

Social Media Survey
6/2016
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Compiled by Wendy Bohon

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IRIS SOCIAL MEDIA SURVEY

1. Executive Summary

In April, 2016 129 people responded to a survey about the IRIS Social Media Program. Facebook and YouTube were the most used platforms, followed by Twitter and LinkedIn. IRIS Social media users indicated that they were most interested in information about seismology, earthquakes, education and general science. Respondents were overwhelming positive about all of IRIS' social media components with ~90% of users saying that they found the content interesting, felt that they could trust IRIS as a source of high quality information and that they found the pages to have good educational resources.

Potential areas of improvement identified by the survey include

- Growing the younger demographic (16-24)
- Working to make IRIS social media channels a “go to” for earthquake information
- Increasing the number of posts and number of images on Twitter
- Making changes to videos on the YouTube channel to make them more accessible

2. Background

IRIS maintains multiple social networking channels spread over a variety of social media platforms. Five IRIS Facebook pages present different types of information to specific audiences: general IRIS EPO information, pan-IRIS notifications, notices of Seismographs in Schools/Recent Earthquake Teachable Moments information, Early Career support and information, and IRIS Undergraduate Internship information. Three Twitter channels present IRIS EPO information, and Recent Earthquake Teachable Moments updates in English and Spanish. The YouTube channel presents IRIS educational videos and animations. The Pinterest page presents IRIS materials, data and products, primarily to educators. The LinkedIn Company page presents IRIS information to the professional community. The RSS feeds send out notices for IRIS News, Recent Earthquake Teachable Moments, Recent major earthquakes and the IRIS calendar.

The broad goals of the IRIS Social Media Program are to:

- Promote IRIS
- Generate repeat visits by our audience by providing recurring content
- Provide an avenue for our audience to engage in a dialog with IRIS
- Provide low cost delivery of educational products
- Allow for rapid notices of time sensitive material
- Redirect social media followers to IRIS online products (website)
- Offer high quality science content
- Improve brand recognition
- Increase public awareness of IRIS activities

- Engage with the public

In order to determine how well the IRIS Social Media Program is meeting these goals IRIS EPO conducted a survey of users, which is discussed below.

3. Methods

We conducted a survey of social media users and the broader IRIS community on Survey Monkey (www.surveymonkey.com) in order to determine how well the IRIS Social Media Program was meeting it's broad goals and to identify ways to improve on our social media strategy

The survey opened on April 5, 2016 at 9:15 am and closed on April 19, 2016 at 4:00 PM. 129 people responded to the survey.

- The survey was announced on FB and Twitter at 9:15 on April 5th and got 30 responses.
- It went out to IRIS Bulkmail at 12:20 PM on April 16th and got 46 additional responses.
- It went out to the IRIS_EPO listserv at 1:30 PM on April 17th and received 49 additional responses.
- It was highlighted three more times on Facebook and Twitter before April 19, 2016 when it closed.

The survey consisted of 25 question and short answer responses. Survey questions and all results are included in the Appendix.

4. Results

The results may be skewed due to the methods of survey dissemination, which favor people who already use social media as well as teachers that have already shown an interest in IRIS by signing up for a mailing list. However, as current Social Media users and educators are two of the primary targets of our Social Media Campaign Strategy it is permissible to target these audiences specifically. Additionally, the timing of dissemination to different audiences and the resulting spike in survey completions can give us some insight into the expectations and needs of these different user communities. However, we recognize that sampling bias is an issue with these results.

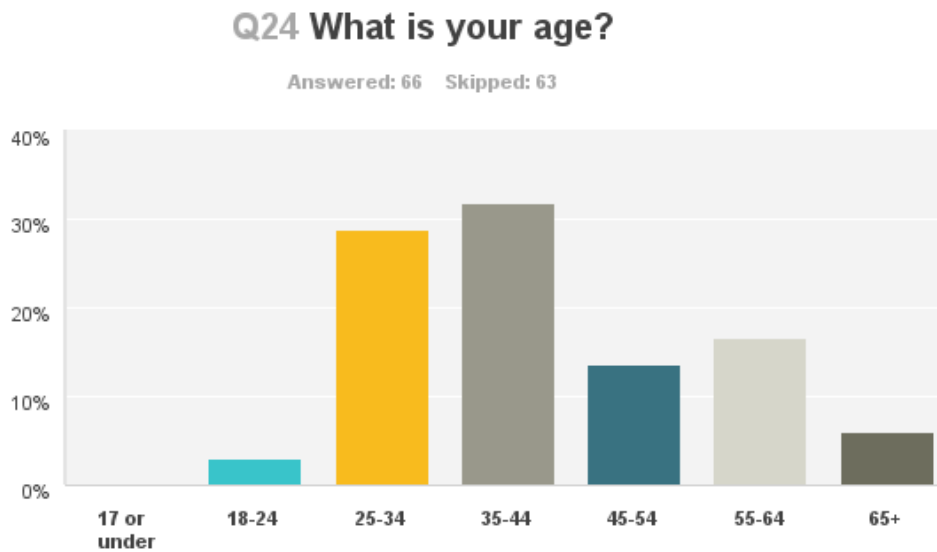
The results of the survey were compiled and written up by Wendy Bohon.

4.1 Demographics

Out of the 65 people who responded to this question 52.3% (34) were male, 46.2% (30) were female and 1.5% (1) was other.

The majority of people who responded to the question "What is your age?" (66) were between the ages of 25-34 (28.8%; 19) and 35-44 (31.8%; 21). 16.7% (11) of

respondents were between 55-64, 13.6% (9) were between the ages of 45-54, 6.1% (4) were 65+ and 3.0% (2) were 18-24.

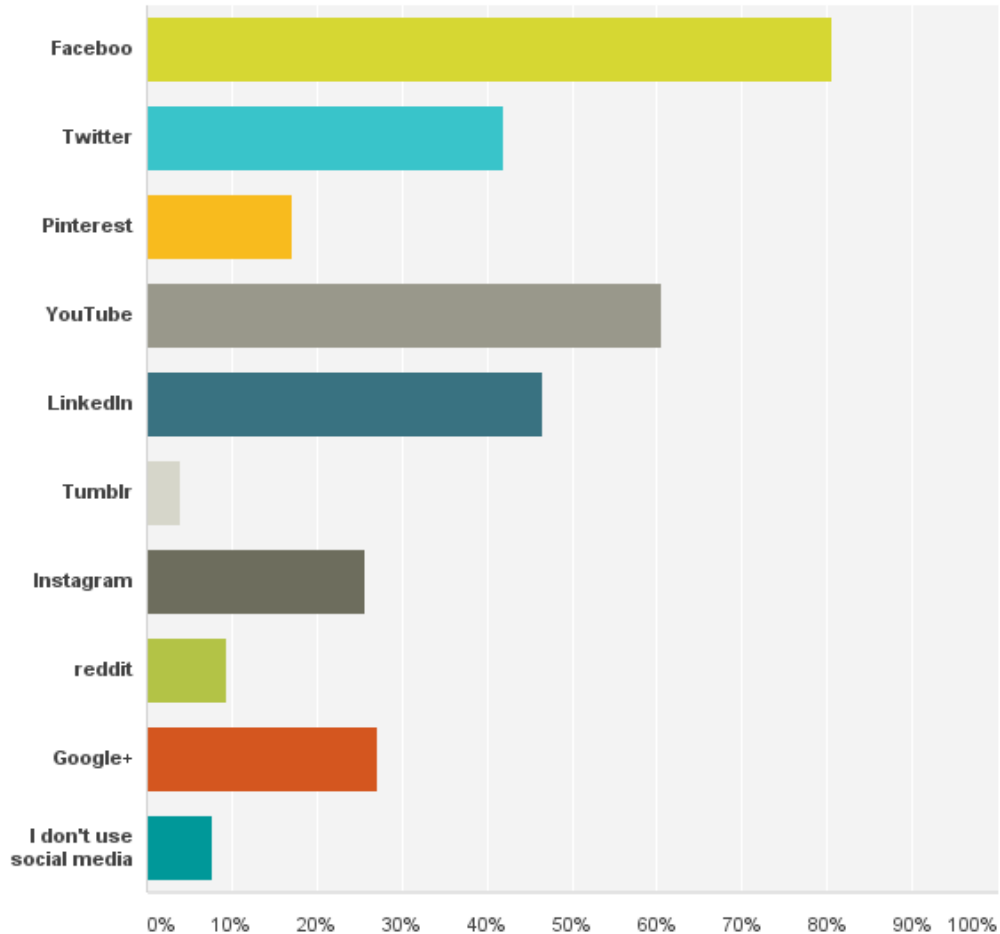


4.2 Social Media Use

91.5% (118) of people reported using social media. The majority use Facebook (80.6%; 104) and YouTube (60.5%; 78). This is followed by LinkedIn (46.5%; 60), Twitter (41.9%; 54), Google+ (27.1%; 35), Instagram (25.6%; 33), Pinterest (17.1%; 22), reddit (9.3%, 12), and Tumblr (9.3%, 5).

