








Role of social media on their members

Report

Status Update: Completed

Project Dashboard
Descriptive

-  Milestones cannot be met – critical decisions required
-  Milestones may be partially met – manageable risks
-  All activities as per plan

Workstream	Progress	Status
 Customer Surveys	292	

Milestones		
Kick Off	✓	<i>21/03/2020</i>
Final Deliverable	✓	<i>22/03/2020</i>



Customer Survey Results
Customer Survey Questions



Customer Survey Results

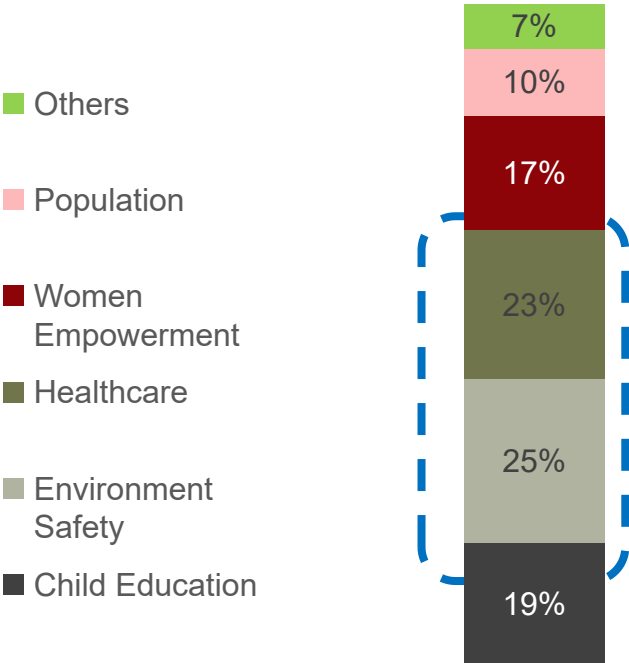


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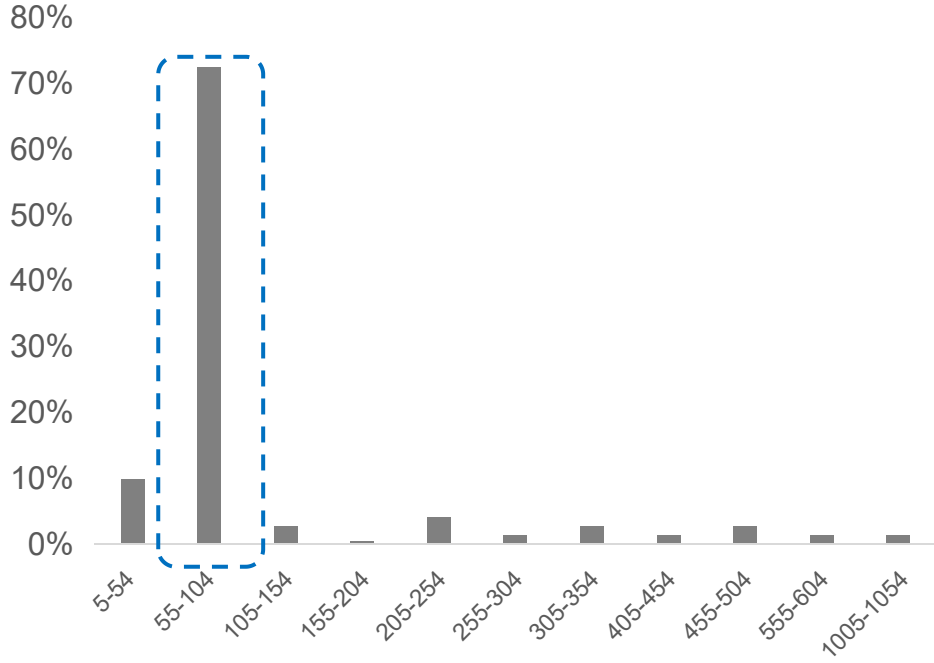
We have mapped five focus area of the organization among philanthropic organizations

