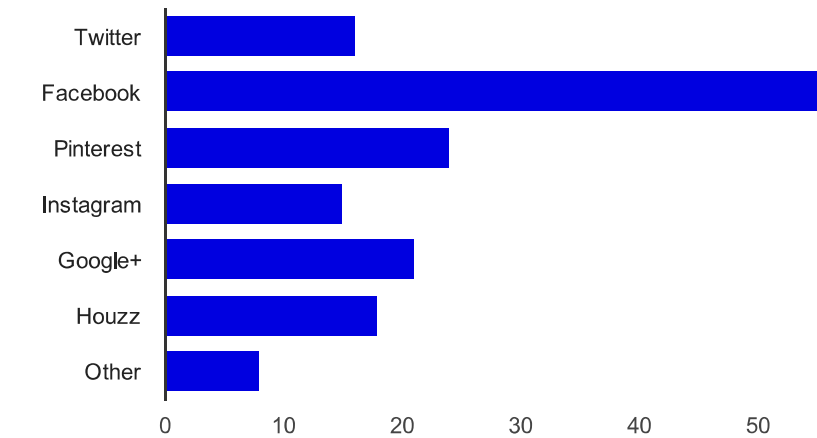


62 responses

[View all responses](#)

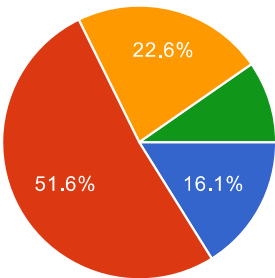
Summary

Do you have an account with any of the following social media sites?



Twitter	16	26.7%
Facebook	55	91.7%
Pinterest	24	40%
Instagram	15	25%
Google+	21	35%
Houzz	18	30%
Other	8	13.3%

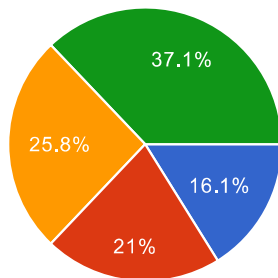
How active on social media are you?



Very Active (Post something every day)	10	16.1%
Somewhat Active (Post once in a while)	32	51.6%

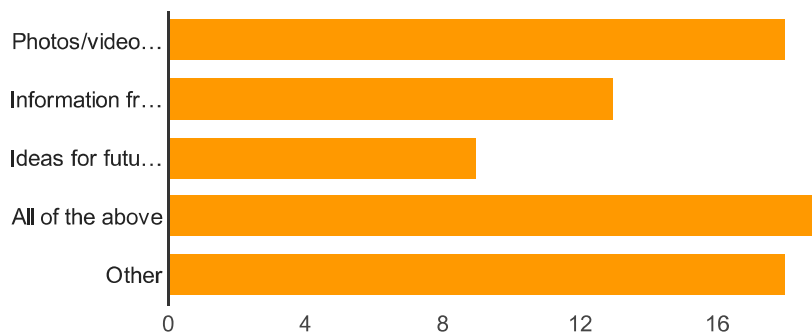
Rarely (Know how but choose not to)	14	22.6%
Never touch the stuff	6	9.7%

Have you ever visited SBNC's Facebook page?



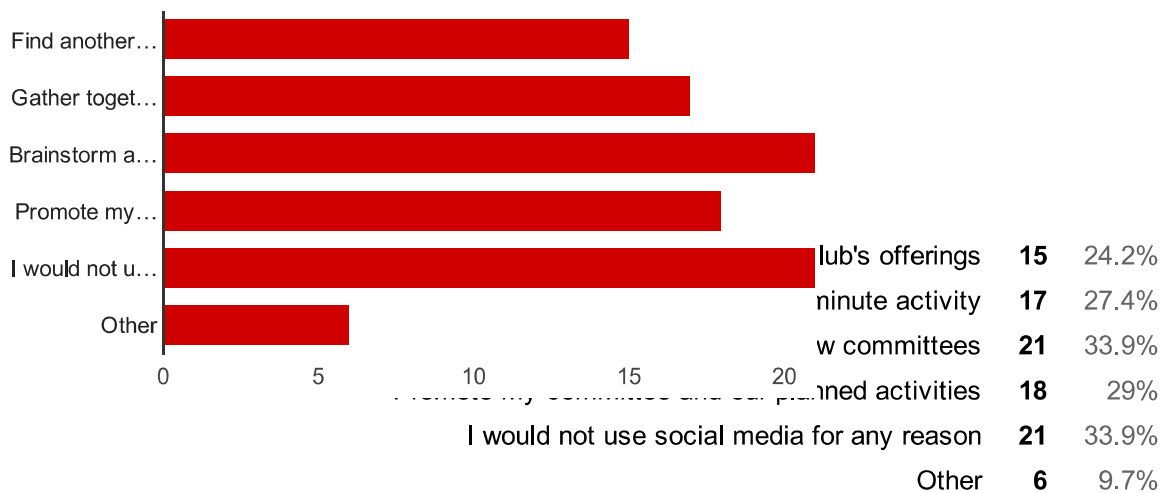
Yes I am a regular visitor to the page	10	16.1%
I visit the page occasionally	13	21%
I rarely visit the page	16	25.8%
I didn't know SBNC had a Facebook page	23	37.1%

What kind of content do you find interesting on SBNC's Facebook page?

