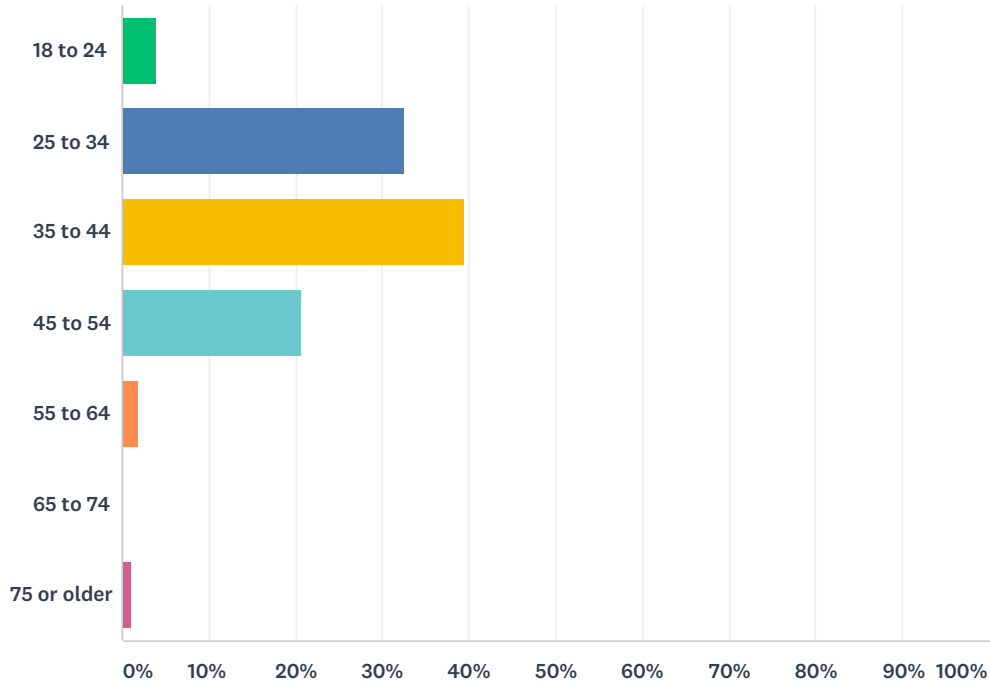


Q1 What is your age?

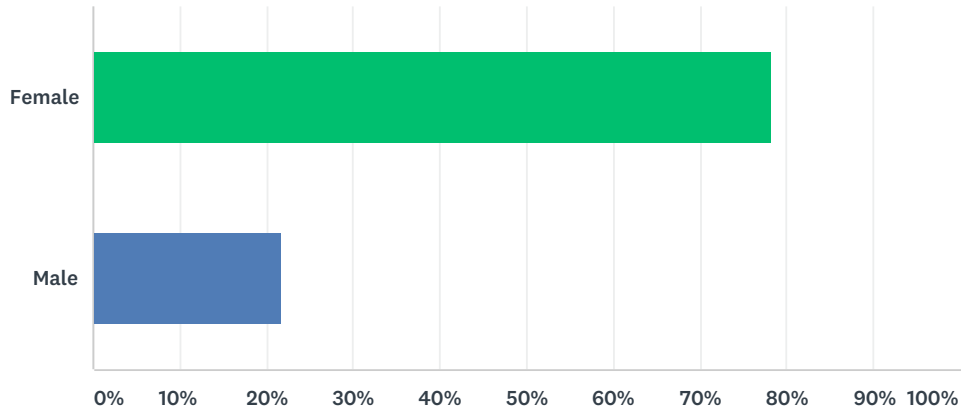
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES
18 to 24	3.96% 4
25 to 34	32.67% 33
35 to 44	39.60% 40
45 to 54	20.79% 21
55 to 64	1.98% 2
65 to 74	0.00% 0
75 or older	0.99% 1
TOTAL	101

Q2 What is your gender?

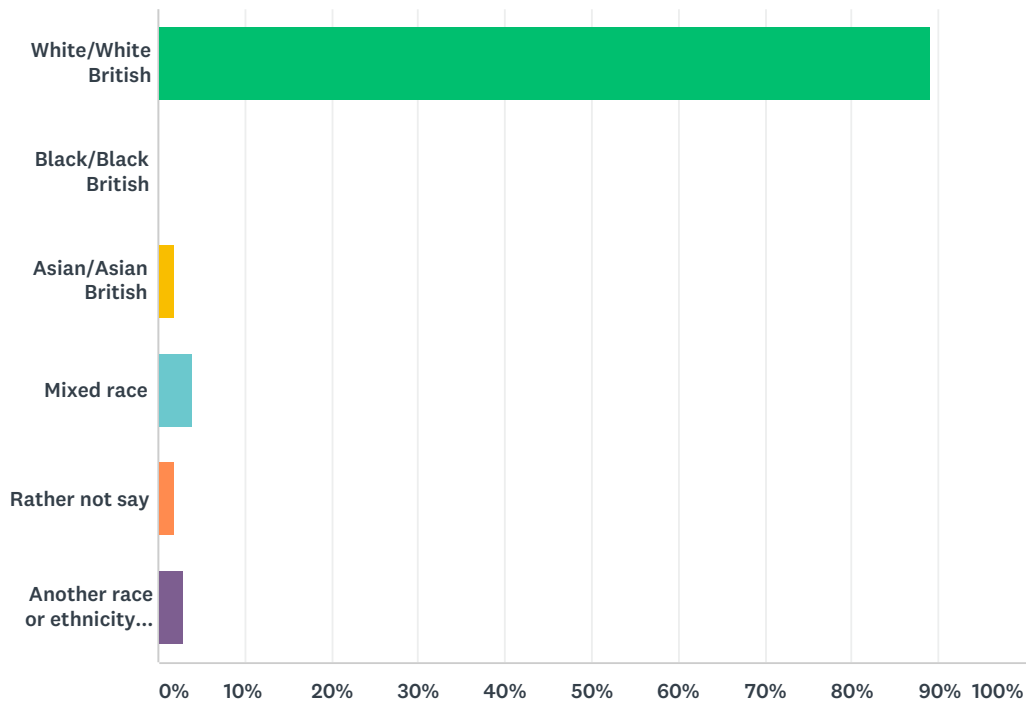
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Female	78.22%	79
Male	21.78%	22
TOTAL		101

Q3 Which race/ethnicity best describes you? (Please choose only one.)

