

ACI Quick Quiz - Social Media - Dashboard

62.32%

43

195

69

26

3 mins

Completion Rate

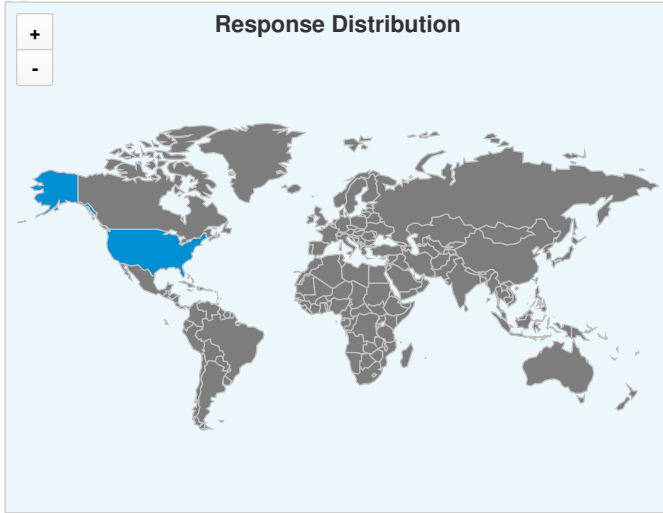
Completed

Viewed

Started

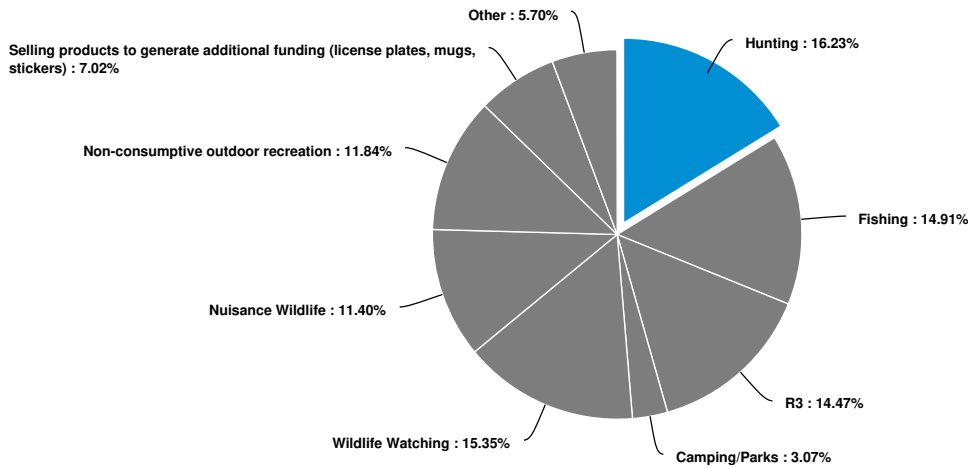
Dropouts

Average Time



Countries	Responses
US	94.20%
Unknown	5.80%
Total	100.00%

What areas is your communications team responsible for messaging for? (Check all that apply)

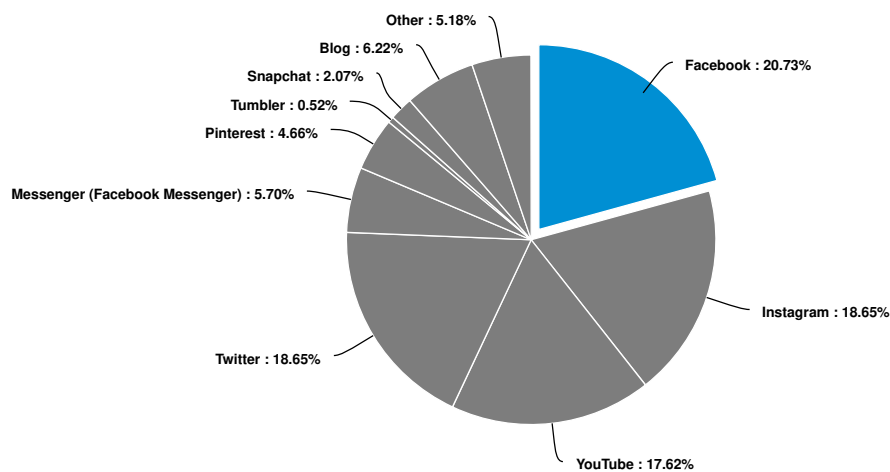


Answer	Count	Percent	20%	40%	60%	80%	100%
Hunting	37	16.23%	<div style="width: 16.23%;"></div>				
Fishing	34	14.91%	<div style="width: 14.91%;"></div>				
R3	33	14.47%	<div style="width: 14.47%;"></div>				
Camping/Parks	7	3.07%	<div style="width: 3.07%;"></div>				
Wildlife Watching	35	15.35%	<div style="width: 15.35%;"></div>				
Nuisance Wildlife	26	11.4%	<div style="width: 11.4%;"></div>				
Non-consumptive outdoor recreation	27	11.84%	<div style="width: 11.84%;"></div>				
Selling products to generate additional funding (license plates, mugs, stickers)	16	7.02%	<div style="width: 7.02%;"></div>				
Other	13	5.7%	<div style="width: 5.7%;"></div>				
Total	228	100 %					

What areas is your communications team responsible for messaging for? (Check all that apply) - Text Data for Other

11/04/2019	48020854	Conservation work of SOGC and ES
10/28/2019	47437240	Boating; aquatic resources; aquatic habitat improvements; amphibians and reptiles; aquatic invasive species
10/28/2019	47391616	Law Enforcement, Education
10/28/2019	47369458	Target Shooting - Don't forget Target Shooting
10/28/2019	47369175	Environmental topics, regulations, spills, chills and fish kills
10/28/2019	47367579	LE
10/28/2019	47364751	Wildlife Natural History
10/28/2019	47363366	endangered species; land/water conservation
10/28/2019	47362154	wildlife migration
10/28/2019	47360779	Boating and water trails

1) What social media platforms does your agency utilize to communicate with consumers? (Check all that apply)

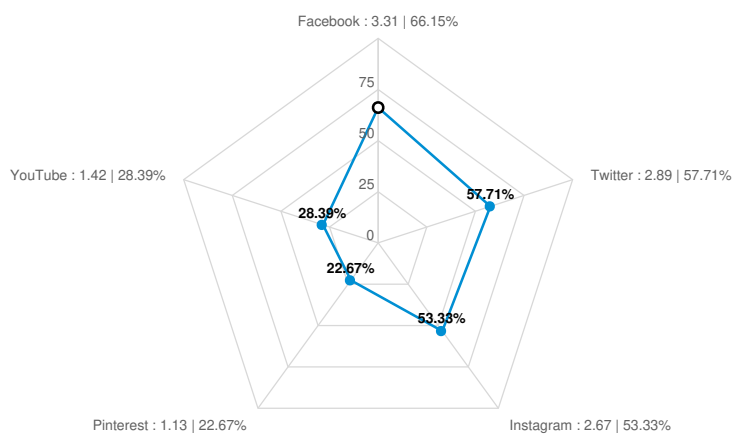


Answer	Count	Percent	20%	40%	60%	80%	100%
Facebook	40	20.73%	[Progress bar]				
Instagram	36	18.65%	[Progress bar]				
YouTube	34	17.62%	[Progress bar]				
Twitter	36	18.65%	[Progress bar]				
WhatsApp	0	0%	[Progress bar]				
Messenger (Facebook Messenger)	11	5.7%	[Progress bar]				
WeChat	0	0%	[Progress bar]				
Pinterest	9	4.66%	[Progress bar]				
Tumblr	1	0.52%	[Progress bar]				
Reddit	0	0%	[Progress bar]				
Snapchat	4	2.07%	[Progress bar]				
Blog	12	6.22%	[Progress bar]				
Other	10	5.18%	[Progress bar]				
Total	193	100 %					

1) What social media platforms does your agency utilize to communicate with consumers? (Check all that apply) - Text Data for Other

11/04/2019	48058757	Powderhook
11/04/2019	48020854	LinkedIn
10/31/2019	47689238	vimeo
10/28/2019	47402256	LinkedIn
10/28/2019	47369458	LinkedIn
10/28/2019	47369175	Nextdoor
10/28/2019	47366139	Podcast
10/28/2019	47364751	Next door
10/28/2019	47364187	Google
10/28/2019	47362154	Email newsletter