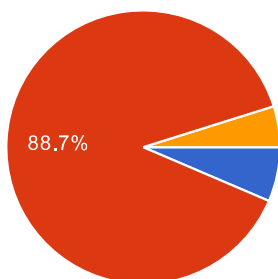


Photos/videos of SBNC past events and activities	18	31%
Information from other members about things they've discovered about Santa Barbara	13	22.4%
Ideas for future events and activities with newcomers and graduates	9	15.5%
All of the above	19	32.8%
Other	18	31%

Would you use social media for any of the following?

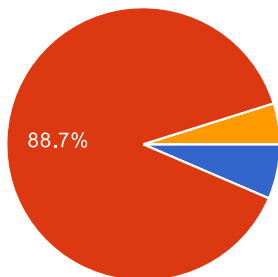


Do you follow @sbnewcomers on Twitter?



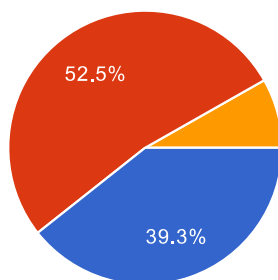
Yes	4	6.5%
No	55	88.7%
I would if I knew how to use Twitter	3	4.8%

Do you follow @sbnewcomersclub on Instagram?



Yes	4	6.5%
No	55	88.7%
I would if I knew how to use Instagram	3	4.8%

Are you a fan of SBNC's Facebook page?

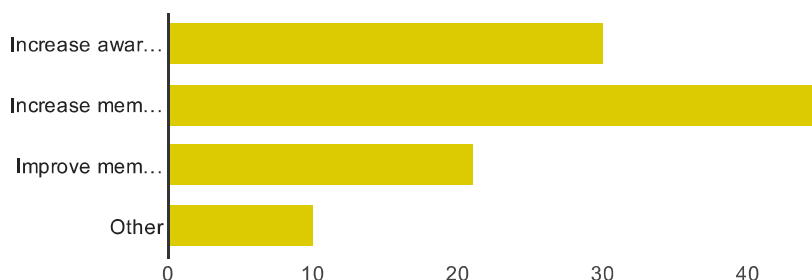


Yes **24** 39.3%

No **32** 52.5%

I would if I knew how to become a fan **5** 8.2%

In your opinion, what benefits can SBNC receive by expanding its presence on social media?



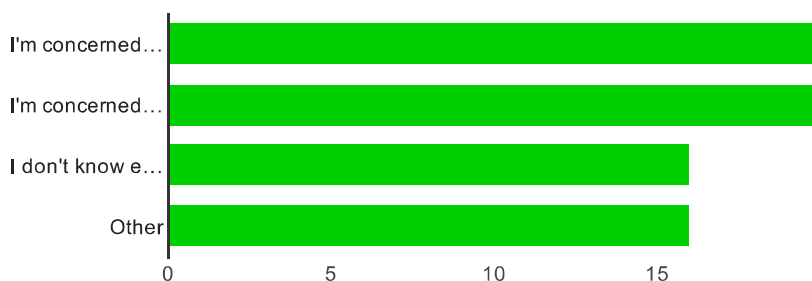
Increase awareness. It could help spread the word about our club to potential members. **30** 50%

Increase member engagement. It could enable members to communicate more with each other. **45** 75%

Improve member satisfaction with the club. It could impact members' perceived value of the club. **21** 35%

Other **10** 16.7%

Do you have any concerns about SBNC's use of social media?

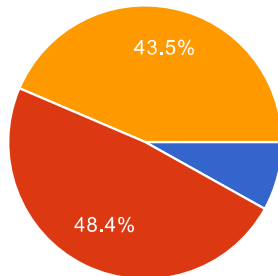


I'm concerned about privacy. **20** 32.8%

I'm concerned about people adding inappropriate posts. **20** 32.8%

I don't know enough about the capabilities of social media. I'm concerned about what I don't know. **16** 26.2%

Are your concerns strong enough that you would not want the club to use social media?

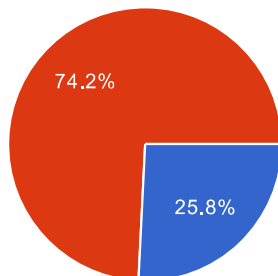


Yes 5 8.1%

No 30 48.4%

No, but we need guidelines and social posts need to be monitored. 27 43.5%

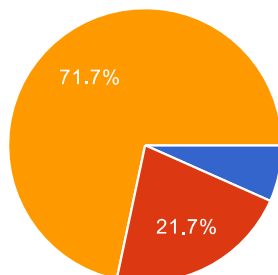
Would you be interested in attending a social media workshop to help get you started with these tools?



Yes 16 25.8%

No 46 74.2%

Would you be interested in joining a subcommittee to create SBNC's social media policy and guidelines?



Yes I'd love to participate in shaping SBNC's social media policy, guidelines, and strategy. 4 6.5%

I'm interested but I don't have a lot of time. I'd be willing to provide feedback though. 13 21%

No. I'm not interested. 43 69.4%

Number of daily responses