Answered: 101 Skipped: 0

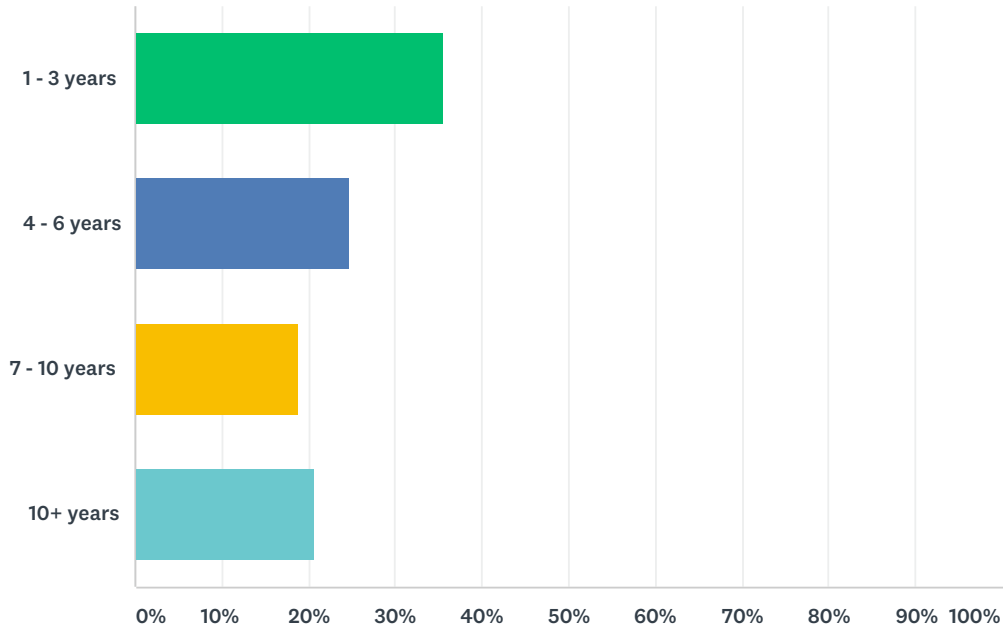


ANSWER CHOICES	RESPONSES	
White/White British	89.11%	90
Black/Black British	0.00%	0
Asian/Asian British	1.98%	2
Mixed race	3.96%	4

Rather not say	1.98%	2
Another race or ethnicity (please specify)	2.97%	3
TOTAL		101

Q4 How long have you worked for a housing organisation?

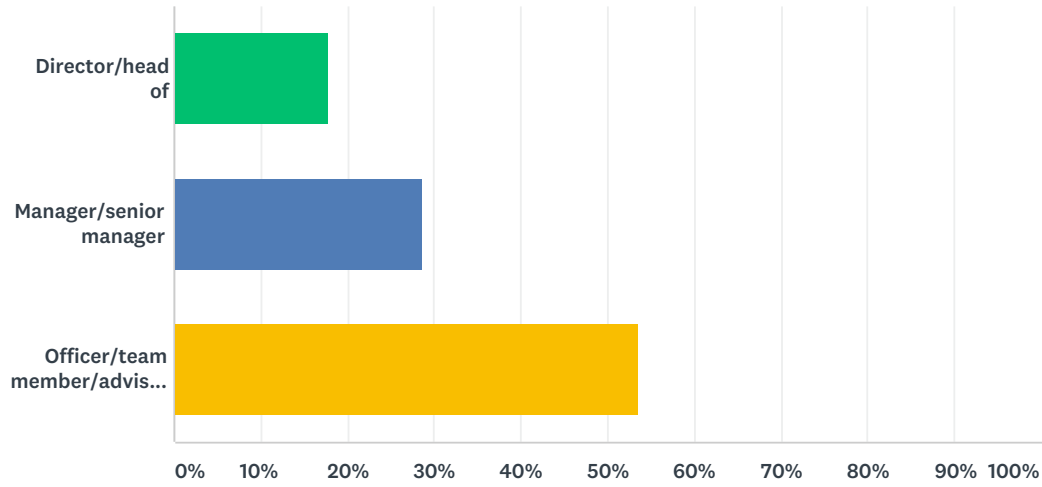
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 - 3 years	35.64%	36
4 - 6 years	24.75%	25
7 - 10 years	18.81%	19
10+ years	20.79%	21
TOTAL		101

Q5 What level best describes your role?

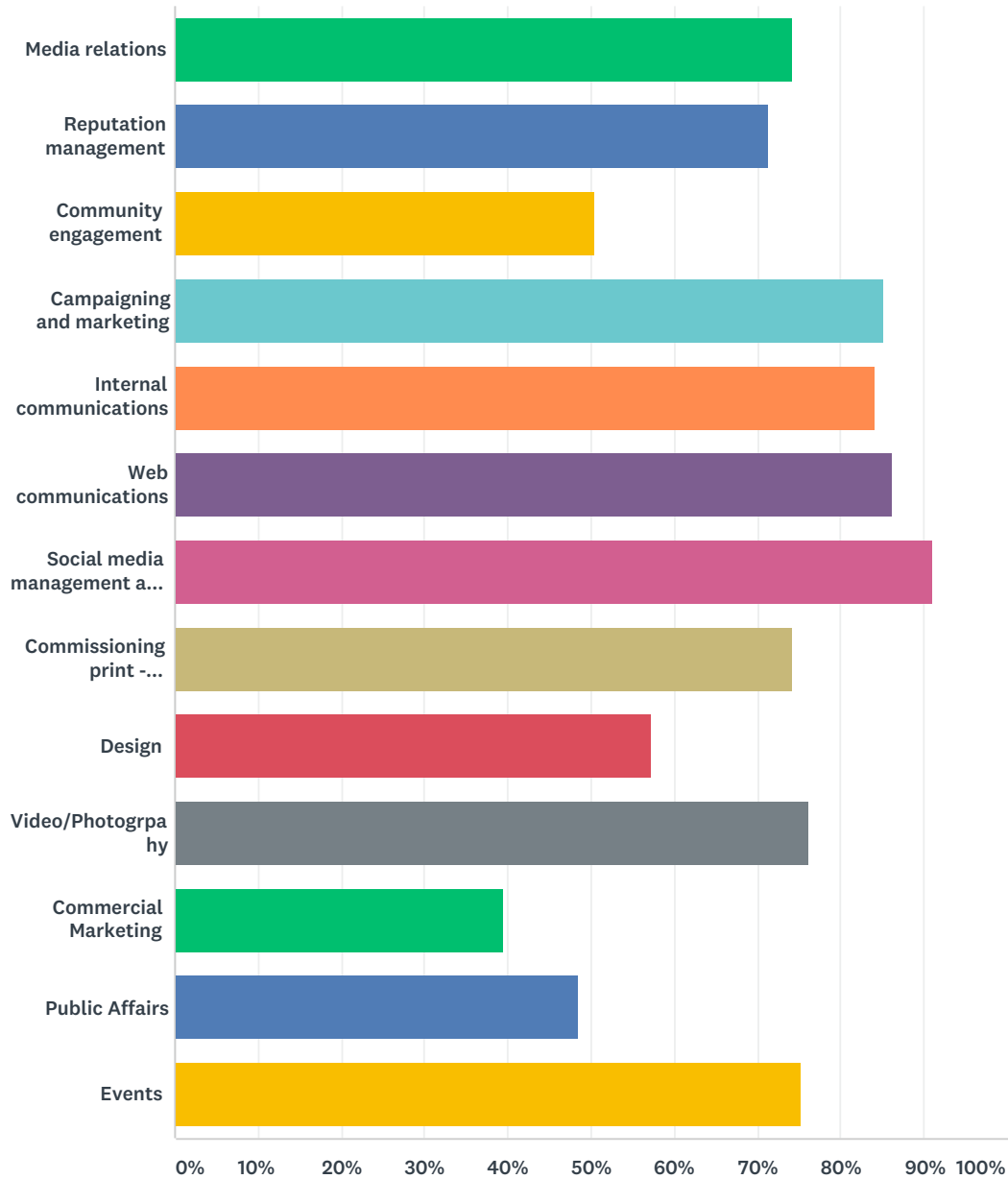
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Director/head of	17.82%	18
Manager/senior manager	28.71%	29
Officer/team member/advisor/executive/assistant	53.47%	54
TOTAL		101

Q6 Which communications functions are you expected to deliver in your role?