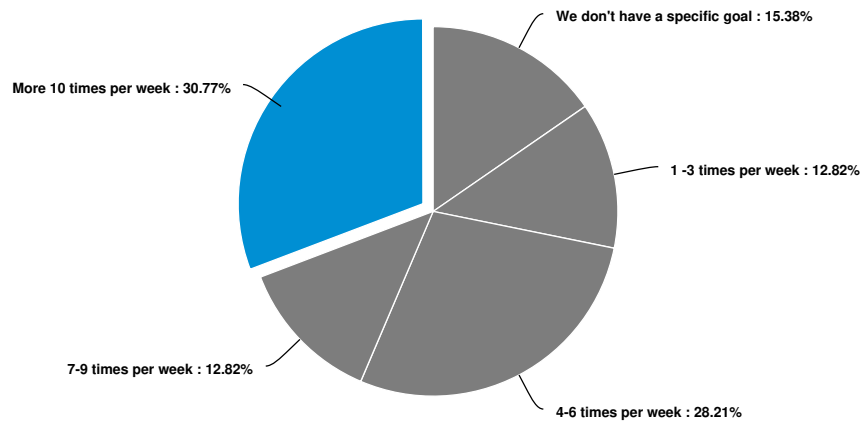
How many pieces of new content do you try and post into the platforms below each week?



Powered by AI

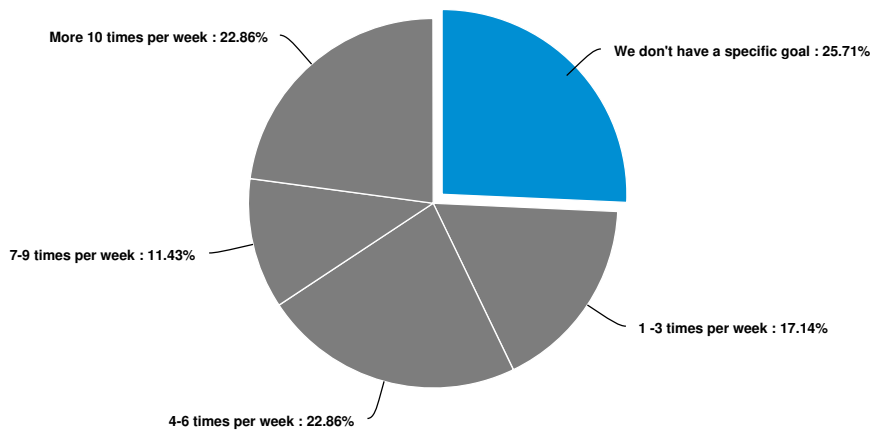
Question	Count	Score	We don't have a specific goal	1 -3 times per week	4-6 times per week	7-9 times per week	More 10 times per week
Facebook	39	3.31	<div style="width: 66.15%;"></div>				
Twitter	35	2.89	<div style="width: 57.71%;"></div>				
Instagram	33	2.67	<div style="width: 53.33%;"></div>				
Pinterest	15	1.13	<div style="width: 22.67%;"></div>				
YouTube	31	1.42	<div style="width: 28.39%;"></div>				
Average		2.48					

Facebook



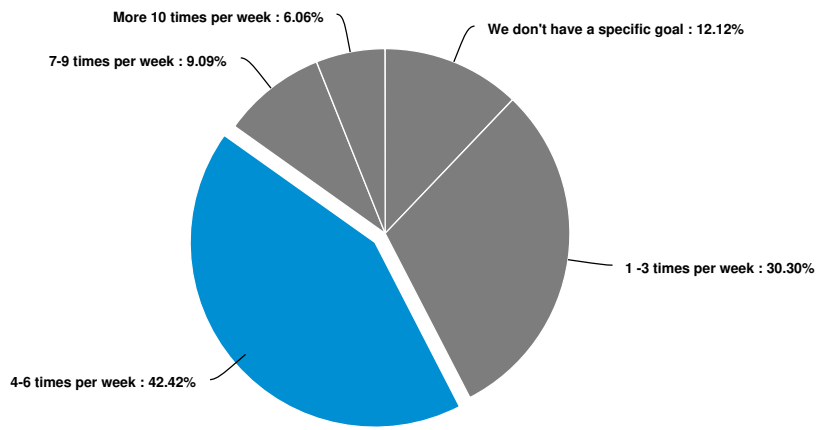
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	6	15.38%	<div style="width: 15.38%;"></div>				
1-3 times per week	5	12.82%	<div style="width: 12.82%;"></div>				
4-6 times per week	11	28.21%	<div style="width: 28.21%;"></div>				
7-9 times per week	5	12.82%	<div style="width: 12.82%;"></div>				
More 10 times per week	12	30.77%	<div style="width: 30.77%;"></div>				
Total	39	100 %					

Twitter



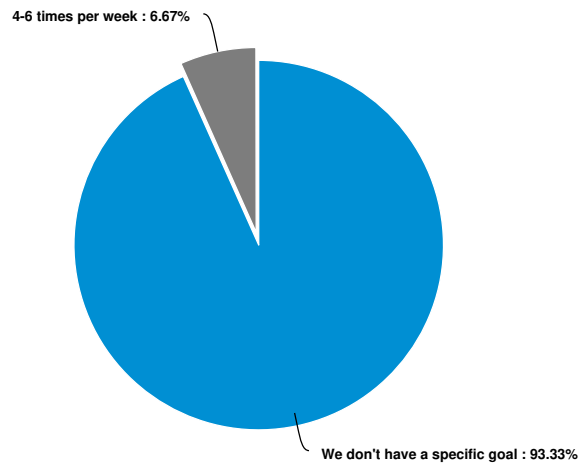
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	9	25.71%	<div style="width: 25.71%;"></div>				
1-3 times per week	6	17.14%	<div style="width: 17.14%;"></div>				
4-6 times per week	8	22.86%	<div style="width: 22.86%;"></div>				
7-9 times per week	4	11.43%	<div style="width: 11.43%;"></div>				
More 10 times per week	8	22.86%	<div style="width: 22.86%;"></div>				
Total	35	100 %					

Instagram



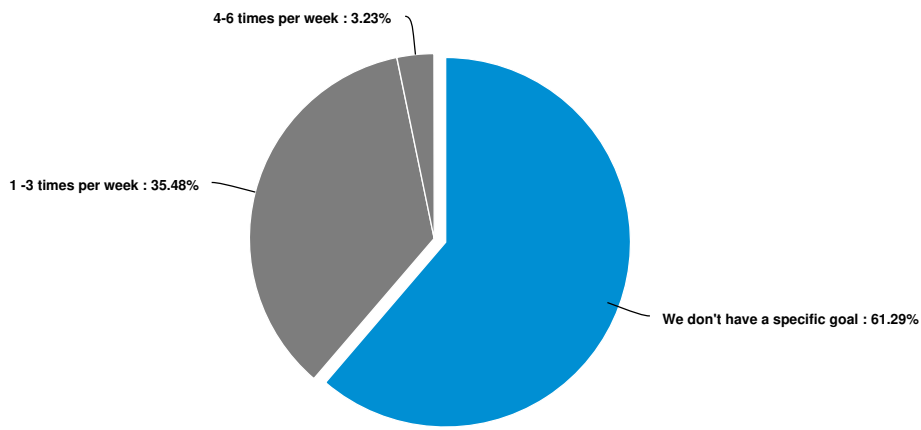
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	4	12.12%	<div style="width: 12.12%;"></div>				
1-3 times per week	10	30.3%	<div style="width: 30.3%;"></div>				
4-6 times per week	14	42.42%	<div style="width: 42.42%;"></div>				
7-9 times per week	3	9.09%	<div style="width: 9.09%;"></div>				
More 10 times per week	2	6.06%	<div style="width: 6.06%;"></div>				
Total	33	100 %					

Pinterest



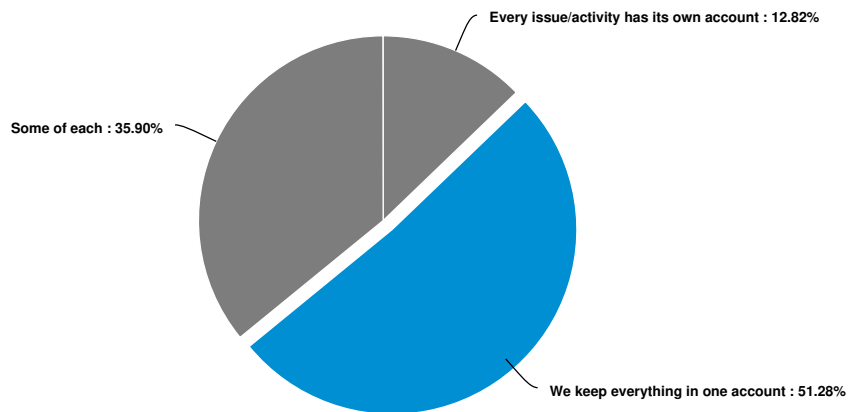
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	14	93.33%	<div style="width: 93.33%;"></div>				
1-3 times per week	0	0%	<div style="width: 0%;"></div>				
4-6 times per week	1	6.67%	<div style="width: 6.67%;"></div>				
7-9 times per week	0	0%	<div style="width: 0%;"></div>				
More 10 times per week	0	0%	<div style="width: 0%;"></div>				
Total	15	100 %					

