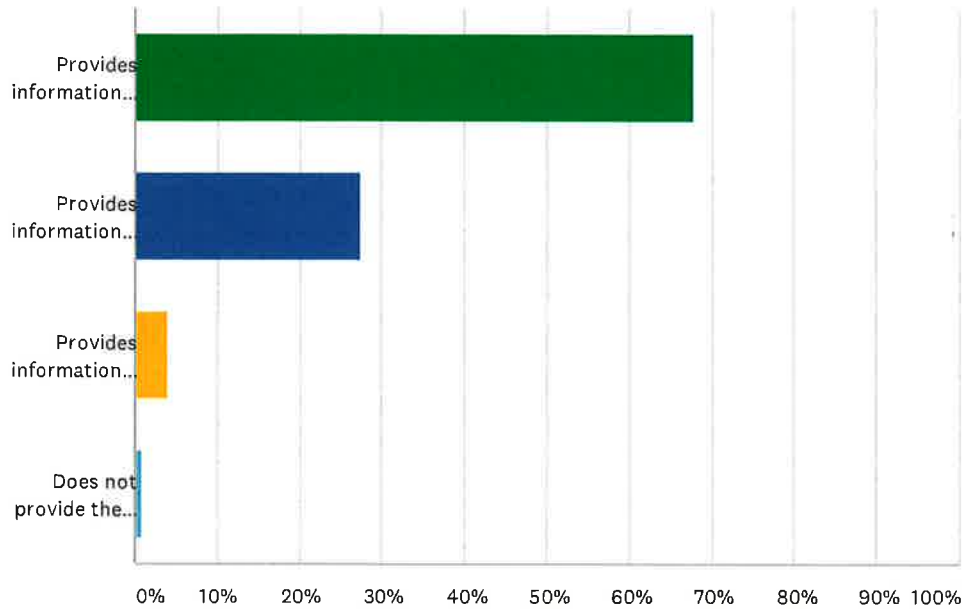


2021 COMMUNICATIONS SURVEY

Q1 Please select the answer choice that best describes your opinion/impression of communication received from the Greater Hall Chamber. The communication I receive from the Greater Hall Chamber...

Answered: 255 Skipped: 0

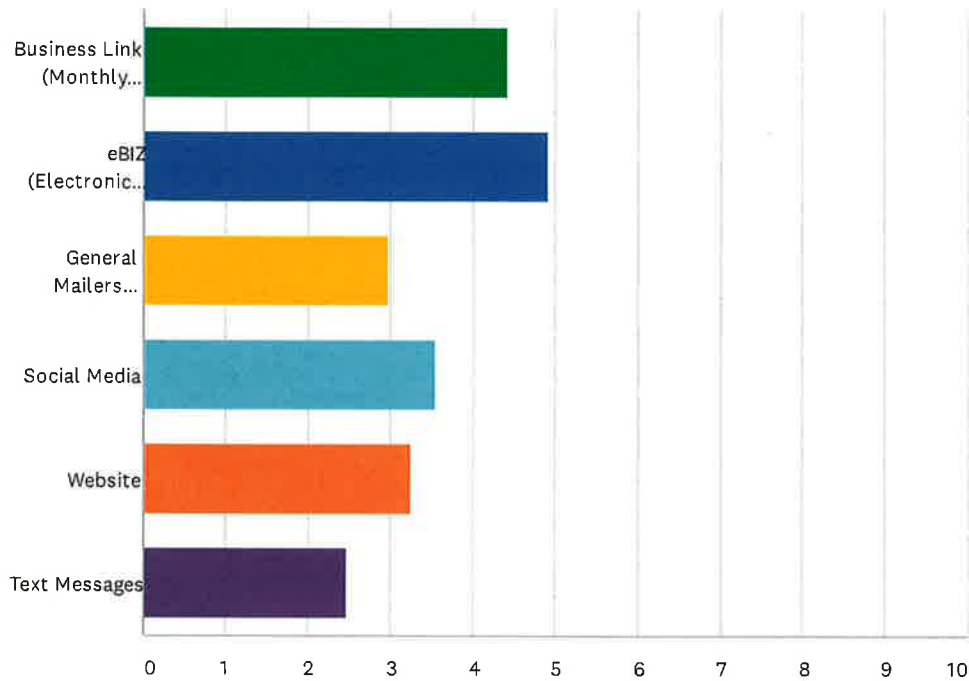


ANSWER CHOICES	RESPONSES	
Provides information that keeps me fully informed.	67.84%	173
Provides information that keeps me adequately informed.	27.45%	70
Provides information that keeps me somewhat informed.	3.92%	10
Does not provide the information I need to stay informed (I am uninformed).	0.78%	2
TOTAL		255