Q2 If so, which social media platforms do you use? Select all the apply.

Answered: 129 Skipped: 0



91.5% (118) of people said they use social media, and of those 64.1% (75) say they follow IRIS on at least 1 social media platform.

4.2.1 FACEBOOK

Of the people who reported using Facebook, 71.6% (53) follow the IRIS EPO page.

They were asked, "Do you agree or disagree with the following statements about the IRIS EPO Facebook page?" 47 people responded.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I find the content interesting.	46.81% 22	46.81% 22	4.26% 2	2.13% 1	0.00% 0	47
I find the mix of videos, articles, pictures and other types of posts to be balanced.	38.30% 18	40.43% 19	21.28% 10	0.00% 0	0.00% 0	47
I find the posting to be too frequent.	2.17% 1	2.17% 1	34.78% 16	47.83% 22	13.04% 6	46
I find that this page provides high quality information that I can trust.	55.32% 26	40.43% 19	2.13% 1	2.13% 1	0.00% 0	47
I find this page to have good educational resources.	44.68% 21	44.68% 21	6.38% 3	4.26% 2	0.00% 0	47
I use this page to stay current on science topics.	21.28% 10	38.30% 18	29.79% 14	8.51% 4	2.13% 1	47
This is a page I visit for earthquake information.	14.89% 7	31.91% 15	29.79% 14	8.51% 4	14.89% 7	47

20 people responded to the question “What do you like best about the IRIS EPO Facebook page?”. Their responses are below.

- provides different content than i normally see [sic]

- It has concentrated information in very interesting topics
- It gets me to focus on topics that I've been neglecting to consider.
- I can share it with my former students
- Rapid updates.
- The maps and the fairly detailed analysis of major quakes.
- The mix of actual and educational topics!
- That it is on a site I already frequent
- The format of the videos and that the information given is on a format that anyone can understand.
- Funny science jokes!
- Presents good science in a way I feel is accessible to science-inclined friends in my broader network who aren't necessarily geoscientists
- The occasional humor via the use of a cartoon or meme.
- Quick links to the earthquake powerpoints following large events.
- It's on Facebook, which I check regularly
- Nothing really.
- not too many postings, and interesting info and science humor
- That it integrates multimedia and humor, and keeps things interesting.
- links to interesting earthquake videos I can direct students to watch
- very informative
- i like when they share education resources so i can save/ read them later ... very helpful to me as a teacher! Please do not stop! [sic]

15 people responded to the question *"How can the IRIS Facebook page be improved?"* Their answers are below.

- it can show content of recent papers describing advances in seismology and geophysics more often
- Focus more on historical earthquakes and show how seismology has progressed or altered views about quakes since then.
- keep the news coming
- Can't think of any suggestions offhand.
- Maybe links to the damage caused, the National authorities concerned and the where to look for news reports of the recovery ? I am thinking about schools here.
- It is very good now. I see no need for improvement.
- Not sure.
- not sure... I like it
- Perhaps the IRIS facebook could share more posts from regional networks or member institutions.
- More posts, attempt to reach wider audience
- Quit showing seismic time series. Show what it all means!
- More educational resources for school aged children and maybe some ways to prepare for earthquakes.

- nothing obvious comes to mine
- more content
- one thing- Internet in my region is so slow, so watching videos is not easy :(Maybe you can use a lower quality version on the page and include a link to the high quality one? Also sometimes using GIF images can be enough, no need to include a video ... you are doing great thanks you

4.2.2 TWITTER

Of the respondents who use Twitter, 44.8% (30) follow the IRIS EPO account.

They were asked, "Do you agree or disagree with the following statements about IRIS EPO Twitter?" 29 people responded.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I find the content on this feed to be interesting.	34.48% 10	55.17% 16	10.34% 3	0.00% 0	0.00% 0	29
I find the number of tweets per day to be appropriate.	27.59% 8	41.38% 12	27.59% 8	3.45% 1	0.00% 0	29
I find IRIS EPO to be a good source for educational information and products.	44.83% 13	48.28% 14	6.90% 2	0.00% 0	0.00% 0	29
I find that IRIS EPO retweets too much content.	3.57% 1	10.71% 3	39.29% 11	28.57% 8	17.86% 5	28
IRIS_EPO is a trusted source for earthquake information.	62.07% 18	31.03% 9	6.90% 2	0.00% 0	0.00% 0	29

7 people responded to the question "What do you like best about the IRIS EPO Twitter account?". Their responses are below.

- Links to teachable moments, which I almost always use in my classroom.
- Compact, easily sharable

- This is hard to say; I barely check Twitter.
- is clean and concise [sic]
- Fun bits about educational demonstrations
- Like twitter in general, so having an account thete is great. [sic]
- I set up notifications for your tweets, i read every damn thing you tweet, haha! #LoveYourTweets

6 people responded to the question “How can the IRIS EPO Twitter account be improved?”. Their responses are below.

- More images!
- Retweets by known earthquake experts would be nice
- not sure
- This is hard to say; I barely check Twitter.
- Add more materials
- nothing, i find it perfect!

4.2.3 PINTEREST

1.5% (1) of respondent follows IRIS on Pinterest.

They were asked, “Do you agree or disagree with the following statements about IRIS Pinterest”. 1 person responded.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I find that this page has high quality information.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1
I find educational materials using this page.	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1
I can trust information that has been pinned by IRIS.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1

There were no responses to the questions “What do you like best about the IRIS Pinterest page?” and “How can the IRIS Pinterest page be improved?”.

4.2.4 YOUTUBE

Of the respondents who use YouTube, 68.7% (46) either subscribe to the IRIS YouTube Channel or view videos and animations from the channel.

They were asked, "Do you agree or disagree with the following statements about the IRIS YouTube Channel?" 46 people responded.

	Strong Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I find that IRIS has interesting videos/animations.	65.22% 30	32.61% 15	2.17% 1	0.00% 0	0.00% 0	46
This is my preferred site when I want to know more about earthquakes and seismology.	22.22% 10	26.67% 12	37.78% 17	13.33% 6	0.00% 0	45
I can trust the information in the videos/animation that are posted on this channel.	58.70% 27	36.96% 17	4.35% 2	0.00% 0	0.00% 0	46
I have used videos/animations from this site for educational purposes.	43.48% 20	23.91% 11	21.74% 10	8.70% 4	2.17% 1	46

14 people responded to the question "What do you like best about the IRIS YouTube channel?". Their responses are below.

- I do not have worry about the information being old
- Videos of quality for use in teaching.
- Animations, vidéos
- Excellent technical information that is authentic, timely, and accurate.
- Excellent for undergraduate teaching.
- I primarily use the webinars but some of the educational animations are good too
- animations are quite helpful
- information at hand
- good source for educational videos/animations.
- The IRIS animations are incredibly useful for undergraduate teaching.
- The library of information
- Covers a wide variety of tectonic and earthquake topics
- Amazing videos.

- aint following it, but will make sure i do, maybe am missing something there!

12 people responded to the question “*How can the IRIS YouTube Channel be improved?*”. Their responses are below.

- more frequent infor please [sic]
- Cours théorique
- Invest in a high quality microphone and redub the audio on your videos. It is very hard to listen to. (not a criticism of the narrator, just the audio quality).
- I prefer being able to download movies and embed them in my lectures
- maybe add more resources for younger kids?
- It's tricky to embed directly from iris into lecture slides. The versions in other formats on the iris website are more useful to me.
- good to also make the mp4s available for download for presentations in class, etc.
- Add more materials
- More training and how to topics. Make me smarter.
- nothing obvious comes to mine
- Even more content
- aint following it, but will make sure i do, maybe am missing something there!

4.2.5 Additional Platforms

When asked what additional social media platforms IRIS should utilize, respondents suggested Instagram (44.4%; 8), SlideShare (33.3%, 6), Other (27.8%; 5), reddit (22.2%; 4), Vine (11.1%, 2) and Tumblr (5.6%; 1). 18 people responded to this question.

