

## **Rotary District 6910 Communication Survey Report Spring 2022**

In March 2022, Rotarians throughout District 6910 were asked to respond to a survey concerning communications and social media opinions and preferences. The primary vehicle to notify members of the survey was through email. An email from District Governor Mike Berg containing a link to the online survey was sent to all Rotarians in Rotary District 6190. In addition, all club presidents were encouraged to dedicate time during a weekly meeting and ask their members present to complete the survey. QR codes were provided so that members could easily bring up the survey on their cell phones. All surveys were conducted through a digital survey platform.

### **Top Observations – Things Learned**

1. The majority of respondents (82%) prefer to receive Rotary District Communication via email. There is little interest (12%) in depending on social media for this purpose with the largest social media platform of Facebook at 6%.
2. Current perception is that members receive email communication from the district weekly (32%) and 23% stated they receive an email multiple times per month with 5% stating they do not receive email communications.
3. When questioned about the frequency of receiving the Rotary District 6910 e-newsletter, 55% stated they receive the district newsletter monthly, while 8% shared they receive it multiple times per month and 18% stated they do not receive the e-newsletter, (please note: the e-newsletter is sent out monthly).
4. With regard to frequency of communication, respondents shared their preferences as it relates to various channels of communication. While 38% prefer a weekly email, 34% would prefer monthly. As it relates to the E-newsletter, 64% prefer monthly. A vast majority do not prefer communication on social media (in descending order—starting with highest percentage of those that said they “don’t want”): TikTok (71%), Twitter (65%), Instagram (58%), LinkedIn (55%), Facebook (41%), and Website (30%). While this does not indicate that respondents do not like or use these platforms, it is likely that they don’t use them or think of them as a means to

keep up with Rotary District 6910's communication. However, in the comments section, many comments of "I don't use social media" were reported.

5. When asked "What type of information do you want to receive from Rotary District 6910?", the monthly e-Newsletter is the highest response at 29% followed by event announcements (25%) and club events within the district (18%).
6. When asked what kind of information Rotarians are likely to re-share, the top response was 'club events' (62% were extremely likely or somewhat likely to share), and then "speakers (60% were extremely likely or somewhat likely to share). Rotarians would also share workshops/training (42% either extremely likely or somewhat likely).
7. When asked which Rotary District 6910 social media platforms do you "follow", 54% of respondents like/follow the district's Facebook page; 19% like/follow the district's LinkedIn page; and 18% like/follow the district's Instagram page.
8. Facebook is by far the most preferred social media platform by our members, with 85% listing it as either their #1 or #2 social medium. Instagram was the second most preferred, with 46% listing it as either their #1 or #2 selection.
9. Of those that use social media, 69% said they primarily access it on their mobile phone, while 23% use a laptop/desktop computer, and 8% use an iPad/Notepad. Meanwhile, those percentages change significantly with regard to accessing emails: 60% use a laptop/desktop computer, 34% use a mobile phone, and 5% use an iPad/Notepad.
10. 80% of respondents said there are no improvements necessary for district communication. From the 20% that offered constructive suggestions, the common themes included (1) Reduce the number of emails; between R.I., Zone, and District, it can be overwhelming; (2) Provide very brief bullet-point information to make it easier to review; be brief; need a gatekeeper to consolidate all the information into a maximum of one email per week; (3) District website in need of modernization.

11. When asked, “Overall how satisfied are you with your experience as a Rotarian?”, 65% of respondents are extremely satisfied with their Rotary Experience; while 31% are somewhat satisfied and 3.4% are neither satisfied or dissatisfied. The remaining 1.6% are either somewhat or extremely dissatisfied. Similarly, 97.3% of respondents are extremely likely (74%) or somewhat likely (23%) to recommend Rotary to others.
12. In the general comments section, the following were recurring themes, although the list is not in frequency order: (1) Rotary pride, proud to be a Rotarian; (2) More diversity is needed in our clubs; (3) It is expensive to be a member and Rotary should try to reduce the cost; (4) both positive and negative comments regarding conducting the survey; please share the results from this survey.

## **Survey Respondents**

- A total of 399 surveys were completed, out of 3,137 total Rotarians in the district, or 12.7%.
- With regard to age, those 49 years of age and younger were dramatically underrepresented in the survey result—accounting for just 17.5% of the sample, compared to approximately 32% of the actual population. Meanwhile, those over the age of 70 were overrepresented—accounting for 32% of respondents, compared to 20% of the actual population.
- With regard to gender, the sample was fairly close to the actual population with male’s represented 64% of the sample, compared with 70% of the actual district membership. Females represented 33% of the sample, compared with 29% of the membership.

## **Next Steps**

These findings will be reviewed in detail along other research projects that took place this spring with the incoming district leadership team for further action.