2021 COMMUNICATIONS SURVEY

Q2 Please rank the following methods of communication in order from your most preferred to least preferred method of communication (with 1 being your most preferred and 6 being your least preferred).

Answered: 255 Skipped: 0

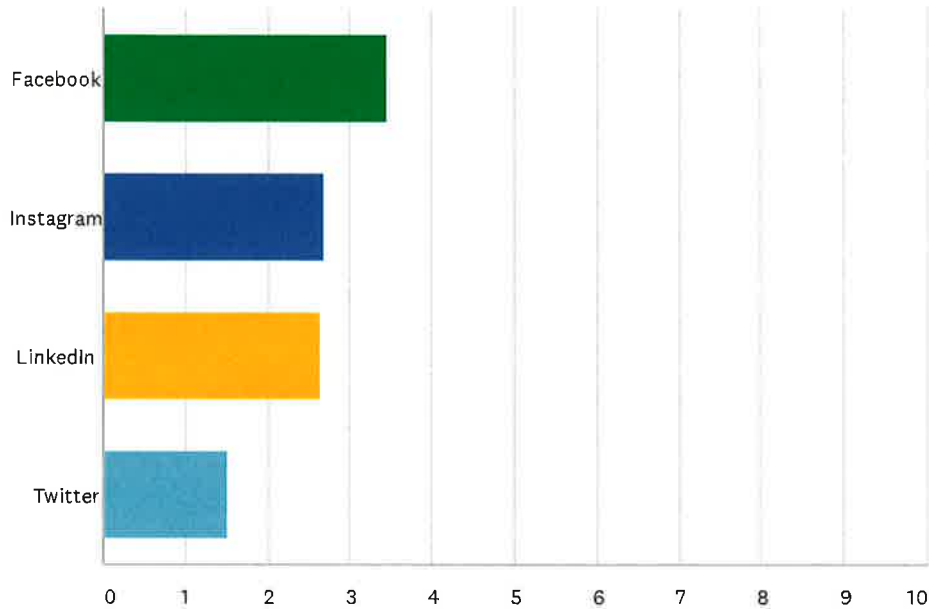


	1	2	3	4	5	6	N/A	TOTAL	SCORE
Business Link (Monthly newsletter)	24.31% 62	30.98% 79	16.86% 43	14.12% 36	6.67% 17	3.92% 10	3.14% 8	255	4.42
eBIZ (Electronic newsletter)	48.63% 124	20.78% 53	9.02% 23	9.80% 25	7.06% 18	1.96% 5	2.75% 7	255	4.91
General Mailers (Printed monthly mailings)	4.31% 11	10.98% 28	22.35% 57	18.82% 48	20.00% 51	19.61% 50	3.92% 10	255	2.98
Social Media	11.76% 30	15.69% 40	19.22% 49	23.14% 59	16.08% 41	9.41% 24	4.71% 12	255	3.53
Website	3.92% 10	15.29% 39	21.96% 56	23.14% 59	24.71% 63	8.24% 21	2.75% 7	255	3.24
Text Messages	7.06% 18	5.88% 15	9.41% 24	8.63% 22	15.69% 40	35.29% 90	18.04% 46	255	2.46

2021 COMMUNICATIONS SURVEY

Q3 Please rank the following social media platform(s) in order from most useful to least useful (with 1 being the most useful and 4 being the least useful).