YouTube



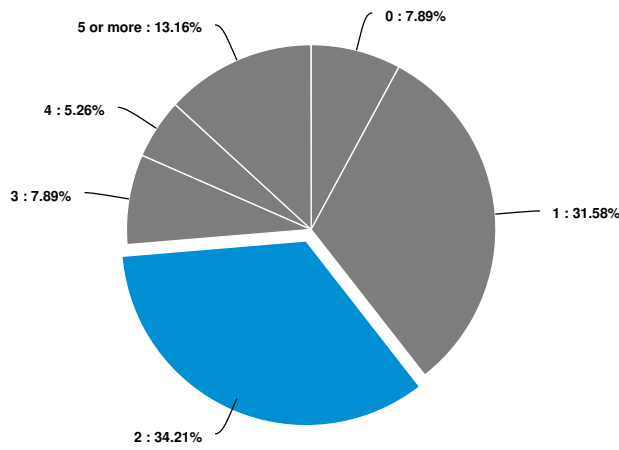
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	19	61.29%	<div style="width: 61.29%;"></div>				
1 -3 times per week	11	35.48%	<div style="width: 35.48%;"></div>				
4-6 times per week	1	3.23%	<div style="width: 3.23%;"></div>				
7-9 times per week	0	0%	<div style="width: 0%;"></div>				
More 10 times per week	0	0%	<div style="width: 0%;"></div>				
Total	31	100 %					

Do you combine multiple issues/actives (fishing, hunting, nuisance wildlife) into one account/page or do you separate them, so each issue/activity has its own social media presence?



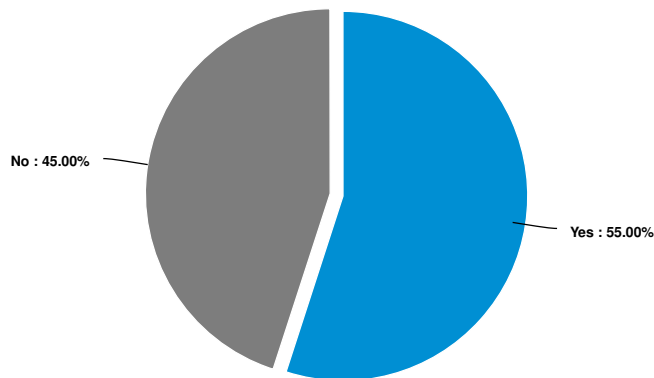
Answer	Count	Percent	20%	40%	60%	80%	100%
Every issue/activity has its own account	5	12.82%	<div style="width: 12.82%;"></div>				
We keep everything in one account	20	51.28%	<div style="width: 51.28%;"></div>				
Some of each	14	35.9%	<div style="width: 35.9%;"></div>				
Total	39	100 %					

How many people in your agency spend 25% or more of their time managing social media?



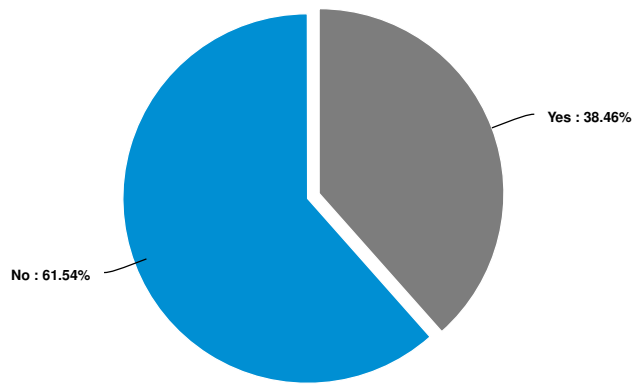
Answer	Count	Percent	20%	40%	60%	80%	100%
0	3	7.89%					
1	12	31.58%					
2	13	34.21%					
3	3	7.89%					
4	2	5.26%					
5 or more	5	13.16%					
Total	38	100 %					

Do you allow anyone other than the assigned social media manager to post content to any of your accounts?



Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	22	55%					
No	18	45%					
Total	40	100 %					

Do you allow anyone outside of communications/outreach to post content to any of your accounts?



Answer	Count	Percent	20%	40%	60%	80%	100%
Yes	15	38.46%					
No	24	61.54%					
Total	39	100 %					