



2009 Chamber Survey Report

Social Media Leaps underwritten by:

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Executive Summary

Purpose of Survey

This survey was conducted at the 2009 ACCE Convention in Raleigh, NC. The goal was to gather information and gain insight on the use of social media platforms by chambers of commerce across the country.

Methodology

This written survey was administered to 246 chamber executives throughout a two day period.

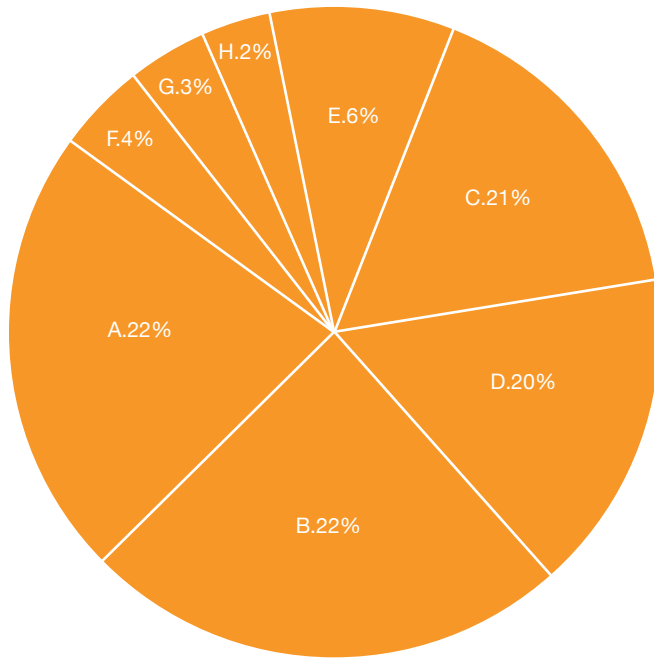
Findings

The majority of survey results indicate that chambers need instruction and guidance using social media. The average number of employees using social media platforms for their chamber was 2.5. Out of the chambers surveyed, 70 percent were currently using one or more social media platforms. 77 percent of those surveyed report that they interact with their members using social media. Further results can be found in the following pages of this report.


Recommendations

Base on survey findings, the Social Media Leaps project will be focused on the following elements: getting started, time management, ongoing site maintenance, best practices, and developing social media policies and guidelines.

Biggest issues using social media

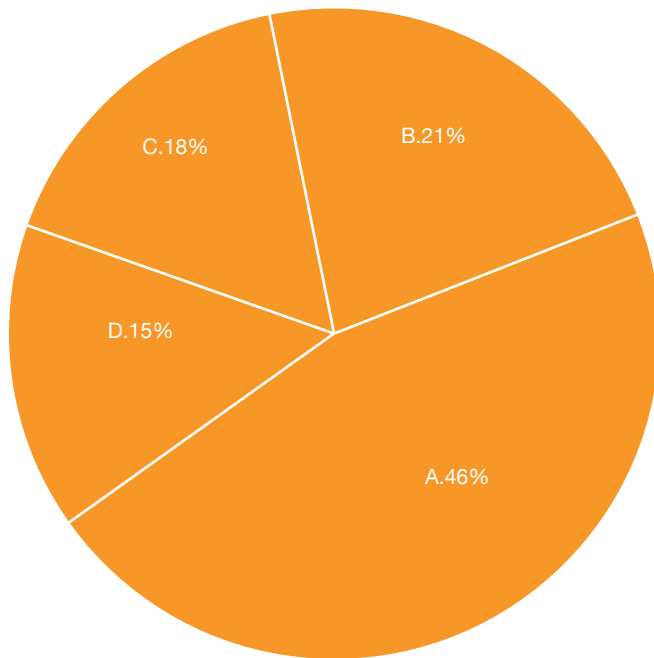


The biggest issues that chambers face when using social media are time, site maintenance and getting members engaged. Chamber executives believe that using a social media platform will take too much time out of their day, especially due to limited staff and/or resources. Others feel that the management and maintenance of these platforms will be too strenuous as the usage and overall idea of social media constantly changes. Chamber executives were also apprehensive about ways to get their members to follow them on social media platforms.

 Ongoing education and time management are key objectives of the Social Media Leaps project.


- A. Site management/maintenance...24%
- B. No knowledge.....22%
- C. Time.....21%
- D. Getting others to use it.....20%

- E. Creating a policy.....6%
- F. Age barrier.....4%
- G. Getting staff to use it.....3%
- H. Measuring ROI.....2%



