SOCIAL MEDIA REPORT
A SURVEY OF COMMUNITY CENTER OF ST. BERNARD RESIDENT’S SOCIAL MEDIA USE

22 surveys were completed in our office as clients sign-in to gain access to our computer lab.

106 surveys were completed by members of the community during our food pantry distribution.

128 Total Surveyed

Do St. Bernard Residents use Social Media?

Do you think St. Bernard Residents use Social Media?

Asked only to Media Lab Participants

Only 1% of all residents surveyed found out about the center online.

Social Media Platforms Used

- MySpace: 66% of users
- Facebook: 26% of users
- YouTube: 17% of users
- Twitter: 14% of users
- Yahoo: 1%

“None of the above, computer illiterate...I have to check in at regular intervals”

— resident

Preferred use of Community Center Social Media

- Receive alerts on new donations at the Center: 26 users (23%)
- Invitations to Community Center events: 24 users (22%)
- Discuss St. Bernard Parish revival: 18 users (16%)
- Find out about new services provided at the Center: 22 users (20%)
- View photos taken around the Center: 15 users (13%)
- Meet other residents online: 7 users (6%)

*Source: A Portrait of Louisiana, 2009