The respondents who chose “Other” answered –

- Snapchat
- ResearchGate
- Path
- ???
- no need for other

4.3 Content

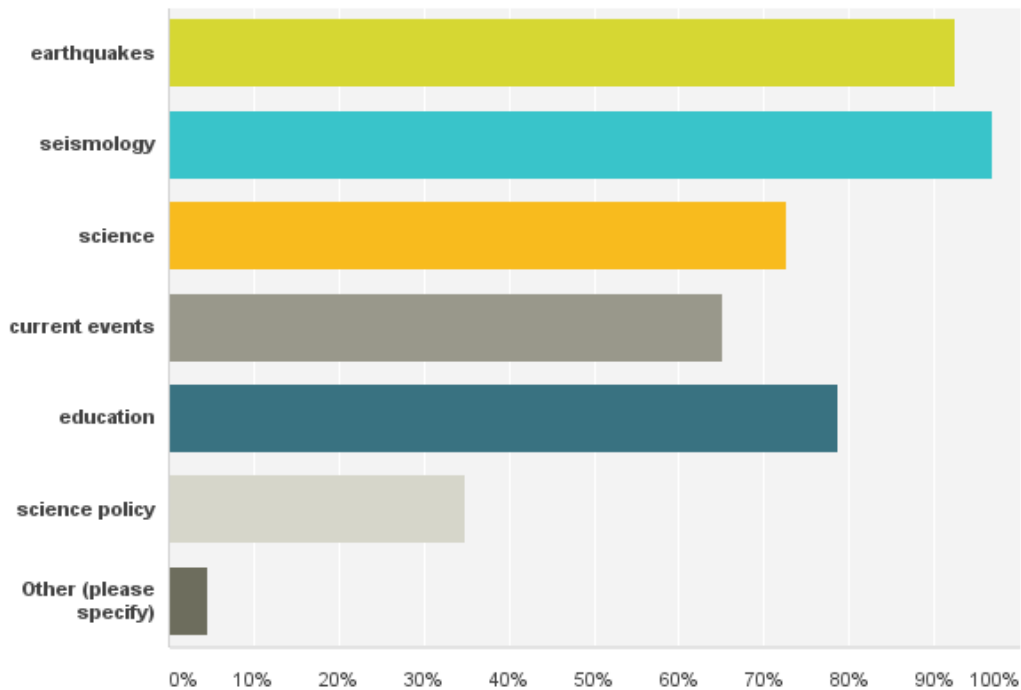
Regarding content, respondents were most interested in seeing posts about seismology (97.0%; 64) and earthquakes (92.4%; 61). This was followed by information about education (78.8%; 52), general science (72.7%; 48), current events (65.2%; 43), science policy (34.8%, 23) and other (4.5%; 3). 66 people answered this question. Respondents were allowed to choose more than 1 answer so totals do not equal 100%.

The respondents who chose “Other” answered –

- Why is seismology separate from science...?
- All earth science content
- Review of current activity once a month, or at least quarterly with a yearly review

Q21 In general, I want to see content from IRIS about

Answered: 66 Skipped: 63



4.4 Media

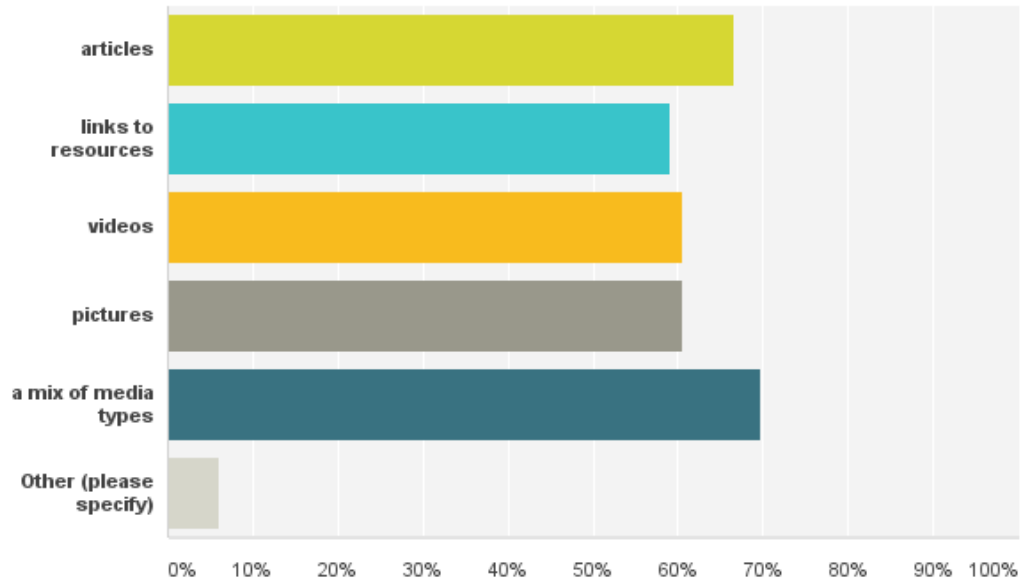
There was no strong preference for media type with 69.7% (46) of people preferring a mix, 66.7% (44) enjoying articles, 60.6% (40) liking pictures, 60.6% (40) liking videos, 59.1% wanting links to resources and 6.4% (4) preferring “Other”. 66 people responded to this question. Respondents were allowed to choose more than 1 answer so totals do not equal 100%.

The respondents who chose “Other” answered –

- Explanation of current events
- Short articles with links
- Lesson plans
- Videos should be a later option more often and the featured option less often

Q22 When using social media I prefer to see (select all that apply)

Answered: 66 Skipped: 63



4.5 General Comments

18 people replied to the question “Do you have any additional comments about IRIS social media?” Their responses are below.

- Would bring great if there were quarterly chats with updates on events that fall out of the news
- Thank you! Please let us know when you implement the earthquake early warning system again
- Ask school seismology sites + psn.quake.net to carry ISM facebook and twitter addresses
- Merci pour tous
- Keep in mind that many schools block certain social media sites.
- Great Work, Keep it up!
- no
- Excellent idea, please continue using FB and youtube, Good job.
- keep up the good work :)
- Could you please work on your website first? Spaghetti code HTML is not fun to navigate, even as a researcher.
- If you guys do branch out to Reddit, I'd definitely think setting up some AMAs (ask me anything interviews) would be the place to do it. I know there was a pretty popular one a few months ago with one of Mike Brudzinski's students on induced seismicity that was quite successful.
- i think it being born, so need time
- I don't understand why or how IRIS uses Pinterest. It is the last place I

would look for legitimate science content. I find Pinterest to be waste of time, so I guess I don't understand IRIS's use of that platform in general unless one wants to look at home decorating ideas, how other people throw parties or dress.

- I began my seismological journey changing photographic paper in an underground vault, IRIS helps me update topics I would otherwise miss,
- Thanks!
- Keep up the good work
- Love iris
- LOVE YOU! UMWAAAAAAHHHHH!

5. DISCUSSION

5.1 Demographics

The demographics of our social media closely mirror global trends. Our user base has a male to female ratio of 52/46, compared to the global ratio of 53/47. We appeal to a slightly older user community than average with 60% of our user community between the ages of 25-44. We fall below global averages in the 16-24 age group; on 3% of our followers are between the ages of 18-24, as compared to the global average of 15%.

5.2 Facebook

When asked a series of questions regarding the content and posting strategy for the IRIS EPO Facebook page most respondents answered positively. Most respondents said that they found the content to be interesting, with only 1 person disagreeing. All respondents answered that they agreed, strongly agreed or were neutral to the mix of media used as postings. The next question was a “test question” where the respondents were asked a negatively phrased question (“I find the posting to be too frequent”) to ensure that they actually responding to the questions rather than just clicking subsequent answers. 61% of people disagreed or strongly disagreed that posting was too frequent, while < 5% of respondents believed it too be too often. 96% of respondents believed that IRIS provided “high quality information that they could trust” and almost 90% believed that the Facebook page provided good educational resources. 60% of respondents said they used the IRIS EPO Facebook page to stay current on science topics. When asked if this is the page they visit for earthquake information only 47% agreed or strongly agreed, with the other 53% disagreeing or having neutral feelings. This is an area we can improve upon.

