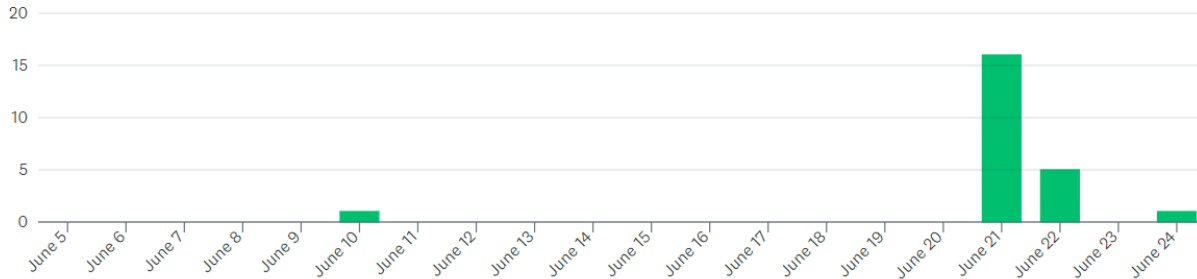


# District Web Presence Survey

## Responses Volume

6/5/2020 - 6/24/2020



## Q1 Please include your name and title.

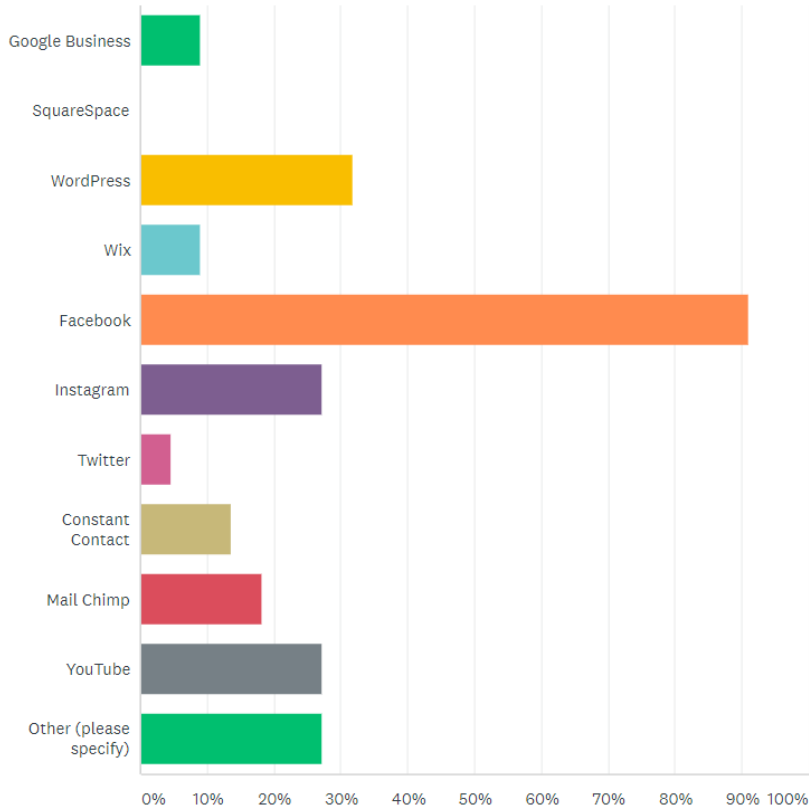
Tracy Culbertson, District Manager
Kathy Clarke, District Operations Manager
Mariya Hudick, Education Coordinator
Rachel Havens, District Manager
Shirley Tinker
Kelly Atkinson - Education Coordinator
Sandra Heath, District Manager
Chelsea Trice- Conservation Technician & Education Assistant
Karen Fetty, Education Specialist
Sherry Ragland, District Manager
Kathleen Watson, Education/Outreach Specialist
Michelle Carter, District Manager
Amber Eanes, Conservation Specialist/ District Manager
Kathleen Sullivan, District Manager
Sara Cravath District Manager/Education Coordinator
Allyson Ponn - Education and Program Support Specialist
Pam Pleasants Sr. Office Manager
Tara Williams/ District Manager
Karen Brown - Office Manager

