CDC SOCIAL MEDIA SATISFACTION SURVEY - SPRING 2014

Form Approved  
OMB No: 0920-0956  
Exp. Date: March 31, 2016

**Online Welcome Message and Consent Form**

Thank you for agreeing to help the Centers for Disease Control and Prevention (CDC) evaluate their social media activities. Your feedback is extremely important. We anticipate that it will take approximately 8 minutes to complete these questions.

Your responses to all questions will be kept in a secure manner. All information is used for evaluation purposes only, and CDC does not plan to share the data with anyone outside CDC.

To proceed through the survey, select your answer for each question and click “Continue”.

Public reporting burden of this collection of information is estimated to average 8 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Reports Clearance Officer; 1600 Clifton Road NE, MS D-74, Atlanta, Georgia 30333; ATTN: PRA (0920-0956)

## User Satisfaction Rating

1. What is your overall satisfaction with the CDC presence on this social media channel?

SCALE: (1=Very Dissatisfied; 10= Very Satisfied)

1. How likely are you to return to this CDC social media channel?

SCALE: (1=Very Unlikely; 10=Very Likely)

1. How likely are you to recommend this CDC social media channel to someone else?

SCALE: (1=Very Unlikely; 10=Very Likely)

## Social Media Channel Selection

1. Please indicate which CDC social media channels you visit/interact with. (Select all that apply) [MULTI]
2. Facebook
3. YouTube
4. Twitter
5. LinkedIn
6. Google+
7. Pinterest
8. Instagram
9. Flickr
10. None of the above
11. Which CDC social media channel did you visit to complete this survey? [SINGLE]
12. Facebook

**IF FACEBOOK SELECTED, GO TO QUESTION 6; RESPONDENT TO ANSWER SECTION A QUESTIONS**

1. Google+

**IF GOOGLE+ SELECTED, GO TO QUESTION 13; RESPONDENT TO ANSWER SECTION B QUESTIONS**

1. Twitter

**IF TWITTER SELECTED, GO TO QUESTION 20; RESPONDENT TO ANSWER SECTION C QUESTIONS**

1. LinkedIn

**IF LINKEDIN SELECTED, GO TO QUESTION 27; RESPONDENT TO ANSWER SECTION D QUESTIONS**

1. None of the above

**SKIP TO END**

### Facebook-Specific Survey Questions

1. What best describes how often you visit Facebook? [SINGLE]
2. 3 times or more per day
3. Once or twice a day
4. A few times per week
5. Once a week
6. A few times per month
7. Monthly or less often
8. This was my first time
9. What do you think of the frequency of Facebook posts from CDC? [SINGLE]
10. I think you should have more posts
11. I think the number of posts is fine as is
12. I think you should have less posts
13. No opinion
14. What kind of topics would you like to see posts about on the CDC Facebook page? [OPEN]
15. How do you typically access your Facebook account? [SINGLE]
16. Desktop/laptop computer
17. Mobile phone
18. iPad/Tablet
19. How do you view the Facebook posts from CDC? (Select all that apply) [MULTI]
20. Visit the CDC Facebook page
21. See the updated posts within my Facebook news feed
22. Not sure
23. Approximately how many organizations/businesses/groups are you a fan of on Facebook? [SINGLE]
24. Less than 5
25. 5-10
26. More than 10
27. Not sure
28. 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? [SINGLE]
29. Very likely
30. Likely
31. Unlikely
32. Very Unlikely

**SKIP TO QUESTION 32**

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### Google-Specific Survey Questions

1. What best describes how often you visit Google+? [SINGLE]
2. Daily
3. Weekly
4. A few times per month
5. Monthly or less often
6. This was my first time
7. What do you think of the frequency of Google+ posts from CDC? [SINGLE]
8. I think you should have more posts
9. I think the number of posts is fine as is
10. I think you should have less posts
11. No opinion
12. What kind of topics would you like to see posts about on the CDC Google+ profile? [OPEN]
13. How do you typically access your Google+ account? [MULTI]
14. Desktop/laptop computer
15. Mobile phone
16. iPad/Tablet
17. How do you view the Google+ posts from CDC? (Select all that apply) [MULTI]
18. Visit the CDC Google+ Profile
19. See the updated posts within my Google+ feed
20. Not sure
21. Approximately how many organizations/businesses/groups do you follow on Google+? [SINGLE]
22. Less than 5
23. 5-10
24. More than 10
25. Not sure
26. Based on the information you receive from CDC's Google+ posts, how likely are you to make changes to your lifestyle to improve your health? [SINGLE]
27. Very likely
28. Likely
29. Unlikely
30. Very Unlikely