Answered: 101 Skipped: 0

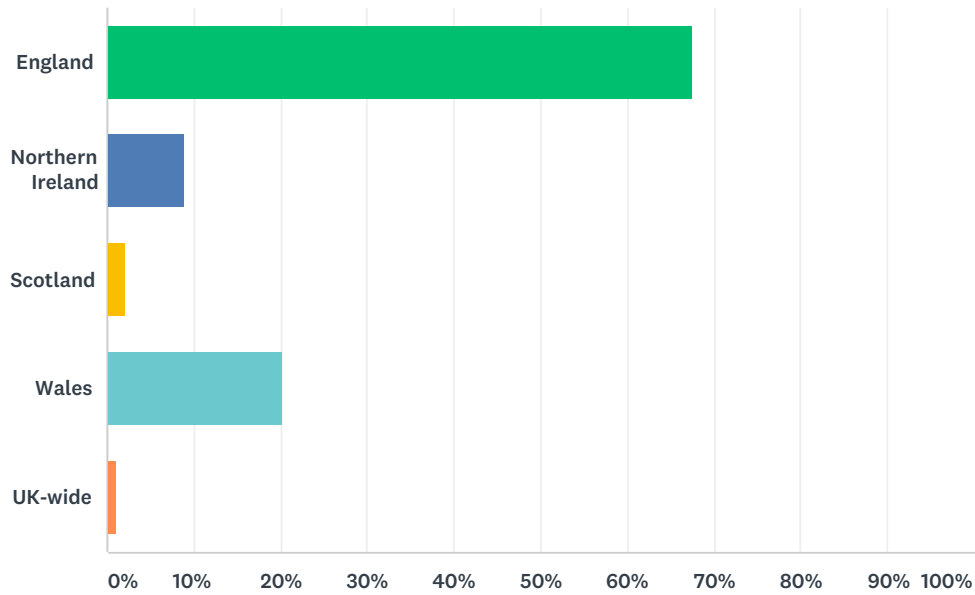


ANSWER CHOICES	RESPONSES	
Media relations	74.26%	75
Reputation management	71.29%	72
Community engagement	50.50%	51
Campaigning and marketing	85.15%	86
Internal communications	84.16%	85
Web communications	86.14%	87
Social media management and content	91.09%	92
Commissioning print - leaflets/newsletter etc	74.26%	75
Design	57.43%	58
Video/Photography	76.24%	77

Commercial Marketing	39.60%	40
Public Affairs	48.51%	49
Events	75.25%	76
Total Respondents: 101		

Q7 Where is your organisation based?

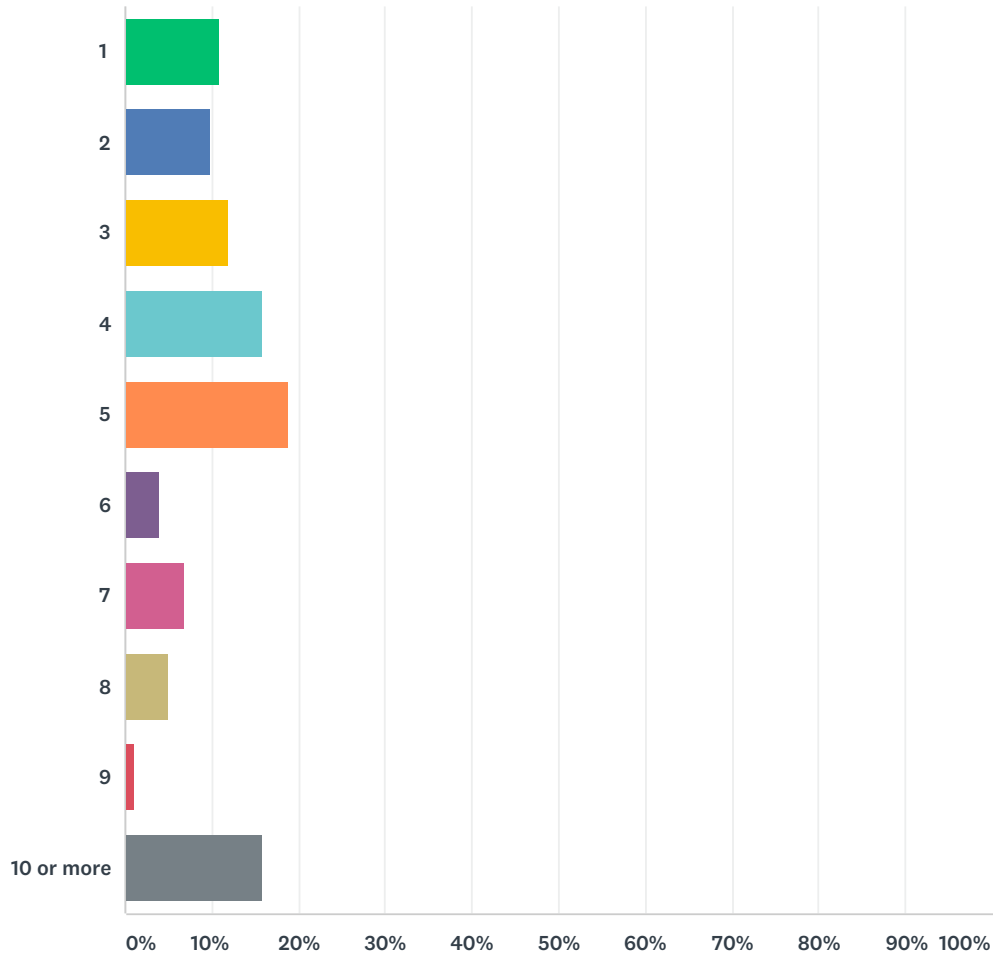
Answered: 99 Skipped: 2



ANSWER CHOICES	RESPONSES	
England	67.68%	67
Northern Ireland	9.09%	9
Scotland	2.02%	2
Wales	20.20%	20
UK-wide	1.01%	1
TOTAL		99

Q8 How many members of staff are employed in your communications team?

