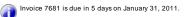
1/26/2011 Informz



HOME / MY ACCOUNT / PREFERENCES / INFORMZ SOCIAL / LOGOUT





Rose Sherman MINNESOTA HISTORICAL SOCIETY

Subscribers Mailings Surveys Content Manager Administration

## Return to Survey List Page Summary Report Results by Question Results by Individual Export to Excel

## Display in Excel

:	Swers Social N As of: 1/20	Иe	dia	Su	rve	v													
Page: Lets Get Started	45 01: 1720	3/2	0111	1.24	1.01 A	IVI													
Question: Intro																			
Number Who Answered: 0													View	De	tails				
Question: Museum/Organization Name Number Who Answered: 81													Viev	v D	etail	<u>s</u>			
Question: Museum/Organization URL Number Who Answered: 78													Viev	v D	e ta il:	<u>s</u>			
Main Question: How frequently, on average, are your social ma	edia web s	ites	upda	teď	?														
Question	Num. Answered		nce aily	Tir	veral nes aily	O We	nce ekly	Tir	- 3 mes eekly	Moi	ntlhly	Tin	- 3 nes nthly	Tir	-3 mes a ear	Ra	rely		Not licab
Twitter (twitter.com/mnhs)	95	18	19%	24	25%	4	4%	14	15%	0	0%	5	5%	_	0%	1	1%	29	319
Facebook	95	21	22%	5	5%	12	13%	24	25%	5	5%	7	7%	1	1%	1	1%	19	209
(facebook.com/minnesotahistoricalsociety)	0.5	_	40/	2	20/		40/	1	10/	2	20/	2	20/		20/	-	F0/	7.0	770
MySpace (myspace.com/minnesotahistory)	95	4	4%	2	2%	4	4%	1	1%	2	2%	2	2%	2	2%	5	5%	73	779
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	809
Flickr (flickr.com/photos/minnesotahistoricalsociety)	95	3	3%	4	4%	5	5%	3	3%	17	18%	6	6%	5	5%	4	4%	48	519
YouTube (youtube.com/minnesotahistory)	95	3	3%	3	3%	4	4%	3	3%	15	16%	2	2%	5	5%	10	11%	50	539
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	589
Blogs (www.mnhs.org/blogs)	95	6	6%	2	2%	8	8%	16	17%	5	5%	10	11%	1	1%	6	6%	41	439
Question: What is the URL of Twitter account? Number Who Answered: 58													Viev	v D	etail	<u>s</u>			
Question: What is the URL of your Facebook page? Number Who Answered: 62													Viev	v D	etail:	<u>s</u>			
Question: What is the URL of your MySpace page? Number Who Answered: 22													Viev	v D	e ta il:	<u>s</u>			
Question: What is the URL of your Flickr feed?																			
Number Who Answered: 36  Question: What is the URL of your YouTube channel?													Viev	v D	etail	<u>s</u>			
Number Who Answered: 37													Viev	v D	etail	<u>s</u>			
Question: What is the URL(s) to your Blogs? Number Who Answered: 44													Viev	v D	e ta il:	<u>s</u>			
Page: Page 2																			
Question: Do you have a web page that lists all your social me Number Who Answered: 86	dia web si	tes	,										Viev	v D	e ta il:	<u>s</u>			
Yes			Т								No								
42											44								
49 %											51 %			_					
Question: If you do have a page, please list the URL: Number Who Answered: 41		_		_		_		_		_		_	Viev	v D	etail:	<u>s</u>		_	_
Question: Does your home page link to your social media web	sites?																		