N=292 Overall

Q. What is your organization's main area of focus?



Q. What is Employees do you have?



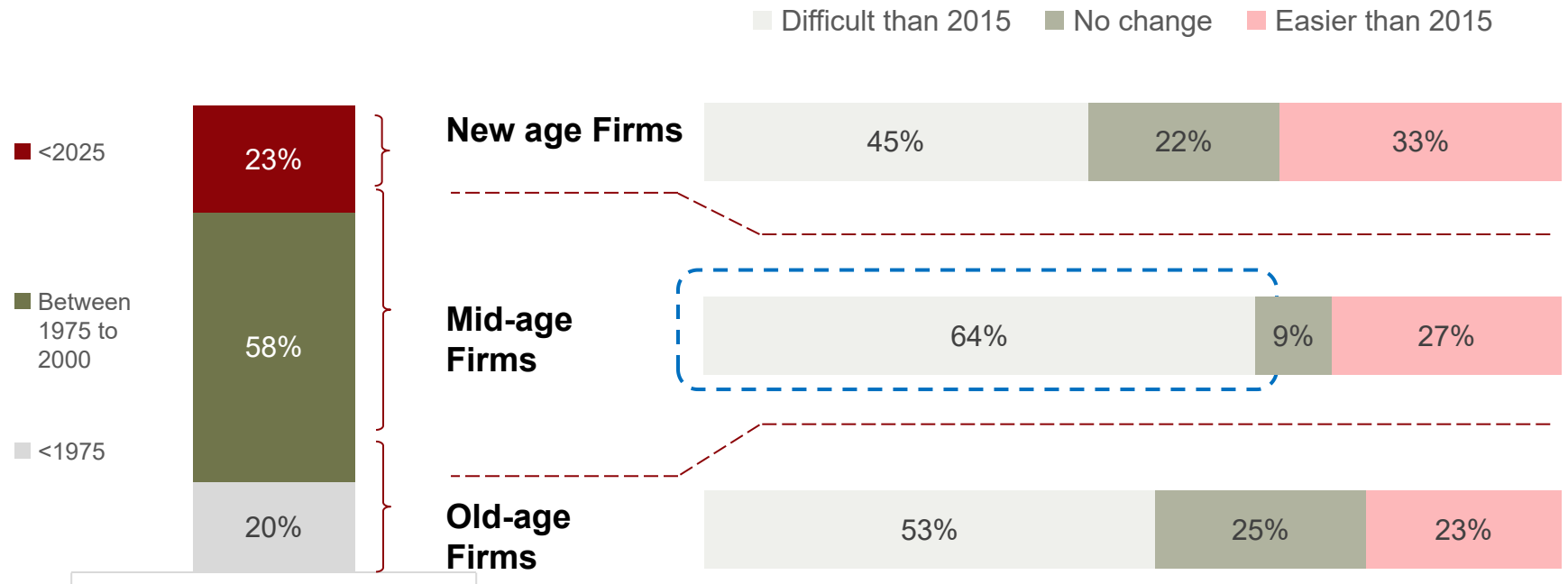
Key Takeaways

- Almost 50% of the organization key focus area are environment safety and women empowerment. Child education and population are second and third focus area, respectively.
- The Average employee count of the organization is between 55-104

Mid- Age firms find it difficult to connect with there members as compare with 2015

N=292 Overall, New age – After 2000 , Mid Age – Between 1975 – 2000 , Older firm – Before 1975

