

Instance Name:
Social Media

CDC Social Media
Model questions utilize the ACSI methodology to determine scores and impacts

MQ Labels	CUSTOMER SATISFACTION	MQ Labels	FUTURE BEHAVIORS
	Satisfaction		
SM Satisfaction - Overall	What is your overall satisfaction with the CDC presence on this social media channel? <i>(1=Very Dissatisfied, 10=Very Satisfied)</i>	4SM - Return	Return <i>(1=Very Unlikely, 10=Very Likely)</i> How likely are you to return to this CDC social media channel?
SM Satisfaction - Expectations	How well does this CDC social media channel meet your expectations ? <i>(1=Falls Short, 10=Exceeds)</i>		Recommend <i>(1=Very Unlikely, 10=Very Likely)</i>
SM Satisfaction - Ideal	How does this CDC social media channel compare to your idea of an ideal social media channel ? <i>(1=Not Very Close, 10=Very Close)</i>	5SM - Recommend	How likely are you to recommend this CDC social media channel to someone else? Likelihood to Visit - Site <i>(1=Very Unlikely, 10=Very Likely)</i>
		6SM - Visit Website	How likely are you to visit the CDC website in the next 90 days?

Model Instance Name: CDC Social Media
 MID:
 Date:
~~red & strike through~~: DELETE
underline & italicize: RE-ORDER
 pink: ADDITION
 blue + ->: REWORDING

CDC Social Media CUSTOM QUESTION LIST

QID (Group ID)	Skip Logic Label	Question Text	Answer Choices (limited to 50 characters)	Skip to	Type (select from list)	Single or Multi	Required Y/N	Special Instructions	CQ Label
		Please indicate which CDC social media channels you visit/interact with. (Select all that apply)	Facebook YouTube Twitter Flickr LinkedIn None of the above		Check-box, one-up vertical		Y		CDC SM
		Which CDC social media channel did you visit to complete this survey?	Facebook YouTube Twitter Flickr LinkedIn None of the above	A - G H - M N - R S - W X - BB	Drop Down, select one	Single	Y	Skip Logic	Channel
A		What best describes how often you visit Facebook?	None of the above 3 times or more per day Once or twice a day A few times per week Once a week A few times per month Monthly or less often This was my first time		Drop Down, select one	Single	Y	Skip Logic	FB Frequency
B		What do you think of the frequency of Facebook posts from CDC?	I think you should have more posts I think the number of posts is fine as is I think you should have less posts No opinion		Radio button	Single	Y	Skip Logic	FB posts
C		What kind of topics would you like to see posts about on the CDC Facebook page?			Text area, no char limit		N	Skip Logic	FB_OE Topics
D		How do you typically access your Facebook account?	Desktop/laptop computer Mobile phone Pad/tablet		Check-box, one-up vertical	Multi	Y	Skip Logic	FB Access
E		How do you view the Facebook posts from CDC? (Select all that apply)	Visit the CDC Facebook page See the updated posts within my Facebook news feed Not sure		Check-box, one-up vertical Exclusive	Multi	Y	Skip Logic	FB View
F		Approximately how many organizations/businesses/groups are you a fan of on Facebook?	Less than 5 5 - 10 More than 10 Not sure		Drop Down, select one	Single	Y	Skip Logic	FB Fans
G		Based on the information you receive from CDC's Facebook posts, how likely are you to make changes to your lifestyle to improve your health?	Very likely Likely Unlikely Very Unlikely		Radio Button	Single	Y	Skip Logic	FB Lifestyle Change
H		What best describes how often you visit YouTube?	Daily Weekly A few times per month Monthly or less often This was my first time		Drop Down, select one	Single	Y	Skip Logic	YouTube Frequency
I		What do you think of the availability of new YouTube videos from CDC?	I think you should provide new videos more frequently I think the frequency with which you add videos is fine I think there are too many videos No opinion		Radio button	Single	Y	Skip Logic	YouTube posts
J		What kind of topics would you like to see videos about on the CDC YouTube page?			Text area, no char limit		N	Skip Logic	YouTube_OE Topics
K		How many CDC YouTube videos did you watch today?	1 2 3-5 More than 5 Not sure		Drop Down, select one	Single	Y	Skip Logic	YouTube Videos Watch
L		Approximately how many organizations/businesses/groups do you watch videos of on YouTube?	Less than 5 5 - 10 More than 10 Not sure		Drop Down, select one	Single	Y	Skip Logic	YouTube Fans
M		Based on the information you receive from CDC's YouTube videos, how likely are you to make changes to your lifestyle to improve your health?	Very likely Likely Unlikely Very Unlikely		Radio Button	Single	Y	Skip Logic	YouTube Lifestyle Chan
N		What best describes how often you visit Twitter?	Daily Weekly A few times per month Monthly or less often This was my first time		Drop Down, select one	Single	Y	Skip Logic	Twitter Frequency
O		What do you think of the frequency of CDC tweets?	I think you should tweet more often I think the frequency of tweets is fine as is I think you should tweet less often No opinion		Radio button	Single	Y	Skip Logic	Twitter posts
P		What kind of topics would you like to see tweets about on CDC's Twitter page?			Text area, no char limit		N	Skip Logic	Twitter_OE Topics
Q		Approximately how many organizations/businesses/groups do you follow on Twitter?	Less than 5 5 - 10 More than 10 Not sure		Drop Down, select one	Single	Y	Skip Logic	Twitter Fans
R		Based on the information you receive from CDC's Twitter, how likely are you to make changes to your lifestyle to improve your health?	Very likely Likely Unlikely Very Unlikely		Radio Button	Single	Y	Skip Logic	Twitter Lifestyle Chan
S		What best describes how often you visit Flickr?	Daily Weekly A few times per month Monthly or less often This was my first time		Drop Down, select one	Single	Y	Skip Logic	Flickr Frequency
T		What do you think of the availability of new CDC photos on Flickr?	I think you should provide new photos more frequently I think the frequency with which you update is fine as is I think there are too many photos No opinion		Radio button	Single	Y	Skip Logic	Flickr posts
U		What kind of photos would you like to see on CDC's Flickr page?			Text area, no char limit	Single	N	Skip Logic	Flickr OE
V		Approximately how many organizations/businesses/groups do you follow on Flickr?	Less than 5 5 - 10 More than 10 Not sure		Drop Down, select one	Single	Y	Skip Logic	Flickr Fans
W		Based on the information you receive from CDC's Flickr page, how likely are you to make changes to your lifestyle to improve your health?	Very likely Likely Unlikely Very Unlikely		Radio Button	Single	Y	Skip Logic	Flickr Lifestyle Change
X		What best describes how often you visit LinkedIn?	Daily Weekly		Drop Down, select one	Single	Y	Skip Logic	LinkedIn Frequency

