



Social Media Survey Results - Comments

Does your company use social media as a way to inform and communicate with its customers? If not, do you plan on doing so within a year? Please explain the most important thing you've learned through your social media efforts.

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Builder	No	Yes	Frequent posts are important
Builder	Yes		Difficult in measuring success.
Builder	Yes		How fast and far word can spread! Customers telling other potential customers how they feel about a product.
Builder	Yes		It gives you the chance to hit all types of people...those that learn by watching...those that learn by listening...plus those that would simply like to watch and read...
Builder	Yes		It is certainly not the end all be all people expect. Also only customers thinking about buying a home look at it. I think they use it like customers use reviews to make another internet purchase.
Builder	Yes		Many people can be touched quickly.
Builder	Yes		We're able to track people linking to our web page and it's an easy way to keep potential customers updated.
Co-op/buying group	Yes		Social media does not fit the needs of all of our clients. There is a percentage of our customers who are very passionate about the use of social media and it's important to keep in front of them using these avenues. They demand its presence. Social Media doesn't replace the other means of communication but it is a valuable tool.
Mill sales	No	Yes	Haven't used it yet
Mill sales	No	Yes	keep in contact with the market, reply is positive
Mill sales	No	Yes	Only use LinkedIn

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Mill sales	No	Yes	That everyone is on some sort of Social Media
Mill sales	No	Yes	We are just in the beginning stages of exploring the uses and benefits of social media.
Mill sales	Yes		At this point social media appears to be better suited for those selling direct to the consumer and doesn't lend itself well to the lumber business. On the other hand, we had a web page early on and dropped it after a year due to the lack of traffic. Now our web page is one of our most useful sales tools. It is likely that something similar will occur with social media.
Mill sales	Yes		How quickly your network can grow. How it can be positive and negative on your business; for example, too much information and your competition can access the same information. Quickest way of connecting with companies and people world wide.
Mill sales	Yes		Jiggle the cable
Mill sales	Yes		Many, if not most, of our fans are employees and their family members. That wasn't necessarily our original target audience, but it gives us another way to communicate important and/or time-sensitive information. We have found that while many people in our industry are on social media, they do so for fun, not for business.
Mill sales	Yes		Our main audiences for social media are architects and specifiers. Lumber buyers are not very far along on embracing social media for work, but the more progressive ones are getting there!
Mill sales	Yes		Privacy issues are the reason we do not use social media other than direct email.
Mill sales	Yes		That it gives you Global coverage
Mill sales	Yes		We do not have any.
Other: Consultancy and publishing	No	Yes	We have not yet started using social media seriously, so we are still very much at the bottom of the learning curve.
Other: consultant	Yes		Ease of communicating with business associates, former customers, etc
Other: Education	Yes		Need to get in your customers shoes, and figure out the questions they need answered by your company
Other: Government	Yes		I, personally, do not utilize my company's social media outlets. However, I am not against it. I just find it rather time consuming and just do not have the time to deal with it.

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Other: Government	Yes		Social media has some very big challenges and negatives for business operations.
Other: Logging	No	Yes	NA
Other: Logging	Yes		Pictures are the most interesting to people
Other: Manufacturer	Yes		News about new products and installation information.
Other: Marketing and communications	Yes		That it is a primary mode of communication for the younger generation. If you aren't using social media, you probably won't reach them.
Other: Media	Yes		The connections are instant, far-reaching and often impossible to predict. People will find you or you will find them in the natural ways of the medium, but also in indirect and surprising ways.
Other: Packaging Supplier	Yes		Keep a steady frequency of posts to ensure customer engagement.
Other: pricing and legislation	Yes		Where we can improve our site to make it more user friendly.
Other: Retail w/ large contractor base	Yes		It is an area that we are exploring further to our website so time will tell.
Other: Service Provider: Credit/Marketing info	No	Yes	We have only just recently started exploring this topic, for several reasons.
Other: State Forestry Agency	No	Yes	If you want to reach the upcoming generations, you had better get on board with this form of communication.
Other: Transportation	Yes		It's a good way to touch a variety of people in a quick and easy way.
Other: We provide a computerized inventory system for all segments of the industry.	Yes		We are currently developing our social media strategy. We have a Facebook page under development, a Twitter profile and a LinkedIn company profile.
Other: Wood by-product consumer	Yes		How quickly we can reach a large audience
Remanufacturer	No	Yes	The amount of people that use Facebook.

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Remanufacturer	Yes		it is a resource to prospect for new customers
Retailer	Yes		Be consistent and frequent!
Retailer	Yes		Contact happens, but buying decisions are rarely made on/because of social media in our business.
Retailer	Yes		Consistency is key.
Retailer	Yes		Customers really pay attention to information through social media.
Retailer	Yes		Darn near everyone in the world is on Facebook watching for any little piece of gossip, and if you express kindness and positive words on your site, there will be kindness returned to you. We use it to thank folks for there business,
Retailer	Yes		Getting our name out so people know what we do.
Retailer	Yes		It has not caught on in this area as of now
Retailer	Yes		it is for gossip, not sales
Retailer	Yes		It takes constant effort
Retailer	Yes		It works !!!
Retailer	Yes		It's all about building your brand and top of mind recognition, that's where we see a value in social media.
Retailer	Yes		MORE & MORE CUSTOMERS ARE CHECKING DAILY, EVEN FROM WORK ON THESE SITES.
Retailer	Yes		MORE AND MORE OF OUR CUSTOMERS USE SOCIAL MEDIA. IF YOU ARE NOT PARTICAPATING YOU ARE LOSING OUT.....
Retailer	Yes		More sound than fury.
Retailer	Yes		More success reaching consumers than contractors or other professionals.
Retailer	Yes		NEEDS TO BE A PART OF OUR FUTURE
Retailer	Yes		Not currently any social media efforts but E-Mails.

