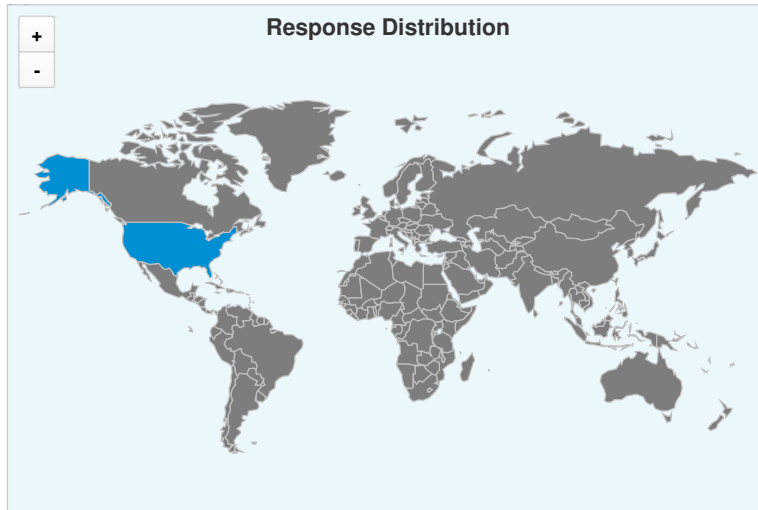


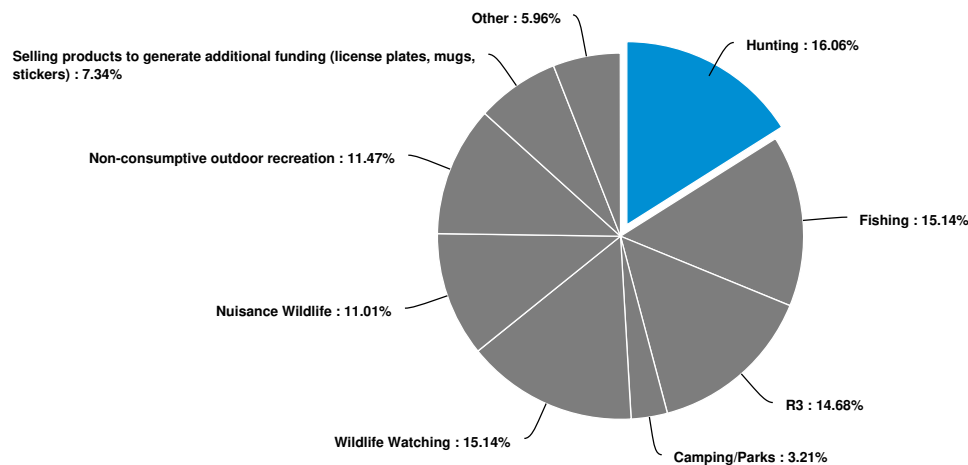
# ACI Quick Quiz - Social Media - Dashboard

VIEWED 188	STARTED 67	COMPLETED 41	COMPLETION RATE 61.19%	DROP OUTS 26	TIME TO COMPLETE 3 mins
---------------	---------------	-----------------	---------------------------	-----------------	----------------------------