The responses to “What do you like best about the IRIS EPO Facebook page?” fell in to several categories; content, education, humor and access. For instance, several people commented that the content was “very informative” and that it was “different” than what they normally see from other pages. Another user said that the page “presents good science in a way I feel is accessible to science-inclined friends in my broader network who aren't necessarily geoscientists”. Other users said they enjoyed the page because they could share the information with their students or former students. Four users commented that they enjoyed the use of humor and

“funny science jokes” because it “keeps things interesting”. A few users also commented that they appreciated the ease of access because they were already on Facebook and check it regularly.

The written responses to “What can we do to improve the IRIS EPO Facebook page?” were more varied. While many users said we should keep it as is, other users wanted to see more of certain types of content, for instance more news, more posts from partners and affiliates, or more educational resources for younger students or just more posts in general. Finally, users offered some very thoughtful suggestions. One user requested more posting of recent scientific literature, while another suggested posting retrospectives about historic earthquakes. One user expressed frustration with too much scientific data (time series, in particular) and asked that we do a better job explaining the science. Finally, another user pointed out that connectivity can be an issue for watching videos. They stated “one thing- Internet in my region is so slow, so watching videos is not easy :(Maybe you can use a lower quality version on the page and include a link to the high quality one? Also sometimes using GIF images can be enough, no need to include a video ... you are doing great thanks you.”

5.3 Twitter

45% of respondents said that they follow IRIS EPO on Twitter.

When asked if they found the content on the Twitter feed to be interesting 90% agreed or strongly agreed. The rest of the respondents were neutral. 69% of respondents found the number of tweets per day to be appropriate, while only 3% thought there were either too few or too many. 93% of the respondents believed that the IRIS EPO Twitter account provides good educational information and material. The next question was a “test question” where the respondents were asked the negatively phrased question “I find that IRIS EPO retweets too much content.” 86% of respondents disagreed or strongly disagreed or had no strong feelings about this question. When asked if the IRIS EPO Twitter feed was a “trusted source for earthquake information” 93% said that it was, while 7% were neutral.

The written responses to the questions “What do you like best about IRIS EPO Twitter page?” mentioned that they particularly enjoyed access to Teachable Moments and other educational material and the functionality and conciseness of Twitter itself. One respondent commented, “I set up notifications for your tweets, I read every damn thing you tweet! Haha #LoveYourTweets”.

When asked, “What can we do to improve the IRIS EPO Twitter page?” respondents replied that they’d like more images, more materials and retweets by famous earthquake experts.

5.4 Pinterest

The one user that responded that they follow IRIS on Pinterest strongly agreed that the page has high quality, trustworthy information and they agreed that they use the page to get educational information and materials.

Although our Pinterest platform is relatively new (started on March 4, 2016) it already garners more than 15,000 average monthly viewers. Because only one of the people that responded to our survey follows us on Pinterest this implies that our new Pinterest page is accessing an entirely different user community than our other social media platforms.

5.5 YouTube

67% of respondents said that they follow the IRIS YouTube Channel or watch videos on the Channel. One respondent replied “Other” and replied “I watch the videos on your website and use them in my lecture as a main component”.

Respondents were asked if they agreed or disagreed with a series of statements about the IRIS YouTube Channel. 98% of respondents said that they find IRIS animations/videos interesting and 96% said that they can trust the information posted on the YouTube Channel. 67% of people said that they had used videos or animation from IRIS for educational purposes. This number is unexpected high considering that many of the people who responded to the survey may not have been educators. 49% of respondents said that the IRIS YouTube Channel was their preferred site for learning more about earthquake, 38% were neutral on this topic and 13% disagreed. This is an area that we can improve upon.

There were 14 responses to the question “What do you like best about the IRIS YouTube Channel?”. Four people commented that the videos were useful for teaching. For example one respondent commented, “IRIS animations are incredibly useful for undergraduate teaching”. Several others commented that the channel is a “library of information” that “covers a wide range of tectonic and earthquake topics”. Several respondents referred to the timeliness of the information saying that they didn’t need to “worry about the information being old” and that the channel has “excellent technical information that is authentic, timely and accurate.”

Many respondents requested more materials and content, more frequent postings and information for younger children. Others commented that they wanted more theoretical courses and training topics. Several respondents commented about needing different types of video formats that could more easily be loaded into lecture slides and presentations. Finally, one person commented on the poor sound quality in some of the videos and suggested using a different microphone. The concerns from users about the video format and the sound quality are well-taken, and are areas that are easy to improve upon.

5.6 Other Platforms

44% of respondents indicated that they would like to see IRIS start an Instagram account, while smaller numbers suggested SlideShare (from LinkedIn) and reddit.

5.7 Content

When asked what content they would like to see from IRIS survey respondents overwhelming indicated that they want to see content about seismology (97%) and earthquake (92%). Respondents were also interested in education (79%), general science (73%) and current events (65%). Only 34% were interested in receiving information about science police. Suggestions for content included “all earth science content”, “explanations of current events”, “lesson plans” and a “review of current...monthly or yearly activity”.

In terms of the types of medias presented, there was no clear preference between articles, links, videos and pictures. Most people seemed to prefer a mix of media types. However, one user commented that videos should be featured less often. Suggestions for media types included “short articles with links”.

5.8 Additional comments

At the end of the survey the respondents were asked if they had any additional comments about IRIS Social Media. There was lot of positive feedback as well as many helpful suggestions. In particular, one user suggested using reddit Ask Me Anything (AMA) sessions, as these have been implemented successfully by other science organizations in the past. Another respondent expressed confusion over why IRIS would have a Pinterest page, as Pinterest has the reputation of being about “home decorating ideas, how other people dress and throw parties”. Although Pinterest still serves those functions it’s heavily used by educators to find and organize lessons and educational information.

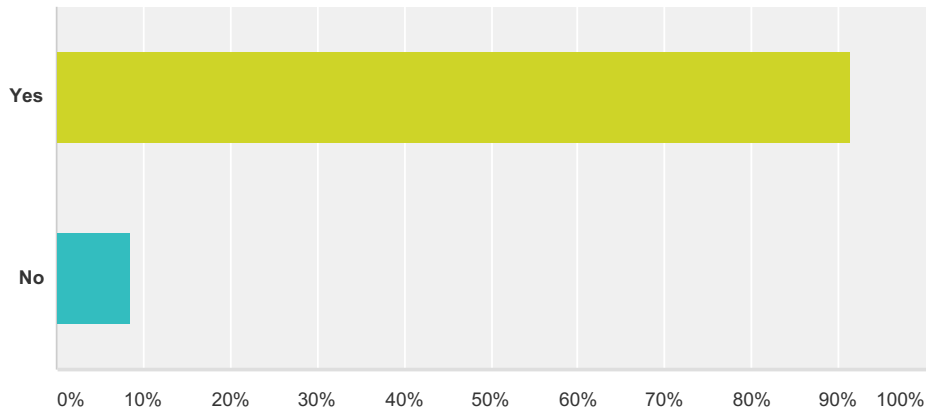
6. Conclusions

Based on the results of this survey IRIS updated its existing social media strategy. A few of the changes included posting more peer-reviewed scientific literature, posting more often on Twitter, retweeting less on Twitter, following and amplifying the voices of smaller organizations and less well-known scientists and posting more retrospectives about past historic earthquakes. Implementing these changes increased post engagement and helped to grow the IRIS EPO online community. We will also set up a Reddit account and start contributing to the Reddit community.

Based on the success of this survey IRIS EPO will conduct a follow-up social media survey every 18 months. We are especially interested to discover if the changes in the social media strategy helped to address areas this survey identified as having potential for improvement.

Q1 Do you use social media (Facebook, Twitter, Pinterest, Tumblr, etc.)?