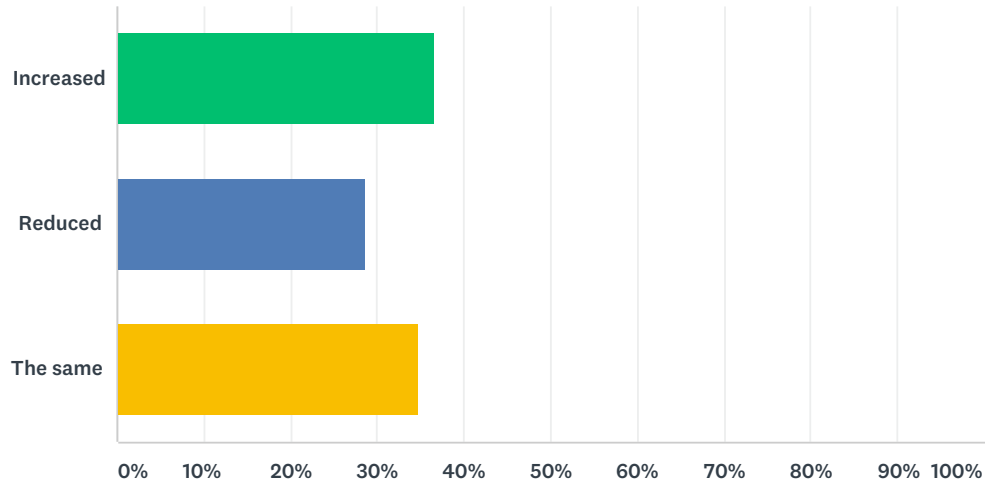
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
1	10.89%	11
2	9.90%	10
3	11.88%	12
4	15.84%	16
5	18.81%	19
6	3.96%	4
7	6.93%	7
8	4.95%	5
9	0.99%	1
10 or more	15.84%	16
TOTAL		101

Q9 In the past two years, has your communications team increased in size, reduced in size, or remained with the same number of staff?

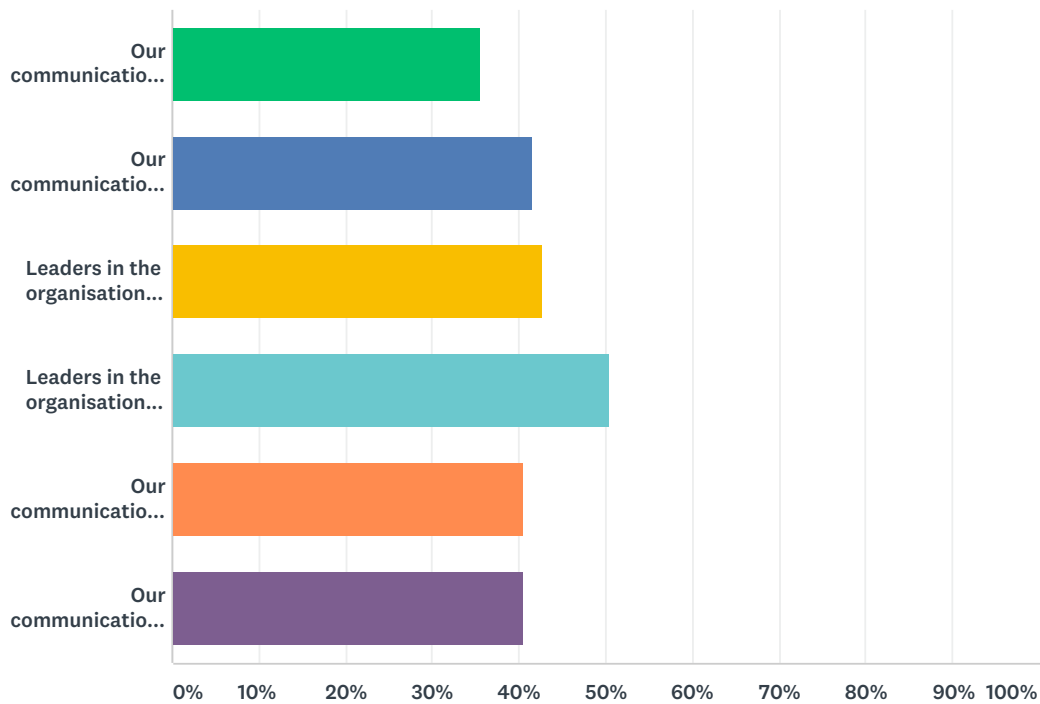
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES
Increased	36.63% 37
Reduced	28.71% 29
The same	34.65% 35
TOTAL	101

Q10 Which of these statements about your organisation do you agree with?

Answered: 101 Skipped: 0

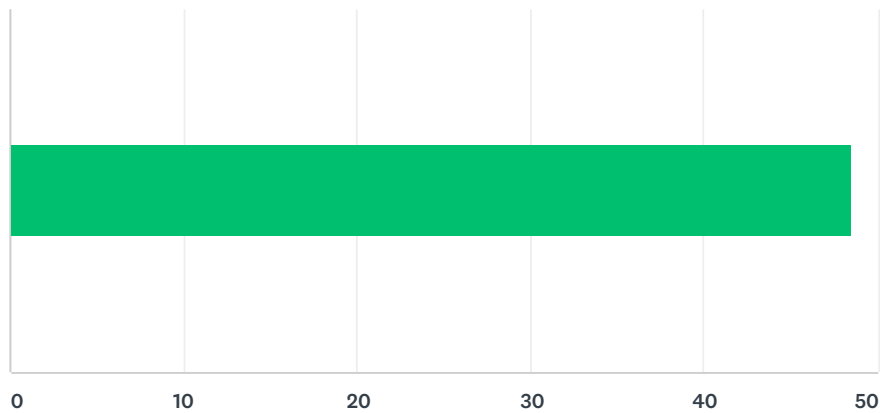


ANSWER CHOICES	RESPONSES
Our communications team is staffed properly	35.64% 36

Our communications team is understaffed	41.58%	42
Leaders in the organisation respect and value our work	42.57%	43
Leaders in the organisation underestimate our work	50.50%	51
Our communications activities link directly to a clear business plan	40.59%	41
Our communications activities are mainly reactive and unfocused	40.59%	41
Total Respondents: 101		

Q11 In your opinion, how seriously is communications taken by senior management in your organisation?

Answered: 100 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
		49	100
Total Respondents: 100			4,854

Q12 What most annoys you about your job in communications?