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Retailer	Yes		Our main market segment is commercial business accounts, mostly maintenance, repair and overhaul (MRO) business. Facebook has been a non-starter for that customer segment. Our e-commerce web site has been much more successful in engaging those customers.
Retailer	Yes		People only respond to compelling content.
Retailer	Yes		PEOPLE THAT YOU DONT KNOW RESPOND TO THE POSTS
Retailer	Yes		persistence people are paying attention
Retailer	Yes		Personally - Nothing
Retailer	Yes		Social media is a must have as the generation that grew up with it becomes the majority in the forest products industry.
Retailer	Yes		Some posts you expect to get feedback on, you don't; where others do get feedback. There is no reason why one gets replies and others don't.
Retailer	Yes		That you can't trust them
Retailer	Yes		To early to tell
Retailer	Yes		We have just started using social media and have not had enough time to know what the response will be.
Retailer	Yes		We have to get better and be more active. It is not going away, may be changing, but not going away
Retailer	Yes		We haven't been able to create direct sales from a promotion we have done on social media. (I'm still thinking and working on that.) Social media for us is a good way to keep our business in the forefront of the minds of our customers, so that when they are ready to buy something they are going to think of us first.
Retailer	Yes		We need to build a following, the more followers the more effective it is. Had some customer comments from out of, what we perceive, our market area. 5-15 miles rather than less than 5miles.
Retailer	Yes		We need to use it more. But most contractors aren't Facebook type people (At least not yet).
Retailer	Yes		You get information out fast

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Treater	Yes		A lot more people and companies than you would think are engaged in social media. It is by far the least expensive form of advertising.
Treater	Yes		I'm one of the older group . . . from what I can see people seem to waste quite a bit of time on tweets, and postings. While I see they garner a larger audience some of what is being posted is not of great importance or help promote products and services that we provide
Treater	Yes		Nothing to report
Treater	Yes		That employees waste nearly 90 man hours per week on the stuff... If they actually worked as much as they griped about Facebook and others it would not be a problem... Very little work; mostly their own friends, pictures and crap. We have since blocked all Facebook access on a corporate wide basis through our firewalls and (data management) services.
Wholesaler/distributor	No	Yes	Getting started.
Wholesaler/distributor	No	Yes	how little we know about it
Wholesaler/distributor	No	Yes	Keeping in touch with people you know wherever they are.
Wholesaler/distributor	No	Yes	Most of our people don't have the time to follow social media.
Wholesaler/distributor	No	Yes	You can spend a lot of time with very little quantifiable results. Social media has a place, just hard to imagine it being an ingredient in buying and selling lumber.
Wholesaler/distributor	Yes		A lot more lumber companies are using social media than I thought.
Wholesaler/distributor	Yes		Contacts
Wholesaler/distributor	Yes		Each has its own merits, FB for one group, LinkedIn for another group of people....
Wholesaler/distributor	Yes		Education
Wholesaler/distributor	Yes		It can expose your contacts
Wholesaler/distributor	Yes		It's easier to expand / build from an existing network. Many companies are trying to actively get connected to others.
Wholesaler/distributor	Yes		It's the new way of communicating.

Industry Segment	Do you use social media?	If not, will you within a year?	Please explain the most important thing you've learned through your social media efforts.
Wholesaler/distributor	Yes		It's the way of the future.
Wholesaler/distributor	Yes		Job offers. Honestly. Not very much useful information gets passed around in our business.
Wholesaler/distributor	Yes		More contacts available
Wholesaler/distributor	Yes		Not a good sales tool, only for finding out more about your customers & people in the industry.
Wholesaler/distributor	Yes		Old school
Wholesaler/distributor	Yes		On question #4 I really don't know. We just started about a month ago.
Wholesaler/distributor	Yes		quick summary of demand and supply
Wholesaler/distributor	Yes		Social media must be tightly controlled and directed at a target audience. Otherwise anyone can post negative comments and whether true or untrue, the damage is done.
Wholesaler/distributor	Yes		That people become mindless slaves who no longer like to talk on the phone, they only email or text.
Wholesaler/distributor	Yes		That we don't know enough about what we are doing to really benefit from the media.
Wholesaler/distributor	Yes		This is where the general public goes to get information on company business.
Wholesaler/distributor	Yes		We're a wholesaler. I don't think our customers are using social media to stay in touch with their suppliers. Like us, they're using it to try to connect with their customers. In order to make the most of social media, you need frequent updates. The ROI on what would be involved in doing this seems REALLY unlikely to be there. We are exploring other more targeted ways to stay on our customers' radar. Given that we serve hundreds, rather than hundreds of thousands of customers, phone calls and individual email contact remain a viable and effective alternative. Social media for us is more about search engine optimization (SEO) at the moment than it is about customer contact.
Wholesaler/distributor	Yes		You must stay in front on the younger generations.