ASU Communications & Campaigns Technologies Survey 2017

This survey is to help ASU National Office determine what communications/campaigns technologies have been used by Branches and what Branches think of those technologies. This will assist us in planning use of technologies at the national level, which may lead to cost savings for Branches through bulk purchases, for example.

After the first round of responses have been received, we may ask you to do a follow up survey.

NOTE: you may need to gather information from other Branch officials in order to complete this survey, eg. like the view of leadership on the effectiveness of technologies tried out by your Branch, info from comms staff, organisers, etc. To make this easier, you can __download a PDF copy of this survey__ so you can confer with colleagues about answers, before completing the survey online (the online survey uses logic, so sections may be skipped based on the answers you provide, but the PDF shows all the questions).

>> Deadline: close of business Thursday 9 March 2017

If you have any inquiries about the questions, please contact ASU National Communications Officer Brigid Marasco on bmarasco@asu.asn.au or 03 9342 1469.

Thanks!

* 1. Which ASU Branch are you completing this survey on behalf of?

[dropdown ▲▼]

2. Name of official completing survey

[   ]

3. Best contact number for any follow up

[   ]

4. Which databases does your Branch maintain (please select all that apply)?

☐ Current members

☐ Past members (eg. resigned, retired, life members, etc)

☐ Supporters (eg. non-members who participate in your campaign actions)

☐ Other, please specify:

[   ]

5. If you maintain details for more than current members...

○ We have separate databases for non-current members, only current members are recorded in our membership database

○ All the data we collect on non-current members is consolidated in our membership database

○ Other set up (please specify)

[text box]

6. Please rank the TOP 3 communication strategies in terms of effectiveness in reaching your MEMBERS (effectiveness being a measure of how many members would see/read the communication).

	1 = Best	2	3	N/A
News item published on website	○	○	○	○
SMS / text to mobile phone	○	○	○	○
Printed journal sent by post	○	○	○	○
Email journal to member	○	○	○	○
Post on Facebook (boosted or unboosted)	○	○	○	○
Email individual news items to member	○	○	○	○
Post on Twitter	○	○	○	○
Other - please specify below	○	○	○	○

Other (please specify)

[text box]

7. Please rank the TOP 3 communication strategies in terms of effectiveness in reaching POTENTIAL MEMBERS and SUPPORTERS (effectiveness being a measure of how many potential members and supporters would see/read the communication).

	1 = Best	2	3	N/A
News item published on website	○	○	○	○
SMS / text to mobile phone	○	○	○	○
Printed journal sent by post	○	○	○	○
Email journal	○	○	○	○
Post on Facebook (boosted or unboosted)	○	○	○	○
Email individual news items	○	○	○	○
Post on Twitter	○	○	○	○
Other - please specify below	○	○	○	○

Other (please specify)

Use of apps - intro

8. Has your Branch ever seriously considered / researched the creation of an app for use on a smart device (eg. smartphone, tablet, etc)?

( ) Yes, but we did not go ahead with an app

( ) Yes, and we commissioned an app

( ) No

App was not commissioned

9. If yes, and you did NOT go ahead with commissioning the app, please explain why.

App was commissioned

10. If yes, and you DID go ahead and commission an app, can you please provide some info about it:

	Yes	No
Members only app	○	○
Access to membership details	○	○
Can update membership details	○	○
Access to Branch news	○	○
Can communicate with Branch from the app	○	○
Special offers (eg. discounts on services via app)	○	○

Other app features (please specify)

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11. How does your Branch evaluate the app you commissioned?

○ A success, lots of downloads of the app, it continues to operate

○ Marginal success, it continues to operate

○ Not successful, continues to operate, but no longer actively updated

○ Not successful, discontinued, no longer available

○ Other evaluation:

[   ]

12. Any further comments on apps, including any views on whether they are value for money, any views about them expressed by rank and file members, etc.

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13. If your Branch decided the app was not successful, would you consider commissioning another app?

◯ Yes

◯ No

Please explain the reason/s for your answer.

[ ]

Facebook technologies, add ons

14. Has your Branch ever used Facebook Live?

◯ Yes

◯ No

15. If yes, what did you think of the tool?

◯ Good tool, will use again regularly

◯ Good tool, but limited opportunities for us to use it

◯ Not interested in this tool, unlikely to use it again

◯ Not a good tool, will definitely not use it again

Any further comments?

16. If there are any other Facebook add on tools your Branch has used, please list them and provide your view on the usefulness of those add ons.

Blogs, podcasts, SMS/text, etc

17. Do any officials in your Branch have blogs, ie. where they self-publish blog content onto a website themselves?

◯ Yes

◯ No

If yes, are the blogs a successful or unsuccessful communications/campaign strategy, and why?

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18. Has your Branch ever produced a podcast?

◯ Yes, more than one

◯ Yes, one

◯ No

If yes, was creating podcasts a successful or unsuccessful communications/campaign strategy, and why, including whether it was worth the cost?

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19. Does your Branch use SMS / text messaging for mass communication with members and/or supporters?

