



Media and Social Media Training Evaluation Form Analysis

December 2012



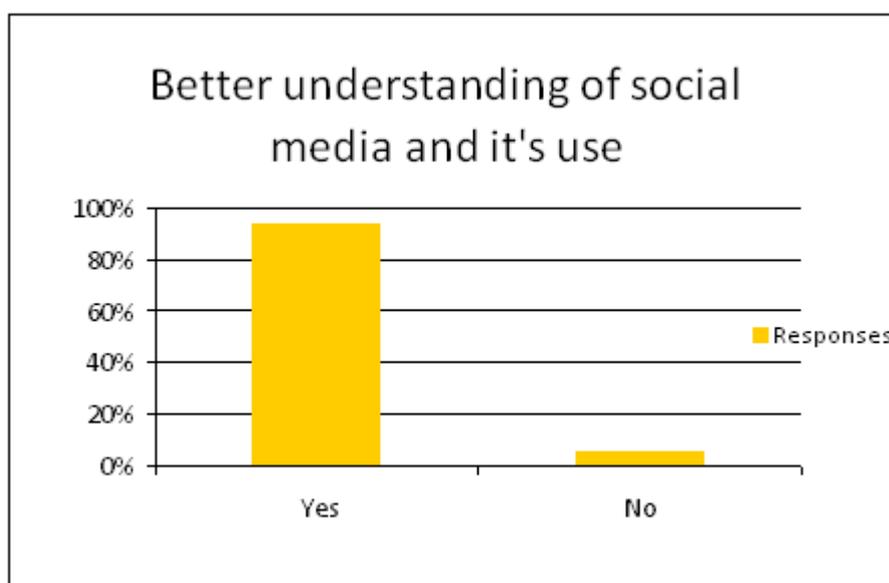
Background

An evaluation of the 'media and social media' training session held on 5 December 2012, was undertaken using the prescribed evaluation form. The results achieved against each of the questions within the evaluation form, are detailed below.

Results

1. *Do you now have a better understanding of social media and it's use in the workplace?*

Nearly all respondents (94%), agreed that the training had enhanced their understanding of the use of social media in the workplace.



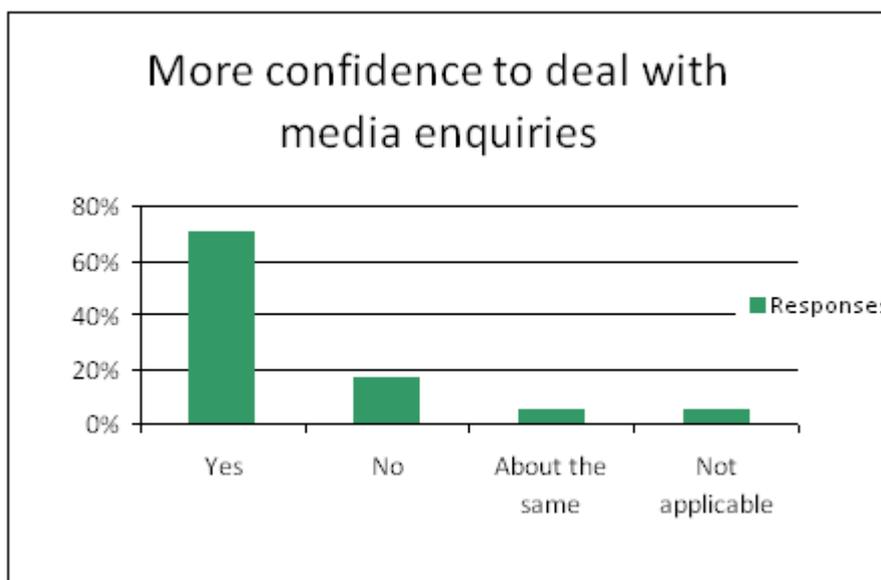
Additional written comments to this question were positive and constructive:

- "Understand benefits of 'instant news' and how networking supports Rangelands NRM."
- "Learnt more about how helpful Twitter can be."
- "Helped with security settings on Facebook."
- "I can see that there are legitimate reasons for the organisation to be using social media."
- "It was a good opportunity to learn more about other sites without having to join up."
- "Just not clear on how I actually add info to Rangelands NRM social media."
- "I need to join Facebook and then I will have more questions."
- "We also need to be guided on how to use effectively, and what downsides we must also consider."
- "Particularly how Twitter works and how Facebook is used. "



2. *Do you now have more confidence to effectively deal with media enquiries?*

Seventy-one percent of respondents agreed that the training gave them more confidence to deal with media enquiries. Two of the respondents who disagreed (twelve percent), were already comfortable dealing with media enquiries.



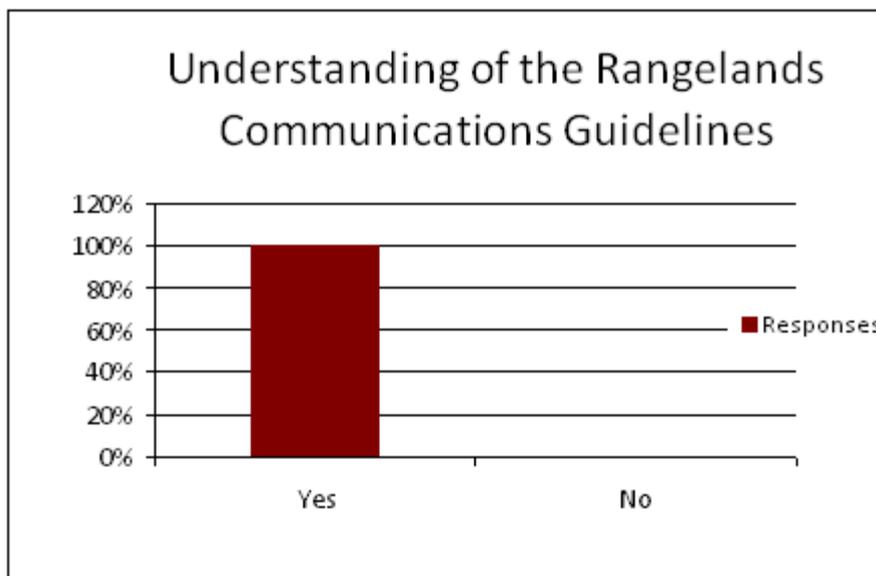
Additional written comments to this question reflected the respondent's prior knowledge and experience:

- "Don't really have much to do with this, but know more."
- "I can see the separation between work benefits and social timewasting although Twitter may pass me by!"
- "Do not wish to face media."
- "The key point is that it doesn't have to be addressed immediately."
- "Handy clues for preparation!"
- "Was pretty confident/experienced before."



3. *Do you have an understanding of the Rangeland Communications Guidelines and how they should be used?*

All respondents (100 percent), agreed that they understood the Rangeland Communication Guidelines and how they should be used.



Additional written comments to this question were:

- “More understanding of why feed through Rangelands Twitter.”
- “Good to have the media enquiries procedure outlined.”

4. *Do you have any feedback about the Communications Guidelines or areas where these could be enhanced?*

Written comments to this question were positive and constructive:

- R2- “Still important that our ‘own opinion’ is supported by management.”
- “Keep them handy on my desk already.”
- “Good to have written guidelines to refer to and Teresa to talk to on specific issues.”
- “Also good having press release done professionally from Head Office rather than doing them myself.”
- “Perhaps a few more guidelines on who has responsibility for speaking on particular areas.”



