

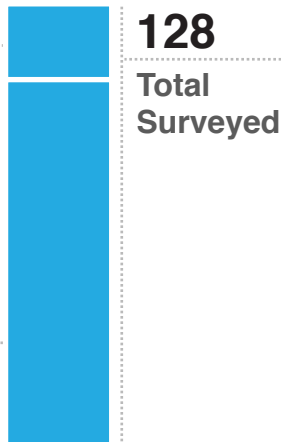
SOCIAL MEDIA REPORT

SEPT 2009

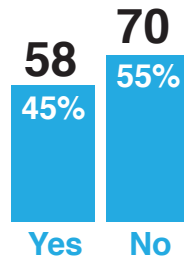
A SURVEY OF COMMUNITY CENTER OF ST. BERNARD RESIDENT'S SOCIAL MEDIA USE

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

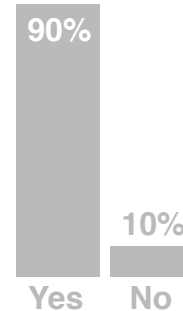
106 surveys were completed by members of the community during our food pantry distribution.



Do St. Bernard Residents use Social Media?



Do you think St. Bernard Residents use Social Media?
Asked only to Media Lab Participants



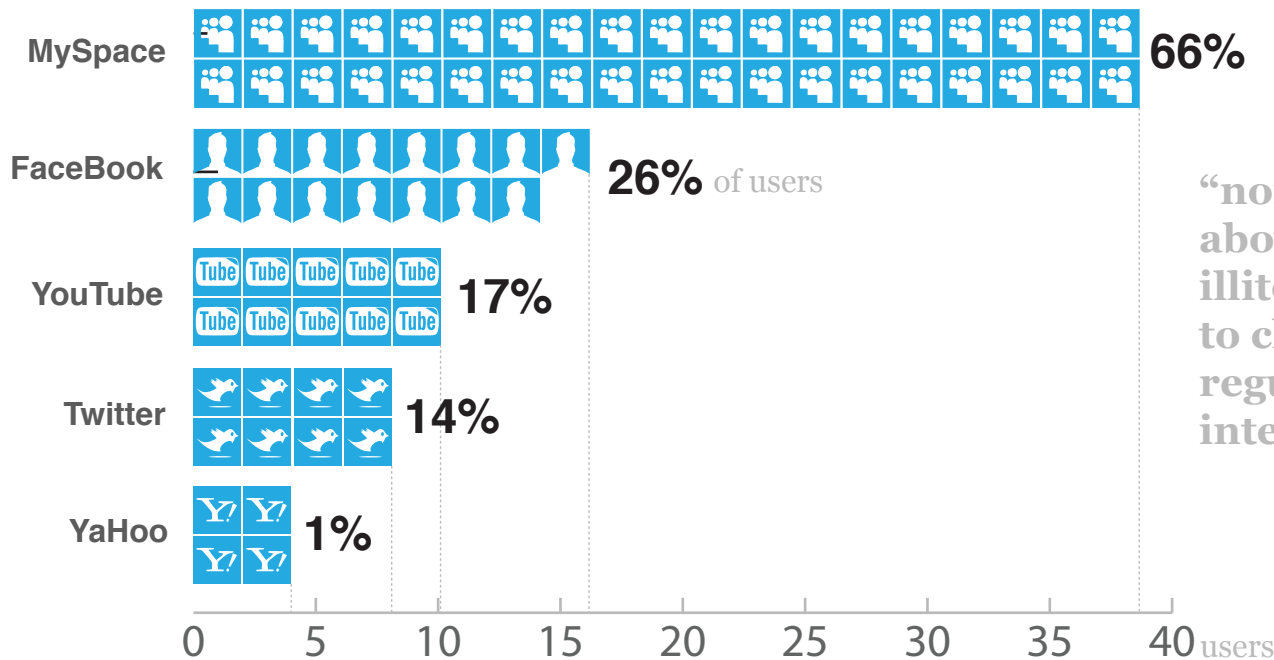
St. Bernard Parish*



33,439
Population
26,070
Median Earnings
69 yrs
Life Expectancy

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

Social Media Platforms Used



“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

22
20%

Discuss St. Bernard Parish revival

15
13%

Find out about new services provided at the Center

24
22%

View photos taken around the Center

18
16%

Meet other residents online

7
6%