Countries	Responses
US	94.03%
Unknown	5.97%
<b>Total</b>	<b>100.00%</b>

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



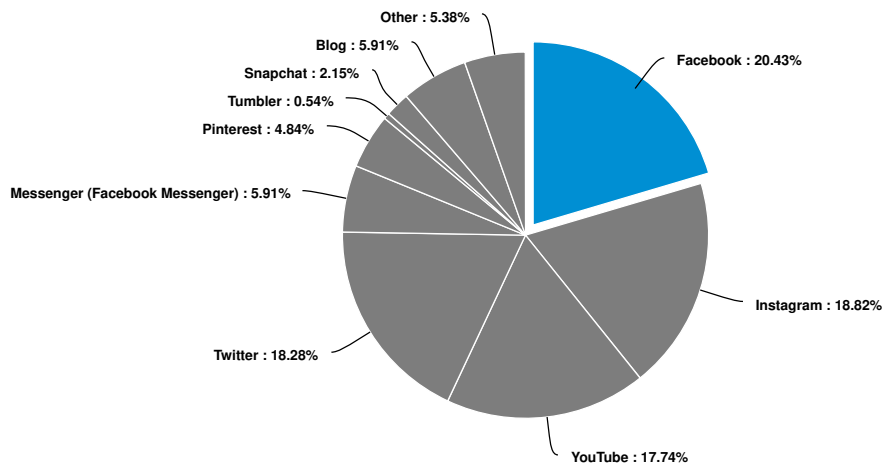
Answer	Count	Percent	20%	40%	60%	80%	100%
Hunting	35	16.06%	<div style="width: 16.06%;"></div>				
Fishing	33	15.14%	<div style="width: 15.14%;"></div>				
R3	32	14.68%	<div style="width: 14.68%;"></div>				
Camping/Parks	7	3.21%	<div style="width: 3.21%;"></div>				
Wildlife Watching	33	15.14%	<div style="width: 15.14%;"></div>				
Nuisance Wildlife	24	11.01%	<div style="width: 11.01%;"></div>				
Non-consumptive outdoor recreation	25	11.47%	<div style="width: 11.47%;"></div>				
Selling products to generate additional funding (license plates, mugs, stickers)	16	7.34%	<div style="width: 7.34%;"></div>				
Other	13	5.96%	<div style="width: 5.96%;"></div>				
<b>Total</b>	<b>218</b>	<b>100 %</b>					

### 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)

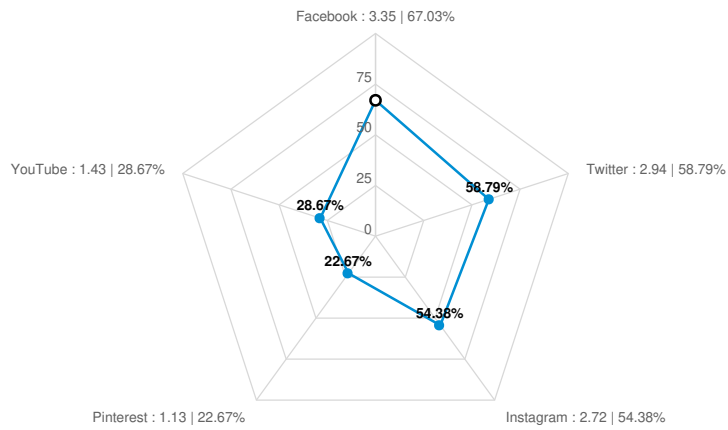


Answer	Count	Percent	20%	40%	60%	80%	100%
Facebook	38	20.43%	[Progress bar to 20.43%]				
Instagram	35	18.82%	[Progress bar to 18.82%]				
YouTube	33	17.74%	[Progress bar to 17.74%]				
Twitter	34	18.28%	[Progress bar to 18.28%]				
WhatsApp	0	0%	[Progress bar to 0%]				
Messenger (Facebook Messenger)	11	5.91%	[Progress bar to 5.91%]				
WeChat	0	0%	[Progress bar to 0%]				
Pinterest	9	4.84%	[Progress bar to 4.84%]				
Tumblr	1	0.54%	[Progress bar to 0.54%]				
Reddit	0	0%	[Progress bar to 0%]				
Snapchat	4	2.15%	[Progress bar to 2.15%]				
Blog	11	5.91%	[Progress bar to 5.91%]				
Other	10	5.38%	[Progress bar to 5.38%]				
<b>Total</b>	<b>186</b>	<b>100 %</b>					

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

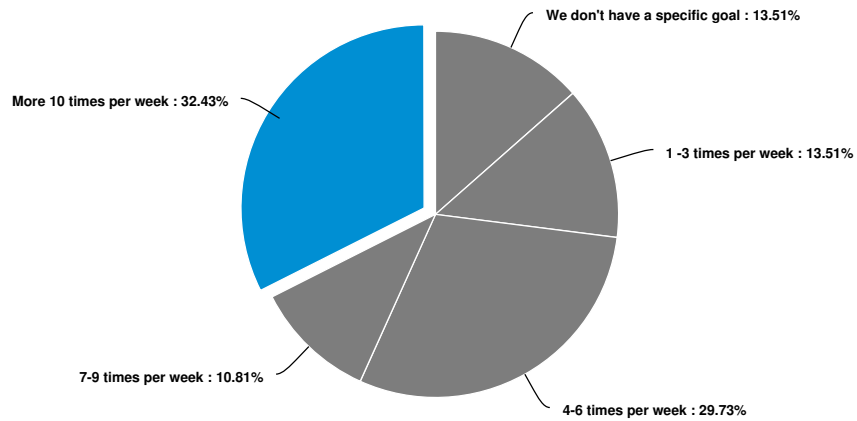
How many pieces of new content do you try and post into the platforms below each week?