5. *Would you use any of the following social media mechanisms within the workplace in the future?*

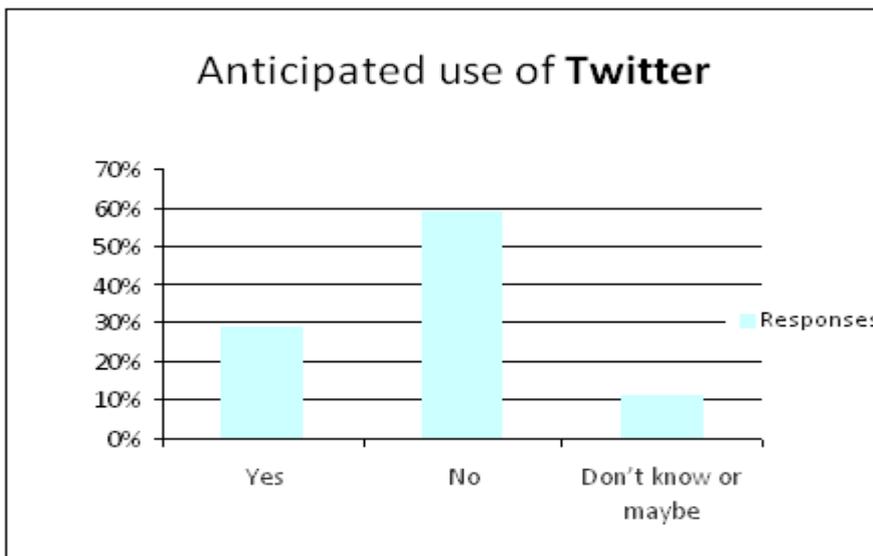
Facebook and Skype were the social media mechanisms most likely to be used in the workplace. Twitter and LinkedIn were less likely to be used in the workplace.

Reasons given why some respondents wouldn't use social media in the workplace were :

- "Old school."
- "Need help with LinkedIn."
- "Probably have little need."
- "I am still unsure if these mechanisms will assist me to do my role or will distract/detract. Will think about it more, happy to take on more skills/tools if they assist."

Twitter

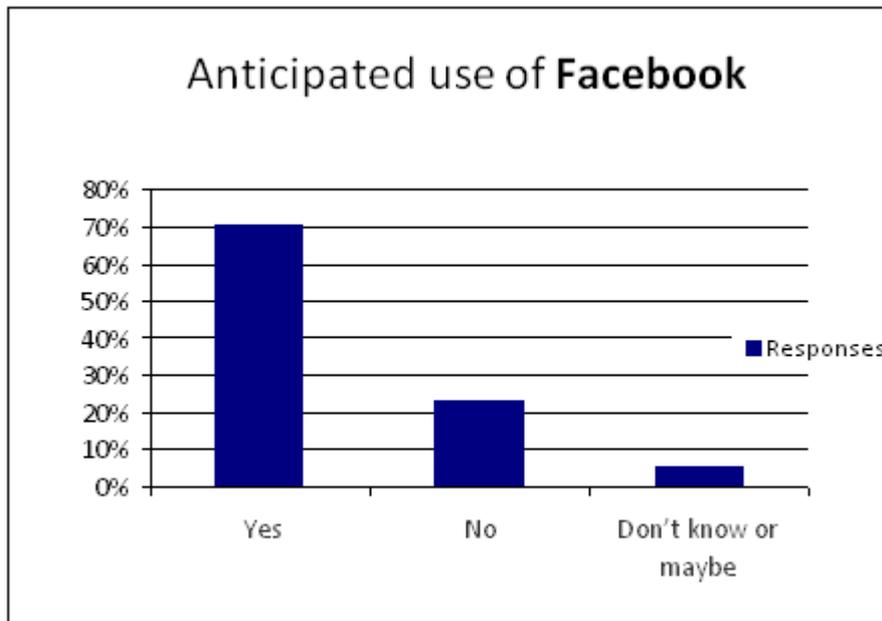
Over half of the respondents, didn't think that they would use Twitter in the workplace (59%), however 29% did think they would use Twitter, whilst 12% weren't sure.