**SKIP TO QUESTION 32**

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### Twitter-Specific Survey Questions

1. What best describes how often you visit Twitter? [SINGLE]
2. Daily
3. Weekly
4. A few times per month
5. Monthly or less often
6. This was my first time
7. What do you think of the frequency of CDC tweets? [SINGLE]
8. I think you should tweet more often
9. I think the frequency of tweets is fine as is
10. I think you should tweet less often
11. No opinion
12. What kind of topics would you like to see tweets about on CDC's Twitter page? [OPEN]
13. How do you typically access Twitter [SINGLE]
14. Desktop/laptop computer
15. Mobile phone
16. iPad/Tablet
17. How do you view tweets from CDC? (Select all that apply) [MULTI]
18. Visit the CDC Twitter profile
19. See the tweets within my news feed
20. Not sure
21. Approximately how many organizations/businesses/groups do you follow on Twitter? [SINGLE]
22. Less than 5
23. 5-10
24. More than 10
25. Not sure
26. Based on the information you receive from CDC's Twitter profile, how likely are you to make changes to your lifestyle to improve your health?
27. Very likely
28. Likely
29. Unlikely
30. Very Unlikely

**SKIP TO QUESTION 32**

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### LinkedIn-Specific Survey Questions

1. What best describes how often you visit LinkedIn? [SINGLE]
2. Daily
3. Weekly
4. A few times per month
5. Monthly or less often
6. This was my first time
7. What do you think of the frequency of posts from CDC on LinkedIn? [SINGLE]
8. I think you should have more posts
9. I think the number of posts is fine as is
10. I think you should have less posts
11. No opinion
12. What kind of topics would you like to see posts about on the CDC LinkedIn page? [OPEN]
13. Approximately how many organizations/businesses/groups do you follow on LinkedIn? [SINGLE]
14. Less than 5
15. 5-10
16. More than 10
17. Not sure
18. 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? [SINGLE]
19. Very likely
20. Likely
21. Unlikely
22. Very Unlikely

**SKIP TO QUESTION 32**

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## ALL RESPONDENTS

### User Role

1. Which of these best describes you? [SINGLE]
2. Individual interested in health issues
3. Friend or family member of an individual interested in health issues
4. Healthcare provider (physician, nurse, physician's assistant, nurse practitioner, pharmacist, or other healthcare provider) **[IF SELECTED, SHOW QUESTION 33]**
5. Public Health Professional **[IF SELECTED, SHOW QUESTION 34]**
6. Emergency health professional (First responder, EMT, Paramedic)
7. Researcher or scientist
8. Educator, teacher or trainer
9. Student
10. Policymaker, legislator, or staff
11. Other, please specify: [OPEN]
12. Which best describes your role as a Healthcare Provider: [SINGLE]
13. Doctor
14. Nurse (LPN, RN, NP, PA)
15. Pharmacist
16. Other, please specify: [OPEN]
17. Please describe your role as a Public Health Professional:
18. State Public Health Professional
19. Local Public Health Professional
20. Tribal Public Health Professional
21. Federal Public Health Professional
22. Not-for-Profit Public Health Professional
23. Other, please specify: **[OPEN]**

### Experience with CDC Social Media

1. How did you find the CDC social media channel you visited today:
2. A link on www.cdc.gov
3. Search engine
4. Follow CDC on another social media channel
5. Word of mouth
6. Email subscriptions/RSS Feeds
7. A blog post mentioning the CDC social media channel
8. Referral or links from other websites
9. Media/news story
10. CDC mobile app
11. Other, please specify: [OPEN]
12. Which of the following additional channels/applications would you like CDC to develop/join? (Select all that apply) [MULTI]
13. Tumblr
14. iPhone Apps
15. iPad Apps
16. Android Apps
17. Other, please specify **[IF SELECTED, SHOW QUESTION 37]**
18. None
19. Please describe the other channels/applications would you like CDC to develop/join? [OPEN]

### Content Quality

1. Please select the level to which you agree or disagree with the following statements (a-e)

**SCALE:**

1=Strongly Disagree

2=Disagree

3=Neither Agree/Disagree

4=Agree

5=Strongly Agree

Don't Know

* 1. CDC's social media posts are credible.
  2. CDC's social media posts are relevant.
  3. CDC's social media posts are actionable.
  4. CDC's social media posts are informative.
  5. CDC's social media posts are understandable.