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			A few times per month Monthly or less often This was my first time I think you should have more posts I think the number of posts is fine as is I think you should have less posts No opinion		Radio button	Single	Y	Skip Logic	LinkedIn posts
Z		What kind of topics would you like to see posts about on the CDC LinkedIn page?			Text area, no char limit		N	Skip Logic	LinkedIn_OE_Topics
AA		Approximately how many organizations/businesses/groups do you follow on LinkedIn?	Less than 5 5 - 10 More than 10 Not sure		Drop Down, select one	Single	Y	Skip Logic	LinkedIn Fans
BB		Based on the information you receive from CDC's LinkedIn page, how likely are you to make changes to your lifestyle to improve your health?	Very likely Likely Unlikely Very Unlikely		Radio Button	Single	Y	Skip Logic	LinkedIn Lifestyle Change
		Which of these best describes you?	Individual interested in health issues Friend or family member of an individual interested in health issues Healthcare provider (physician, nurse, physician's assistant, nurse practitioner, pharmacist, or other healthcare provider) Public Health Professional Emergency health professional (First responder, EMT, Paramedic) Researcher or scientist Educator, teacher or trainer Student Policymaker, legislator, or staff Other, please specify.	B C A	Checkbox, one-up vertical	Single	Y	Skip Logic	Role
A		Please describe your role in coming to this CDC social media channel:			Text area, no char limit		N	Skip Logic	OE_Role
B		Which best describes your role as a Healthcare Provider:	Doctor Nurse (LPN, RN, NP, PA) Pharmacist Other, please specify.	D			Y		HP Role
D		Please describe your role as a Healthcare Provider:			Text area, no char limit		N	Skip Logic	OE_HP Role
C		Please describe your role as a Public Health Professional:	State Public Health Professional Local Public Health Professional Tribal Public Health Professional Federal Public Health Professional Not-for-profit Public Health Professional Other, please specify.	E			Y		PHP Role
E		Please describe your role as a Public Health Professional:			Text area, no char limit		N	Skip Logic	OE_PHP Role
		How did you find the CDC social media channel you visited today?	A link on www.cdc.gov A text message from CDC Search engine Follow CDC on another social media channel Word of mouth Email subscriptions/RSS Feeds A blog post mentioning the CDC social media channel Referral or links from other websites Media/news story CDC mobile app Other, please specify.	A	Radio button	Single	Y	Skip Logic	Awareness
A		Please describe how you first found the CDC social media channel you visited today:			Text area, no char limit	Single		Skip Logic	OE_Awareness
		Which of the following additional channels/applications would you like CDC to develop? (Select all that apply)	Google+ Pinterest iPhone Apps iPad Apps Android Apps Other, please specify.		Checkbox, one-up vertical	Multi	Y	Skip Logic	Add Channels
		Please describe the other channels/applications would you like CDC to develop?			Text area, no char limit	Single	N	Skip Logic	OE_Add Channels
		Please select the level to which you agree or disagree with the following statements. CDC's social media posts are credible .	1=Strongly Disagree 2 3 4 5= Strongly Agree Don't Know		Radio button, scale, don't know	Single	Y		A/D_Credible
		CDC's social media posts are relevant .	1=Strongly Disagree 2 3 4 5= Strongly Agree Don't Know		Radio button, scale, don't know	Single	Y		A/D_Relevant
		CDC's social media posts are actionable .	1=Strongly Disagree 2 3 4 5= Strongly Agree Don't Know		Radio button, scale, don't know	Single	Y		A/D_Actionable
		CDC's social media posts are informative .	1=Strongly Disagree 2 3 4 5= Strongly Agree Don't Know		Radio button, scale, don't know	Single	Y		A/D_Informative
		CDC's social media posts are understandable .	1=Strongly Disagree 2 3 4 5= Strongly Agree Don't Know		Radio button, scale, don't know	Single	Y		A/D_Understandable
		How frequently have you visited the CDC website in the last 6 months?	Never Once 2-5 times 6-15 times 16 or more times Don't Know		Drop Down, select one	Single	Y		Website Visit Freq