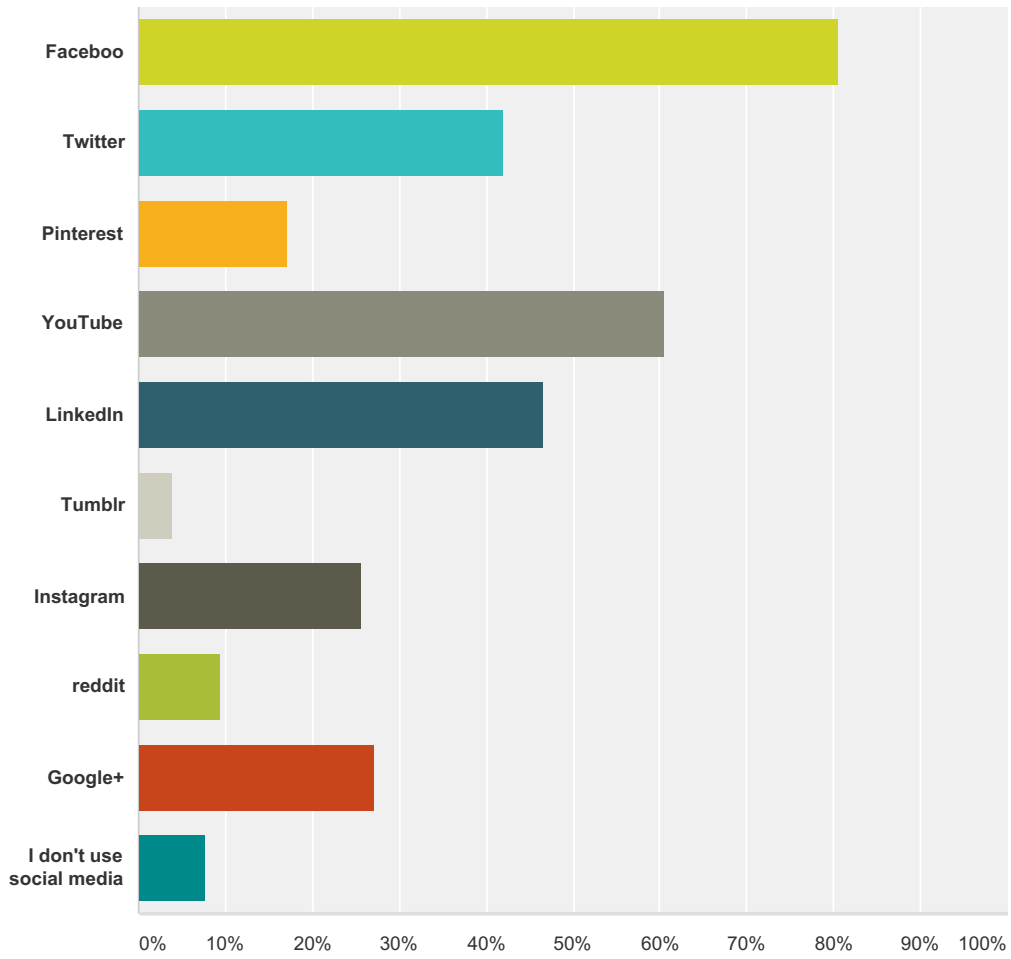
Answered: 129 Skipped: 0



Answer Choices	Responses
Yes	91.47% 118
No	8.53% 11
Total	129

Q2 If so, which social media platforms do you use? Select all the apply.

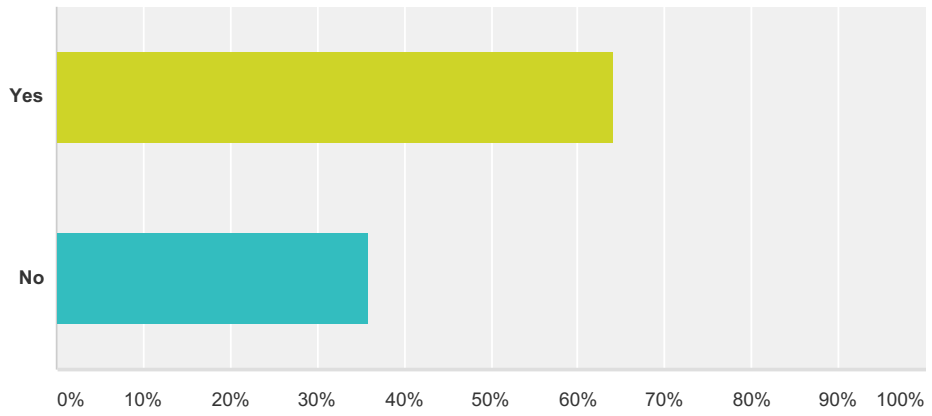
Answered: 129 Skipped: 0



Answer Choices	Responses	
Facebook	80.62%	104
Twitter	41.86%	54
Pinterest	17.05%	22
YouTube	60.47%	78
LinkedIn	46.51%	60
Tumblr	3.88%	5
Instagram	25.58%	33
reddit	9.30%	12
Google+	27.13%	35
I don't use social media	7.75%	10
Total Respondents: 129		

Q3 Do you follow IRIS on any social media sites?

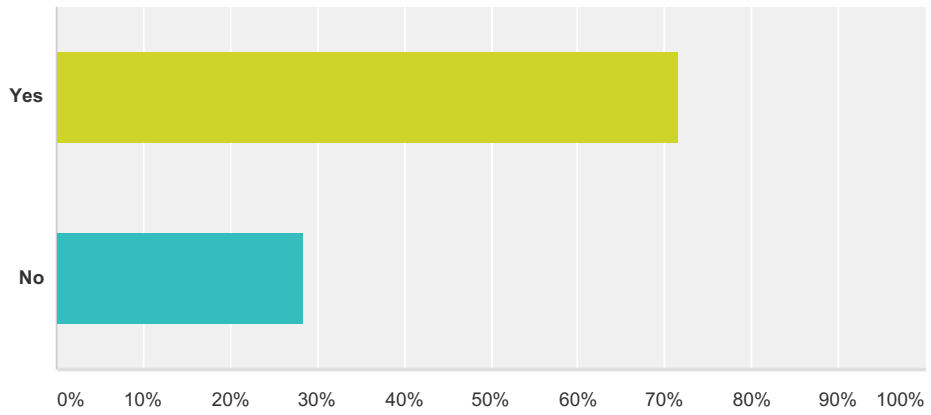
Answered: 117 Skipped: 12



Answer Choices	Responses
Yes	64.10% 75
No	35.90% 42
Total	117

Q4 Do you follow IRIS EPO on Facebook?

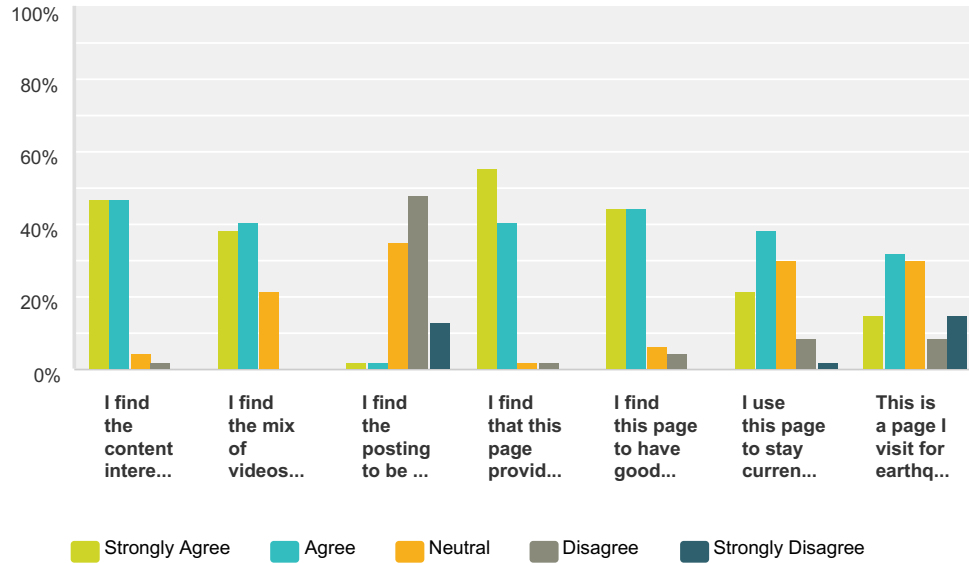
Answered: 74 Skipped: 55



Answer Choices	Responses	
Yes	71.62%	53
No	28.38%	21
Total		74

Q5 Do you agree or disagree with the following statements about the IRIS Education and Public Outreach Facebook page?