Q. Engaging with there Members?



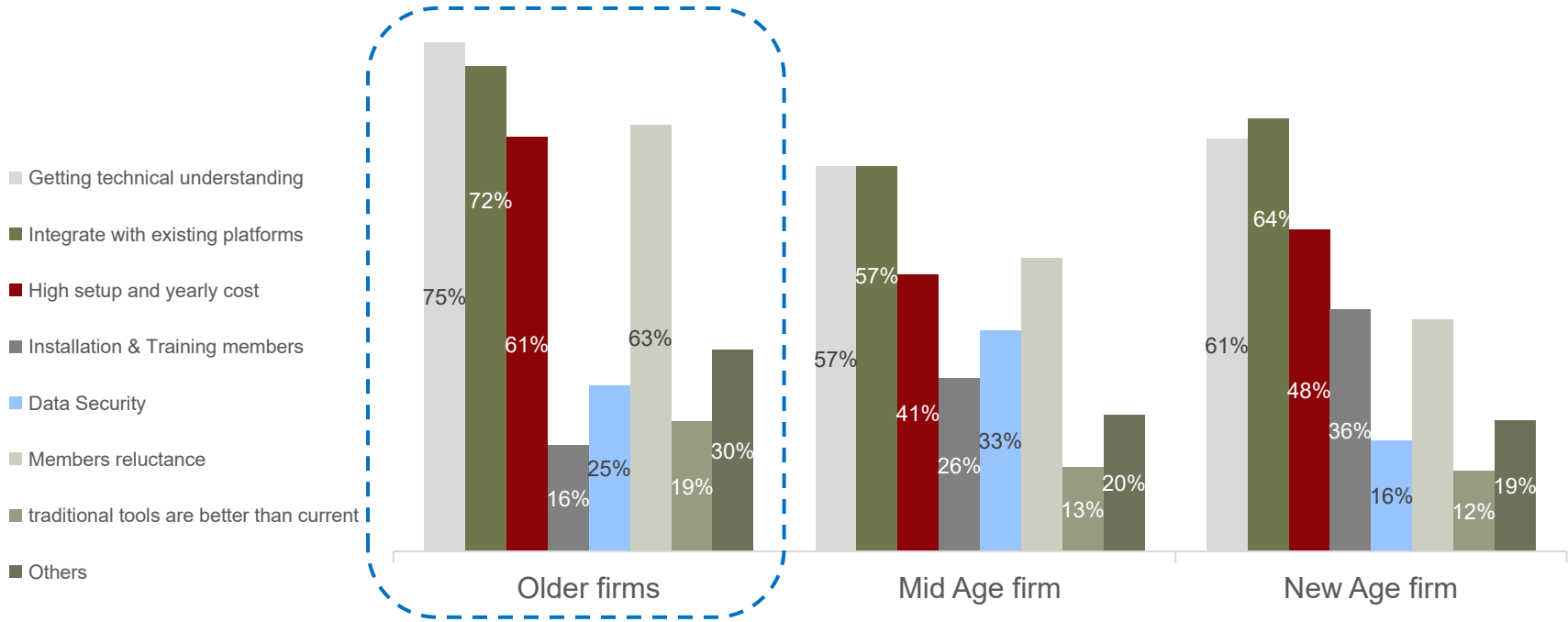
Key Takeaways

- Mid age firm established between 1975 to 2000 find it difficult to connect with there members currently as compare with year 2015
- In other place New age firms established after 2000 has less difficulty in engaging with there members

Older firms find it difficult to adopt the new age technology in compare with New age and Mid age firms

N=292 Overall, New age – After 2000 , Mid Age – Between 1975 – 2000 , Older firm – Before 1975