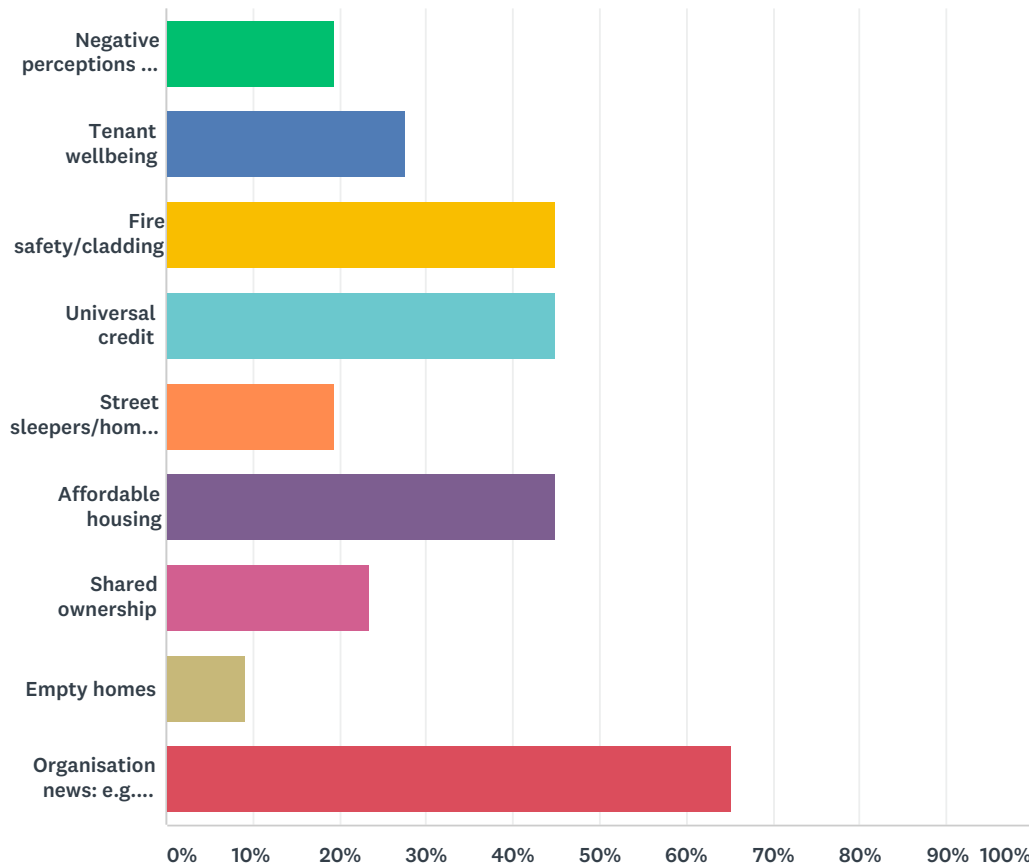
Answered: 93 Skipped: 8

Q13 What is the most rewarding thing about your job in communications?

Answered: 92 Skipped: 9

Q14 What subject areas do you think your communications team spent most time dealing with in 2017?

Answered: 98 Skipped: 3



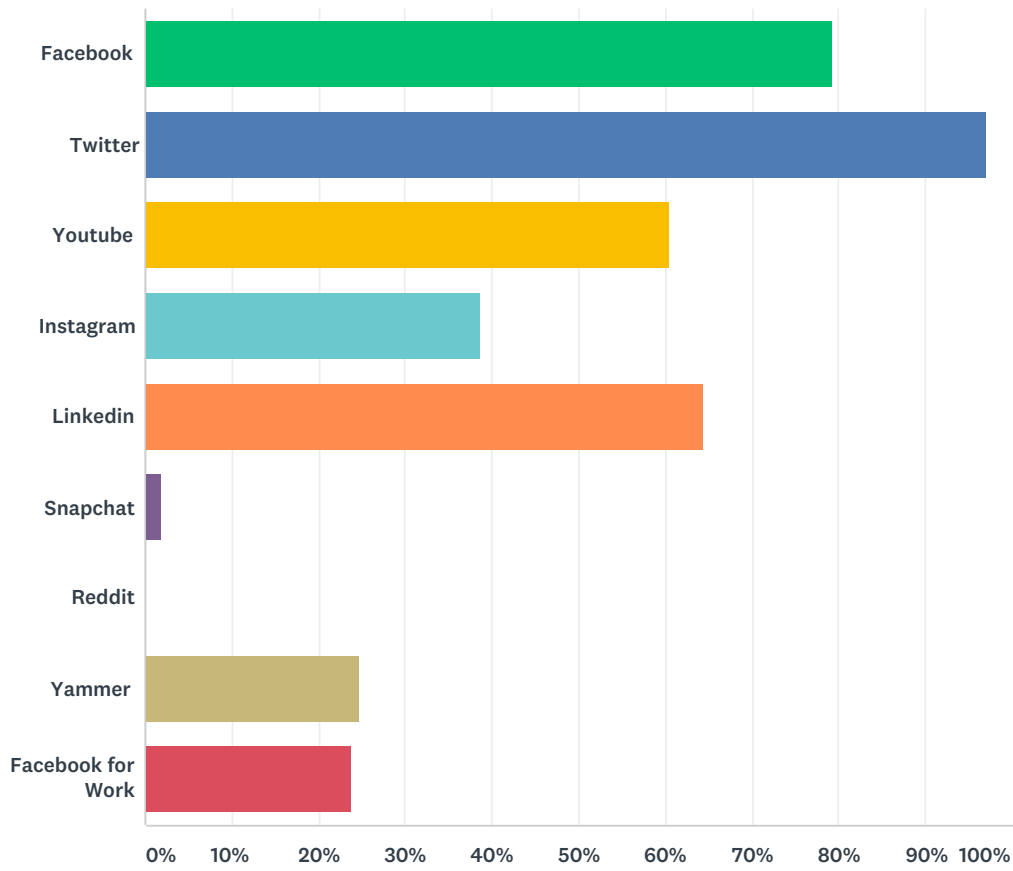
ANSWER CHOICES	RESPONSES	
Negative perceptions of tenants	19.39%	19
Tenant wellbeing	27.55%	27
Fire safety/cladding	44.90%	44
Universal credit	44.90%	44
Street sleepers/homelessness	19.39%	19
Affordable housing	44.90%	44
Shared ownership	23.47%	23
Empty homes	9.18%	9
Organisation news: e.g. mergers, new staff, innovation	65.31%	64
Total Respondents: 98		

Q15 What the will be priority 'hot issues' and themes for your organisation's communications in 2018?

Answered: 92 Skipped: 9

Q16 What social media channels do you use to communicate with stakeholders?

