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THE QUESTIONNAIRE

Introduction

1. Please provide the following contact information:
 - A. Name:
 - B. Company:
 - C. Work Title:
 - D. Country:
 - E. Email Address:
2. How many full time equivalent fundraisers or advancement professionals does your organization have?
3. Your organization might best be described as:
 - A. Library
 - B. College
 - C. Other
 - D. Foundation
 - E. Other (please specify)

Types of LinkedIn Accounts Maintained

4. Does your organization have its own organizational LinkedIn site?
 - A. Yes
 - B. No
5. Does your organization have a basic LinkedIn account or a premium account?
 - A. Basic account
 - B. Premium account
6. Which phrase best describes how your organization uses LinkedIn?
 - A. We have our own institutional site and we use it extensively
 - B. We have our own institutional site but we use it somewhat modestly
 - C. We don't have an institutional site but use the personal sites of staffers or consultants

7. If your organization has an institutional LinkedIn site in what year was this presence established?
- A. 2008 – 2010
 - B. 2011 – 2012
 - C. 2013 - 2014

Use of LinkedIn Paid Ads

8. Have you used LinkedIn paid ads?
- A. Yes
 - B. No
9. If so how much did your organization spend in the last year on LinkedIn paid ads?
10. Which of the following have you used: text ads? Text and image ads? Video ads?
- A. Text ads
 - B. Text and image ads
 - C. Video ads
11. Has your organization ever used any of the following LinkedIn services?
- A. LinkedIn Board Member Connect
 - B. LinkedIn Non-Profit Solutions
12. If your organization has added any LinkedIn applications to its LinkedIn site please list those that you have added and why.

LinkedIn as a Research and Lead Development Tool

13. Describe how your organization uses LinkedIn as a tool to locate possible donors? What kind of filters do you use in searching? How does the use of LinkedIn compare to the use of other search resources? How much time do you advise others put in to master use of LinkedIn compared to other options?

Pages and Followers

14. How many fundraisers at your organization have personal pages on LinkedIn?
15. How many followers does your organization have on its LinkedIn sites?
16. How often do you send out posts or updates to your followers?

Endorsements

17. How many endorsements does your fundraising office have on LinkedIn?

Participation in LinkedIn Groups

18. Does your organization participate in any LinkedIn Groups?

- A. Yes
- B. No

19. How many?

20. Which ones?

21. How important are LinkedIn Groups to your fundraising efforts firm and how do you use Groups?

22. Does your organization sponsor its own LinkedIn Group?

- A. Yes
- B. No
- C. No, but planning to start one

23. If your organization has its own LinkedIn Group please describe your experience in developing it.

LinkedIn Page Metrics

24. What metrics do you track on your LinkedIn page? Which are the most important ones and why?

25. Rank your presence on LinkedIn as a marketing tool compared to: Facebook, Google+?

- A. Facebook
- B. Google+
- C. Twitter
- D. YouTube

E. LinkedIn

Job Postings on LinkedIn

26. Does your firm post available jobs on LinkedIn?

- A. Yes
- B. No

27. How much did your firm spend over the past year on job posts on LinkedIn?

InMail

28. What is the firm's policy on sending out LinkedIn Invitations?

29. How many InMail messages does the firm send per month?

LinkedIn Content Development

30. Describe the process that your firm uses to develop LinkedIn profiles for your fundraisers. Do they write and post the profiles themselves? Are they edited by an online marketing specialist to insure proper key word usage and other practices to assure their effectiveness? What practices has your firm developed and what have been the results?

31. Does your organization have a policy of providing content, or content development assistance, to individuals so that they can promote the firm through their personal LinkedIn pages? If so what kind of assistance do you provide?

32. As an educated guess what percentage of your LinkedIn updates from your organization's LinkedIn page include photos, videos or other visual materials?

Parting Advice

33. How would you advise your peers on the most effective ways to use LinkedIn?

SURVEY PARTICIPANTS

Arcadia University
Big Thought
California State University San Marcos
Carolina Christian College
Cathedral Arts Project Inc.
Claremont School of Theology
College of the Atlantic
Drayson Research
EverTrue
Freed-Hardeman University
Home For Our Troops
Hunter College
Idaho State University
Jerold Panas, Linzy & Partners
Kentucky Christian University
Lawrence Technological University
Lebanon Valley College
Midwestern University
Richmond SPCA
Saint Mary's University of Minnesota
St. Olaf College
Stevens Institute of Technology
TATE
The American University of Paris
The Hotchkiss School
The Valley Hospital Foundation
Trinity University
UC Santa Cruz
Union College
University of Arkansas Fort Smith
University of Central Missouri
University of New Hampshire
University of Texas of the Permian Basin
Wentworth Military Academy and Junior College
Wesley College
Whitworth University
World Animal Protection