1. How frequently have you visited the CDC website in the last 6 months? [SINGLE]
2. Never
3. Once
4. 2-5 times
5. 6-15 times
6. 16 or more times
7. Don't Know
8. In general, which of the following social media services have you actively participated with in the last 30 days (e.g. posted/shared comments, tweeted, etc.) [MULTI]
9. Facebook
10. Twitter
11. YouTube
12. Flickr
13. Google+
14. LinkedIn
15. Pinterest
16. Instagram
17. Tumblr
18. Internet Forums
19. Blogs
20. Other

### User Demographics

1. What is your age? [SINGLE]
2. 13-19 years old
3. 20-24 years old
4. 25-34 years old
5. 35-44 years old
6. 45-49 years old
7. 50-54 years old
8. 55-65 years old
9. 65 and older
10. Prefer not to answer
11. How would you describe yourself? [MULTI]
12. White (not of Hispanic heritage)
13. Hispanic or Latino
14. Asian
15. Black or African American
16. American Indian or Alaska Native
17. Native Hawaiian or other Pacific Islander
18. Prefer not to answer
19. What is the highest level of education you have completed? [SINGLE]
20. High school or less
21. Some college
22. College degree
23. Advanced degree
24. Prefer not to answer
25. What is your gender? [SINGLE]
26. Female
27. Male
28. Transgender
29. Prefer not to answer

