5

5-7

8-10

More than 10

\* 22. On a scale of 1-10, how important is Blogger Outreach to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no to questions 19 and 20, please skip to question 27 at the bottom of this page.

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23. What tools are you using to identify and monitor blogs?

- Blog Pulse
- RSS Reader
- Technorati
- Memeorandum
- Google Blogsearch
- Other (please specify)

24. Who in your organization is responsible for blogger outreach and monitoring?

25. What benefits have you seen as a result of your blogger outreach efforts?

- None
- Regular Communication/Email
- Invited to Post
- Cited in Blogs
- Affected Blog Coverage of an Issue
- Other (please specify)

26. Who are you hoping to reach by engaging with bloggers?

- Legislators and their Staff
- Advocates
- General Public
- Media
- Other (please specify)

27. What kind of assistance or information would help you begin or expand your efforts in this area?

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## 4. Blogging

\* 28. Does your organization have a blog?

- No, but plan to create one
- Yes, with frequent updates
- Yes, with infrequent updates
- No, don't intend to

\* 29. Does your organization ever guest post or cross post items on other blogs?

- No
- Yes

\* 30. How many hours per week does your organization dedicate to Blogging?

- 0-2
- 3-5
- 5-7
- 8-10
- More than 10

31. On a scale of 1-10, how important is Blogging to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no to questions 28 and 29, please skip to question 36 at the bottom of this page.

32. Which software platform do you use for your blog?

- Wordpress
- Blogger
- Drupal
- Soapbox
- Scoop
- Typepad
- Movable Type
- Other (please specify)

33. Who in your organization is responsible for blogging?

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34. What benefits have you seen as a result of your blogger outreach efforts?

- Increased Media Coverage
- Increase in Email Signups
- Increased Influence in Public Debate
- Increased Traffic to your Website
- Other (please specify)

35. Who are you hoping to reach by Blogging?

- Advocates
- Legislators and their Staff
- Media
- General Public
- Other (please specify)

36. What kind of assistance or information would help you begin or expand your efforts in this area?

# NonProfit New Media Survey

## 5. Twitter

\* 37. Does your organization have a presence on Twitter?

- No, but plan to create one
- Yes, with frequent updates
- No, don't intend to
- Yes, with infrequent updates

\* 38. How many hours per week does your organization dedicate to Twitter?

- 0-2
- 3-5
- 5-7
- 8-10
- More than 10

\* 39. On a scale of 1-10, how important is Twitter to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no to question 37, please skip to question 45 at the bottom of this page.

40. Which of the following external applications does your organization use to enhance your use of Twitter, if any?

- TweetDeck
- WeFollow
- Hashtweeps
- Twollow
- Tweetizen
- Tweet Later
- Huitter
- Hootsuite
- BuzzOm
- Tweet Congress
- Twitterfeed
- Other (please specify)

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41. How is your Organization using Twitter?

- Monitoring Discussions
- Promoting Reports
- Building Connects
- Distributing News
- Increasing Awareness of Organization
- Other (please specify)

42. Who in your organization is responsible for your presence on Twitter?

43. What benefits have you seen as a result of your engagement on Twitter?

- Increase in Email Signups
- Increased Influence in Public Debate
- Increased Media Coverage
- Increased Traffic to your Website
- Other (please specify)

44. Who are you hoping to reach on Twitter?

- Media
- Advocates
- Legislators and their Staff
- General Public
- Other (please specify)

45. What kind of assistance or information would help you begin or expand your efforts in this area?

# NonProfit New Media Survey

## 6. Internet Video

\* 46. Does your organization use video sharing sites like YouTube?

- Yes, with infrequent updates
- No, but plan to create one
- Yes, with frequent updates
- No, don't intend to

\* 47. How many hours per week does your organization dedicate to Internet Video?

- 0-2
- 3-5
- 5-7
- 8-10
- More than 10

\* 48. On a scale of 1-10, how important is Internet Video to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no to question 46, please skip to question 54 at the bottom of this page.

49. Which of the following external video sharing services do you use?

- Youtube
- I meem
- Yahoo Video
- MSN Soapbox
- Facebook
- MetaCafe
- Google Video
- Blip.tv
- Daily Motion
- Liveleak
- Vimeo
- Photobucket
- Other (please specify)

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50. What type of videos do you submit?

- News Clips
- Events
- Videocasts
- User Generated Content
- Other (please specify)

51. Who in your organization is responsible for submitting videos?

52. What benefits have you seen as a result of your engagement with Internet Video?

- Increase in Email Signups
- Increased Traffic to your Website
- Increased Media Coverage
- Increased Influence in Public Debate
- Other (please specify)

53. Who are you hoping to reach with Internet Video?

- General Public
- Advocates
- Media
- Legislators and their Staff
- Other (please specify)

54. What kind of assistance or information would help you begin or expand your efforts in this area?

# NonProfit New Media Survey

## 7. Social News

\* 55. Does your organization use Social News Sites like Digg?

- Yes, with frequent updates
- Yes, with infrequent updates
- No, but plan to create one
- No, don't intend to

\* 56. How many hours per week does your organization dedicate to Social News?

- 0-2
- 3-5
- 5-7
- 8-10
- More than 10

\* 57. On a scale of 1-10, how important are Social News sites to your organization?

	1	2	3	4	5	6	7	8	9	10
[1 indicates no importance and 10 indicates vital importance]	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you answered no question 55, please skip to question 63 at the bottom of this page.

58. Which of the following Social News Sites do you use?

- Digg
- Stumbleupon
- Shoutwire
- Mixx
- Other (please specify)
- Care2
- Buzzflash
- Propeller
- Newsvine
- Reddit
- Current
- Newscloud
- Yahoo Buzz

59. Do you integrate buttons or widgets for social news services on your site?

- Yes
- No

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60. What type of content do you submit to Social News Sites?

- News Stories
- Blog Posts
- Videos
- Reports
- Other (please specify)

61. What benefits have you seen as a result of your engagement with Social News Sites?

- Increased Traffic to your Website
- Increase in Email Signups
- Increased Media Coverage
- Increased Influence in Public Debate
- Other (please specify)

62. Who are you hoping to reach with Social News?

- Advocates
- Legislators and their Staff
- General Public
- Media
- Other (please specify)

63. What kind of assistance or information would help you begin or expand your efforts in this area?

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## 8. Other Technologies

\* 64. Do you currently provide an RSS feed so journalists and others can subscribe to your content?

Yes

No

\* 65. Do you monitor other RSS feeds to see what other organizations, blogs and news outlets are your organization?

Yes

No

66. Tell us about other social media or new media technologies your organization uses.

67. Which social media or new media technologies do you think have the biggest return on investment?

68. Which social media or new media technologies have you found most disappointing or difficult to use?