

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?

5 Yes
8 No

9. Who has this responsibility?

0 Technical
9 Marketing
2 Management Person

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 pursuing setting up the sites?

5 Yes
5 No

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

3 Yes
9 No

13. Do you use social media to hire new personnel?

8 Yes
16 No

14. Do you have a social media policy?

10 Yes
14 No

15. Do you restrict social media in your office?

12 Yes
14 No

16. Do you restrict or block access to any websites?

15 Yes
11 No

17. Do you monitor internet usage and sites visited by your employees?

15 Yes
11 No

18. Do you prohibit streaming from the internet?

11 Yes
15 No