Answered: 255 Skipped: 0

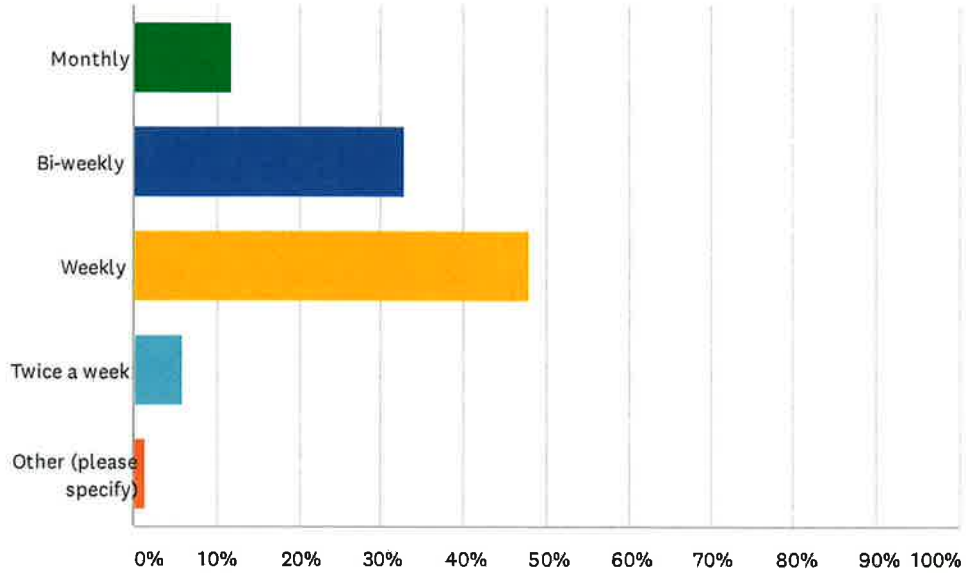


	1	2	3	4	N/A	TOTAL	SCORE
Facebook	49.02% 125	30.20% 77	3.92% 10	2.75% 7	14.12% 36	255	3.46
Instagram	13.33% 34	32.55% 83	25.49% 65	7.06% 18	21.57% 55	255	2.67
LinkedIn	26.67% 68	14.12% 36	29.80% 76	13.33% 34	16.08% 41	255	2.64
Twitter	1.57% 4	6.67% 17	16.47% 42	43.53% 111	31.76% 81	255	1.51

2021 COMMUNICATIONS SURVEY

Q4 How frequently do you want to hear from the Greater Hall Chamber about news and upcoming events?

Answered: 255 Skipped: 0



ANSWER CHOICES	RESPONSES	
Monthly	11.76%	30
Bi-weekly	32.94%	84
Weekly	47.84%	122
Twice a week	5.88%	15
Other (please specify)	1.57%	4
TOTAL		255

2021 COMMUNICATIONS SURVEY

Q5 Please provide any additional feedback or suggestions that will help us communicate with you more effectively.

