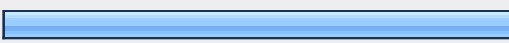
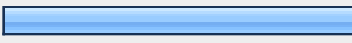
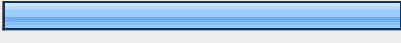
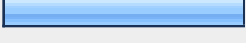
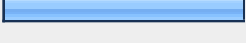




Social Media and Business Aviation

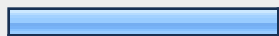
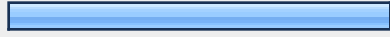
1. Indicate the social media platforms officially used by your company:			
		Response Percent	Response Count
Twitter		78.0%	32
FaceBook		53.7%	22
LinkedIn		61.0%	25
YouTube		36.6%	15
Interactive Blog		36.6%	15
Not using Social Media		7.3%	3
Other (Please specify below):		12.2%	5
<i>answered question</i>			41
<i>skipped question</i>			0

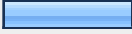
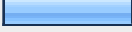

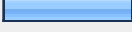
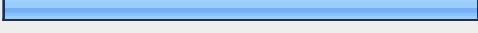
2. What are the reasons your company uses Social Media? (5 Most Important - 1 Not Important)						
	5	4	3	2	1	Response Count
Publish News	67.5% (27)	12.5% (5)	5.0% (2)	2.5% (1)	12.5% (5)	40
Promotion/Marketing	44.7% (17)	31.6% (12)	10.5% (4)	2.6% (1)	10.5% (4)	38
Customer Service	10.5% (4)	28.9% (11)	23.7% (9)	7.9% (3)	28.9% (11)	38
Solicit Feedback/Ideas	35.9% (14)	20.5% (8)	20.5% (8)	10.3% (4)	12.8% (5)	39
Recruit	7.7% (3)	12.8% (5)	12.8% (5)	17.9% (7)	48.7% (19)	39
<i>answered question</i>						41
<i>skipped question</i>						0

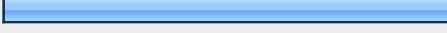
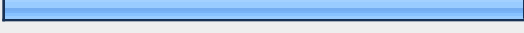
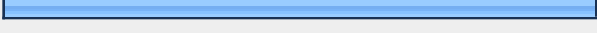
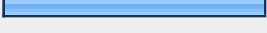
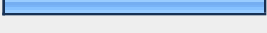

3. In what ways did Social Media enhanced your experience with the NBAA Annual Meeting? (5 Most Enhanced - 1 Made No Difference)

	5	4	3	2	1	Response Count
Exhibitors visit planning	12.8% (5)	12.8% (5)	20.5% (8)	5.1% (2)	48.7% (19)	39
On-site networking	18.4% (7)	21.1% (8)	13.2% (5)	7.9% (3)	39.5% (15)	38
News gathering	28.2% (11)	23.1% (9)	12.8% (5)	5.1% (2)	30.8% (12)	39
Marketing	15.8% (6)	18.4% (7)	26.3% (10)	2.6% (1)	36.8% (14)	38
Interaction with attendees/exhibitor	18.4% (7)	18.4% (7)	15.8% (6)	5.3% (2)	42.1% (16)	38
Remote participation	15.4% (6)	2.6% (1)	23.1% (9)	12.8% (5)	46.2% (18)	39
	<i>answered question</i>					41
	<i>skipped question</i>					0

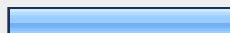
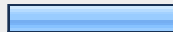



4. Does your company currently have a social media policy?

		Response Percent	Response Count
Yes		41.5%	17
No		58.5%	24
	<i>answered question</i>		41
	<i>skipped question</i>		0

5. Which social media platforms are blocked from access by your company?			
		Response Percent	Response Count
Twitter		19.5%	8
FaceBook		19.5%	8
LinkedIn		7.3%	3
YouTube		19.5%	8
None		73.2%	30
<i>answered question</i>			41
<i>skipped question</i>			0

6. Indicate the social media platforms you use personally?			
		Response Percent	Response Count
Twitter		68.6%	24
FaceBook		80.0%	28
LinkedIn		91.4%	32
YouTube		40.0%	14
Interactive Blog		40.0%	14
Other (please specify below):		11.4%	4
<i>answered question</i>			35
<i>skipped question</i>			6

7. What are the reasons you personally use Social Media? (5 Most Important - 1 Not Important)						
	5	4	3	2	1	Response Count
Find News	62.9% (22)	28.6% (10)	2.9% (1)	0.0% (0)	5.7% (2)	35
Find Product/Service Info	36.4% (12)	33.3% (11)	12.1% (4)	6.1% (2)	12.1% (4)	33
Interact with Prospects/Customers	39.4% (13)	18.2% (6)	15.2% (5)	15.2% (5)	12.1% (4)	33
Interact with Suppliers	15.6% (5)	25.0% (8)	21.9% (7)	9.4% (3)	28.1% (9)	32
Interact with Friends	62.9% (22)	20.0% (7)	5.7% (2)	2.9% (1)	8.6% (3)	35
Find Job Postings	15.2% (5)	6.1% (2)	30.3% (10)	12.1% (4)	36.4% (12)	33
Any other reasons? (please specify)						3
answered question						35
skipped question						6

8. What is your professional position?			
		Response Percent	Response Count
Executive		34.3%	12
Director		25.7%	9
Manager		20.0%	7
Individual Contributor		8.6%	3
Consultant		11.4%	4
answered question			35
skipped question			6

9. What is your age group?			
		Response Percent	Response Count
30 and under		11.4%	4
31-40		31.4%	11
41-50		34.3%	12
51-60		22.9%	8
61 and over		0.0%	0
		<i>answered question</i>	35
		<i>skipped question</i>	6

10. What is your company's business area?			
		Response Percent	Response Count
Manufacturing		17.1%	6
Operator		5.7%	2
Airport		8.6%	3
Maintenance		8.6%	3
FBO		5.7%	2
Broker		0.0%	0
Consulting		20.0%	7
Other Business Services		34.3%	12
		<i>answered question</i>	35
		<i>skipped question</i>	6