ACEC Missouri
Social Media Survey RESULTS
(10-11-11)

1. Does your company have a Facebook page?
   10 Yes
   16 No

2. If so, how often does someone update the page?
   - Daily
   - Never, it's not public yet
   - Weekly
   - Every few months. We have not identified messages or a marketing plan for Facebook
   - Not updated often
   - Every other week
   - Unknown

3. Who has this responsibility?
   1 Technical
   10 Marketing
   0 Management Person

4. Does your company have a LinkedIn account?
   9 Yes
   16 No

5. If so, how often does someone update the page?
   - Daily
   - Not very often
   - Weekly
   - Every other week
   - Monthly
   - Unknown

6. Who has this responsibility?
   1 Technical
   8 Marketing
   1 Management Person

7. Does your company have a Twitter account?
   10 Yes
   15 No
8. If so, do you tweet?

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<th>Yes</th>
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9. Who has this responsibility?

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<th>Technical</th>
<th>Marketing</th>
<th>Management Person</th>
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10. How active do you use social media for Marketing / Branding purposes?

- No activity. (8)
- We’re not active at all. Corporately we’ve had trouble identifying goals and ROI expectations. Because of this, we’ve also been unable to determine investment levels (staff time mostly).
- Not very active, however individual company principals and marketing individuals use Facebook and LinkedIn regularly.
- Many staff have personal Facebooks and some professional LinkedIn accounts. We are afraid of the negative message it may send, plus most of our clientele are not online professionally.
- Completely active. We have active channels in Facebook, LinkedIn, Tweeter, and YouTube. We also have a Corporate Blog and a Careers Blog. We integrate social media into many of our marketing communications efforts as a method for continuing the conversations with our clients, prospects and potential employees.
- Not very. We are using it somewhat for recruiting.
- Fairly active.
- Somewhat active, but could be much better.
- We are not as active as we would like to be.
- Hardly use.
- Not personally involved. My firms’ Marketing Department leads this effort for us.
- Very little.
- Individuals are encouraged to (tastefully) use social media, but there is not a firm-wide platform.
- Just started about 3 months ago.
- Somewhat, not extensive.
- Not doing anything on social media for this purpose.
- Personally, not at all active.

11. If active, is/was there a plan before pursing setting up the sites?

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12. Was an outside firm consulted on setup and use of these sites?

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<th>Yes</th>
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13. Do you use social media to hire new personnel?
   - Yes: 8
   - No: 16

14. Do you have a social media policy?
   - Yes: 10
   - No: 14

15. Do you restrict social media in your office?
   - Yes: 12
   - No: 14

16. Do you restrict or block access to any websites?
   - Yes: 15
   - No: 11

17. Do you monitor internet usage and sites visited by your employees?
   - Yes: 15
   - No: 11

18. Do you prohibit streaming from the internet?
   - Yes: 11
   - No: 15