



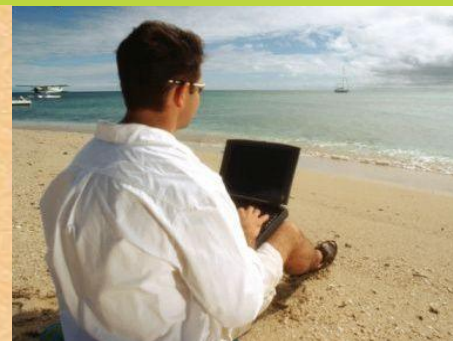
INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

*The Power of
Knowledge and Leadership*



SOCIAL BEHAVIOR

A Snapshot of the ED Profession's Growing Embrace of Social Media



Methodology

- IEDC and DCI partnered to conduct a thirteen question email survey of IEDC members regarding their use of social media.
- 307 IEDC members completed the survey.
- Social media defined as “*online tools that allow groups of people to interact with one another by exchanging content, opinions and insight.*”

Does your organization currently use social media within your communication efforts?

YES

57%

NO

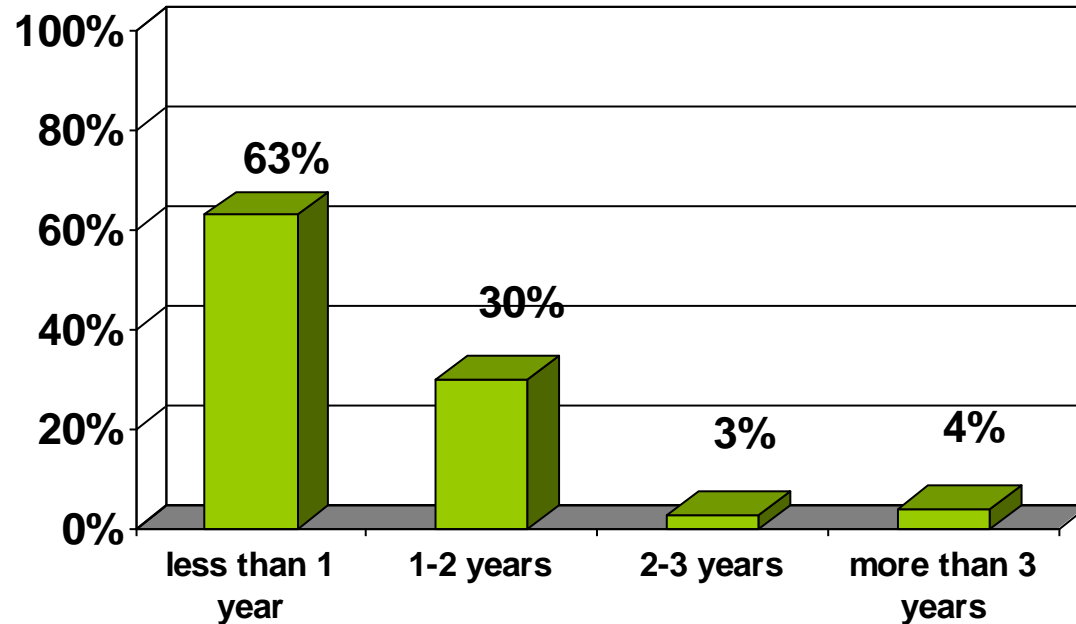
43%

If you are not currently using social media, please explain why.

- 26%** Looking into it, learning about it, plan to begin using a social media tactic soon
- 25%** Doubt the effectiveness of social media in meeting goals; believe there is no need to use social media
- 15%** Lack staff/ resources
- 13%** Lack the time to implement a social media strategy
- 12%** Lack expertise, don't know enough about it
- 7%** Social media sites are prohibited by organization's policy
- 6%** Have not considered using social media

NOTE: The following questions were asked only to those who indicate they are using social media.

How long has your organization been using social media to promote your community?



How does your organization manage social media efforts?

Full time staff member(s) who manage social media but have other responsibilities as well.	77%
Part-time staff member/interns manage social media.	17%
We outsource our social media efforts.	4%
Full time staff member(s) solely devoted to social media	2%

**On a scale of 1 (never) to 5 (very frequently),
how often you use social media to
communicate with each group below:**

% to Answer “4” or “5”

- **Within your organization** 27%
- **Regionally** 41%
- **Nationally/Internationally** 30%