Answered: 81 Skipped: 174

#	RESPONSES	DATE
1	I go on your webpage and check the events. I think you provide a variety of programs and updates. I just need to be more proactive in attending more events.	6/8/2021 9:22 PM
2	I'm grateful for the Chamber and all that you do for businesses in Hall County! Please consider taking suggestions for trainings from members so that we cover a broader range of business needs. Perhaps, add a top 3 training needs area to new membership process.	6/7/2021 11:19 AM
3	I enjoy the reminders after I have scheduled to attend an event.	6/4/2021 7:02 AM
4	email or Instagram posts are more likely to get my attention.	6/3/2021 10:37 AM
5	I am a very busy person and on the road lots, so quick emails/texts work best for me.	6/3/2021 10:30 AM
6	I like the paper mailers. With enewsletters mine normally end up in the spam.	6/3/2021 9:33 AM
7	Thanks for asking for input to keep a balance between being informed vs getting too many emails.	6/2/2021 10:24 PM
8	Although I'm an active user of Social Media, I don't use it for GHCC	6/2/2021 1:13 PM
9	Love the electronic emails and newsletters. Mailers just seem to me outdated and a waste of resources.	6/2/2021 9:21 AM
10	Thank you for keeping me informed and for all you do!	6/1/2021 3:28 PM
11	Always great information!	6/1/2021 3:05 PM
12	Whether we're in the middle of a Pandemic or not, always have available a Zoom for meetings. We are doing that for our own company.	6/1/2021 1:51 PM
13	Email updates would be great.	6/1/2021 12:28 PM
14	I've ranked eNews as the preferred communication method, but these always go to my junk/spam folder.	6/1/2021 12:13 PM
15	I think you are doing a great job. I especially enjoy the emails from the chamber.	6/1/2021 12:02 PM
16	I really enjoy the informative monthly newsletters!	6/1/2021 11:58 AM
17	I like that you send multi-channel notifications. Using mailers, newsletters, web and social media channels. Great work.	6/1/2021 11:36 AM
18	I appreciate the Chamber keeping us informed of upcoming events and new developments.	6/1/2021 11:23 AM
19	I think it is great that you all want to market via social media but definitely don't solely depend on that. I used to be on social media and actually pulled off of all social media platforms last year and have found numerous people my age (mid-40s) that are following the same trend. So though younger generations are still heavy on social media, many are pulling away from it. I like the emails that you all send out. They grab my attention and drive me to your website to check out more information about your upcoming events.	6/1/2021 11:07 AM
20	I think that the Chamber is doing a great job, even during COVID, but looking forward to opening up for more activities.	6/1/2021 10:32 AM
21	Electronic is better. save trees and money by not mailing things out. If we don't want to read the email when we get it, we can save it and look at it later - or go to the website. Much easier to share with others when there is something relevant to share also.	6/1/2021 10:10 AM
22	Is there still a "welcome wagon" type organization here in town? If not, that would be a great	6/1/2021 10:03 AM

2021 COMMUNICATIONS SURVEY

committee for the Chamber to add. I would be interested in helping form. Since I'm a realtor I have so many clients reach out looking for new to the area type resources-I love the opportunity to connect but just thinking of those newcomers which don't have this option? Just a thought

23	Electronic is better than print.	6/1/2021 10:01 AM
24	Love the chamber and all the involvement of all chamber staff.	6/1/2021 9:59 AM
25	Looking forward to meeting everyone at the Hall County Chamber and participating in events.	6/1/2021 9:59 AM
26	I think weekly newsletters go a long way in keeping some business present in your mind. Out of sight out of mind is true after all. But so is the opposite. Every issue doesn't have to be groundbreaking, but just something interesting that fits the theme of how you'd like to be identified as. For me it's a sort of consistent upkeep of the mental-model of how I normally think of any business.	6/1/2021 9:57 AM
27	WhatsApp group great communication tool can be muted for people that is always busy and you can receive instant communication on your phone who doesn't want to participate they can opt out if this communication and read email or social media etc	6/1/2021 9:55 AM
28	So far, the methods being utilized at this point have been informing to me.	6/1/2021 9:53 AM
29	Reminders the day before events are nice, especially those we are registered for. Bi-weekly emails with news and upcoming events are ideal in my opinion.	6/1/2021 9:53 AM
30	Include a link on the e-newsletter for upcoming community events/volunteer opportunities.	6/1/2021 9:53 AM
31	Keep up the great work!	6/1/2021 9:51 AM
32	Thank you!	6/1/2021 9:50 AM
33	I would love participate in more surveys to understand what our peers are doing to combat talent challenges, I would also love to receive updates about emerging new companies entering the market (employee count, industry, location, etc...).	5/28/2021 1:51 PM
34	I haven't been involved with the GHC for long, but I feel the communication is extremely clear! I'm thankful for Kara and Christen!	5/27/2021 11:09 AM
35	N/A	5/27/2021 9:11 AM
36	Love the Zoom sessions!	5/27/2021 9:05 AM
37	Y'all are great	5/26/2021 6:58 PM
38	Would be nice for an upcoming events text that lays out the week so can better prepare and make time to join.	5/26/2021 6:47 PM
39	Hall County Chamber and their crew is the best!	5/26/2021 3:32 PM
40	More pre-event communication with options to sign up digitally.	5/26/2021 3:05 PM
41	We have an awesome chamber of commerce!	5/26/2021 12:23 PM
42	I absolutely love the amount of communication that the chamber provides its members. It's keeps me informed without feeling overwhelmed with so many notifications or updates. Whenever I call the chamber, I am always greeted kindly and experience great customer service! Thank you for all that you do!	5/26/2021 12:11 PM
43	I love the volume, information, and topic coverage that is being disseminated currently in the community. I feel involved, engaged, and most importantly, informed.	5/26/2021 11:39 AM
44	Excellent communication already, love seeing more of a Social Media presence of the Chamber online! Keep up the good work!	5/26/2021 11:37 AM
45	Great job!	5/26/2021 8:12 AM
46	Email is most effective communications and meeting announcement tool.	5/25/2021 8:24 PM
47	N/A	5/25/2021 4:14 PM
48	I think that the chamber does an excellent job for the community!	5/25/2021 3:39 PM