Answered: 47 Skipped: 82



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
I find the content interesting.	46.81% 22	46.81% 22	4.26% 2	2.13% 1	0.00% 0	47	1.62
I find the mix of videos, articles, pictures and other types of posts to be balanced.	38.30% 18	40.43% 19	21.28% 10	0.00% 0	0.00% 0	47	1.83
I find the posting to be too frequent.	2.17% 1	2.17% 1	34.78% 16	47.83% 22	13.04% 6	46	3.67
I find that this page provides high quality information that I can trust.	55.32% 26	40.43% 19	2.13% 1	2.13% 1	0.00% 0	47	1.51
I find this page to have good educational resources.	44.68% 21	44.68% 21	6.38% 3	4.26% 2	0.00% 0	47	1.70
I use this page to stay current on science topics.	21.28% 10	38.30% 18	29.79% 14	8.51% 4	2.13% 1	47	2.32
This is a page I visit for earthquake information.	14.89% 7	31.91% 15	29.79% 14	8.51% 4	14.89% 7	47	2.77

**Q6 What do you like best about the IRIS
Facebook page?**

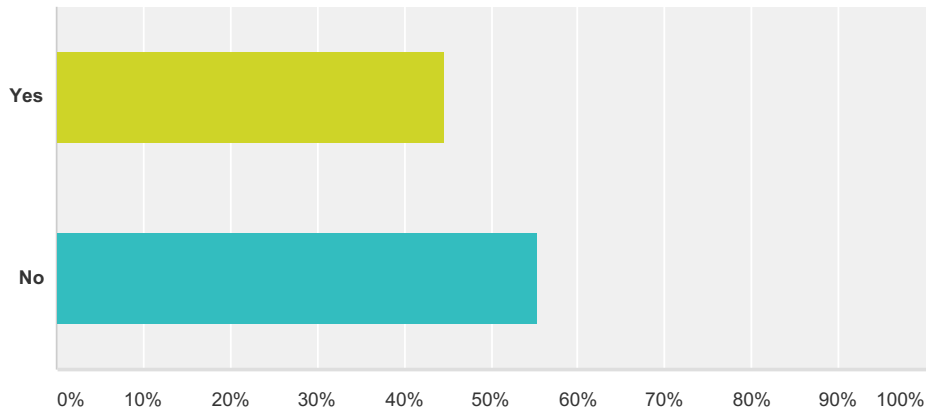
Answered: 20 Skipped: 109

Q7 How can the IRIS Facebook page be improved?

Answered: 15 Skipped: 114

Q8 Do you follow IRIS on Twitter?

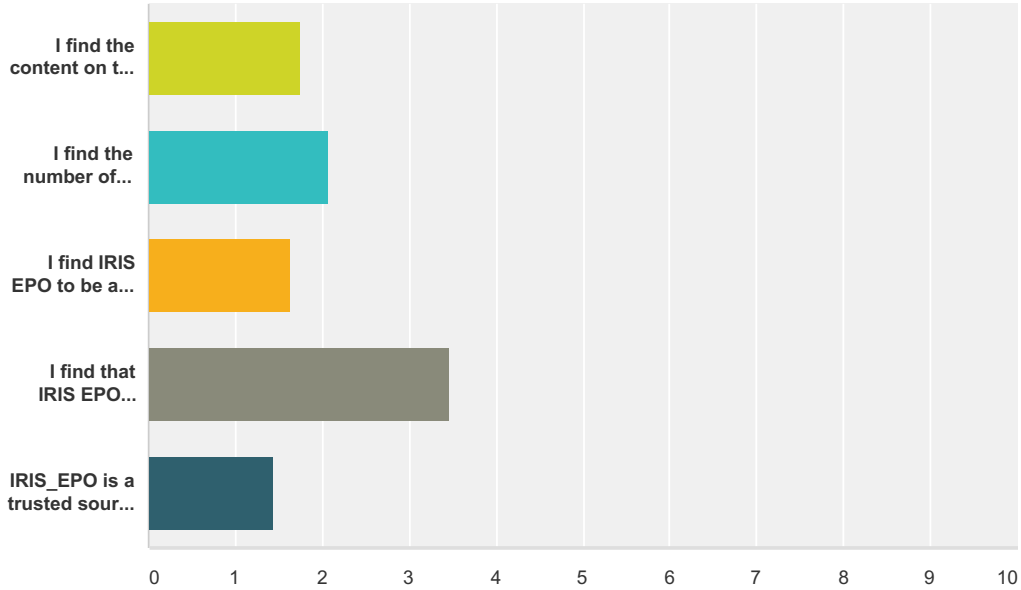
Answered: 67 Skipped: 62



Answer Choices	Responses	
Yes	44.78%	30
No	55.22%	37
Total		67

Q9 Do you agree or disagree with the following statements about the IRIS_EPO Twitter page?

Answered: 29 Skipped: 100



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
I find the content on this feed to be interesting.	34.48% 10	55.17% 16	10.34% 3	0.00% 0	0.00% 0	29	1.76
I find the number of tweets per day to be appropriate.	27.59% 8	41.38% 12	27.59% 8	3.45% 1	0.00% 0	29	2.07
I find IRIS EPO to be a good source for educational information and products.	44.83% 13	48.28% 14	6.90% 2	0.00% 0	0.00% 0	29	1.62
I find that IRIS EPO retweets too much content.	3.57% 1	10.71% 3	39.29% 11	28.57% 8	17.86% 5	28	3.46
IRIS_EPO is a trusted source for earthquake information.	62.07% 18	31.03% 9	6.90% 2	0.00% 0	0.00% 0	29	1.45

**Q10 What do you like best about the
IRIS_EPO Twitter account?**

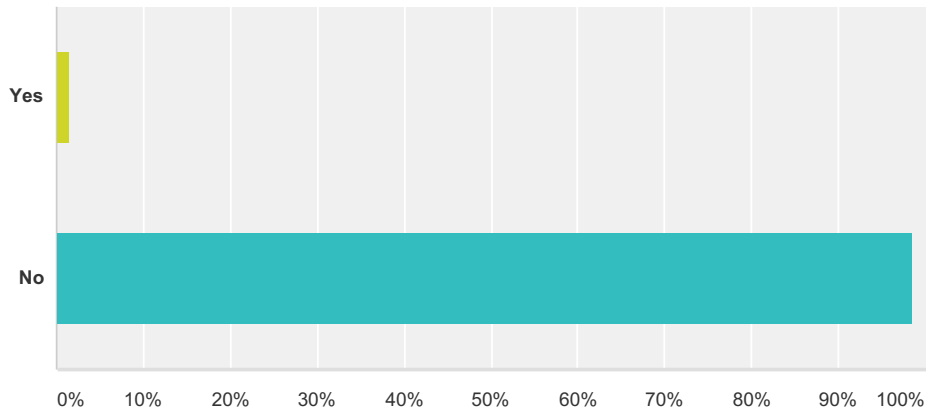
Answered: 7 Skipped: 122

Q11 How can the IRIS_EPO Twitter account be improved?

Answered: 6 Skipped: 123

Q12 Do you follow IRIS on Pinterest?

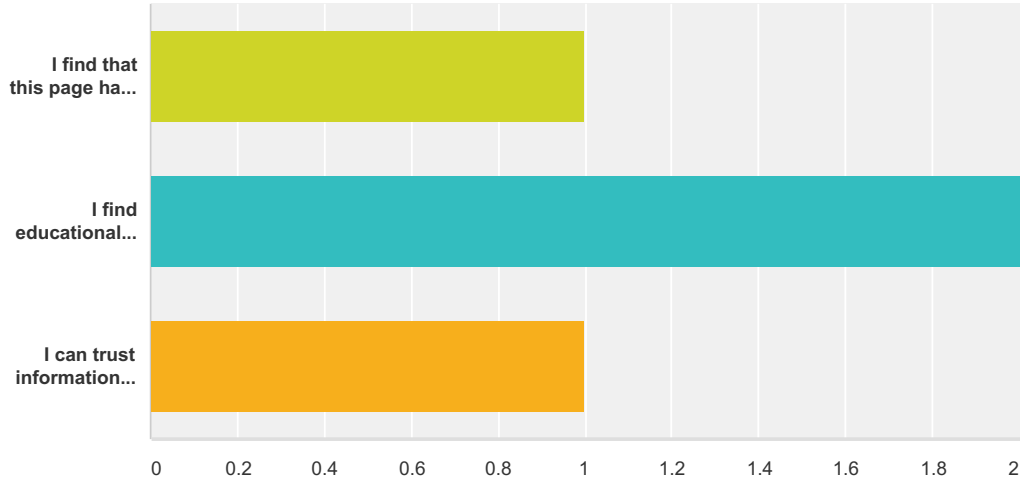
Answered: 67 Skipped: 62



Answer Choices	Responses	
Yes	1.49%	1
No	98.51%	66
Total		67

Q13 Do you agree or disagree with the following statements about the IRIS Pinterest page?

