

## Use of social media in England

1.

Please fill in these general data (won't be published)

Name   
E-mail   
Council   
number of residents

2.

Which social media channels do you use?

- Twitter  
 Facebook  
 LinkedIn  
 Youtube  
 Google+  
 Flickr  
 Delicious  
 Pinterest  
 Other?

3.

For what purpose do you use these channels? (score: 1 (I don't use social media for this purpose), 2 (I sometimes use social media for this purpose) or 3 (I frequently use social media for this purpose))

	1	2	3
To inform our residents	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
To respond to questions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
To interact with residents	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
For Civil Contingency communication	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
To listen (and know what's going on)	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
To follow the press	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
To actively react to press releases	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>

4.

If you compare your social media usage to 2012, are you (as a council) using social media more or less in 2013. And what are your expectations for 2014. Do you think you will use social media more or less?

2013 versus 2012  more  less  the same  
2014 versus 2013  more  less  the same

5.

What grade would you give your council on using social media? (1 low score, 10 highest score) Please grade your current overall presence and use of social media channels.

6.

How many employees are working with social media on a daily basis (for example: communication advisors who directly work with social media, or web care teams, or special social media teams). Please provide an approximate number and if you want, an explanation.

Number   
Explanation

7.

Who, in your organisation, are using social media?

- Elected members  
 Mayor of Chairman('s office)  
 Management  
 communications department  
 Customer service department  
 specific projects  
 individual employees

8.

Are there any specific departments that use social media?

- Traffic  
 public space  
 social care  
 education  
 housing  
 recycling  
 parking  
 roads  
 sports  
 public safety  
 economic affairs  
 youth  
 Other /museums, libraries

9.

Do you have a strategic social media policy for your employees (what to do on social media? Internal use)?

10.

Who is primarily responsible for the organisation / management of social media?

- Communications department  
 Customer Service  
 Communications and Customer Service  
 Safety department  
 Management  
 Other

11.

Do you have a webcare team? (are there people appointed to see what's going on online on a daily basis)

12.

Do you have a social media strategy (external use)

13.

how many residents, on estimate if you don't have a specific number, use social media?

Percentage  %

Explanation

14.

In what way(s) do you refer people to your social media channels?

- through the website  
 with regular hashtags  
 we actively approach people  
 through magazines / (local) newspapers  
 during specific projects  
 Other

15.

what is your overall expectation for social media and the use of social media by local government?

16.

Do you have any additional comments?

THE END