

Behind-the-Scenes of the Social TrendSpotter Reader Survey

1 Begin with the end in mind

Research Questions:

- How do we make Social TrendSpotter more relevant to our readers?
- What impact does Social TrendSpotter have on our readers or their organizations, if any?

2 Start with Secondary Research

How We Use Secondary Sources:

- Keep up on trends in the social sector
- Review surveys of nonprofit executives to hear what matters to them
- Read best practice research on blogs

3 Shift to Primary Research

How We Use Primary Sources:

- Informal feedback via email or comments on the blog
- Survey to get a more comprehensive picture of what readers think

Selection of Questions & Responses: 2018

Why We Asked This:

How much more (or less) do you want to read about these topics?



While Social TrendSpotters felt most topics were being covered just enough, 26% of you want us to go easy on book and conference reviews.

We wanted to know what topics to highlight more (or less) in the blog so it is useful to you—we will be doing more on design thinking, collaboration, & growth/scaling plans.

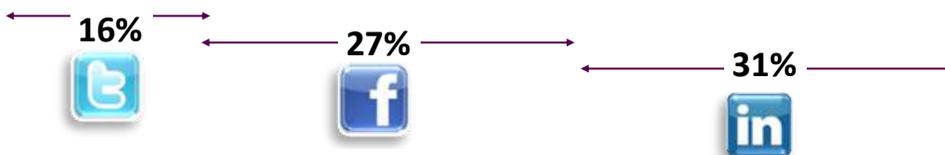
How were you inspired to make changes in your organization?

Some of our favorite quotes:

- “I use your blog as a weekly learning moment and a break in my day to reflect.”
- “When I feel stagnant, a quick glance at the Top 5 Traits of Successful Social Enterprises often sparks my creativity and innovation.”

We wanted to know if we are having impact—we were pleased to know that 78% of our readers think our blog is the best or better than other blogs.

Do you follow Social TrendSpotter on social media?



We wanted to know if we are posting the latest trends in the social sector on the best channels.