Answered: 1 Skipped: 128



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
I find that this page has high quality information.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1	1.00
I find educational materials using this page.	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1	2.00
I can trust information that has been pinned by IRIS.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1	1.00

**Q14 What do you like best about the IRIS
Pinterest page?**

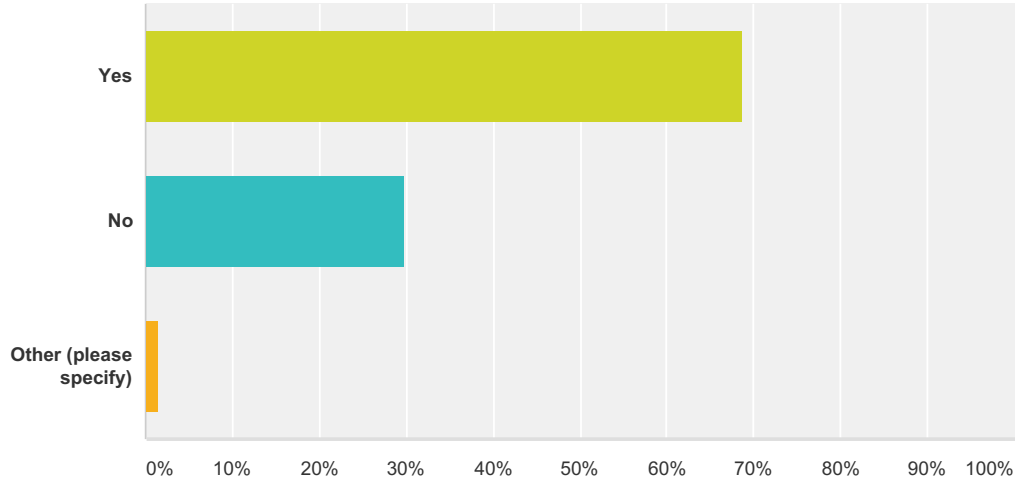
Answered: 0 Skipped: 129

Q15 How can the IRIS Pinterest page be improved?

Answered: 0 Skipped: 129

Q16 Do you subscribe to the IRIS YouTube Channel or do you ever view videos or animations on the IRIS YouTube Channel?

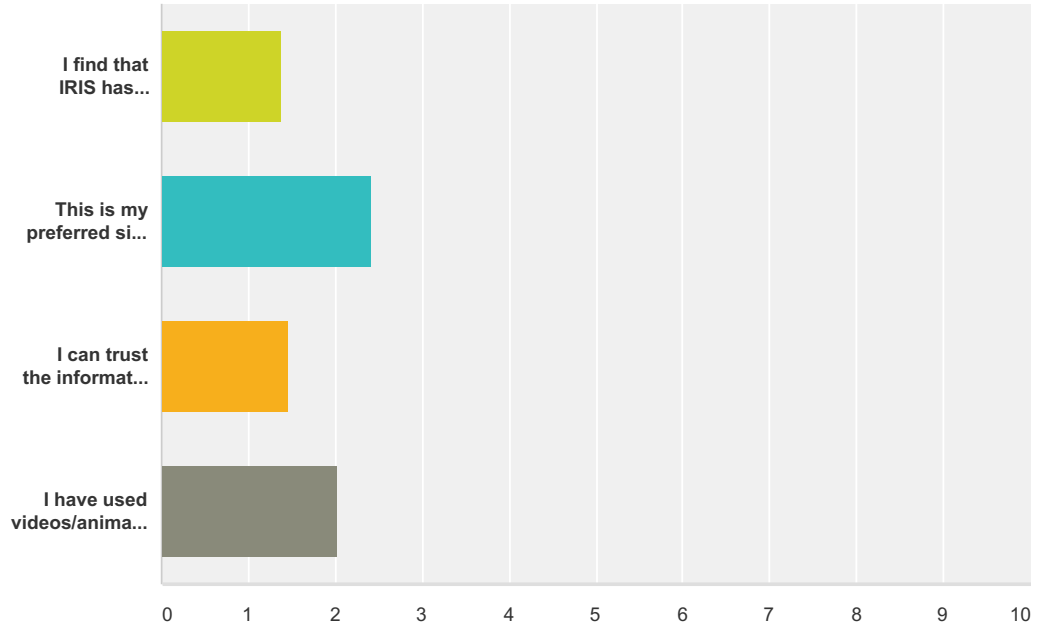
Answered: 67 Skipped: 62



Answer Choices	Responses
Yes	68.66% 46
No	29.85% 20
Other (please specify)	1.49% 1
Total	67

Q17 Do you agree or disagree with the following statements about the IRIS YouTube Channel?

Answered: 46 Skipped: 83



	Strong Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Weighted Average
I find that IRIS has interesting videos/animations.	65.22% 30	32.61% 15	2.17% 1	0.00% 0	0.00% 0	46	1.37
This is my preferred site when I want to know more about earthquakes and seismology.	22.22% 10	26.67% 12	37.78% 17	13.33% 6	0.00% 0	45	2.42
I can trust the information in the videos/animation that are posted on this channel.	58.70% 27	36.96% 17	4.35% 2	0.00% 0	0.00% 0	46	1.46
I have used videos/animations from this site for educational purposes.	43.48% 20	23.91% 11	21.74% 10	8.70% 4	2.17% 1	46	2.02

**Q18 What do you like best about the IRIS
YouTube Channel?**

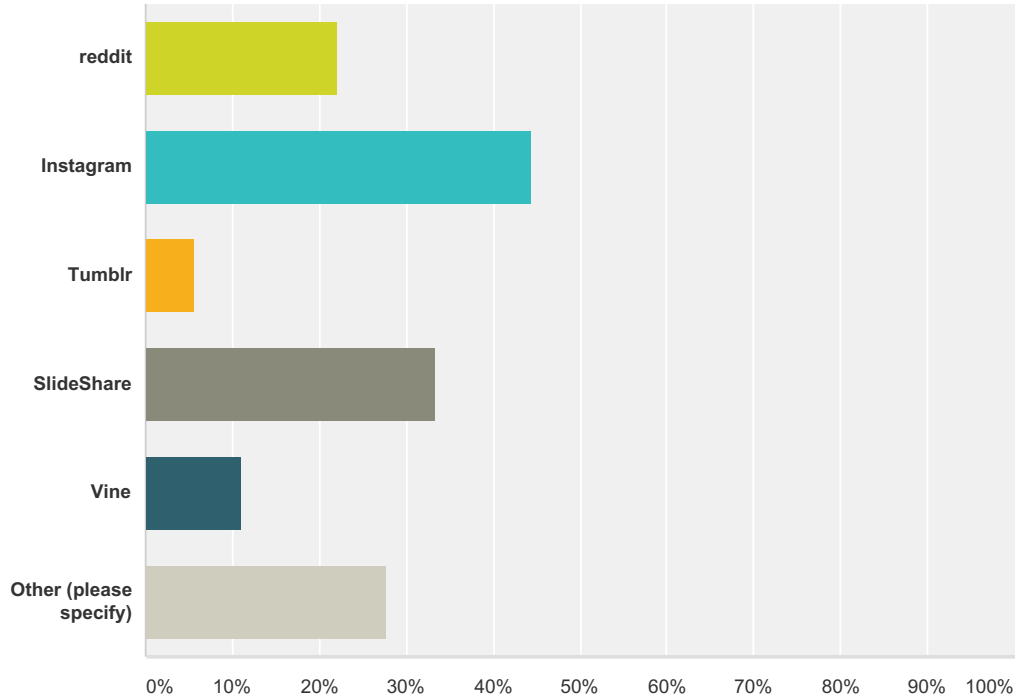
Answered: 14 Skipped: 115

Q19 How can IRIS improve the YouTube Channel?

Answered: 12 Skipped: 117

Q20 IRIS currently uses the social media platforms Facebook, Twitter, YouTube, Pinterest, LinkedIn and Google+. What other social media platforms would you like to see IRIS utilize?

