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Answers to Questions

Social Media Survey

As of: 1/26/2011 11:24:01 AM

Page: Lets Get Started

Question: Intro

Number Who Answered: 0

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Question: Museum/Organization Name

Number Who Answered: 81

[View Details](#)
Question: Museum/Organization URL

Number Who Answered: 78

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Main Question: How frequently, on average, are your social media web sites updated?

Question	Num. Answered	Once Daily	Several Times Daily	Once Weekly	2 - 3 Times Weekly	Monthly	2 - 3 Times Monthly	2 - 3 Times a Year	Rarely	Not Applicable
Twitter (twitter.com/mnhs)	95	18 19%	24 25%	4 4%	14 15%	0 0%	5 5%	0 0%	1 1%	29 31%
Facebook (facebook.com/minnesotahistoricalsociety)	95	21 22%	5 5%	12 13%	24 25%	5 5%	7 7%	1 1%	1 1%	19 20%
MySpace (myspace.com/minnesotahistory)	95	4 4%	2 2%	4 4%	1 1%	2 2%	2 2%	2 2%	5 5%	73 77%
LinkedIn Company Profile (linkedin.com/companies/minnesota-historical-society)	95	4 4%	2 2%	1 1%	2 2%	3 3%	2 2%	2 2%	3 3%	76 80%
Flickr (flickr.com/photos/minnesotahistoricalsociety)	95	3 3%	4 4%	5 5%	3 3%	17 18%	6 6%	5 5%	4 4%	48 51%
YouTube (youtube.com/minnesotahistory)	95	3 3%	3 3%	4 4%	3 3%	15 16%	2 2%	5 5%	10 11%	50 53%
Wikipedia (en.wikipedia.org/wiki/Minnesota_Historical_Society)	95	4 4%	1 1%	4 4%	1 1%	2 2%	1 1%	6 6%	21 22%	55 58%
Blogs (www.mnhs.org/blogs)	95	6 6%	2 2%	8 8%	16 17%	5 5%	10 11%	1 1%	6 6%	41 43%

Question: What is the URL of Twitter account?

Number Who Answered: 58

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Question: What is the URL of your Facebook page?

Number Who Answered: 62

[View Details](#)
Question: What is the URL of your MySpace page?

Number Who Answered: 22

[View Details](#)
Question: What is the URL of your Flickr feed?

Number Who Answered: 36

[View Details](#)
Question: What is the URL of your YouTube channel?

Number Who Answered: 37

[View Details](#)
Question: What is the URL(s) to your Blogs?

Number Who Answered: 44

[View Details](#)

Page: Page 2

Question: Do you have a web page that lists all your social media web sites?

Number Who Answered: 86

[View Details](#)

Yes	No
42	44
49 %	51 %

Question: If you do have a page, please list the URL:

Number Who Answered: 41

[View Details](#)
Question: Does your home page link to your social media web sites?

Number Who Answered: 84

[View Details](#)

Yes	No
44	40
52 %	48 %

Question: What function(s) in your organization has staff assigned to use social media tools to engage communities?

Number Who Answered: 83

[View Details](#)

Collections / Registration	17	20 %
Curatorial	20	24 %
Development / Membership	18	22 %
Education / Programming	33	40 %
Exhibitions	21	25 %
Information Technology	14	17 %
Interactive Media / New Media	18	22 %
Library / Reference	11	13 %
Marketing	43	52 %
Public Relations	40	48 %
Not Applicable	9	11 %
Other Answers	20	24 %

Question: How many full time equivalent (FTE) positions are assigned to use social media tools to engage communities?

Number Who Answered: 79

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Question: What function in your organization is primarily responsible for actively using social media tools to engage communities?		
Number Who Answered: 84 View Details		
Collections / Registration	4	5 %
Curatorial	3	4 %
Development / Membership	2	2 %
Education / Programming	11	13 %
Exhibitions	3	4 %
Information Technology	2	2 %
Interactive Media / New Media	3	4 %
Library / Reference	0	0 %
Marketing	21	25 %
Public Relations	10	12 %
Not Applicable	9	11 %
Other Answers	16	19 %
Question: On average, how many hours per week do staff spend on actively using social media tools to engage communities, e.g. they Tweet, update Facebook pages, post photos to Flickr, post videos to YouTube, etc. ?		
Number Who Answered: 83 View Details		
0	13	16 %
1-2	23	28 %
2-3	16	19 %
4-9	15	18 %
10-14	6	7 %
15-20	2	2 %
21-30	2	2 %
31-40	2	2 %
40+	2	2 %
NA	2	2 %
Question: Do you have a full time position(s) assigned to engaging with your social media networks?		
Number Who Answered: 81 View Details		
Yes	No	
5	76	
6 %	94 %	
Question: If you do have a position, please provide the position title.		
Number Who Answered: 9 View Details		
Question: Do you have a social media policy?		
Number Who Answered: 79 View Details		
Yes	No	
8	71	
10 %	90 %	
Question: If your social media policy is published online, please provide the URL:		
Number Who Answered: 3 View Details		
Question: Can you share one brilliant idea, tip, or moment-of-truth, regarding your museum's use of social media?		
Number Who Answered: 46 View Details		
Page: Museum Demographic Informatino		
Question: Museum Type		
Number Who Answered: 79 View Details		
Aquarium	0	0 %
Art	16	20 %
Arboretum / Botanical	0	0 %
Children's / Youth	4	5 %
Historic Home / Site	15	19 %
History / Historical Society	37	47 %
Natural History / Anthropology	11	14 %
Nature Center	0	0 %
Ethnic	2	3 %
Specialized Museum	7	9 %
Science / Technology Center / Museum	5	6 %
Zoo	1	1 %
University	4	5 %
Library / Archives	15	19 %
Other Answers	11	14 %
Question: Number of Full Time Equivalent (FTE) Employees in your Organization		
Number Who Answered: 79 View Details		
0 - 9	44	56 %
10 - 24	8	10 %
24 - 99	8	10 %
100 -249	11	14 %
250 - 499	5	6 %
500 - 749	0	0 %
750+	3	4 %
Question: Organization's Annual Operating Budget		
Number Who Answered: 76 View Details		
Less than \$100,000	21	28 %
\$100,000 to \$249,000	12	16 %
\$250,000 to \$499,000	9	12 %
\$500,000 to \$999,000	6	8 %
\$1 Million to \$4.9 Million	13	17 %
\$5 Million to \$24 Million	9	12 %
\$25 Million to \$49 Million	5	7 %

\$50 Million +	1	1 %
Question: If you'd like a copy of these survey results, please include your email address:		
Number Who Answered: 73		View Details

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