## Q2 What is your district's name?

Peaks of Otter SWCD
Northern Neck Soil & Water Conservation District
TCCSWCD
Big Walker SWCD
Tidewater Soil and Water Conservation District
Piedmont
Patrick
TJSWCD
Henricopolis
Shenandoah Valley SWCD
Hanover-Caroline
Peter Francisco SWCD
Northern Neck Soil and Water Conservation District (NNSWCD)
Three Rivers SWCD
Pittsylvania
VA Dare
Appomattox River
Lord Fairfax
Monacan SWCD
Holston River SWCD
Peanut
Tazewell

### Q3 Which online tool(s) is your district currently using? Choose all that apply:

Answered: 22 Skipped: 1



ANSWER CHOICES	RESPONSES
Google Business	9.09% 2
SquareSpace	0.00% 0
WordPress	31.82% 7
Wix	9.09% 2
Facebook	90.91% 20
Instagram	27.27% 6
Twitter	4.55% 1
Constant Contact	13.64% 3
Mail Chimp	18.18% 4
YouTube	27.27% 6
Other (please specify)	Responses 27.27% 6
<b>Total Respondents: 22</b>	

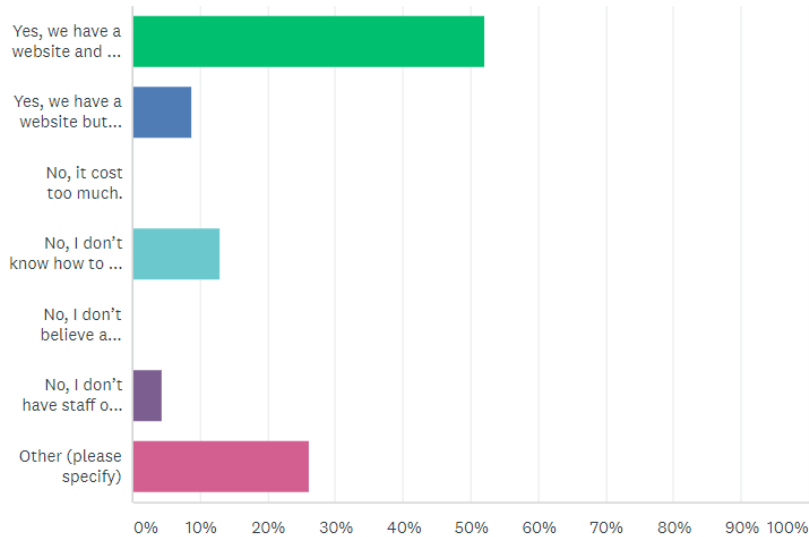
### RESPONSES (6) WORD CLOUD TAGS (0)

1. none
2. Pinterest (load articles and lessons) Note: We are just getting started on instagram and You Tube
3. Zoom, Microsoft Teams, FreeConferenceCall.com, DocuSign, Hootsuite
4. Zoom
5. Zoom
6. Weebly

## Q4 Does your district have a website (not including Facebook, Instagram, etc.) ?

Does your district have a website (not including Facebook, Instagram, etc.) ?

Answered: 23 Skipped: 0



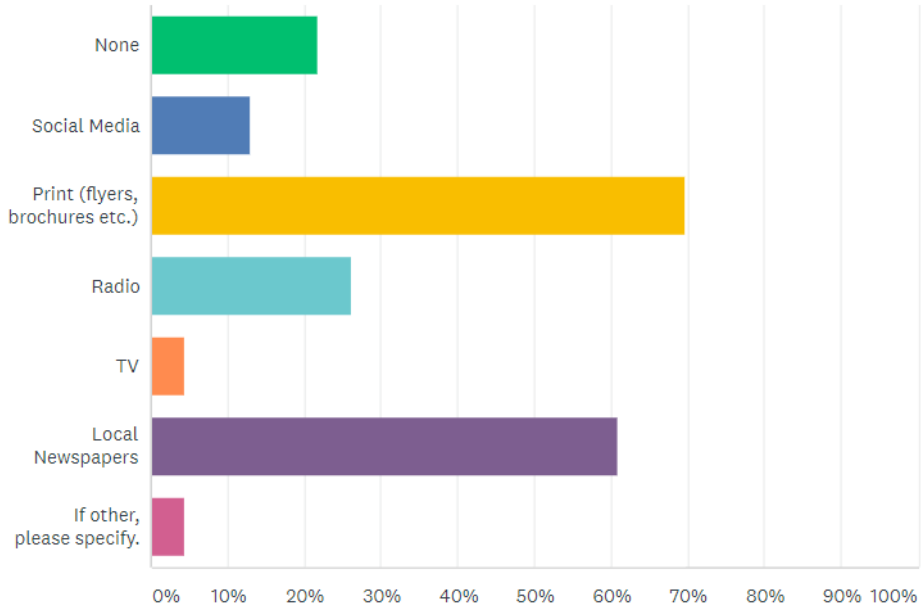
ANSWER CHOICES	RESPONSES
Yes, we have a website and add new content regularly.	52.17% 12
Yes, we have a website but don't update content.	8.70% 2
No, it cost too much.	0.00% 0
No, I don't know how to set up or design website.	13.04% 3
No, I don't believe a website would be beneficial to our district.	0.00% 0
No, I don't have staff or resources to maintain website.	4.35% 1
Other (please specify)	<a href="#">Responses</a> 26.09% 6
<b>Total Respondents: 23</b>	

