

TESTING YOUR COMPANY'S SOCIAL MEDIA AWARENESS

Introduction

The purpose of this survey is to help evaluate the extent to which your company already understands and uses social media. More fundamentally, however, gauging employee knowledge and usage is the first step. Success ultimately rests upon understanding your company's tolerance for openness and decentralization – two driving forces of social media.

Part One: Definitions

1. When you hear the term "social media," what comes to mind?
(check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Weblogs/"blogs" | <input type="checkbox"/> Peer to Peer |
| <input type="checkbox"/> Podcasts | <input type="checkbox"/> Dynamic Content Creation |
| <input type="checkbox"/> Wikis | <input type="checkbox"/> Flash Based Indexing |
| <input type="checkbox"/> RSS feeds | <input type="checkbox"/> Contextual Advertising |
| <input type="checkbox"/> Social Networking | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> IM | |

For the purposes of the remainder of this survey, the term "social media" should be taken to mean technology-based forms of communication that enable individuals to publish their own material and distribute it among a broad network of peers. It includes blogs, podcasts, wikis, RSS feeds and other similar tools.

Part Two: Usage

2. Do you have a blog? Yes No
3. Have you ever posted comments to a blog? Yes No
4. How often do you read, listen or subscribe to the following?
- | | | | |
|-----------|---|--|--|
| Blogs | <input type="checkbox"/> once or more/week; | <input type="checkbox"/> once or more/month; | <input type="checkbox"/> never; not sure |
| Podcasts | <input type="checkbox"/> once or more/week; | <input type="checkbox"/> once or more/month; | <input type="checkbox"/> never; not sure |
| Wikis | <input type="checkbox"/> once or more/week; | <input type="checkbox"/> once or more/month; | <input type="checkbox"/> never; not sure |
| RSS feeds | <input type="checkbox"/> once or more/week; | <input type="checkbox"/> once or more/month; | <input type="checkbox"/> never; not sure |
- Social networking sites:
- | | | | |
|-----------------------------------|-------------------------------------|----------------------------------|--------------------------------------|
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Friendster | <input type="checkbox"/> MySpace | <input type="checkbox"/> Other _____ |
|-----------------------------------|-------------------------------------|----------------------------------|--------------------------------------|
5. When you use blogs or podcasts, is it for:
- | | |
|--|---|
| <input type="checkbox"/> Strictly business interests | <input type="checkbox"/> Both business and personal interests |
| <input type="checkbox"/> Strictly personal interests | <input type="checkbox"/> I don't use social media |

Social Media and Your Job

6. Do you currently use any form of social media to interact with customers, suppliers, partners, investors, fellow employees or other stakeholders? Yes No
(If yes, please describe):

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7. If you don't use social media regularly for business purposes, is it because you:
(check all that apply)
- Are not sure how to use them
 - Don't believe they pertain to your job
 - Have concern over saying or doing the wrong thing
 - Don't have the authorization to do so
 - Aren't sure how to get started
 - Don't have time
8. To what extent does the success of your business unit depend upon strong ties to municipal, political, professional/industrial, technical, regulatory or other types of communities? a great deal a moderate amount not at all
9. Which of the following would be useful? (check all that apply)
- Training in how to take full advantage of social media in my job
 - A Web-based resource guide to help me and my colleagues understand how to use social media effectively
 - Guidelines as to who should and shouldn't use social media, when, and under what circumstances
 - Other (please indicate): _____
10. In your opinion, which company has best utilized social media to benefit their business?
Why?
- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> Google | <input type="checkbox"/> Yahoo |
| <input type="checkbox"/> IBM | <input type="checkbox"/> MySpace |
| <input type="checkbox"/> Microsoft | <input type="checkbox"/> FaceBook |
| <input type="checkbox"/> Wal-Mart | <input type="checkbox"/> AOL |
| <input type="checkbox"/> Sun | <input type="checkbox"/> EarthLink |
| <input type="checkbox"/> Boeing | <input type="checkbox"/> Other |
- _____
- _____
- _____
11. How Internet savvy do you consider yourself?
- Extremely
 - Very
 - Moderately
 - Marginally
12. How many hours a week are you online at home for non-work related matters?
- 0-5
 - 5-10
 - 15 -20
 - 20 +