Q. Difficulty in adoption of new age technology?



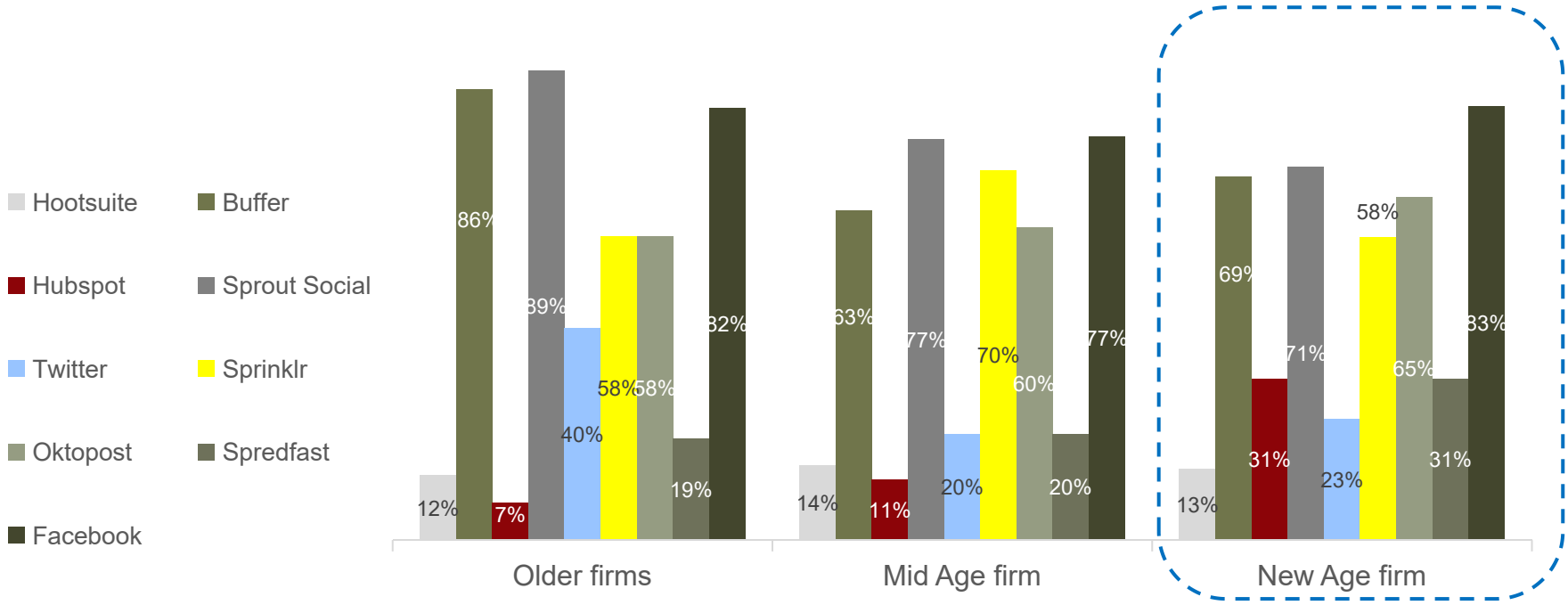
Key Takeaways

- Older firms find it difficult to adopt the new age technology the key areas where they face most difficulties are :- (Getting technical understanding, Integrate with existing platform, High set-up and yearly cost, and members reluctance.)

All the firms are using and engaging with social media tool. New age company use all kind of social media tool including HuSpot and Hootsuite

N=292 Overall, New age – After 2000 , Mid Age – Between 1975 – 2000 , Older firm – Before 1975