**RESPONSES (6)** WORD CLOUD TAGS (0)

1. No, along came Facebook !!
2. We are trying to update more frequently.
3. Yes- We have a website and update content as more relevant program information is needed.
4. We currently do not have a website but are hoping to have one soon
5. No, have plans to do so
6. We have registered the domain name.

## Q5 What paid advertising has your district used?

Answered: 23 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ None	21.74% 5
▼ Social Media	13.04% 3
▼ Print (flyers, brochures etc.)	69.57% 16
▼ Radio	26.09% 6
▼ TV	4.35% 1
▼ Local Newspapers	60.87% 14
▼ If other, please specify.	<a href="#">Responses</a> 4.35% 1
<b>Total Respondents: 23</b>	

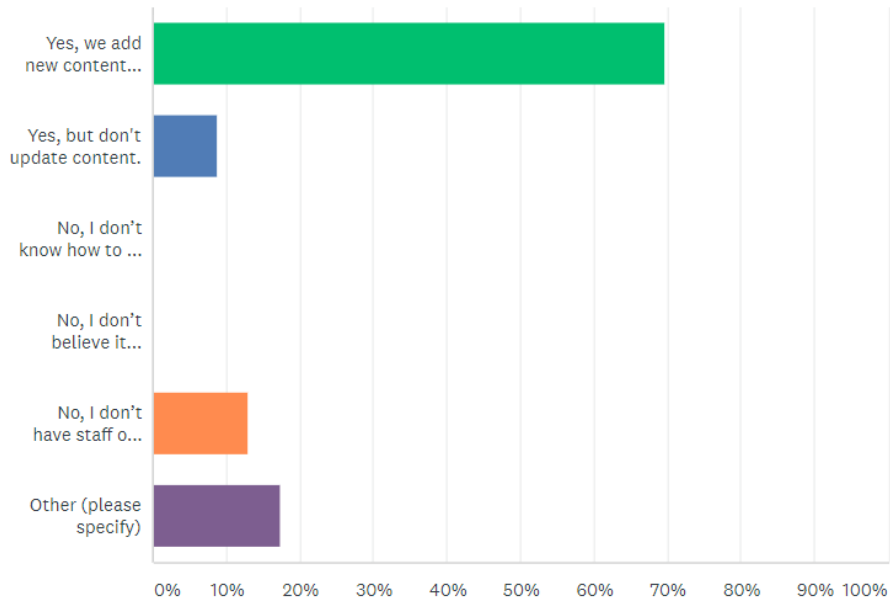
### RESPONSES (1) WORD CLOUD TAGS (0)

1. Print media is done in-house. We contact the local newspaper to put information in the "Community" section which is done without a charge.

## Q6 Does your district have any social media accounts?

Does your district have any social media accounts?

Answered: 23 Skipped: 0



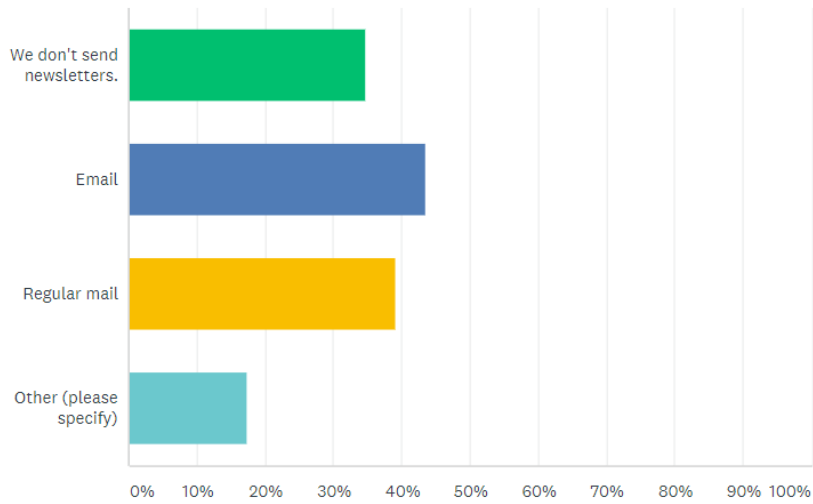
ANSWER CHOICES	RESPONSES
▼ Yes, we add new content regularly.	69.57% 16
▼ Yes, but don't update content.	8.70% 2
▼ No, I don't know how to set up social media.	0.00% 0
▼ No, I don't believe it would be beneficial to our district.	0.00% 0
▼ No, I don't have staff or resources to maintain it.	13.04% 3
▼ Other (please specify)	Responses 17.39% 4
Total Respondents: 23	

### RESPONSES (4) WORD CLOUD TAGS (0)

- 1 Yes, we use Hootsuite is our best friend.
- 2 Yes, but we do not add content regularly. Only shares and important updates.
- 3 Only Facebook
- 4 We have a Facebook Account

## Q7 How does your district distribute your newsletter?

Answered: 23 Skipped: 0



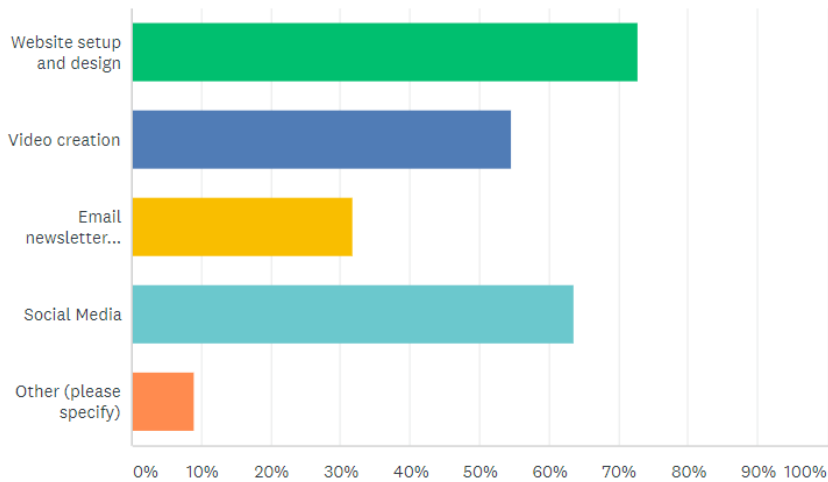
ANSWER CHOICES	RESPONSES
▼ We don't send newsletters.	34.78% 8
▼ Email	43.48% 10
▼ Regular mail	39.13% 9
▼ Other (please specify) <a href="#">Responses</a>	17.39% 4
<b>Total Respondents: 23</b>	

### RESPONSES (4) WORD CLOUD TAGS (0)

1. Posted on website
2. Other than our Annual Report that we share for general information to our constituents as needed and with funding requests, we do not create or print newsletters.
3. We also make it available in PDF format on our website.
4. Constant Contact

## Q8 What training or resource topics should be offered by the VASWCD Marketing Committee?

Answered: 22 Skipped: 1



ANSWER CHOICES	RESPONSES
Website setup and design	72.73% 16
Video creation	54.55% 12
Email newsletter creation/content	31.82% 7
Social Media	63.64% 14
Other (please specify)	Responses 9.09% 2
Total Respondents: 22	

### RESPONSES (2) WORD CLOUD TAGS (0)

1. Internet Security Review
2. Marketing strategies would help. Despite our website and Facebook pages, response to our strategic plan survey indicated that not many are finding these resources. We need to learn how to spread the word about our District to those who don't know about us yet



## Q9 Additional Comments.

Answered: 1 Skipped: 22

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**RESPONSES (1)**

WORD CLOUD

TAGS (0)

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1. Our office would definitely like training on social media as well as Google Meets and Zoom