

Welcome

* Plus Social Media Survey Results

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- * Aims :-
- * To provide guidance to National Federation of Plus Area's on its Business Strategy, and Marketing Strategy.
- * Use of Social Media tools across population and age range

* Plus Social Media Survey

- * Review of survey data
- * Highlight Key points
- * Conclude suggesting course of action.

*Thanks for those who filled out the Survey on
Google Forms

<https://goo.gl/forms/XUVsSDXxQqIP82cW2>

My Drive - Google Drive | Social Networking Survey | Plus Social Networking | Internet access - Home | england | James

Secure | <https://docs.google.com/forms/d/e/1FAIpQLSczoCLqHnMFad8jYHDAK2661c1FnKq9GXEjNHHAZI-LO/newform#responses>

App | Imported | Bookmarks | Google | Free Hotmail | Windows Marketplace | Windows | Google | Facebook | BDC - Homepage | Wikipedia, the free e | Other bookmarks

Plus Social Networking Survey

The National Federation of Plus Areas is a voluntary social organisation for people aged 18 to 65. We invite you to participate in a survey to assist us in understanding the public in today's society and use of technology.

This information will be used to shape our organisation internally and its marketing strategy.

Please encourage friends and family to participate as well to assist us in obtaining as large a sample as possible.

A draw will be carried out from the responses provided and a gift token offered to a selected respondent who provides an email address.

***Required**

Do you use Social Networking sites *

Yes

No

Which Social Networking sites do you use

Facebook

Twitter

Google +

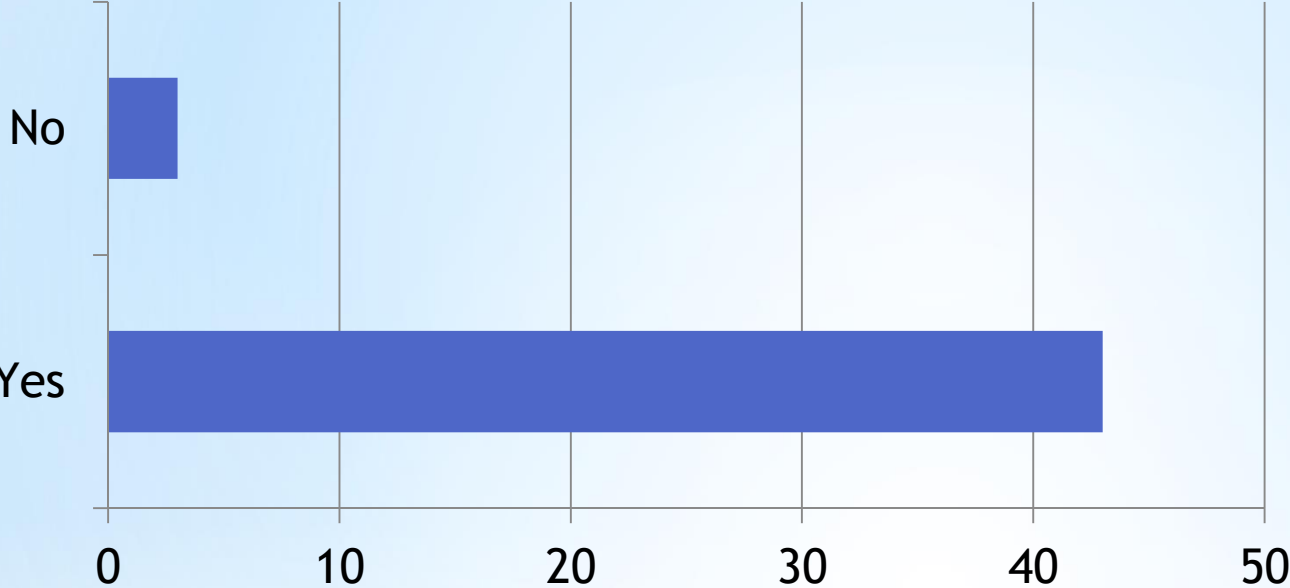
- * 46 People Responded from April 17 to January 18.
- * Most where between 36 to 64 year old
- * No person under 25 respond
- * Split equally between Male and Female



* Location of Respondents

Do you use Social
Media?

Response



Top Three Respondents Social Media Websites

Facebook



Twitter



Whatsapp



Ask a question about
what Technology did you
use regularly, i.e.
Desktop Computer, etc.

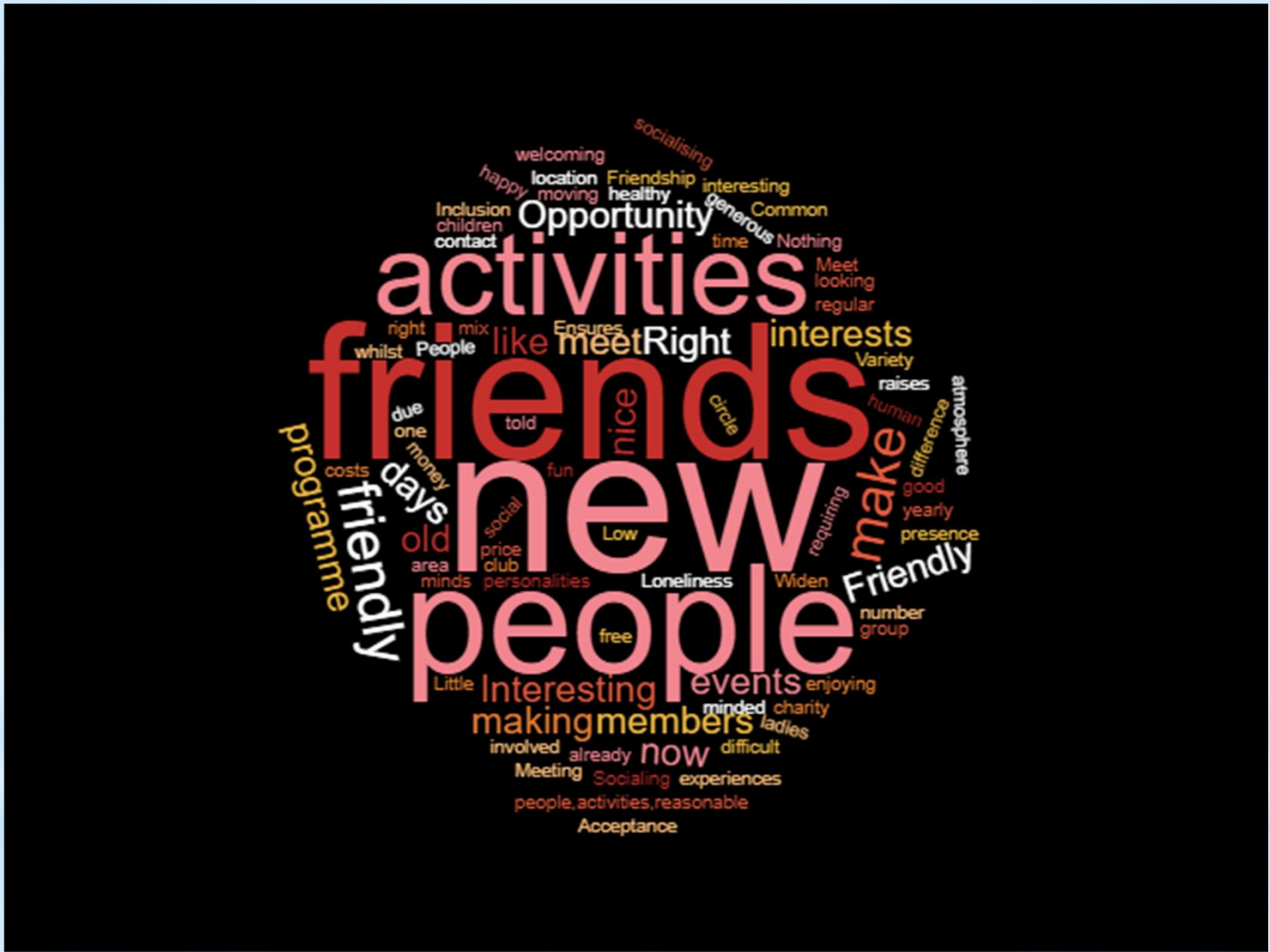
82 % Use a Smart phone

67% Use a Desk top computer

63% Use a Laptop

47% Use a tablet / notebook

**Why Would you Want to
Join a Social Club?**



Have you ever organized
any activities / events?

93% Have organized Activities

**65% of the respondents,
Indicated this included
activities for charity
fundraising**

Apart from Plus, most respondents have been members of Scouts or Girl Guides (50%)

*ONS Survey Results 2017

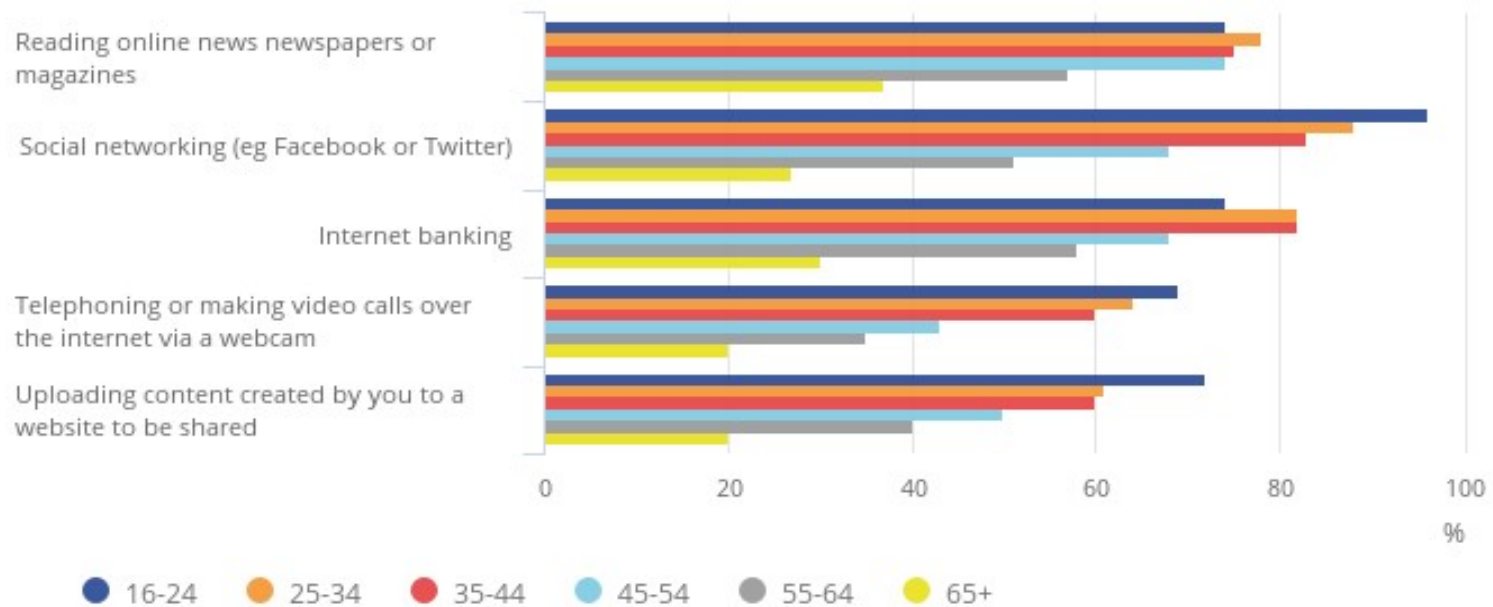
- * In 2017, **90%** of households in Great Britain had internet access, an increase from 89% in 2016 and 57% in 2006.
- * In terms of access, 73% of adults accessed the internet “on the go” using a mobile phone or smartphone, more than double the 2011 rate of 36%.

Emails, Goods and Services

In 2017, the most popular internet activity was sending or receiving emails (82% of adults), up 3 percentage points from 79% in 2016. Finding information about goods and services was the second most popular at 71% of adults, up from 58% in 2007.

ONS

Figure 4: Internet activities by age group, 2017, Great Britain



Source: Office for National Statistics

* Conclusions

- ❖ Federation use of Social Media is patchy at all levels
- * Federation be prepare to make more use of Facebook and other Social Media Tools
- * To enable a Strategic Review of the Organisation SWOT, PESTLE and other analytical Tools
- * Plus needs to setup teams, where people can share the experience of using Social Media Tools as a marketing tool, work together promoting and ensure continuity

- * This Data from the survey is available for examination

Without broadband and access to Social networks, it can lead you into an age of loneliness,

Yet human beings need social contact, interaction, opportunity to learn and play

In the age of loneliness, **Plus offers this opportunity**

* Thank you for
Listening



Your thoughts and ideas are welcome.