Q. What all social media tools does your organization currently use to communicate with your members?



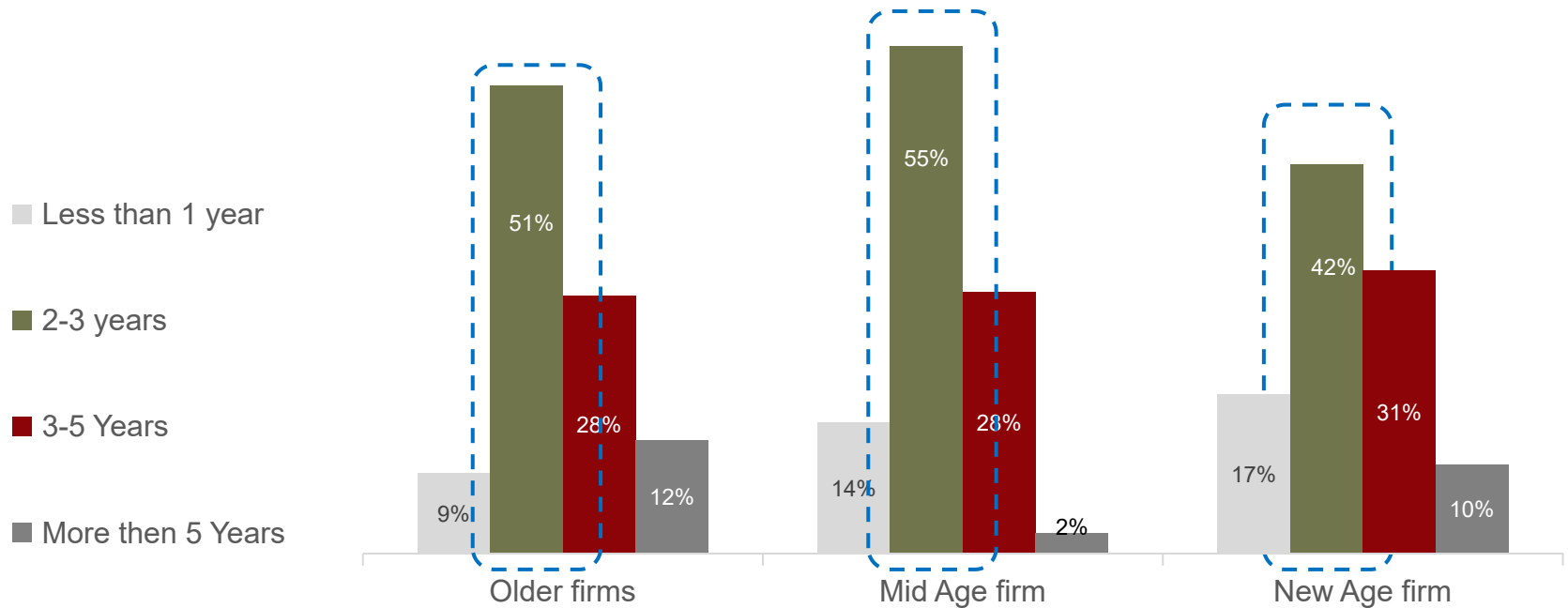
Key Takeaways

- Hubspot and Hootsite is less popular among these organization.
- The new age companies are using Hubspot but mid age and older age company are not very much inclined to use hubspot and hootsite tool

All the firms are using and engaging with social media tool mostly from last 2-3 years

N=292 Overall, New age – After 2000 , Mid Age – Between 1975 – 2000 , Older firm – Before 1975