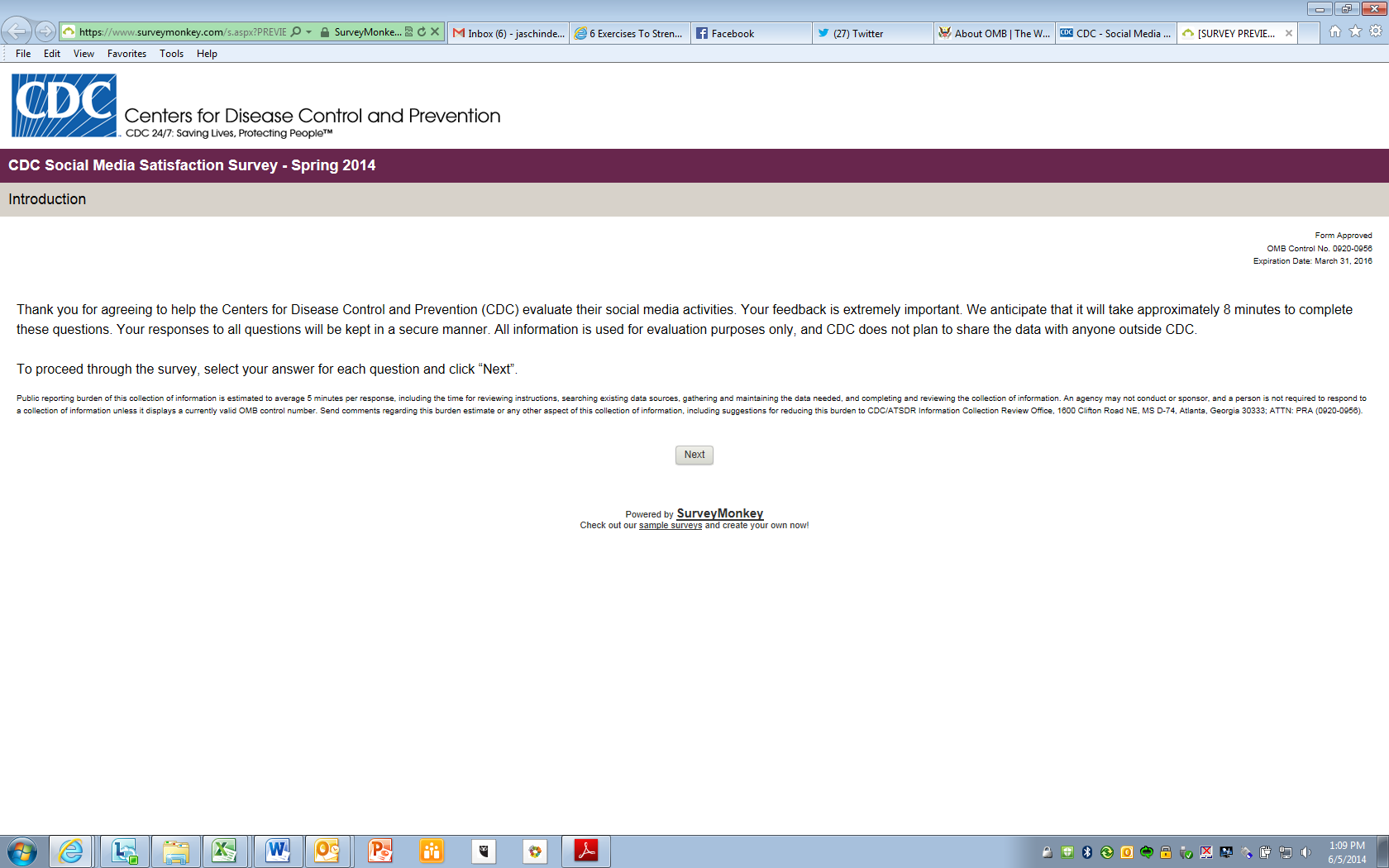
### Additional Feedback

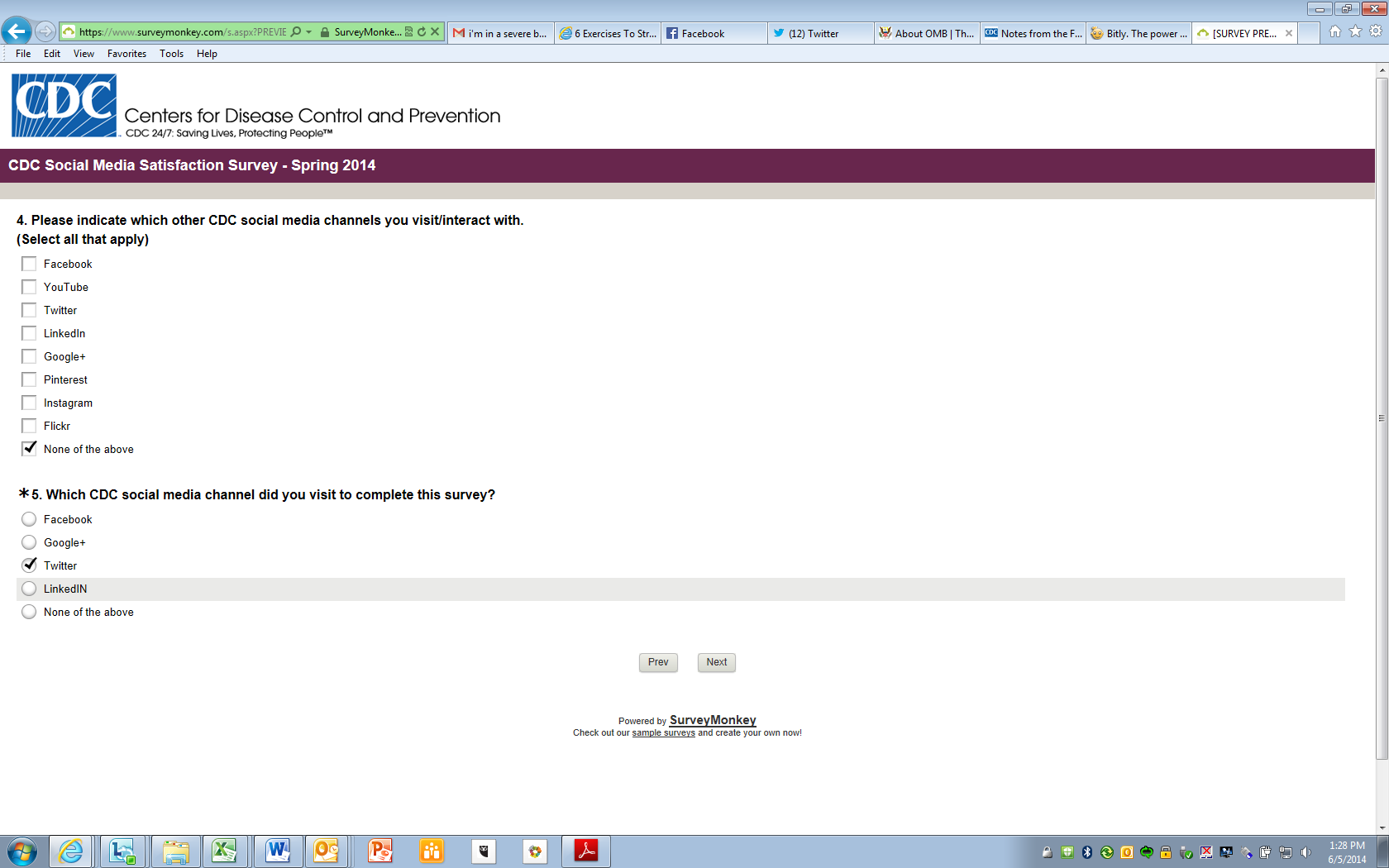
1. Do you have any additional feedback about how CDC's social media services could better meet your needs? [OPEN]