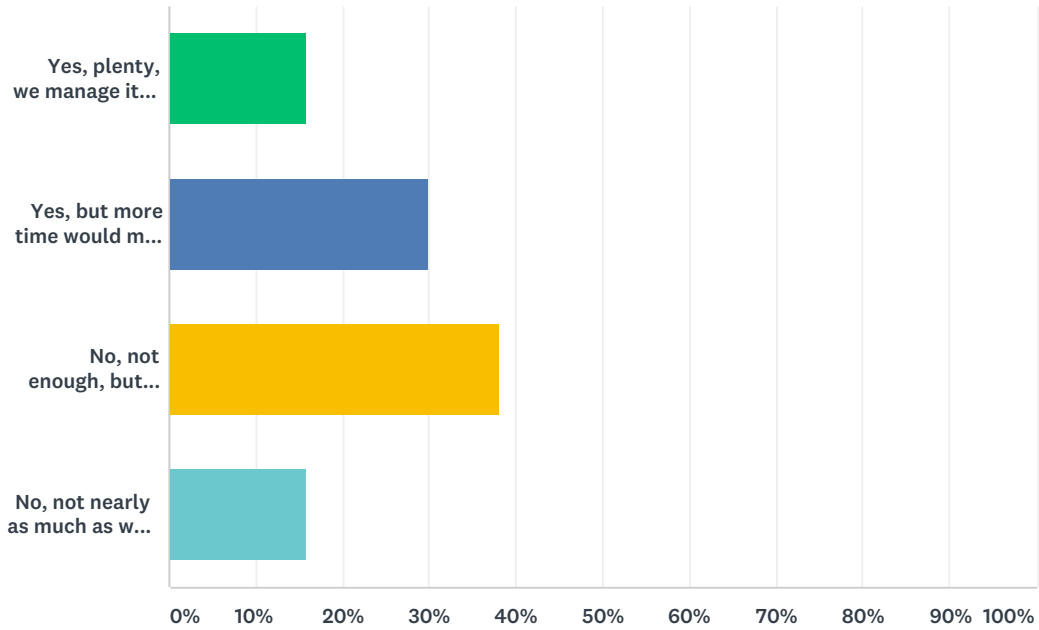
Answered: 101 Skipped: 0



ANSWER CHOICES	RESPONSES	
Facebook	79.21%	80
Twitter	97.03%	98
Youtube	60.40%	61
Instagram	38.61%	39
Linkedin	64.36%	65
Snapchat	1.98%	2
Reddit	0.00%	0
Yammer	24.75%	25
Facebook for Work	23.76%	24
Total Respondents: 101		

Q17 Do you feel your team has enough time to manage communities on social media?

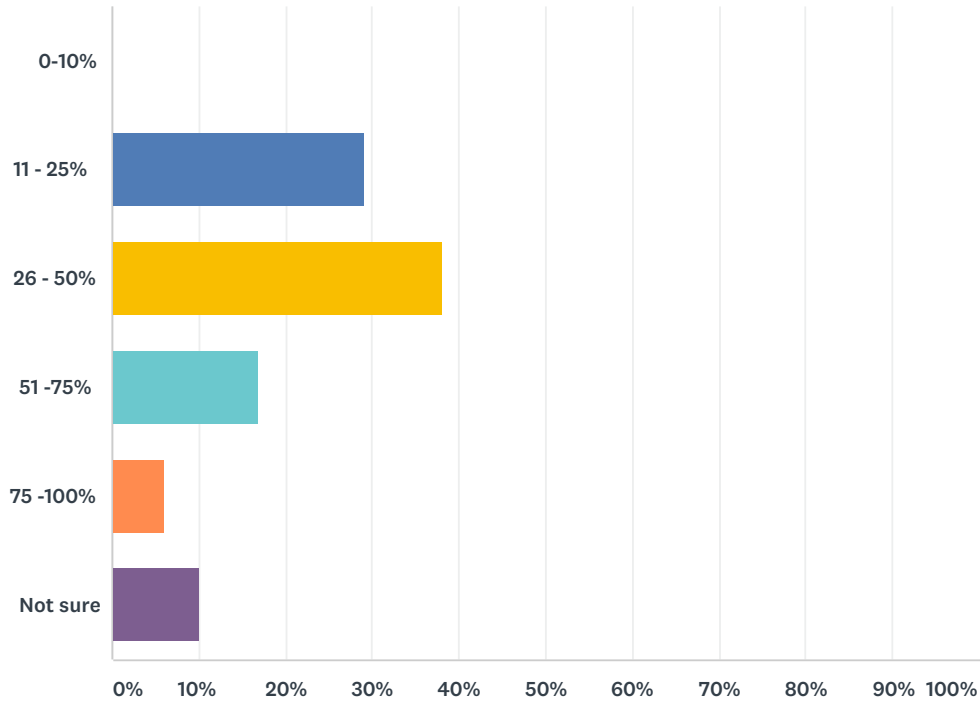
Answered: 100 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, plenty, we manage it well	16.00%	16
Yes, but more time would mean we'd do a better job	30.00%	30
No, not enough, but then we'd like more time to devote to other areas of comms too	38.00%	38
No, not nearly as much as we need to give it proper attention	16.00%	16
TOTAL		100

Q18 How much time SHOULD your team devote to social media?

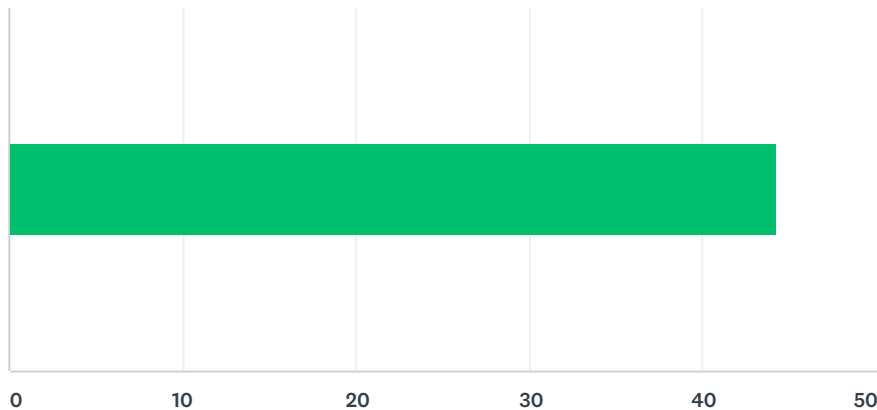
Answered: 100 Skipped: 1



ANSWER CHOICES	RESPONSES	
0-10%	0.00%	0
11 - 25%	29.00%	29
26 - 50%	38.00%	38
51 - 75%	17.00%	17
75 - 100%	6.00%	6
Not sure	10.00%	10
TOTAL		100

Q19 How would you rate the effectiveness of your social media content, overall?

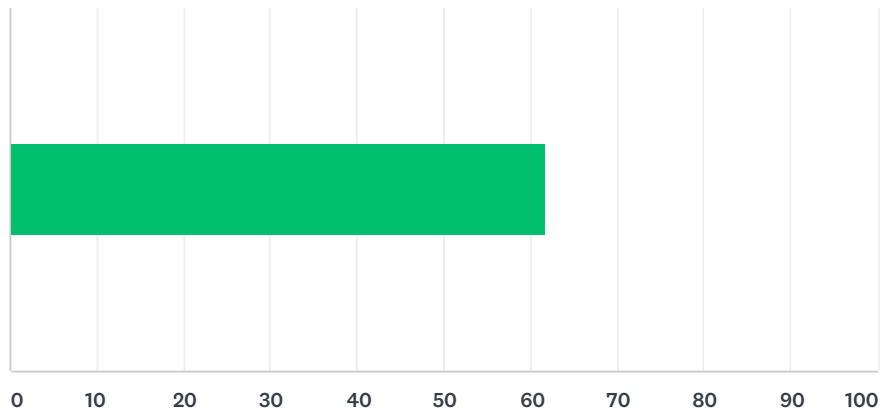
Answered: 100 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	44	4,423	100
Total Respondents: 100			

Q20 How would you rate the amount and quality of engagement you receive from tenants on your social media channels?

