

Businesses on Social Media Research

I am an undergraduate student at UBC engaged in a technical writing project. The purpose of this survey is to obtain primary data for an investigation that aims to provide recommendations for growing and improving a small local tutoring business. The final report will be addressed to the owner of the business. The data I gather from this survey along will provide recommendations on how this small business can grow its clientele and serve its community better through social media. The survey contains 9 questions, and it should take less than 5 minutes of your time. Your responses are voluntary and will remain anonymous. I appreciate your participation in my survey. Thank you.

- Have you ever sought a service through social media?
 - a) Yes
 - b) No
- The social media platform I am most likely to find a business is:
 - a) Instagram
 - b) Weibo
 - c) Facebook
 - d) Other: _____
- I am more likely to seek out businesses through traditional advertising than social media
 - a) Agree
 - b) Disagree
- I prefer businesses on social media to be more
 - a) Personable
 - b) Professional
- I follow businesses on social media because (Circle all that apply):
 - a) To keep up with their latest offerings/promotions
 - b) To show friends
 - c) I am their customer
 - d) To support their business
- Something I like that businesses do on social media are
 - a) Promoting discounts, promotions, or events
 - b) Providing positive testimonials from past clients
 - c) Showing what the service has to offer
 - d) Giving fun facts or educational pieces of information
 - e) Giveaways
 - f) Other: _____
- Something I dislike that businesses do on social media are
 - a) Posting too often
 - b) Posting irrelevant material
 - c) Pushing the same service/product too much
 - d) Other: _____
- A good frequency to post is
 - a) Once a week
 - b) Twice a week
 - c) Once a day
 - d) Three times a week