2021 COMMUNICATIONS SURVEY

49	Ways to volunteer by category	5/25/2021 3:06 PM
50	While I like getting the general mailers, if I have access to the information in the mailer format, I can print them myself. I like that format to use when encouraging others to attend events.	5/25/2021 2:07 PM
51	Thanks for all the good work!	5/25/2021 1:46 PM
52	You guys are the best. I am very thankful for the strength of our Chamber and you guys represent us SO well. Thank you!	5/25/2021 1:35 PM
53	The communications that come to me mail, email, social media are great for planning and reminders. For me the web page is most useful for checking and to make sure my understanding is correct. Without the other communication I would probably miss events, but the web site is the "authoritative" conformation of facts.	5/25/2021 1:06 PM
54	Communications are good — not much room for improvement.	5/25/2021 12:55 PM
55	Reminder emails for events the day before are helpful, especially the ones in which we are registered to attend, maybe to all members for those that do not require a registration.	5/25/2021 12:41 PM
56	I don't use social media except for LinkedIn and not interested in any other social media formats.	5/25/2021 12:30 PM
57	None	5/25/2021 11:37 AM
58	All is great	5/25/2021 11:00 AM
59	Thanks for all you do in the community - I am grateful for all you do!	5/25/2021 10:42 AM
60	Absolutely love being able to get back to in person meetings, nothing better than seeing everyone!	5/25/2021 10:21 AM
61	More emails showing what meetings are taking place each week at the Chamber or that are Chamber related events offsite.	5/25/2021 10:01 AM
62	Great job!	5/25/2021 9:54 AM
63	Short and impactful is best.	5/25/2021 9:48 AM
64	Do a great job!	5/25/2021 9:43 AM
65	Great programs, and terrific staff. Thank you for continuing to provide quality business connections during this difficult past year. Emailed updates work best for us.	5/25/2021 9:39 AM
66	My most preferred form of communication is email.	5/25/2021 9:35 AM
67	You all are a very unique CC. I really appreciate your community improvement focus.	5/25/2021 9:33 AM
68	Thanks for communicating so well. We love knowing what is going on and when events are upcoming.	5/25/2021 9:28 AM
69	You all do a great job of communicating about events and webinars that you have available. I am so grateful for the great job you all do!!	5/25/2021 9:24 AM
70	The chamber staff is amazing and all work very hard. Thank you	5/25/2021 9:22 AM
71	I'm good with it.	5/25/2021 9:21 AM
72	Kara is the best!	5/25/2021 9:21 AM
73	Our Chamber staff does an EXCELLENT job! Thank you!	5/25/2021 9:16 AM
74	You all are doing a great job and we're glad to be a partner with GHCC!	5/25/2021 9:11 AM
75	More information on small businesses in the area could help raise awareness for the organizations that really need exposure.	5/25/2021 9:08 AM
76	Your communications is outstanding and I appreciate how well you make all events accessible to membership.	5/25/2021 9:07 AM
77	Keep up the good work	5/25/2021 9:06 AM
78	I think the Chamber does a good job keeping the community informed on what's going on.	5/25/2021 9:05 AM

2021 COMMUNICATIONS SURVEY

79	It is helpful when the eBiz subject line gives a lot of the details of an upcoming event. I think that the pictures on social media are great! As you advertise events that have been done in the past, it would be good to include pictures from past years - people like pictures.	5/25/2021 9:05 AM
80	I have really enjoyed the Zoom meetings, very good information provided. Chamber staff is great!	5/25/2021 9:04 AM
81	I just started. So far, so good.	5/25/2021 9:04 AM