Powered by AI

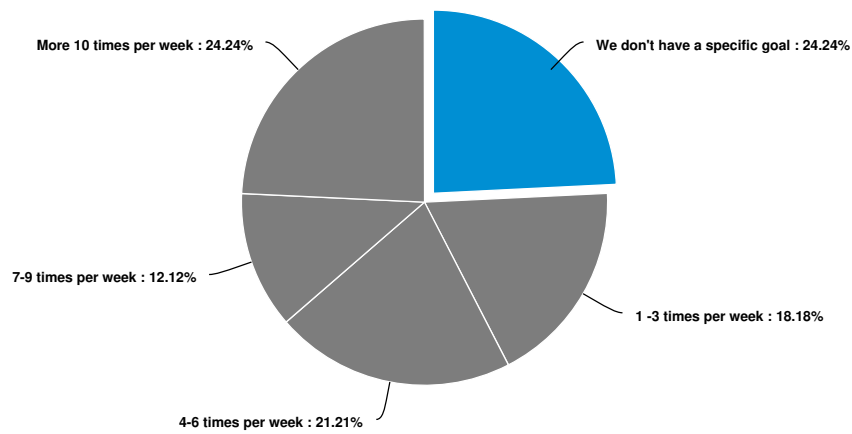
Question	Count	Score	We don't have a specific goal	1 -3 times per week	4-6 times per week	7-9 times per week	More 10 times per week
Facebook	37	3.35					
Twitter	33	2.94					
Instagram	32	2.72					
Pinterest	15	1.13					
YouTube	30	1.43					
<b>Average</b>		<b>2.5</b>					

### Facebook



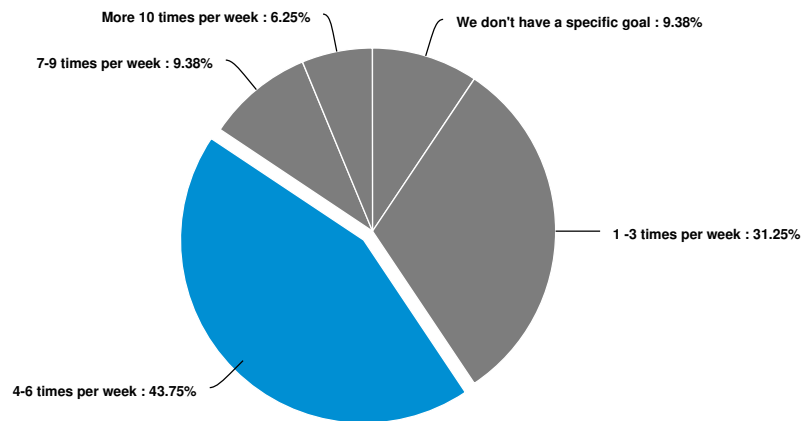
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	5	13.51%					
1 -3 times per week	5	13.51%					
4-6 times per week	11	29.73%					
7-9 times per week	4	10.81%					
More 10 times per week	12	32.43%					
<b>Total</b>	<b>37</b>	<b>100 %</b>					