Q. How long has your organization been using social media tools to communicate with member?



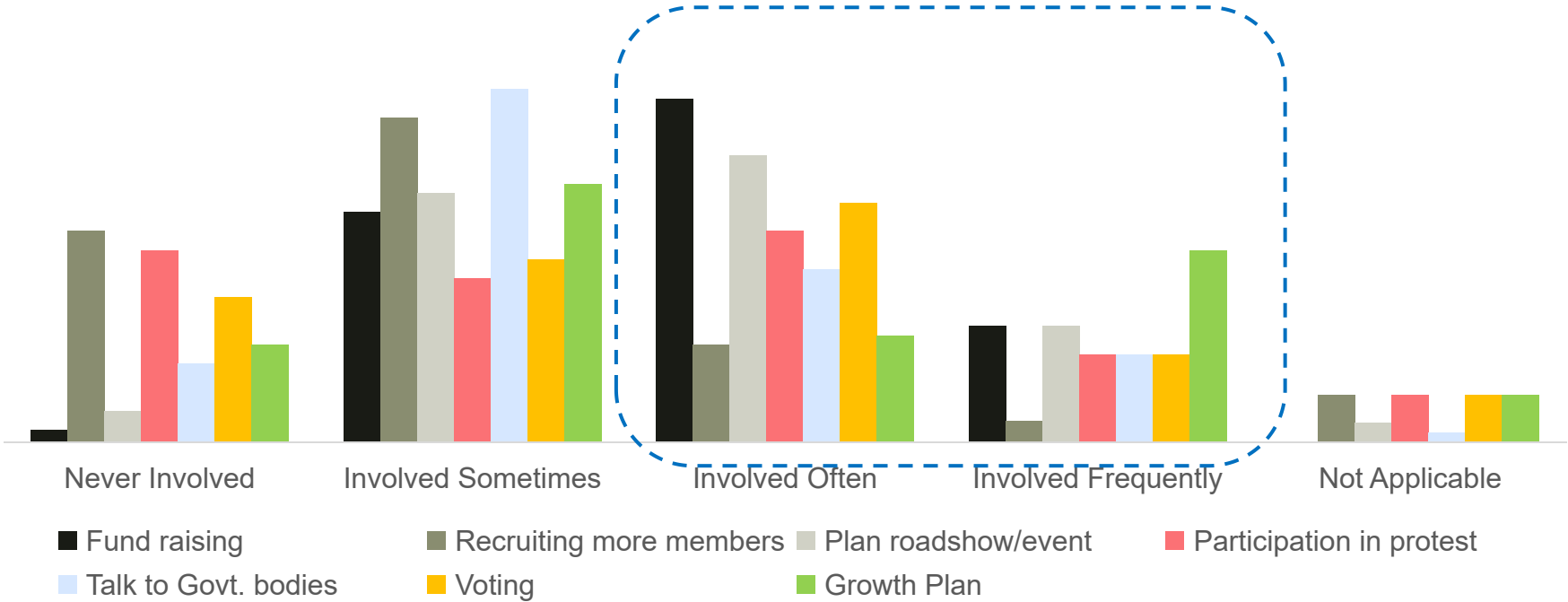
Key Takeaways

- All the firms/organization using social media tool from last 2-3 years to communicate with there members. The adoption rate of more than 5 years of social media tool to engage with there members is very less

All the organization are using and engage with social media tool and involved in all the activities

N=292 Overall, New age – After 2000 , Mid Age – Between 1975 – 2000 , Older firm – Before 1975

Q. How involved are you with the below mentioned activities?



Key Takeaways

- Every organization is involved in each the activities mentioned above. Except recruiting more members also fund raising is one of the high involved activities for every organization

Customer Survey Question



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Survey QRE (1/4)

The study was conducted among philanthropic organizations in 2018 to study the role of social media on their members' involvement and growth.

SCREENER

- S1. What year was your organization founded? _____[Text box]

- S2. How many employees/members do you have? _____[Text box]

- S3. What is your organization's main area of focus? [Single Select]

Child Education	1
Environment Safety	2
Healthcare	3
Women Empowerment	4
Population	5
Other (Specify)	999

Survey QRE (2/4)

MAIN SURVEY

Q1. How involved are you with the below mentioned activities? [\[Select one per row\]](#)

[Randomize](#)

	Never Involved	Involved Sometimes	Involved Often	Involved Frequently	Not Applicable
Fund raising (1)	1	2	3	4	NA
Recruiting more members (2)	1	2	3	4	NA
Plan roadshow/event (3)	1	2	3	4	NA
Participation in protests (4)	1	2	3	4	NA
Talk to Govt. bodies (5)	1	2	3	4	NA
Voting (6)	1	2	3	4	NA
Growth Plan (7)	1	2	3	4	NA

Q2 Considering 2015, are you finding it easier or more difficult to engage with your members now? ? [\[Single Select\]](#)

Difficult than 2015	1
No Change	2
Easier than 2015	3

Survey QRE (3/4)

Q3. What all social media tools does your organization currently use to communicate with your members? [\[Multi Select\]](#)

	Use this tool (Y/N)
Hootsuite (1)	
Buffer (2)	
Hubspot (3)	
Sprout Social (4)	
Twitter (5)	
Sprinklr (6)	
Oktopost (7)	
Spredfast (8)	
Facebook (9)	

Q4. How long has your organization been using social media tools to communicate with members? [\[Single Select\]](#)

/

Less than 1 year	1
2 – 3 years	2
3 – 5 years	3
More than 5 years	4

Survey QRE (4/4)

Q5. What are your biggest challenges in working with new social media? [\[Multi Select\]](#) [Randomize](#)

Getting the technical understanding	Yes/No
Integrate with the existing platforms	Yes/No
High setup and yearly cost	Yes/No
Installation and Training members	Yes/No
Data Security	Yes/No
Members reluctance	Yes/No
Current tools are working fine / the traditional tools are better	Yes/No
Others (Please specify)	Yes/No

Q6. Please specify your organization's revenue for 2025, Current, and 2030 (Estimated)?

Total Revenue, 2015	\$ _____
Total Revenue, excluding in kind, Current	\$ _____
Total Revenue, 2021 Projected	\$ _____

Thank You !