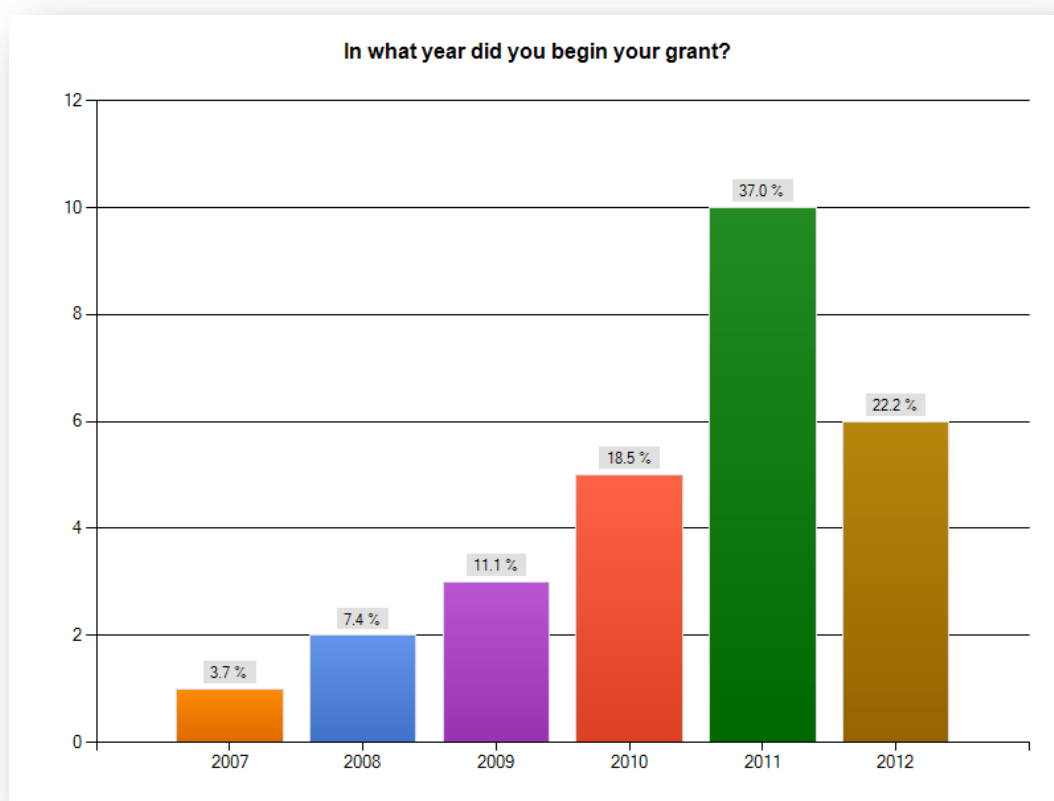


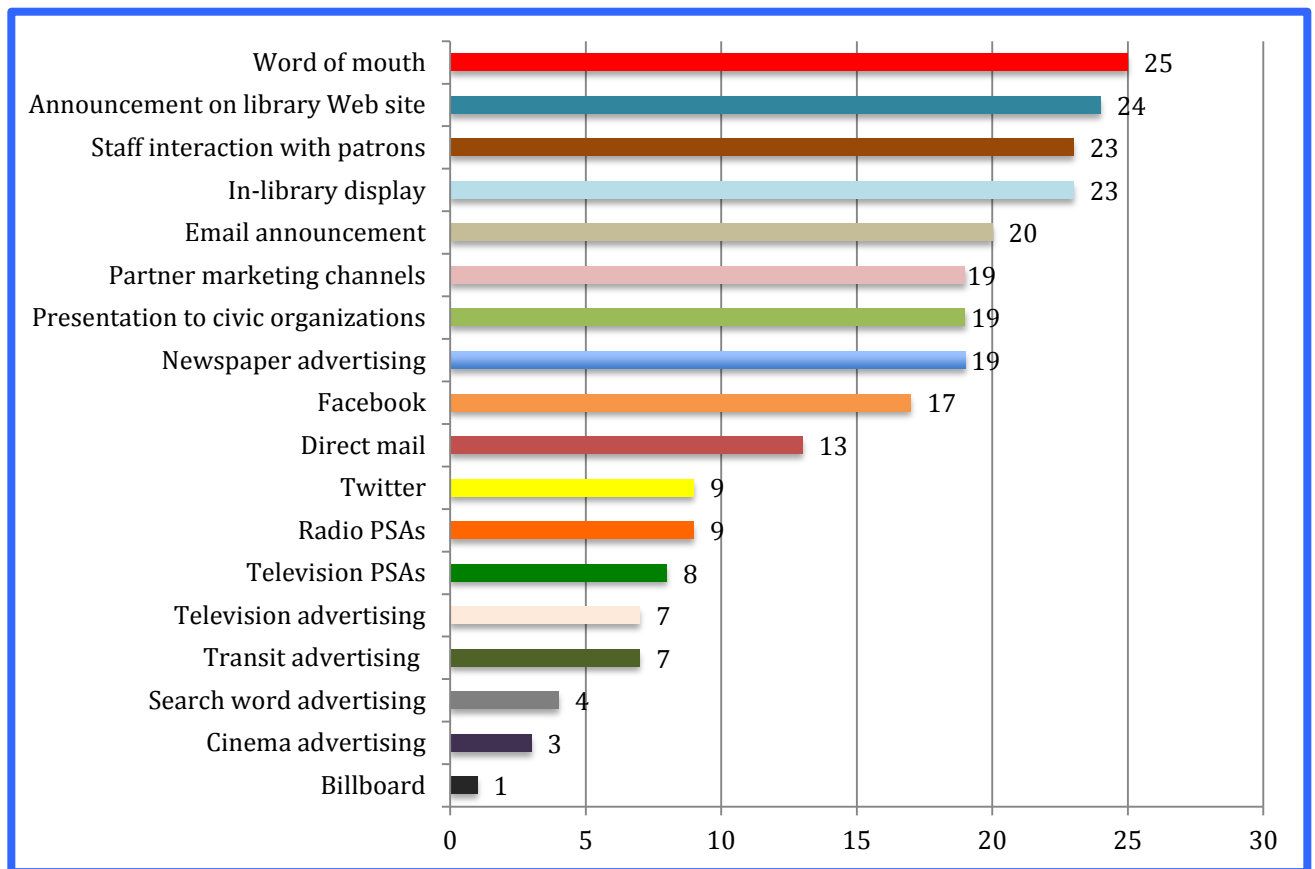


*Fast Facts Survey: Promotional Methods That Work (2012)* was released to listserv participants on Thursday, June 14. Respondents were asked to respond by June 19. Twenty-seven grantees completed the survey. The majority (59.2%) of the respondents are recent grant recipients, having received their grants in 2011 (37%) and 2012 (22.2%).



Most of respondents have submitted their interim report (77.8%). Many (66.7%) have submitted a final report on their grant projects.

Traditional word-of-mouth marketing was identified as one of the most effective methods for reaching target audiences. The following promotional formats were selected as either *moderately* or *very* effective methods used by respondents. Similarly, staff interaction with patrons was also identified as effective. These personal methods continue to lead the way for program promotional activities.



[Note: respondents rated each tool that they used in their promotional activities.]

Reflecting a growing national adoption of social media tools, respondents reported Facebook (48.1%) and Twitter (30.8%) proved to be moderately effective tools in reaching target audiences. According to the Pew Internet & American Life research, “As of February 2012, 66% of online adults use social networking sites.”<sup>1</sup>

<sup>1</sup> Brenner, J. (2012, March 29). *Pew Internet: Social Networking*. Retrieved from <http://pewinternet.org/Commentary/2012/March/Pew-Internet-Social-Networking-full-detail.aspx>