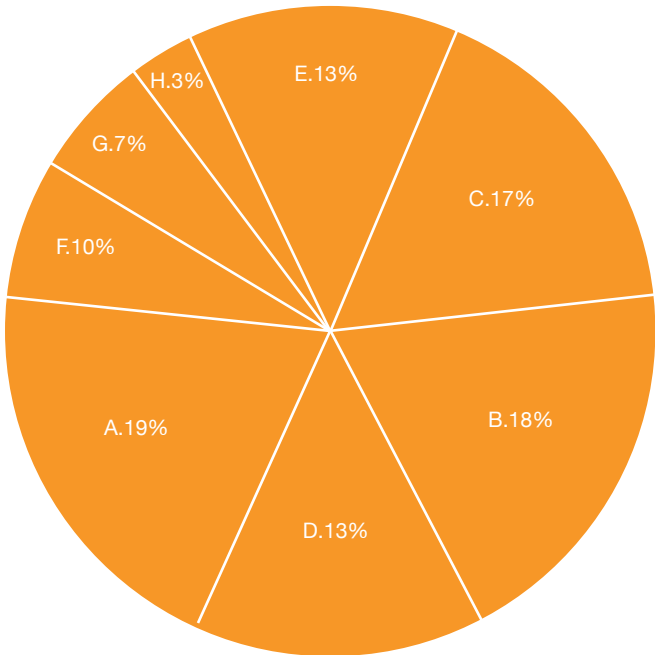
Reasons for not using social media

When asked why chambers weren't using social media, respondents indicated it was because they were simply unaware of how to use them or they were just being introduced to such sites. Responses given in the "other" section of our survey were: "fear of the unknown," "reputation management," and "how do we control our image on these outlets."


 We don't think it's possible for a contemporary chamber to avoid using these tools. Social Media Leaps is about helping you overcome the issues preventing you from using these tools.

- A. Unaware/Learning.....46%
- B. Time.....21%
- C. Other.....18%
- D. Staffing.....15%

How chambers are currently using social media




In this section of the survey, respondents were asked to check a box signifying how they are currently using social media. The majority of chambers use social media to promote products, increase member participation and develop their chamber brand.

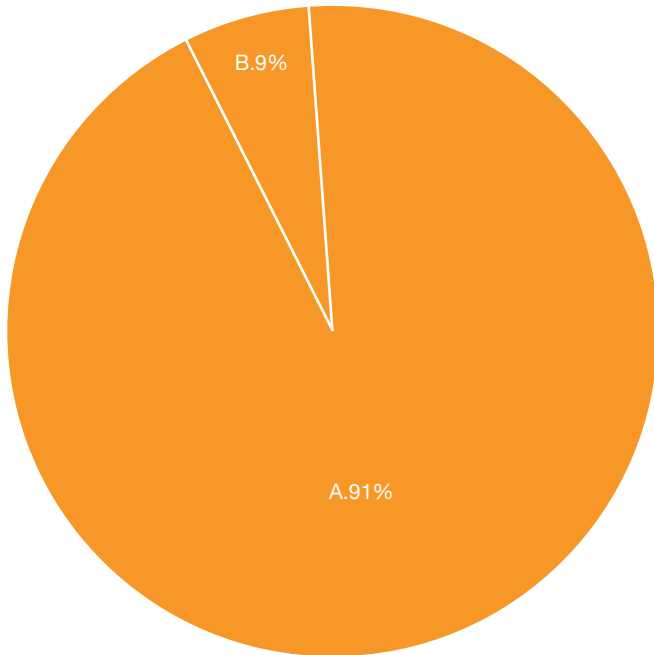
 How will you use these new tools to advance your member relationships?

- A. Promote products/events.....19%
- B. Increase member participation.....18%
- C. Develop brand.....17%
- D. Increase membership.....13%
- E. Increase awareness of advocacy issues...13%
- F. Retain members.....10%
- G. Engage journalists.....7%
- H. Other.....3%

Survey respondents were asked to indicate which of the platforms below presented the best opportunity for achieving their business goals. These percentages represent the social media platforms that chamber executives are currently using to achieve their business goals.

	SOCIAL MEDIA PLATFORMS			
	twitter	facebook	LinkedIn	Other
Increased Membership	29%	41%	28%	2%
Develop Brand	31%	38%	28%	3%
Increase Member Participation	30%	41%	26%	3%
Increase Advocacy Awareness	34%	38%	25%	3%
Promote Products and Events	32%	42%	23%	3%
Retain Members	32%	40%	24%	4%
Engage Journalists	39%	34%	23%	4%

* The Blue shaded area represents the most commonly used social media platform

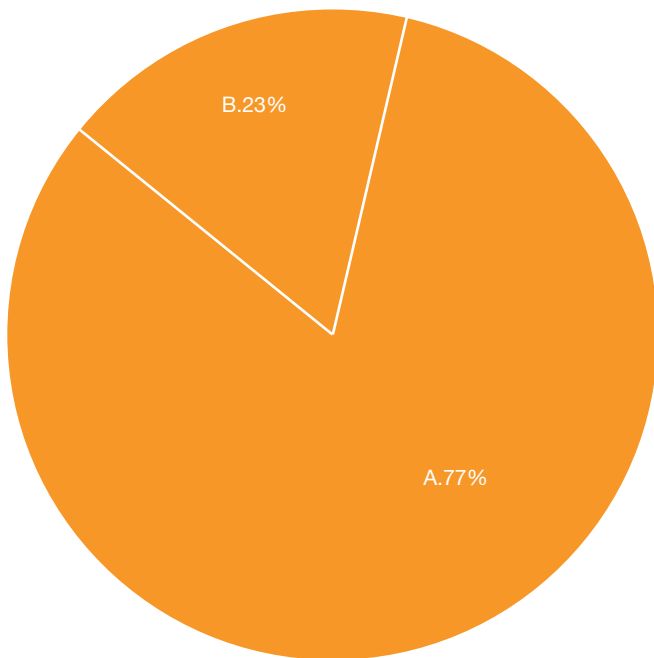


A. No.....91%
 B. Yes.....9%

Do you have a social media policy?