Number Who Answered: 84  Yes			Т								No		viev	vυ	etail	<u>s</u>			_
44											40								
52 %			<u> </u>	_							48 %			_					
Question: What function(s) in your organization has staff assi Number Who Answered: 83	gnea to us	se s	ociai r	nea	ia tod	ois t	o eng	age	comr	nun	ities?		Viev	v D	etail	<u>s</u>			
Collections / Registration													17				20	) %	
Curatorial													20			Ĺ		1 %	
Development / Membership											4		18			L		2 %	
Education / Programming											+		33	_		H		%	
Exhibitions Information Technology		_		_		_		_		_	+		14	_		$\vdash$		7 %	
Information Technology Interactive Media / New Media		_		_		_		_		_	+		18			Н		2 %	
Library / Reference											+		11					3 %	
Marketing													43					2 %	
Public Relations													40					3 %	
Not Applicable													9				11	1 %	
Other Answers													20				24	%	
Question: How many full time equivalent (FTE) positions are a	ssigned to	use	socia	al m	edia t	ool	s to e	nga	ge co	mm	unitie	s?							
Number Who Answered: 79				_											e ta il:			_	-

1/26/2011 Informz

A	/2011	Iniorniz		
Amount of the	Question: What function in your organization is primarily responsible for a	actively using social media tools to engage o	communities?	
Contentional	Number Who Answered: 84			<u>s</u>
2	Collections / Registration		4	5 %
Section   Forgonesima     1   1   1   1   1   1   1   1   1	Curatorial		3	4 %
10   10   10   10   10   10   10   10	Development / Membership		2	2 %
### Part			11	13 %
the cather better in New Media in the 1981 of			3	4 %
the cather better in New Media in the 1981 of			2	2 %
Barry   Reference   0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			3	
Amonthing				
usake final annows   10   10   10   10   10   10   10   1				
tal Agent personation (19 money of 19 mon				
1866				
Amount of nowerage, how many how per week do staff spend on scribely selega potel media tools to engage communities. c. g. they lived, justice accessors again and to too face. The property of the propert	· · ·			
Marian				
Mary Inform Monosener 87   May 1971   1972		ely using social media tools to engage comm	nunities, e.g. the	y Iweet, update
1			Viow Dotail	e
23   29   20   10   10   10   10   10   10   10			·	
1				
1.0.1				
2   2   5   5   5   5   5   5   5   5			· · · · · · · · · · · · · · · · · · ·	
1-30				
1.4.0	5-20		2	2 %
0- A				
A	1-40		2	2 %
### Part   Part	0+		2	2 %
Implies We Answered: 79         1	A		2	2 %
No   No   No   No   No   No   No   No	ujestion. Do you have a full time position(s) assigned to engaging with	our social media notworks?		
Yes		our social media networks?	View Detail	s
### Part		NI_	cw Detail	_
March   Marc				
Section   If you do have a position, please provide the position title.				
### Part   Part	6 %	94 %	•	
### Part   Part	uestion: If you do have a position, please provide the position title.			
No			View Details	
View Details   Vie	uestion: Do you have a social media policy?			
No   8			View Detail	S
B				_
10 %   90 %	162			
Name	2			
		71		
Designation   Can you share one brilliant idea, tip, or moment-of-truth, regarding your museum's use of social media?		71	,	
Author Who Answered: 46   Image: Museum Demographic Informatino   Image: Museum Properties   Image:	10 %	71	,	
Author Who Answered: 46   Author Who Answered: 79   Author Who Answe	10 %	71		
Desiration   Museum Type   Author   Miseum Paris	10 %  Question: If your social media policy is published online, please provide the sumber Who Answered: 3	71 90 % ne URL:		
Name	10 %  Question: If your social media policy is published online, please provide the Number Who Answered: 3  Question: Can you share one brilliant idea, tip, or moment-of-truth, regar	71 90 % ne URL:	<u>View Details</u>	
Name	10 %  Question: If your social media policy is published online, please provide the Mumber Who Answered: 3  Question: Can you share one brilliant idea, tip, or moment-of-truth, regar Mumber Who Answered: 46	71 90 % ne URL:	<u>View Details</u>	