CDC social media users will be prompted to take the survey via links posted on CDC’s social media channels, as seen in the following examples (Facebook and Twitter):

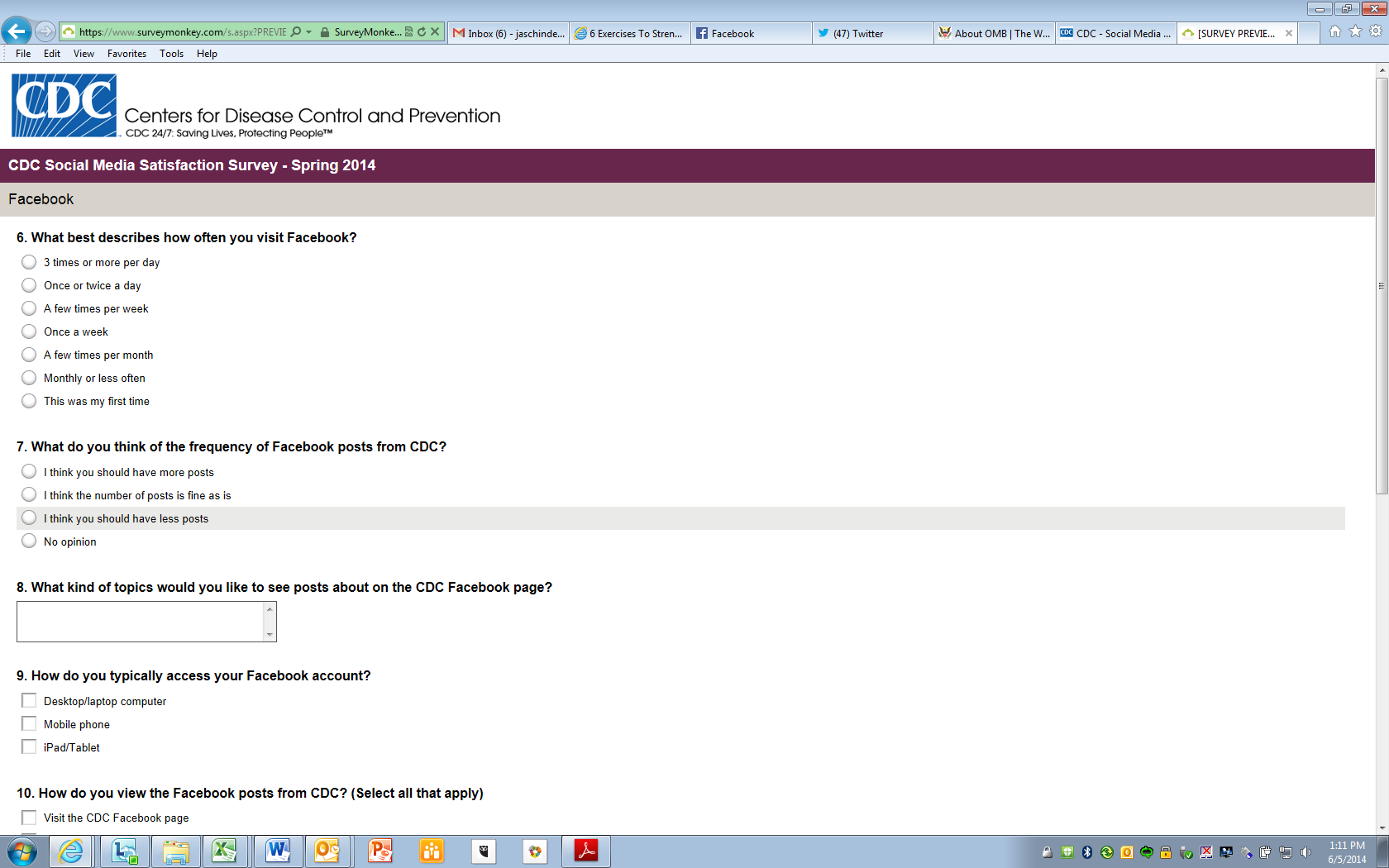


Clicking on the link will take them to the opening screen in Survey Monkey:

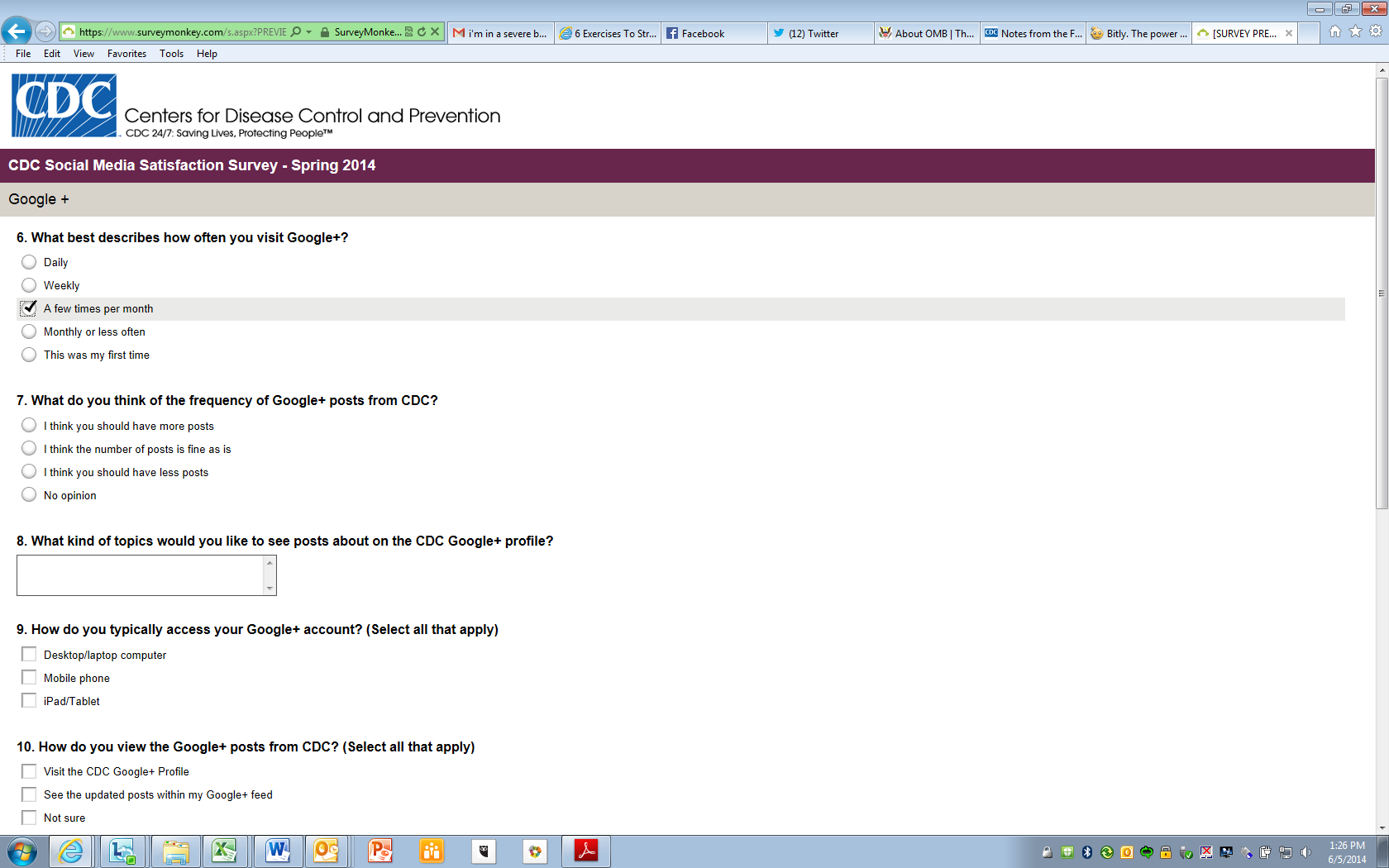


Based on response to #5, users will be taken to either Facebook, Google+, Twitter or