According to our survey findings, an overwhelming majority of chambers of commerce do not have social media policy/guidelines in place.


 The Social Media Leaps Project is creating a template to help you craft a social media employee policy for your chamber.



A. Yes.....77%
 B. No.....23%


Do your members interact with your chamber in the social media space?

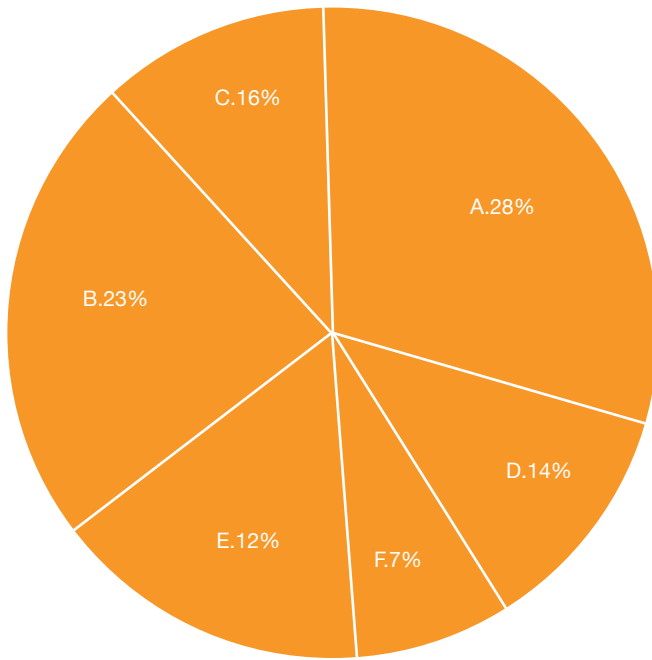
A large majority of those surveyed report that their members are interacting with their chamber using social media tools.

 That's why the Social Media Leaps project believes it is important that you develop a social media strategy for your chamber.

Biggest success using social media

Chamber of commerce executives report increased event participation as the biggest success they've experienced using social media. Increased member engagement and brand awareness were also reported as key outcomes for chambers using social media.

 The Social Media Leaps Project will show you how your chamber can benefit by using these tools.




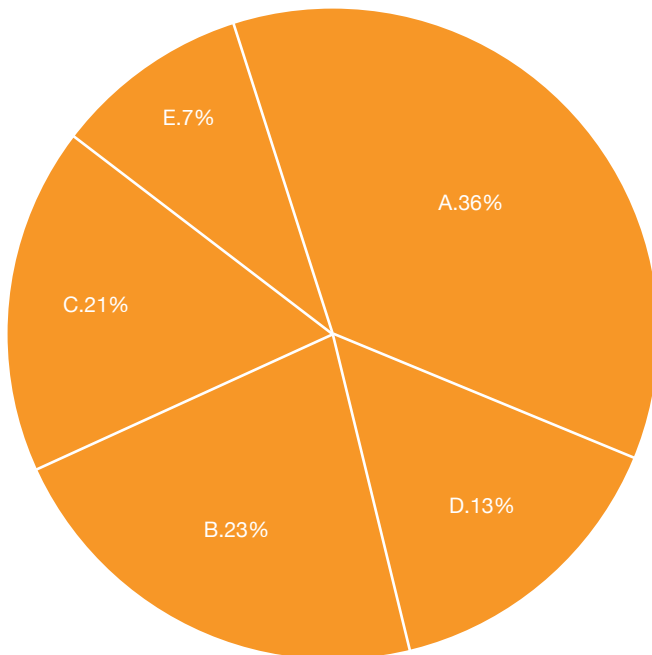
A. Event participation.....28%
 B. Member engagement.....23%
 C. Brand awareness.....16%

D. Advocacy/economic development.....14%
 E. New member attraction.....12%
 F. Younger audience participation.....7%

What chambers want to know about social media

When asked what chambers wanted to know about social media, an overwhelming 36 percent wanted to know "everything."

 The Social Media Leaps survey and one-on-one conversations with attendees indicates a significant desire to know more about all the ways in which chambers can utilize these emerging tools.



A. Everything.....36%
 B. Best practices.....23%
 C. How to be effective.....21%

D. How other chambers use it....13%
 E. How to make money.....7%