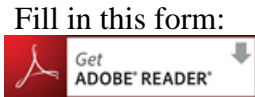


CONA Communications Survey



The Council of Neighborhood Associations (CONA) Communications Committee is conducting this “best practices” survey to help both CONA and the neighborhoods improve our communications with our own members and with the public.

Please help us both by supplying the following information regarding your communications tools currently in use:

- 1. What do you think is your single best, most effective means for communicating information TO your neighborhood members? (please fill in the blank):

- 2. What is your single best, most effective means for receiving information FROM your neighborhood members (please fill in the blank):

- 3. Details on your Association Newsletter, if you have one:

- a. How many copies are printed _____ Color _____ B&W _____ Mixed _____

- b. How are newsletters distributed:

Mailed out _____ % Hand delivered _____ % Electronic _____ %

- c. How is your newsletter funded? (advertising, member contributions, dues...)

- d. Do you have a newsletter editor?

Yes No If Yes, are they: Paid Volunteer

- e. Is your newsletter running a profit deficit revenue neutral

- f. What are the strengths and weaknesses of having a newsletter?

- g. Are you planning any changes to your current newsletter, and if yes please supply a brief description of the changes:

- 4. Details on your Web site

- a. Do you have a web site Yes No

If so, please provide the address: _____

- b. How do you keep the site current and relevant _____

CONA Communications Survey

5. Details on Email "blasts"

- a. Do you keep an email distribution list Yes No
- b. Approximately how many members are on your distribution list _____
- c. How often do you send out _____
- d. What do your members have to say about these email blasts

- e. Are you planning any changes to your current email process, and if so please supply a brief description of the changes

6. Details on use of Social Media (Facebook / Twitter)

- a. Do you have a Facebook page Yes No Twitter acct Yes No
- b. How many people follow your Facebook page _____ Twitter feed _____
- c. What are the pros and cons of using these tools?

7. Would your association be interested in participating in a CONA Communication workshop addressing options and Best Practices for Neighborhood Association Communications? Yes No Need more information

8. What current CONA communication tool does your association use most often (please rank):

- a. CONA monthly Newsletter _____
- b. CONA Facebook page (CONA St. Petersburg) _____
- c. CONA Forum (conaforums.org) _____
- d. CONA web site (conastpete.org) _____

9. Any other comments:
