

## Behind the Scenes of the Social TrendSpotter Blog & 2022 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 Research

- Keep up on trends in the social sector
- Review results of other social sector surveys
- Review other reader surveys to mine for ideal questions for Social TrendSpotter reader survey

3

Shift to  
Primary  
Research

### How We Use Primary Sources

- ONGOING: Formal tracking of web hits, open rates and social media statistics
- ONGOING: Informal feedback on the blog
- EVERY 4 YEARS: Formal survey to get a more comprehensive picture of what readers think and want

## Selection of Questions & Responses: 2022

### How much more do you want to read about these topics?



While Social TrendSpotters felt most topics were being covered just enough, 18% wanted us to do less on business planning.



## Why We Asked This:

We wanted to know what topics to highlight more (or less) in the blog, so it is useful to you. In the future, we will be sharing **more on social enterprise, collaborations – including mergers & acquisitions – and board development.**

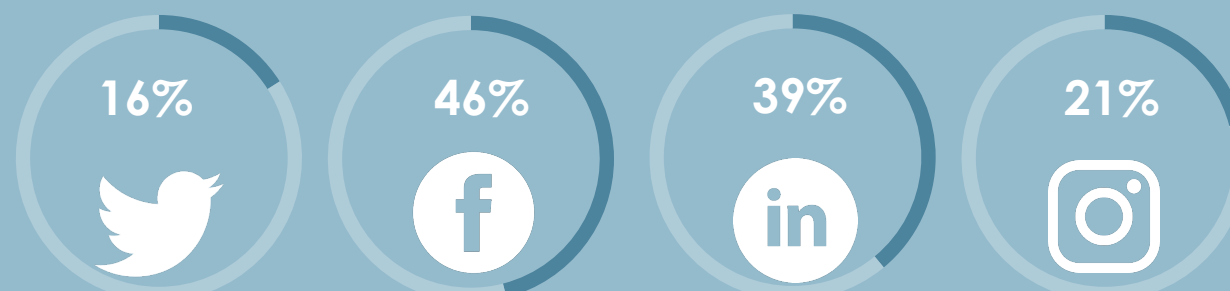
### How were you inspired to make changes in your organization?

#### Some of our favorite quotes:

- “It helps me enrich my vision for my organization by staying on top of trends. Please, please keep it going!”
- “Your blogs are the only ones I share with my board. Your concise way of explaining complex topics is easy and enjoyable in ways unmatched by others.”

We wanted to know if we are having an impact – we were pleased to know that **94% find it valuable or extremely valuable** to their work (up from 78% in 2018) and **88% find it easy or very easy to read.** Additionally, **91% said the blog challenged their thinking**, and **75% reported making a direct change** in their organization as a result of the blog.

### Do you follow Social TrendSpotter on social media?



We wanted to know if we are posting on the right channels. **We also found that there has been a big jump in social media use since our 2018 survey.**