LinkedIN screens below to answer questions specific to those channels:

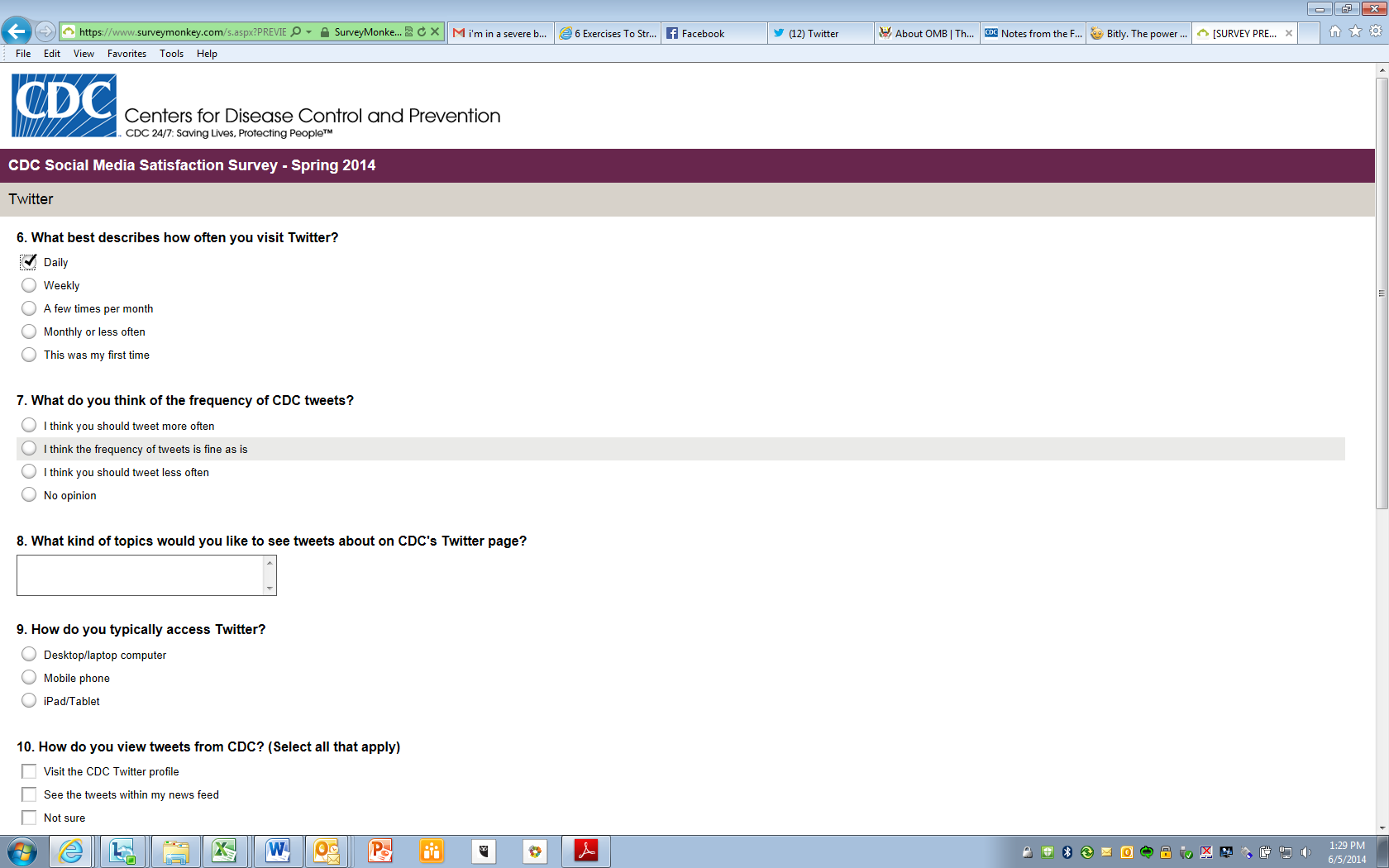
Facebook Questions:



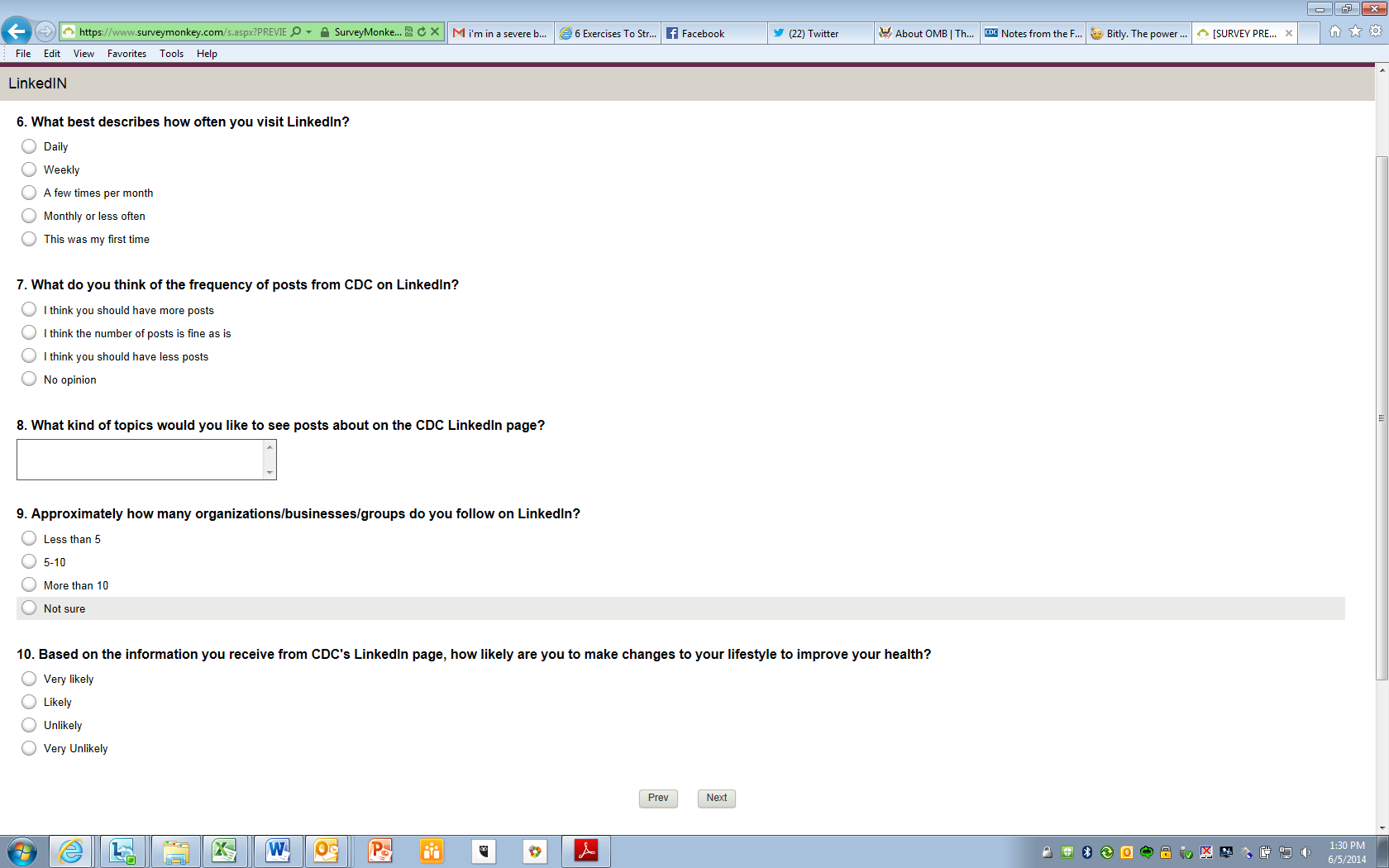
Google+ Questions:



Twitter Questions:



LinkedIN Questions:



All Users will then respond to final set of questions:

