**Formal Report Assignment Prep.**

Survey Introduction:

I am an undergraduate student at UBC completing a formal research report as part of a technical writing course. The purpose of this survey is to collect to collect data that will be used to analyze ways of improving engagement with Great Dane Coffee’s Instagram page. This report will be addressed to Andrew Mckee, the owner of Great Dane Coffee. This survey will serve the goal of the report to provide recommendations for improving the content of Great Dane’s Instagram. The survey contains seven questions and should take approximately five minutes of your time. Your responses are voluntary and anonymous. Thank you for your time, I appreciate your participation in my survey.

Survey Questions:

-Do you currently follow Great Dane on Instagram? (yes/o)

-Have you ever been to Great Dane? (yes often/maybe once or twice/no)

-Are you a UBC student? (yes/no/previously)

-What do you like about Great Dane? (open ended)

-What do you think of Great Dane’s Instagram? (love it/it’s ok/not applicable/none of the above)

-What kind of content would you like to see on our Instagram? What kind of content do you find helpful/entertaining/relevant? (open ended)

-Do you ever look at a business/ Instagram? Why or why not? (open ended)