### Twitter



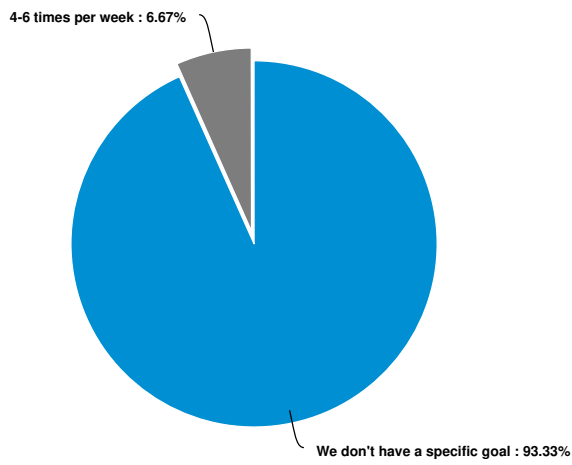
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	8	24.24%	<div style="width: 24.24%;"></div>				
1-3 times per week	6	18.18%	<div style="width: 18.18%;"></div>				
4-6 times per week	7	21.21%	<div style="width: 21.21%;"></div>				
7-9 times per week	4	12.12%	<div style="width: 12.12%;"></div>				
More 10 times per week	8	24.24%	<div style="width: 24.24%;"></div>				
<b>Total</b>	<b>33</b>	<b>100 %</b>					

### Instagram



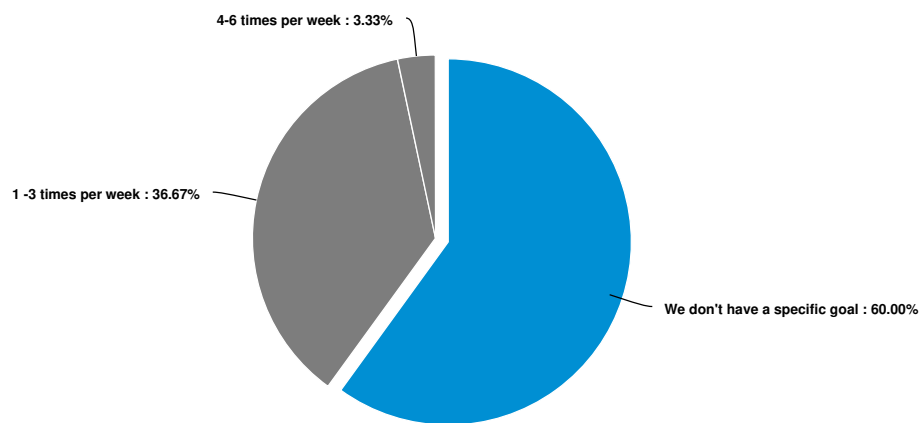
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	3	9.38%	<div style="width: 9.38%;"></div>				
1-3 times per week	10	31.25%	<div style="width: 31.25%;"></div>				
4-6 times per week	14	43.75%	<div style="width: 43.75%;"></div>				
7-9 times per week	3	9.38%	<div style="width: 9.38%;"></div>				
More 10 times per week	2	6.25%	<div style="width: 6.25%;"></div>				
<b>Total</b>	<b>32</b>	<b>100 %</b>					

### Pinterest



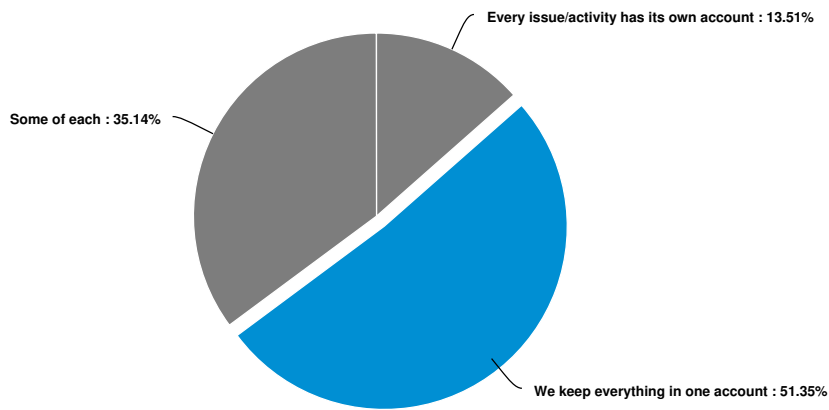
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	14	93.33%	<div style="width: 93.33%;"></div>				
1 -3 times per week	0	0%	<div style="width: 0%;"></div>				
4-6 times per week	1	6.67%	<div style="width: 6.67%;"></div>				
7-9 times per week	0	0%	<div style="width: 0%;"></div>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