Aquarium         0         0 %           Art         16         20 %           Art         16         20 %           Arthoretum / Botanical         0         0 %           Children's / Youth         4         5 %           Children's / Youth         4         5 %           Children's / Youth         4         5 %           Children's / Youth         15         19 %           Listory / Historical Society         37         4 7 %           Valuarial History / Anthropology         11         14 %           Valuarial History / Anthropology         11         14 %           Valuarial History / Anthropology         11         14 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum         7         9 %           Seclence / Technology Center / Museum         5         6 %           Seclence / Technology Center / Museum <th< td=""><td>10 %  Question: If your social media policy is published online, please provide the Number Who Answered: 3  Question: Can you share one brilliant idea, tip, or moment-of-truth, regarn Number Who Answered: 46  Page: Museum Demographic Informatino</td><td>71 90 % ne URL:</td><td><u>View Details</u></td><td></td></th<>	10 %  Question: If your social media policy is published online, please provide the Number Who Answered: 3  Question: Can you share one brilliant idea, tip, or moment-of-truth, regarn Number Who Answered: 46  Page: Museum Demographic Informatino	71 90 % ne URL:	<u>View Details</u>	
The state of th	10 %  Question: If your social media policy is published online, please provide the wimber Who Answered: 3  Question: Can you share one brilliant idea, tip, or moment-of-truth, regard wimber Who Answered: 46  Page: Museum Demographic Informatino  Question: Museum Type	71 90 % ne URL:	<u>View Details</u> <u>View Detail</u>	<u>s</u>
Actor   Acto	10 %  Duestion: If your social media policy is published online, please provide the Number Who Answered: 3  Duestion: Can you share one brilliant idea, tip, or moment-of-truth, regard Number Who Answered: 46  Page: Museum Demographic Informatino  Duestion: Museum Type  Number Who Answered: 79	71 90 % ne URL:	View Details  View Detail	<u>s</u>
######################################	10 %  Tuestion: If your social media policy is published online, please provide the trumber Who Answered: 3  Tuestion: Can you share one brilliant idea, tip, or moment-of-truth, regard trumber Who Answered: 46  Tuestion: Museum Demographic Informatino  Tuestion: Museum Type	71 90 % ne URL:	View Details  View Detail  View Detail  0	<u>s</u>
Sistoric Home / Site	10 %  Tuestion: If your social media policy is published online, please provide the trumber Who Answered: 3  Tuestion: Can you share one brilliant idea, tip, or moment-of-truth, regard trumber Who Answered: 46  Tage: Museum Demographic Informatino  Tuestion: Museum Type  Tumber Who Answered: 79  Tuguarium  Tuestion: Museum Type  Tuguarium	71 90 % ne URL:	View Details  View Detail  View Detail  0 16	S 0 % 20 %
Statural History / Anthropology   11	10 %  July stion: If your social media policy is published online, please provide the structure of the social media policy is published online, please provide the structure of the social media policy is published online, please provide the structure of the social media published on the social media policy is published online, please provide the social media policy is published on the	71 90 % ne URL:	View Details  View Detail  View Detail  0 16	S 0 % 20 % 0 %
Antered Anterior   Anthropology   11	uestion: If your social media policy is published online, please provide the trumber Who Answered: 3 uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard umber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type tumber Who Answered: 79 quarium rt rboretum / Botanical	71 90 % ne URL:	View Details  View Detail  View Detail  0 16 0	S 0 % 20 % 0 %
thic content c	uestion: If your social media policy is published online, please provide the transfer Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard umber Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rboretum / Botanical hildren's / Youth	71 90 % ne URL:	View Details  View Detail  View Detail  0 16 0 4	5 0 % 20 % 0 % 5 %
thnic 2 3 % pecialized Museum 7 9 % clence / Technology Center / Museum 5 6 % 6 % 1 1 1 1 % 1 1 % 1 1 % 1 1 % 1 1 % 1	uestion: If your social media policy is published online, please provide the tamber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regardanter Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rboretum / Botanical hildren's / Youth listoric Home / Site	71 90 % ne URL:	View Details  View Detail  View Detail  0  16  0  4  15	5 0 % 20 % 0 % 5 % 19 %
thinic 2 3 % pecialized Museum 7 9 % pecialized Museum 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	10 %  Juestion: If your social media policy is published online, please provide the sumber Who Answered: 3  Juestion: Can you share one brilliant idea, tip, or moment-of-truth, regard tumber Who Answered: 46  age: Museum Demographic Informatino  Juestion: Museum Type  Jumber Who Answered: 79  Juguarium  Justic Home / Botanical  Judichildren's / Youth  Justic Home / Site  Justic Historical Society	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37	5 0 % 20 % 0 % 5 % 19 % 47 %