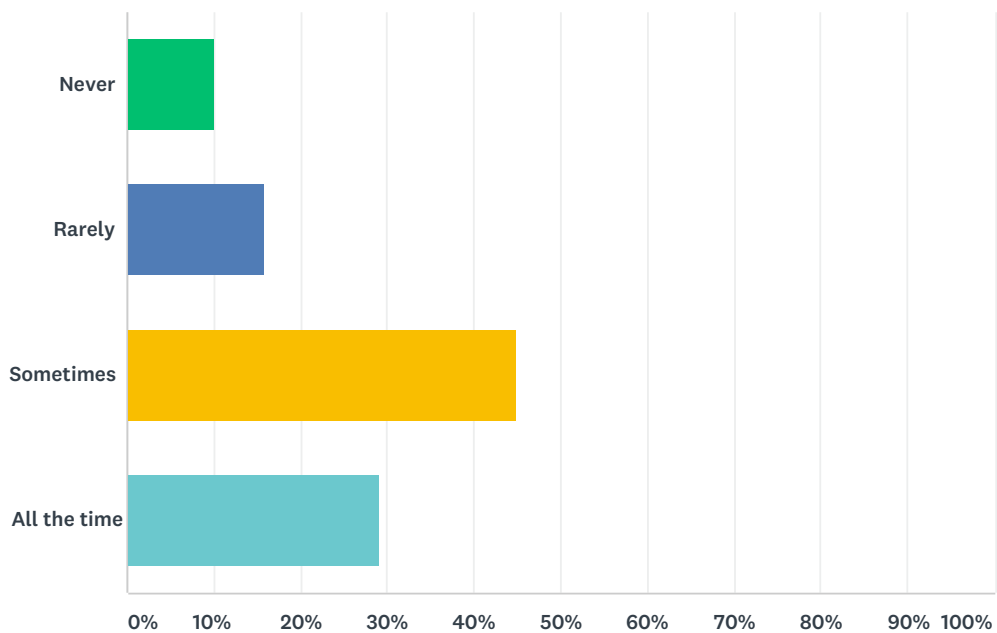
Answered: 100 Skipped: 1



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	62	6,170	100
Total Respondents: 100			

Q21 Do you engage with social media comments made to you which are antagonistic/rude/sweary?

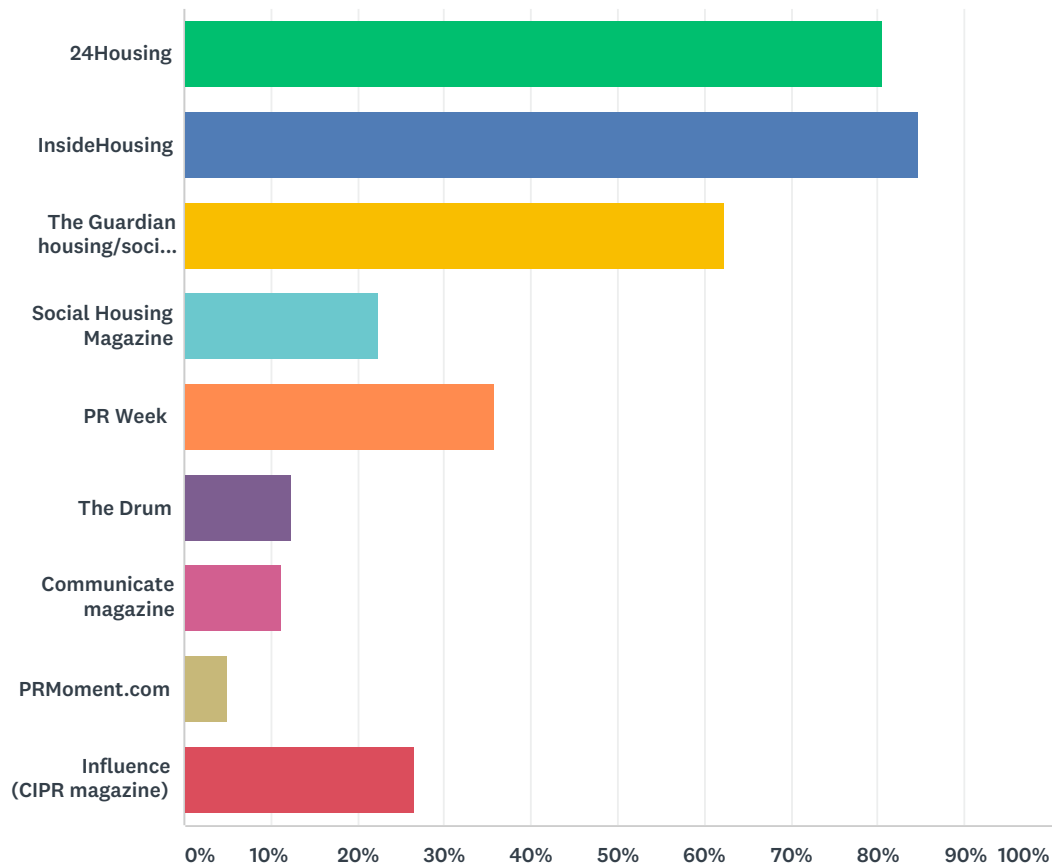
Answered: 100 Skipped: 1



ANSWER CHOICES	RESPONSES	
Never	10.00%	10
Rarely	16.00%	16
Sometimes	45.00%	45
All the time	29.00%	29
TOTAL		100

Q22 What comms-related or sector magazines, blogs and websites do you read most often?