### YouTube



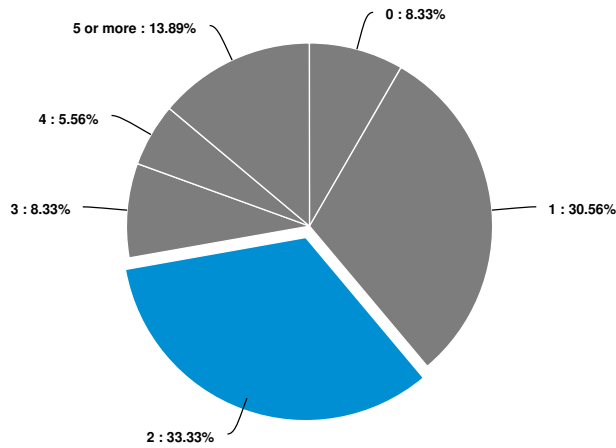
Answer	Count	Percent	20%	40%	60%	80%	100%
We don't have a specific goal	18	60%	<div style="width: 60%;"></div>				
1 -3 times per week	11	36.67%	<div style="width: 36.67%;"></div>				
4-6 times per week	1	3.33%	<div style="width: 3.33%;"></div>				
7-9 times per week	0	0%	<div style="width: 0%;"></div>				
More 10 times per week	0	0%	<div style="width: 0%;"></div>				
<b>Total</b>	<b>30</b>	<b>100 %</b>					

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	13.51%	<div style="width: 13.51%;"></div>				
We keep everything in one account	19	51.35%	<div style="width: 51.35%;"></div>				
Some of each	13	35.14%	<div style="width: 35.14%;"></div>				
<b>Total</b>	<b>37</b>	<b>100 %</b>					

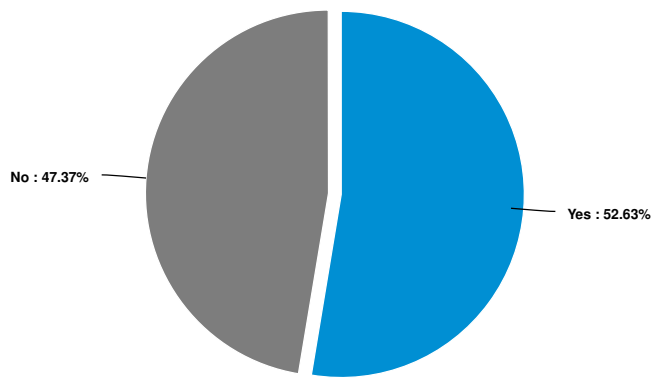
How many people in your agency spend 25% or more of their time managing social media?



Answer	Count	Percent	20%	40%	60%	80%	100%
0	3	8.33%	<div style="width: 8.33%;"></div>				
1	11	30.56%	<div style="width: 30.56%;"></div>				
2	12	33.33%	<div style="width: 33.33%;"></div>				
3	3	8.33%	<div style="width: 8.33%;"></div>				
4	2	5.56%	<div style="width: 5.56%;"></div>				
5 or more	5	13.89%	<div style="width: 13.89%;"></div>				
<b>Total</b>	<b>36</b>	<b>100 %</b>					

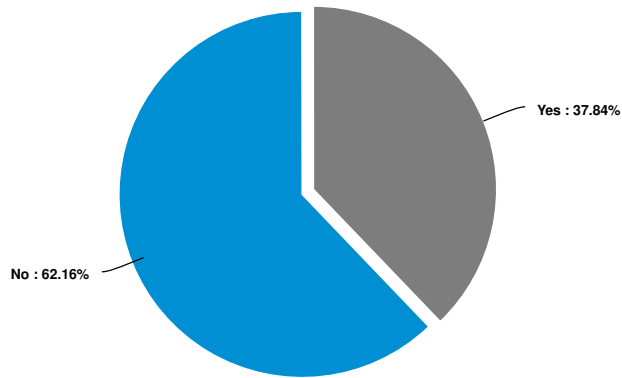
Do you allow anyone other than the assigned social media manager to post content to any of your accounts?

Empty response area for the question: "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	20	52.63%					
No	18	47.37%					
<b>Total</b>	<b>38</b>	<b>100 %</b>					

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	14	37.84%					
No	23	62.16%					
<b>Total</b>	<b>37</b>	<b>100 %</b>					