

McKnight Foundation Social Audience Survey

We want to better understand and meet the communications needs of McKnight's grantees, stakeholders, and community partners. Your thoughts and opinions will help inform our use of social media and our blog, with a goal to make them more meaningful to you and your work. Please take a minute to complete this brief anonymous survey by Monday, November 24. If you have any questions, please email devon.smith@threespot.com, who is helping us to analyze the data we collect.

* 1. Where are you following the McKnight Foundation or their staff on social media?

- McKnight on Twitter
- McKnight on Facebook
- McKnight on Google+
- McKnight on LinkedIn
- McKnight's blog
- McKnight staff on Twitter
- McKnight staff on Facebook
- Nowhere yet, but I plan to
- Nowhere, nor am I interested in following them
- Other (please specify)

* 2. If you're following McKnight on social media or reading its blog, tell us why. Is it to learn about:

- what McKnight staff members are working on/thinking about
- relevant field research, reports, and practical examples
- news about McKnight grantees
- news about the McKnight Foundation

- news that is relevant for Minnesotans
- links to news articles I might be interested in
- I don't currently following McKnight on social media
- Other (please specify)

*** 3. Are you interested in following a Twitter account dedicated to a specific program area or topic?**

- I'd prefer to follow this (new) account instead of @McKnightFdn
- Great idea! Sign me up, but I still want to follow @McKnightFdn too
- I'd consider it
- Not interested

*** 4. If so, please identify which program/interest area you'd be interested in:**

- Arts
- Education & Learning
- Impact Investing
- International
- Midwest Climate & Energy
- Minnesota Initiative Foundations
- Mississippi River
- Neuroscience
- Philanthropy, General
- Region & Communities
- None - I am not interested in following a program-specific Twitter account
- Other (please specify)

*** 5. Who are you most interested in following on social media?**

- McKnight Foundation, the institution
- McKnight Foundation president
- McKnight Foundation staff
- None of these
- Other (please specify)

*** 6. For you, would it be most useful for McKnight to use social media or blogging to: (PLEASE RANK: 1 = Most Useful; 5 = Least useful)**

Spread the word about McKnight news and research.

Spread the word about McKnight grantee news and research.

Spread the word about field news and research.

Listen and learn.

Build and strengthen relationships in a new way.

*** 7. Speaking geographically, which location are you most interested in?**

- The cities of Minneapolis-St. Paul
- The whole state of Minnesota
- The states around the Mississippi River border
- The whole country of the United States
- The whole world
- Other (please specify)

8. Check the box if you agree with the following statements about how responsive the McKnight Foundation Twitter and Facebook accounts should be. I agree that...

- If I follow you, I expect you to follow me back
- If I @mention you, I expect you to read that post and respond
- If I reply to one of your tweets, I expect you to respond back
- If I comment on your Facebook post, I expect you to acknowledge it with a "like" or comment
- If I send you a DM (Twitter) or Message (Facebook), I expect you to respond back

*** 9. How would you describe yourself? I am...**

- McKnight Foundation grantee
- Interested in becoming a McKnight Foundation grantee
- Collaborator with McKnight Foundation (e.g. consultant, researcher, vendor, etc.)
- McKnight Foundation staff (existing, former, or prospective)
- Working in the philanthropic sector
- Working in the private sector
- Working in the nonprofit sector
- Working in the media
- Working in the government
- Other (please specify)

10. Check the box if any of the following describes your activity on social media.

- I check my own Twitter account at least weekly
- I check my own Facebook account at least weekly
- I write my own blog post at least monthly
- I manage my organization's institutional social media account(s)

I only occasionally use social media

I rarely or never use social media

11. There are so many questions we didn't get to ask you! If you have more thoughts on how the McKnight Foundation could provide value online, or better meet your needs using social media, tell us below. Or, if you would be willing to speak with us about additional follow up questions, please provide your email address.

Thank you so much for your time. Should you have any questions about this survey, feel free to email devon.smith@threespot.com.

Done

Powered by **SurveyMonkey**
Check out our [sample surveys](#) and create your own now!