Answered: 98 Skipped: 3

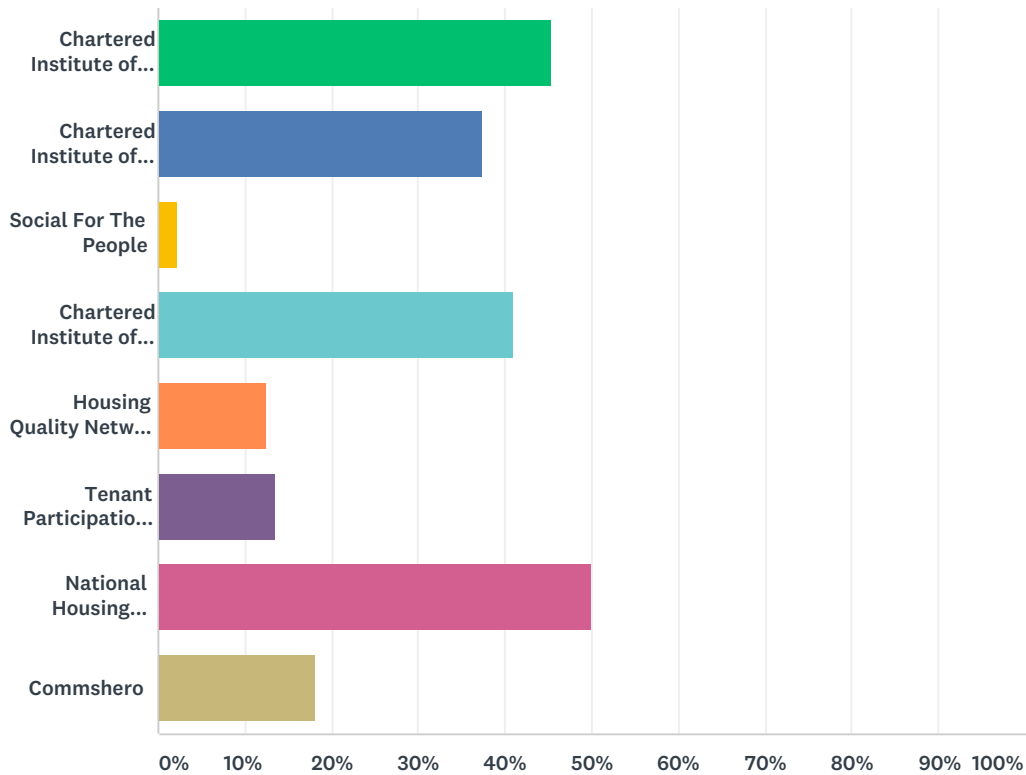


ANSWER CHOICES	RESPONSES	
24Housing	80.61%	79
InsideHousing	84.69%	83
The Guardian housing/society section	62.24%	61
Social Housing Magazine	22.45%	22
PR Week	35.71%	35
The Drum	12.24%	12
Communicate magazine	11.22%	11

PRMoment.com	5.10%	5
Influence (CIPR magazine)	26.53%	26
Total Respondents: 98		

Q23 Which organisation's professional development events and courses have you attended, or gained qualifications from?

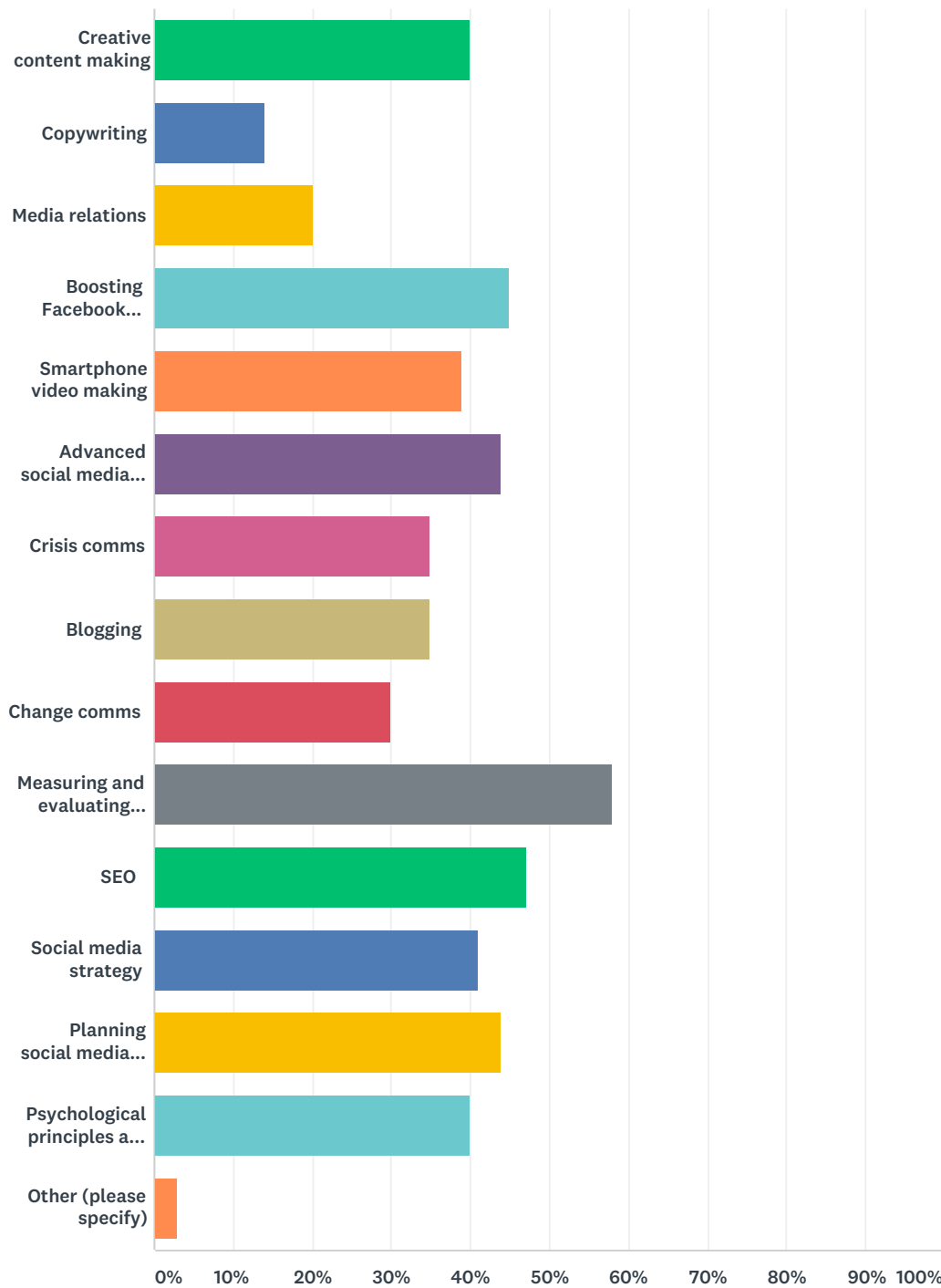
Answered: 88 Skipped: 13



ANSWER CHOICES	RESPONSES	
Chartered Institute of Public Relations (CIPR)	45.45%	40
Chartered Institute of Marketing (CIM)	37.50%	33
Social For The People	2.27%	2
Chartered Institute of Housing (CIH)	40.91%	36
Housing Quality Network (HQN)	12.50%	11
Tenant Participation Advisory Service (TPAS)	13.64%	12
National Housing Federation	50.00%	44
Commshero	18.18%	16
Total Respondents: 88		

Q24 What are the skills your comms team needs to develop?

Answered: 100 Skipped: 1



ANSWER CHOICES	RESPONSES	
Creative content making	40.00%	40
Copywriting	14.00%	14
Media relations	20.00%	20
Boosting Facebook engagement	45.00%	45
Smartphone video making	39.00%	39
Advanced social media skills	44.00%	44

Crisis comms	35.00%	35
Bloggng	35.00%	35
Change comms	30.00%	30
Measuring and evaluating communications	58.00%	58
SEO	47.00%	47
Social media strategy	41.00%	41
Planning social media campaigns	44.00%	44
Psychological principles and nudge theory	40.00%	40
Other (please specify)	3.00%	3
Total Respondents: 100		

Q25 Have you any comments, stories or observations on communications in the housing sector you'd like to share? You can comment anonymously, or leave your name and email address if you'd like to be named as the source of your comments (which will be considered for inclusion in the survey analysis).

Answered: 24 Skipped: 77