

# Where Does PR Stand on Paid Social Media?


Nonprofits also are delving into paid social media. **Golden Gate National Parks Conservancy** started budgeting for Facebook ads in 2013, and now devotes about 20 percent of its overall media spending to such ads, said Veda Banerjee, director of communications and digital marketing. “Facebook ads help drive traffic to your various events,” she said. For instance, 70 percent of those attending a recent event promoting the nonprofit’s younger member-

ship learned about the event via Facebook ads. To convince C-suite managers to fund social media advertising, “keep the senior team abreast of shifts in how people are getting information,” Banerjee said. “Putting in a little budget to social ads can actually show results.” ■

**CONTACT:** Veda Banerjee, [vbanerjee@parksconservancy.org](mailto:vbanerjee@parksconservancy.org); Dave Prodan, [dprodan@worldsurfleague.com](mailto:dprodan@worldsurfleague.com)


## What’s Your Take on Spending on Social Media Ads?

**1.** How long have you been a PR professional?



1-5 years:	30%
6-10 years:	21%
11-20 years:	20%
More than 20 years:	25%
I do not work in PR:	4%

**3.** Do you buy Facebook ads as part of your communications programs?




Yes	51%
No	49%

**3a.** If you answered yes to question 3, are you satisfied with the results of your Facebook ads?

Yes	42%
No	10%
Somewhat satisfied	48%

**5.** How would you rate the organic reach of your free posts on Facebook, compared to last year?




Better than last year - we are reaching more of our target audience with our free Facebook posts	25%
The same	27%
Somewhat worse than last year	19%
Much worse than last year	15%
I do not know	7%
I do not use Facebook for brand communications	7%

**2.** Which social platforms and apps do you use for your communications efforts? (select all that apply).

Facebook	94%
Twitter	95%
Instagram	56%
Snapchat:	6%
LinkedIn:	81%
Pinterest	38%
Periscope	14%
Vine	8%
Tumblr	8%
Reddit	4%
Google+	42%
WhatsApp	5%
Medium	3%

**4.** Do you pay for boosted posts on Facebook as part of your communications programs?




Yes	52%
No	48%

**4a.** If you answered yes to question 4, are you satisfied with the results of your boosted posts?


Yes	44%
No	7%
Somewhat satisfied	49%

**6.** Do you use Facebook Page Insights to analyze engagement with your posts?



Yes	75%
No	25%

**8.** Do you buy promoted tweets for your communications programs?



Yes	20%
No	80%


**8a.** If you answered yes to question 8, are you satisfied with the results of your promoted tweets?

Yes	34%
No	24%

**7.** Do you buy Twitter ads as part of your communications programs?


Yes	19%
No	81%

**7a.** If you answered yes to question 7, are you satisfied with the results of your Twitter ads?



Yes	32%
No	27%
Somewhat satisfied	41%

**9.** Do you use Twitter Analytics to measure engagement with your tweets?



Yes	56%
No	44%

**Total responses: 232** Source: PR News, July 2015

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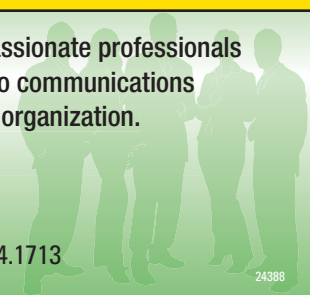
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**Entry Deadline: Sept. 4 | Late Deadline: Sept. 11**

Winners will be honored on December 9, 2015 in D.C.

**Questions?** Rachel Scharmman | [rscharmman@accessintel.com](mailto:rscharmman@accessintel.com) | 301.354.1713



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