◯ Yes

◯ No

If yes, is SMS/text a successful or unsuccessful communications/campaign strategy, and why, including whether it was worth the cost?

[ ]

20. Has your Branch ever run a "Tele-Town Hall" meeting, eg.teletownhall.com or similar platform?

◯ Yes

◯ No

If yes, was the Tele-Town Hall meeting a successful or unsuccessful communications/campaign strategy, and why, including whether it was worth the cost?

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21. Does your Branch allocate resources for boosting social media posts?

◯ Yes, a regular budget

◯ Yes, ad hoc amounts

◯ No

If yes, is social media boosting a successful or unsuccessful communications/campaign strategy, and why, including whether it was worth the cost?

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22. Which social media networks has your Branch used?

	Never	Yes, but no longer use it	Rarely (once or twice)	Occasionally (monthly)	Regularly (weekly)	Always (part of daily tasks)
Facebook	◯	◯	◯	◯	◯	◯
Twitter	◯	◯	◯	◯	◯	◯
Periscope	◯	◯	◯	◯	◯	◯
Instagram	◯	◯	◯	◯	◯	◯
Pinterest	◯	◯	◯	◯	◯	◯
Tumblr	◯	◯	◯	◯	◯	◯
LinkedIn	◯	◯	◯	◯	◯	◯
Skype	◯	◯	◯	◯	◯	◯
Other - please specify below	◯	◯	◯	◯	◯	◯

Other social media networks your Branch uses, not listed above:

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Video production

23. Does your Branch either produce or commission the production of videos?

◯ Yes

◯ No

If NO, please explain why (eg. cost, skills, etc)

Video production - further details

24. How does your Branch go about video production - please select all options that apply?

☐ Inhouse, simple videos uploaded to web, no special skills required

☐ Inhouse, using specialist staff

☐ Commission professional video production externally

☐ Other (please specify)

25. For inhouse video production, please select all options below that apply.

☐ Use compact camera or smart device (eg. iPhone, iPad) to film

☐ Use specialised video camera to film

☐ No editing is done, raw clips are distributed or uploaded to website, YouTube, Facebook, Twitter, etc

☐ Simple editing is done by non-specialist staff using amateur tools, eg. Apple iMovie

☐ Editing is done by specialist staff using professional software, eg. Adobe Premiere Pro

☐ Branch has invested significantly in hardware, software, skills development for video production

☐ Further comments or clarifications:

26. If your Branch has invested in hardware and software for video production, please list the main assets:

27. Does your Branch regard video production as a successful communications/campaign strategy?

○ Yes

○ No

Please explain why, including your Branch's view on whether video production is worth the cost, either inhouse or externally commissioned?

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28. If your Branch commissions external video producers, please tell us which companies you use.

Campaign platforms: NationBuilder & similar

29. Do you have an account with campaign platform provider, eg. NationBuilder (NB), CampaignMonitor or similar?

◯ Yes

◯ No

Campaign platforms - further details

30. Which campaign platform do you use?

◯ NationBuilder

◯ Campaign Monitor

◯ Other (please specify)

31. How does your Branch deploy your campaign platform?

◯ Our main Branch website is created within the campaign platform

◯ We embed campaign platform tools on a non-campaign platform website (eg. a Wordpress, Joomla, Drupal, etc website)

◯ We have both an existing Branch website AND a campaign platform website where actions are published

Any comments?

32. Which campaign platform tools have you used?

◯ Survey

◯ Email a target (eg. a CEO)

◯ Email your MP/Senator

◯ Petition

◯ Event

◯ Other (please specify)

33. Are you only collecting and saving information about members or both members and supporters (ie. anyone who commits to a Branch campaign action)?

◯ Members only

◯ Members and supporters

34. Have you used information gathered in a campaign platform database to target actions at a later time?

◯ Yes

◯ No

Further comments? Eg. how you used the data or why you don't use the data for targetting.

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35. Have you linked your membership data with your campaign platform data?

◯ Membership data has been downloaded into your campaign platform

◯ Your campaign platform data has been uploaded into our membership system

◯ The two databases run separately and have not shared data

Further comments?

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36. Have you used data from other sources to add to your campaign platform database?

◯ Social media followers added

◯ Workplace data from campaigns (ie. lists of potential members)

◯ Data collected in surveys, petitions, etc

◯ Other - please specify below

Further comments?

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37. Does your campaign platform allow the recording of offline contact with members/supporters? For example, can staff record in individual campaign platform profiles whether someone attended a meeting, rang the Branch to discuss a workplace matter, etc. (membership systems generally have this capacity)?

( ) No, offline actions cannot be added to the campaign platform database

( ) Yes, offline actions can be added but we DON'T use the functionality

( ) Yes, offline actions can be added and we DO use this functionality

Further comments:

[   ]

Other communications/campaigns technologies

38. If your Branch is using any other technologies in your communications/campaigns we haven't covered anywhere else in this survey, please list them and let us know what you think of them.

39. If your Branch has heard of any other communications/campaigns technologies that you are interested in investigating, please list them.

40. Do you have any other comments regarding communications/campaigns technologies that we should consider?