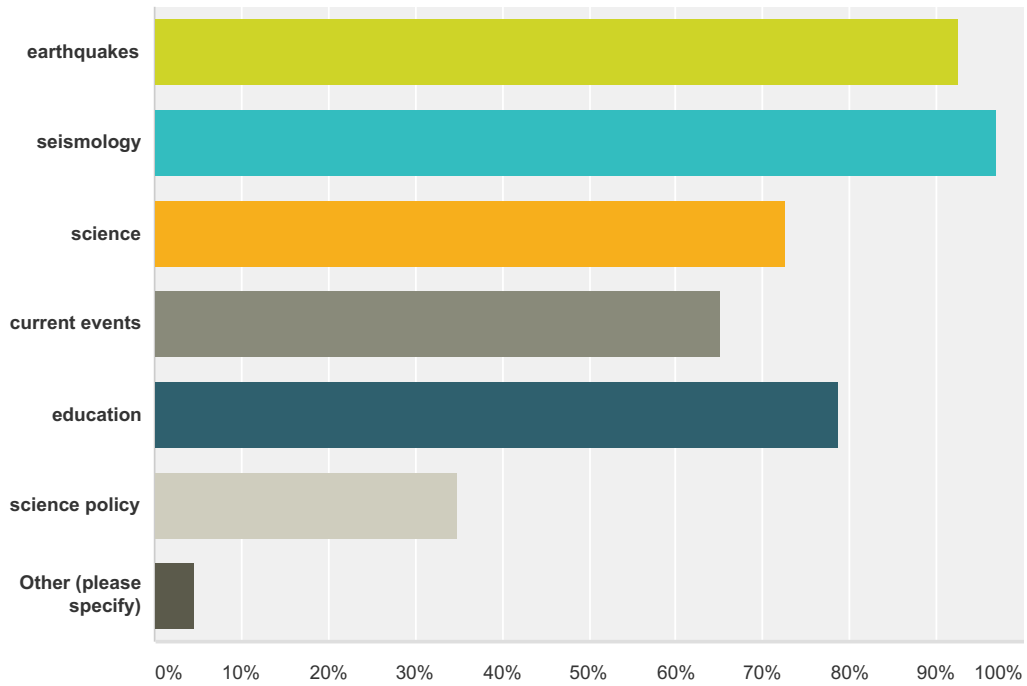
Answered: 18 Skipped: 111



Answer Choices	Responses
reddit	22.22% 4
Instagram	44.44% 8
Tumblr	5.56% 1
SlideShare	33.33% 6
Vine	11.11% 2
Other (please specify)	27.78% 5
Total Respondents: 18	

Q21 In general, I want to see content from IRIS about

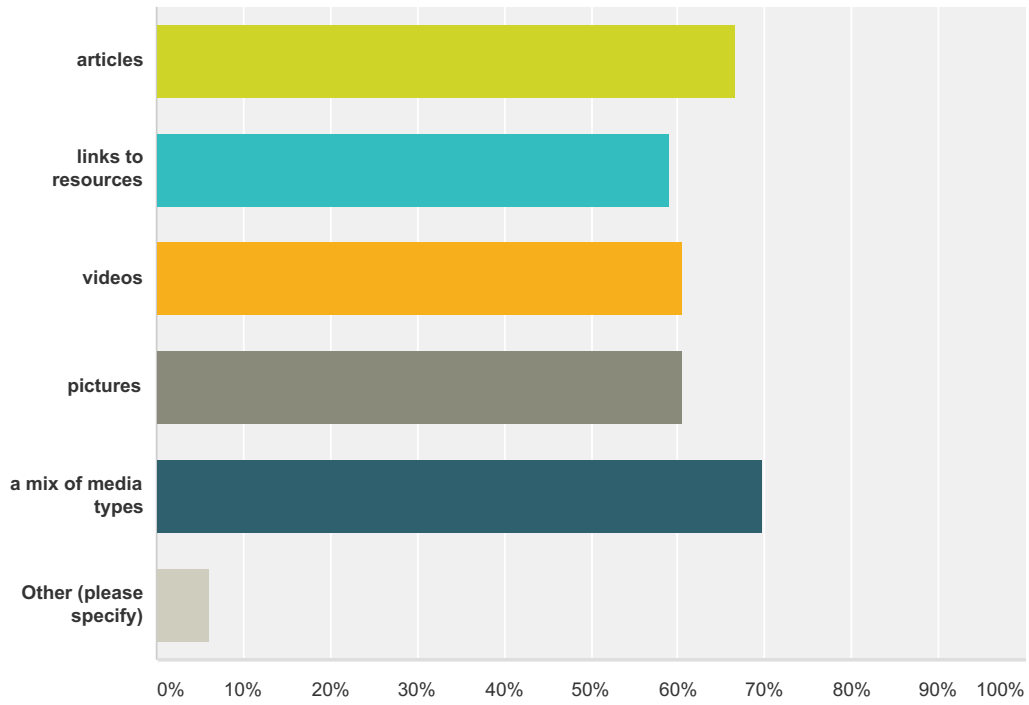
Answered: 66 Skipped: 63



Answer Choices	Responses	Count
earthquakes	92.42%	61
seismology	96.97%	64
science	72.73%	48
current events	65.15%	43
education	78.79%	52
science policy	34.85%	23
Other (please specify)	4.55%	3
Total Respondents: 66		

**Q22 When using social media I prefer to see
(select all that apply)**

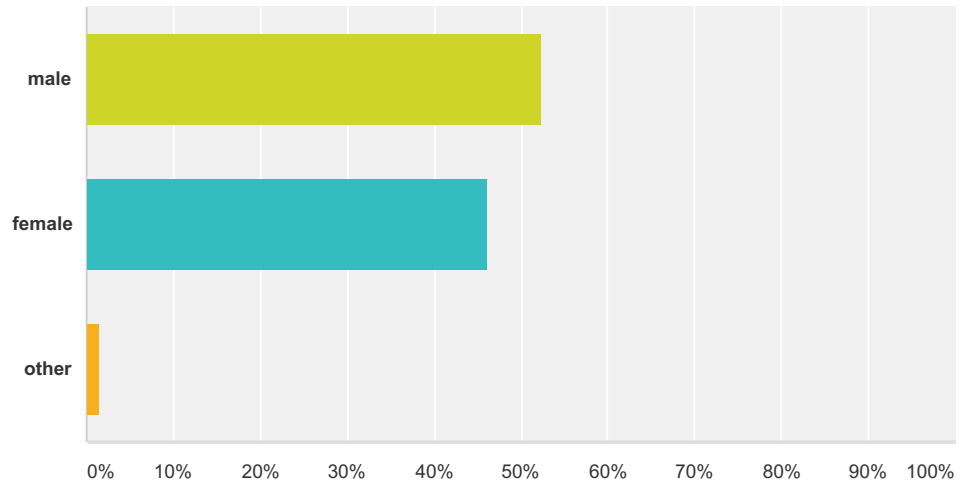
Answered: 66 Skipped: 63



Answer Choices	Responses	
articles	66.67%	44
links to resources	59.09%	39
videos	60.61%	40
pictures	60.61%	40
a mix of media types	69.70%	46
Other (please specify)	6.06%	4
Total Respondents: 66		

Q23 With what gender do you identify?

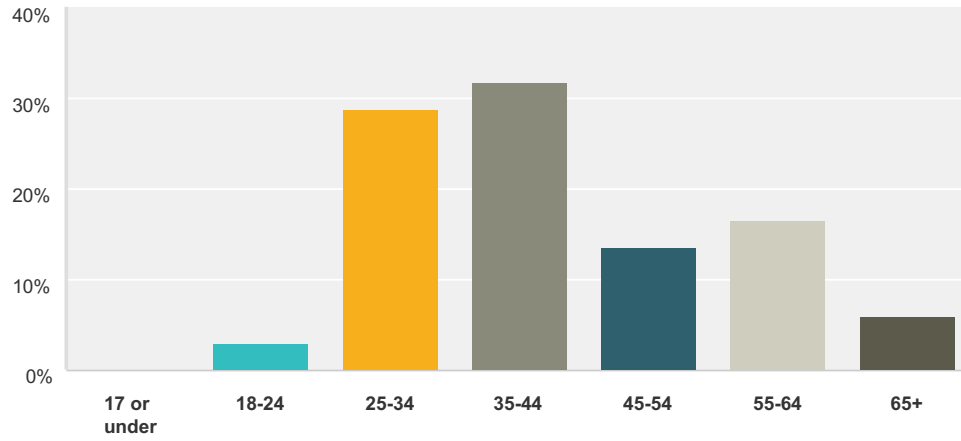
Answered: 65 Skipped: 64



Answer Choices	Responses
male	52.31% 34
female	46.15% 30
other	1.54% 1
Total	65

Q24 What is your age?

Answered: 66 Skipped: 63



Answer Choices	Responses
17 or under	0.00% 0
18-24	3.03% 2
25-34	28.79% 19
35-44	31.82% 21
45-54	13.64% 9
55-64	16.67% 11
65+	6.06% 4
Total	66

**Q25 Do you have any additional comments
about IRIS Social Media?**

Answered: 18 Skipped: 111