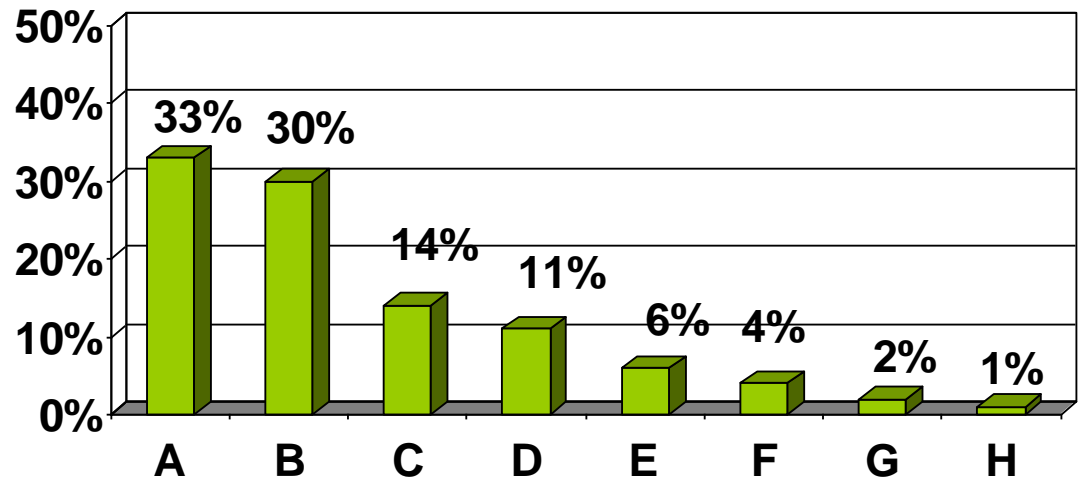
On a scale of 1 (never) and 5 (very frequently), please rate how much time and effort your organization spends on:

% to Answer “4” or “5”

• Facebook	36%
• LinkedIn	31%
• Microblogging/Twitter	29%
• Web videos	18%
• Your blog	17%
• Other	8%
• Third party blog sites	6%
• Podcasts	5%

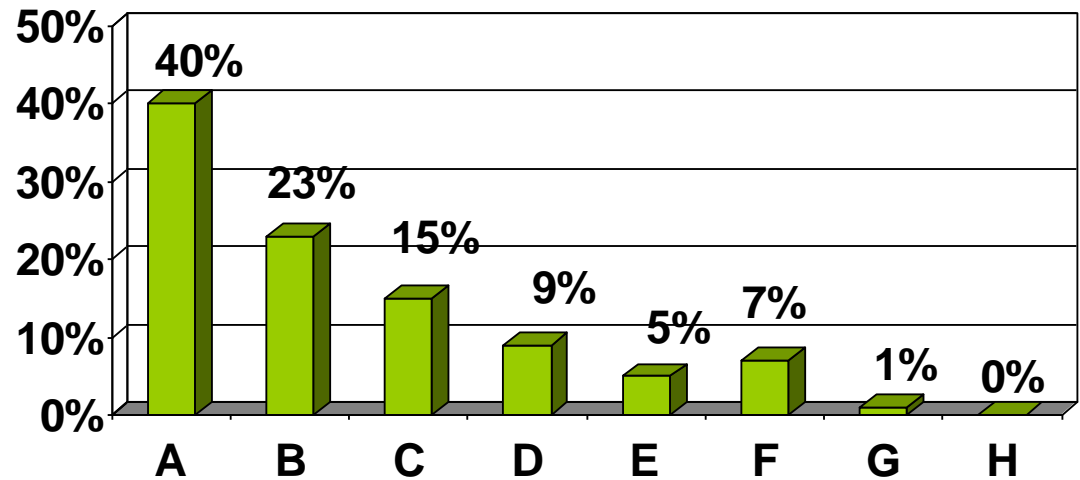
Which social medium do you find most valuable in communicating with individuals within your region?

- A LinkedIn
- B Facebook
- C Microblogging/Twitter
- D Your blog
- E Other
- F Web videos
- G Third party blog sites
- H Podcasts



Which social medium do you find most valuable in communicating with individuals outside of your region?

- A LinkedIn
- B Facebook
- C Microblogging/Twitter
- D Your blog
- E Other
- F Web videos
- G Third party blog sites
- H Podcasts



When communicating with individuals within your region, what type of information do you share most on social media?

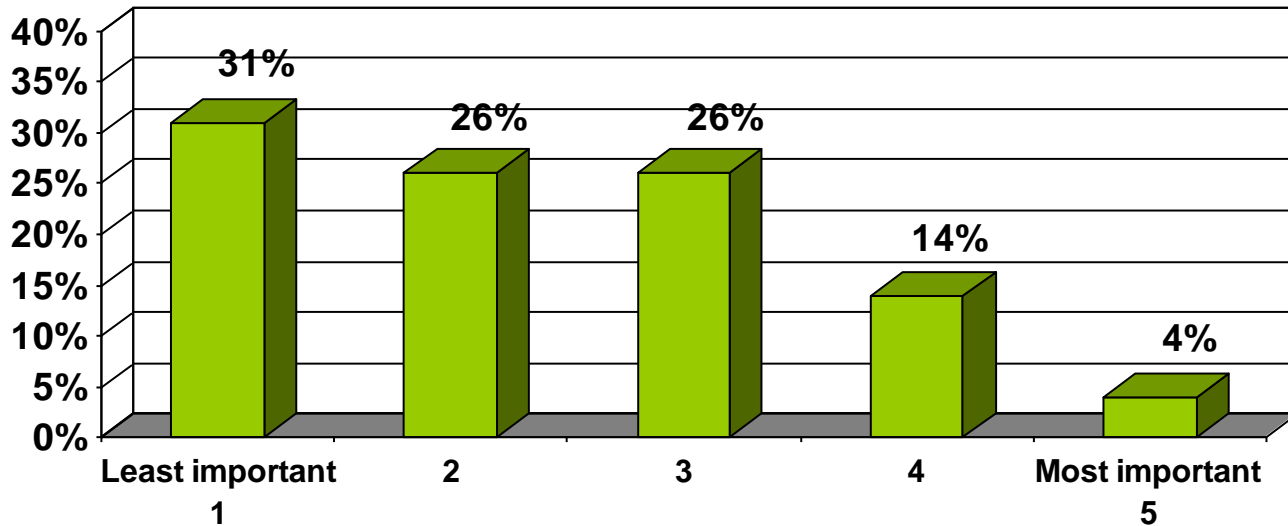
- **Organization News** 28%
- **Project wins/Expansions/Retention** 21%
- **Support for local businesses** 19%
- **Local events** 18%
- **Other** 14%

When communicating with individuals outside of your region, what type of information do you share most on social media?

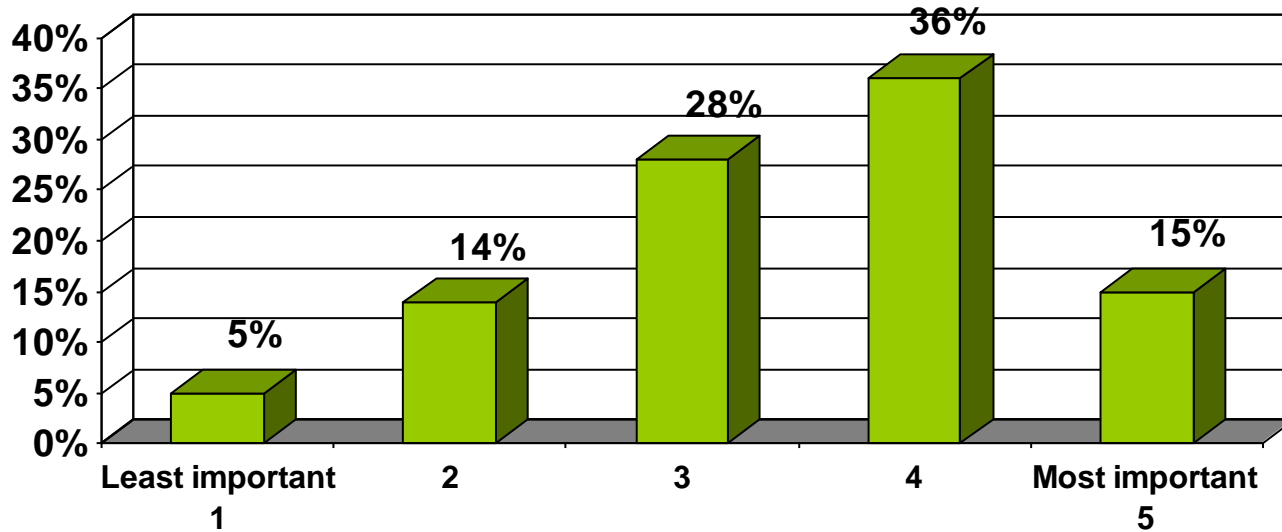
- Project wins/expansions/retention 29%
- Information on your region's quality of life 26%
- National ranking or media coverage on your region 17%
- Other 15%
- Expert opinion 13%

NOTE: The following questions were asked of all respondents, whether or not they currently use social media in their communication efforts.

On a scale of 1 (least important) to 5 (most important), how important is social media in your current marketing plan to individuals outside of your region?



How important will it become in the next three years?



Which economic development organization (excluding your own) do you find use social media most effectively?

- 51% “Don’t know”
- ED organizations were mentioned by multiple respondents:

