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WORSHIPFUL COMPANY OF
PATTENMAKERS
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COMMUNICATIONS SUB - COMMITTEE MEETING Social Media Survey Feedback 23rd May 2022

Thank you to all of you who participated in our Social Media survey which ran from the 8th to 25th April. To recap the aim of the survey was to establish the usage of social media platforms (including new social media platforms) to identify key audiences so that appropriate messages / style for each platform can be designed for further engagement and I delighted to say that the quantity and quality of the responses will allow us to do just that.

Thanks, are also given to sub-committee members Freeman and Young Manager Award Winner 2008 Chloe Findlater (Née Thomson) who compiled the questions and Court Assistant and Webmaster David Emanuel for arranging the hosting of the survey, analysis and narrative.

Results Top line Summary

Social media when wanted appears to compliment the more traditional methods of communications. LinkedIn is the clear preferred platform for engagement followed by Facebook and Instagram is a popular platform for female members. The membership is looking for weekly or at least monthly updates to the platforms where they wish to be reminded of upcoming events, what is happening in the livery and to view photographs.

Survey Response

78 members responded to the survey which equates to a response rate of 22.6 % which is excellent. Everyone who clicked the link to the survey completed it, 45% of those who received the first email opened it, 35% opened the reminder email.

Who took part in the survey?

Gender

Male 73% vs female 27% - no-one preferred not to say or considered themselves non-binary. The gender split of the survey respondents is identical to the overall gender split within the livery.

Age Demographic

Age range years	Percentage %
20 -29	6
30 - 39	6
40 - 59	29
60 -74	39
75+	20

- We do not yet have a summary of the membership by age range so we can only compare the ages of the survey respondents

- 20% of survey respondents are over 75 years of age, 39% are between 60 to 74 years old and 29% are ranged between 40 to 59. With 6% of those who responded to the survey within each of the 30 to 39 and 20 to 29 age groups
- Therefore, when looking at the survey responses we need to keep in mind that just under 60% of respondents are 60 years of age and older.

Engagement with Social Media

The response to the question how likely are you to engage with the Pattenmakers using social media in the next 6 months indicated that whilst 40% want to engage with the Pattenmakers on social media 40% will not do so and 20% are undecided therefore there is an opportunity to convince them to do so.

Preferred Social Media Platform Engagement

- Of the preferred platforms to engage with us, LinkedIn scored 36%, Facebook 22%, Instagram 15%, YouTube 10%. Tik Tok was under 1% despite one person's comment not to underestimate this platform in the future, 5% other.
- When ask the question if we were to simplify the social platforms, we use which one platform would they definitely want the Pattenmakers to keep 43% responded LinkedIn making this without doubt the most popular platform with Twitter scoring 5%.
- Further analysis by gender revealed that Instagram as a platform scored highly with women

Preferred Platform Engagement responses by Age Group

Analysis of Pattenmakers Platform Engagement preference responses by Age Group indicated that:

- LinkedIn is the preferred platform for those aged over 30 to 74 years old.
- Facebook is popular with those 60 to 74 years old and
- Instagram, and Twitter with those aged 40 to 59.

Primary reason to engage with the Pattenmakers on Social Media

- The main reason to use social media would be as a reminder of upcoming events 31%, general interest 27%, then to just socially interact 19% and 21% to look at pictures.
- 40% would look once a week, 23% once a month, 4% every day, 13% once a quarter and other 21% (presumably meaning never)

Qualitative Responses

The qualitative responses and feedback are just as interesting, there was a clear positive message that everyone still wants the newsletter and not to let social media distract from this or sending emails as the primary communications.

Conclusion

Based on the survey results social media is not the preferred communications method of the Pattenmakers, and obviously there was some concern raised and viewed as qualitative responses that we might use Social Media in preference to the Newsletter or emails considered to be more traditional communications methods by the members.

Social media can be a powerful tool for our Livery. It can increase our visibility enhance relationships and provide a forum for feedback and improve the awareness and reputation of the Pattenmakers distribute high-quality information about its charity work and programmes of activity, ensuring that those who support The Worshipful Company of Pattenmakers' are well informed and is a way to reach out to target audiences, to potential members and to those in partner organisations.