Pecialized Museum   7   9 %	uestion: If your social media policy is published online, please provide the third of the third	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37	\$\\ \begin{array}{c} 0 \% \\ 20 \% \\ 0 \% \\ 5 \% \\ 19 \% \\ 47 \% \\ 14 \%
Column   February	tuestion: If your social media policy is published online, please provide the tumber Who Answered: 3  tuestion: Can you share one brilliant idea, tip, or moment-of-truth, regare tumber Who Answered: 46  age: Museum Demographic Informatino tuestion: Museum Type tumber Who Answered: 79 tuquarium turt turboretum / Botanical thildren's / Youth listoric Home / Site listory / Historical Society latural History / Anthropology lature Center	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11	5 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 %
1	tuestion: If your social media policy is published online, please provide the tumber Who Answered: 3  tuestion: Can you share one brilliant idea, tip, or moment-of-truth, regar tumber Who Answered: 46  age: Museum Demographic Informatino  tuestion: Museum Type  tumber Who Answered: 79  tuquarium  tut  triboretum / Botanical  tribitoric Home / Site  listory / Historical Society  latural History / Anthropology  lature Center  thnic	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2	5 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 %
Note	uestion: If your social media policy is published online, please provide the umber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regare umber Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rtboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thnic pecialized Museum	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 %
Descript   Archives   15   19 %   11   14 %   14 %   11   14 %   11   14 %   14 %   11   14 %   14 %   11   14 %   14 %   11   14 %   11   14 %   11   14 %   11   14 %   11   14 %   11   14 %   11   11	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard sumber Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rtboretum / Botanical  hildren's / Youth  istoric Home / Site  istory / Historical Society  atural History / Anthropology  ature Center  thnic  pecialized Museum  cience / Technology Center / Museum	71 90 % ne URL:	View Details  View Detail  View Detail  0  16  0  4  15  37  11  0  2  7	5 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 %
ther Answers 11 14 %  Lucation: Number of Full Time Equivalent (FTE) Employees in your Organization  Lumber Who Answered: 79 Yiew Details  - 9 44 56 % 0 - 24 8 10 % 4 - 99 8 10 % 00 - 249 111 14 % 60 - 249 111 14 % 60 - 249 111 14 % 60 - 499 5 6 % 00 - 749 5 6 % 00 - 749 6 0 0 0 % 60 - 800 1	uestion: If your social media policy is published online, please provide the amber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regaramber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rtorietum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology atural History / Anthropology atural Center ithnic pecialized Museum cience / Technology Center / Museum	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 %
Number of Full Time Equivalent (FTE) Employees in your Organization	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar sumber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rtoretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum coniversity	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 % 5 %
######################################	uestion: If your social media policy is published online, please provide the substion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rtororetum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum coo niversity brary / Archives	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 % 5 % 19 %
	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rboretum / Botanical  hildren's / Youth  istoric Home / Site  istory / Historical Society  atural History / Anthropology  ature Center  thinic  pecialized Museum  cience / Technology Center / Museum  oo  niversity  brary / Archives	71 90 % ne URL:	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15	\$\\ \tag{0 \%}{20 \%}{5 \%}{19 \%} \tag{47 \%}{14 \%} \tag{0 \%}{3 \%} \tag{9 \%}{6 \%} \tag{6 \%}{1 \%} \tag{5 \%}{19 \%}
10	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar sumber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarrium rt rrboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum oo niversity brary / Archives ther Answers	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15	\$\\ \tag{0 \%}{20 \%}{5 \%}{19 \%} \tag{47 \%}{14 \%} \tag{0 \%}{3 \%} \tag{9 \%}{6 \%} \tag{6 \%}{1 \%} \tag{5 \%}{19 \%}
10	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rboretum / Botanical  hildren's / Youth  istoric Home / Site  istory / Historical Society  atural History / Anthropology  ature Center  thinic  pecialized Museum  cience / Technology Center / Museum  oo  niversity  brary / Archives  ther Answers  uestion: Number of Full Time Equivalent (FTE) Employees in your Organi	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15	S 0 % 20 % 5 % 19 % 47 % 3 % 9 % 6 % 1 % 5 % 19 % 14 %
4 - 99	uestion: If your social media policy is published online, please provide the amber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard amber Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rboretum / Botanical  hildren's / Youth  istoric Home / Site  istory / Historical Society  atural History / Anthropology  atural History / Anthropology  ature Center  chinic  pecialized Museum  cience / Technology Center / Museum  con  niversity  brary / Archives  ther Answers  uestion: Number of Full Time Equivalent (FTE) Employees in your Organi  umber Who Answered: 79	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11 View Detail	\$\frac{5}{20\%}\$ 20\% 20\% 0\% 5\% 19\% 47\% 14\% 0\% 3\% 9\% 6\% 11\% 5\% 19\%
11	uestion: If your social media policy is published online, please provide the Imber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium the boretum / Botanical hildren's / Youth listoric Home / Site listory / Historical Society atural History / Anthropology ature Center hinic decialized Museum dience / Technology Center / Museum do niversity brary / Archives ther Answers  uestion: Number of Full Time Equivalent (FTE) Employees in your Organium bruth of Sundanswered: 79  - 9	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail	S 0 % 20 % 0 % 5 % 19 % 6 % 1 % 5 % 19 % 14 % S 56 %
50 - 499       5       6 %         50 - 749       0       0 %         50 +       3       4 %         Lestion: Organization's Annual Operating Budget         Limber Wino Answered: 76       View Details         25 ss 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 %	uestion: If your social media policy is published online, please provide the Imber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard Imber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type Imber Who Answered: 79 quarium It boretum / Botanical Inhildren's / Youth Istoric Home / Site Istory / Historical Society Interval History / Anthropology Interval History / Anthropology Interval History / Anthropology Interval History / Technology Center / Museum Interval History / Archives Ither Answers  Uestion: Number of Full Time Equivalent (FTE) Employees in your Organia Imber Who Answered: 79  - 9 - 24	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail	S 0 % 20 % 0 % 19 % 14 % 19 % 14 % S 56 % 10 %
00 - 749       0       0 %         50+       3       4 %         Lestion: Organization's Annual Operating Budget         Lestion \$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 %	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarding the Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  the boretum / Botanical initiden's / Youth storic Home / Site story / Historical Society stural History / Anthropology ature Center hinic initiden's Answered: 79  uestion: Museum  dence / Technology Center / Museum  do niversity brary / Archives ther Answers  uestion: Number of Full Time Equivalent (FTE) Employees in your Organi  umber Who Answered: 79  - 9  0 - 24  4 - 99	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 1 4 15 11  View Detail	S 0 % 20 % 0 % 5 % 19 % 6 % 11 % 5 % 14 % S 56 % 10 % 10 %
Solution	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar sumber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type sumber Who Answered: 79 quarium rt rthoretum / Botanical hildren's / Youth listoric Home / Site listory / Historical Society atural History / Anthropology atural History / Anthropology atural History / Anthropology atural Center lishic pecialized Museum clence / Technology Center / Museum coniversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi sumber Who Answered: 79 - 9 0 - 24 4 - 99 00 - 249	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  4 8 8 8	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 14 % S 56 % 10 % 14 %
### Strong Companization's Annual Operating Budget ####################################	uestion: If your social media policy is published online, please provide the sumber. Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar sumber. Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber. Who Answered: 79 quarium ret reporter of the sum of th	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  4 15 5	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 10 % 10 % 10 % 10 % 14 % 6 %
bumber Who Answered: 76         View Details           ess 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 %	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarement who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum con inversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79 - 9 0 - 24 4 - 99 00 - 249 50 - 499 00 - 749	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 8 11 5 0	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 19 % 14 % S 56 % 10 % 10 % 14 % 6 % 0 % 6 % 0 %
ses 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 %	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarement who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum con inversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79 - 9 0 - 24 4 - 99 00 - 249 50 - 499 00 - 749	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 8 11 5 0	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 19 % 14 % S 56 % 10 % 10 % 14 % 6 % 0 % 6 % 0 %
ses 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 %	uestion: If your social media policy is published online, please provide the sumber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar sumber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quaritim rt rthoretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology atural History / Anthropology atural History / Anthropology atural Center thinic pecialized Museum cience / Technology Center / Museum coniversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79  - 9 0 - 24 4 - 99 00 - 249 50 - 499 00 - 749 50 - 199 50 - 749 50 - 749 50 - 749 50 - 749 50 - 749	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 8 11 5 0	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 19 % 14 % S 56 % 10 % 10 % 14 % 6 % 0 % 6 % 0 %
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 %	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarember Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum cience / Technology Center / Museum con iniversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79 - 9 00 - 24 4 - 99 00 - 249 50 - 499 00 - 749 50 - 499	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 8 11 5 0 3	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 19 % 14 % S 56 % 10 % 10 % 14 % 6 % 0 % 4 %
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 %	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium the trooretum / Botanical hildren's / Youth distoric Home / Site distory / Historical Society altural History / Anthropology alture Center hinic discipled Museum dience / Technology Center / Museum dience / Tech	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 11 5 0 3	\$\frac{5}{20\%}\$ 20\% 20\% 5\% 19\% 47\% 14\% 0\% 3\% 9\% 6\% 11\% 5\% 19\% 14\% \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$ \$\$
500,000 to \$999,000 6 8 % 1 Million to \$4.9 Million	uestion: If your social media policy is published online, please provide the timber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard under Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium the thoretum / Botanical hildren's / Youth distoric Home / Site distory / Historical Society atural History / Anthropology atural History / Anthropology atural Center hinic decicalized Museum decicalized Museum decicalized Museum decicalized Technology Center / Museum decicalized Museum decicali	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 8 11 5 0 3 View Detail	\$\frac{5}{20\%}\$ 20\%\$ 20\%\$ 5\%\$ 19\%\$ 47\%\$ 14\%\$ 0\%\$ 3\%\$ 9\%\$ 6\%\$ 11\%\$ 5\%\$ 19\%\$ 14\%\$  \$\frac{5}{6}\%\$ 10\%\$ 10\%\$ 10\%\$ 14\%\$ 6\%\$ 0\%\$ 4\%\$
1 Million to \$4.9 Million       13       17 %         5 Million to \$24 Million       9       12 %	uestion: If your social media policy is published online, please provide the amber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarember Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology ature Center thinic pecialized Museum coe niversity brary / Archives ther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79 - 9 0 - 24 4 - 99 00 - 249 50 - 499 00 - 749 50+ uestion: Organization's Annual Operating Budget umber Who Answered: 76 ess than \$100,000 100,000 to \$249,000	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Details  View Detail  0  16  0  4  15  37  11  0  2  7  5  1  4  15  11  View Detail  44  8  8  11  5  0  3  View Detail  21  12	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 5 % 19 % 14 % S 56 % 10 % 14 % 6 % 0 % 4 % S 28 % 16 %
5 Million to \$24 Million 9 12 %	uestion: If your social media policy is published online, please provide the amber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regarember Who Answered: 46  age: Museum Demographic Informatino  uestion: Museum Type  umber Who Answered: 79  quarium  rt  rt  rt  rtoretum / Botanical  hildren's / Youth  istoric Home / Site  istory / Historical Society  atural History / Anthropology  ature Center  thinic  pecialized Museum  coo  niversity  brary / Archives  ther Answers  uestion: Number of Full Time Equivalent (FTE) Employees in your Organiant Description (FTE)  - 9  0 - 24  4 - 99  00 - 24  4 - 99  00 - 249  50 - 499  00 - 749  50+  uestion: Organization's Annual Operating Budget  umber Who Answered: 76  ess than \$100,000  100,000 to \$249,000  250,000 to \$499,000	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Details  View Detail  0  16  0  4  15  37  11  0  2  7  5  1  4  15  11  View Detail  44  8  8  11  5  0  3  View Detail  21  12  9	S  0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 % 5 % 19 % 14 %  S  56 % 10 % 10 % 10 % 14 % 6 % 0 % 4 %  S  28 % 16 % 12 %
	uestion: If your social media policy is published online, please provide the tamber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regard umber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rtboretum / Botanical hildren's / Youth istoric Home / Site istory / Historical Society atural History / Anthropology atural History / Anthropology atural History / Anthropology atural Genter thnic pecialized Museum cience / Technology Center / Museum oo niversity ibrary / Archives rther Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi umber Who Answered: 79  - 9 0 - 24 4 - 99 00 - 249 50 - 499 50 - 749 50 +  uestion: Organization's Annual Operating Budget umber Who Answered: 76 ess than \$100,000 100,000 to \$249,000 250,000 to \$499,000 500,000 to \$999,000	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 11 4 15 11  View Detail  44 8 8 8 11 5 0 3  View Detail  21 12 9 6	S  0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 % 5 % 19 % 14 %  14 %  5 % 10 % 14 %  4 %  5 % 10 % 10 % 14 % 6 % 0 % 4 %  5 % 10 % 10 % 14 % 8 %
25 Million to \$49 Million 5 7 %	uestion: If your social media policy is published online, please provide the tamber Who Answered: 3  uestion: Can you share one brilliant idea, tip, or moment-of-truth, regar tamber Who Answered: 46 age: Museum Demographic Informatino uestion: Museum Type umber Who Answered: 79 quarium rt rrboretum / Botanical hildren's / Youth listoric Home / Site listory / Historical Society latural History / Anthropology lature Center thnic pecialized Museum clence / Technology Center / Museum oo iniversity library / Archives lither Answers uestion: Number of Full Time Equivalent (FTE) Employees in your Organi tumber Who Answered: 79  9 0 - 24 4 - 99 00 - 249 50 - 499 00 - 749 50 - 499 00 - 749 50 - 499 00 - 749 50 - 499 00 - 749 50 - 499 00 - 749 50 - 9 uestion: Organization's Annual Operating Budget tumber Who Answered: 76 ess than \$100,000 100,000 to \$249,000 250,000 to \$499,000 500,000 to \$999,000 1 Million to \$4.9 Million	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 11 5 0 3  View Detail  12 9 6 13	S  0 % 20 % 0 % 5 % 19 % 47 % 14 % 0 % 3 % 9 % 6 % 1 % 5 % 19 % 14 %  S  56 % 10 % 10 % 14 % 6 % 0 % 4 %  28 % 16 % 12 % 8 % 17 %
	Duestion: If your social media policy is published online, please provide the further Who Answered: 3 Duestion: Can you share one brilliant idea, tip, or moment-of-truth, regark tember Who Answered: 46 Duestion: Museum Demographic Informatino Duestion: Museum Type Understorn: Museum Type Understorn: Museum Type Understorn: Museum Type Understorn: Museum Potanical Children's / Youth Historical Society Natural History / Anthropology Valural History / Archives Copecialized Museum	71 90 % ne URL:  ding your museum's use of social media?	View Details  View Detail  0 16 0 4 15 37 11 0 2 7 5 1 4 15 11  View Detail  44 8 8 11 5 0 3  View Detail 21 12 9 6 13 9	S 0 % 20 % 0 % 5 % 19 % 47 % 14 % 6 % 10 % 14 % S 28 % 16 % 12 % 8 % 17 % 12 % 6 % 12 % 6 % 10 % 10 % 10 % 10 % 10 % 10 % 10

1/26/2011 Informz

\$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

Rose, you rated this page: Update its rating

Informz Inc. | 92 Congress Street | Saratoga Springs, NY 12866 | t: 518.691.0071
Copyright © Informz, Inc. All Rights Reserved. | Email Policies | Informz Rules of Use | Privacy Policy