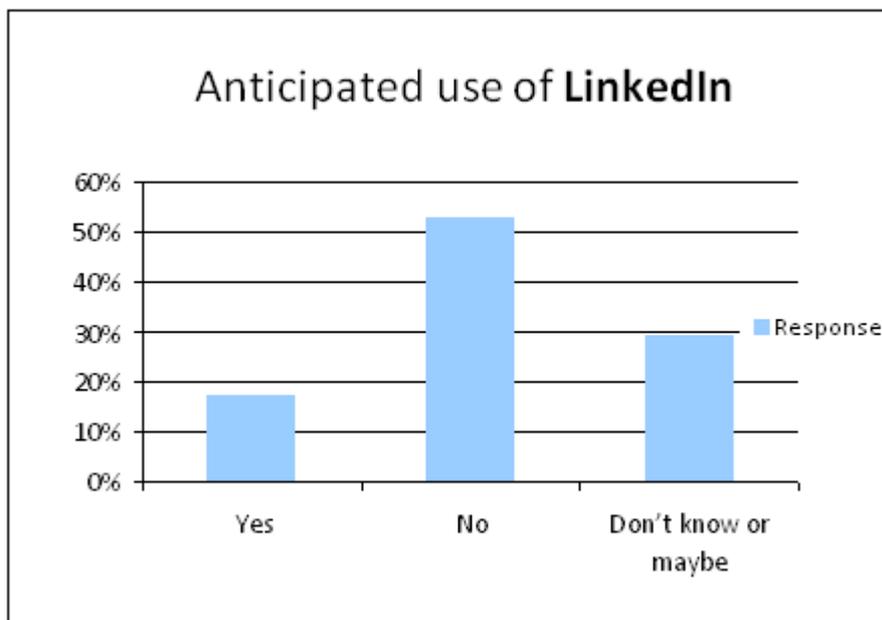
Facebook

Following the training session, the majority of respondents (71%), thought that they would now use Facebook in the workplace. Twenty-four percent didn't think they would use it, whilst one respondent (6%) wasn't sure.



LinkedIn

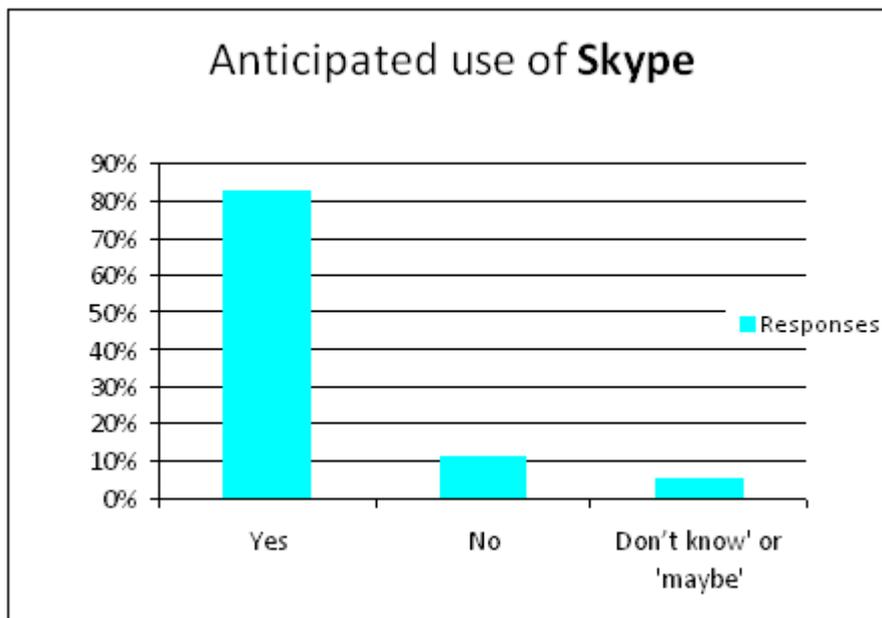
Following the training session, only three respondents (18%), thought that they would now use LinkedIn in the workplace. Over half of the respondents 53% didn't think they would use LinkedIn.





Skype

Following the training session, the majority of respondents (82%), thought that they would now use Skype in the workplace. Following the training session, only two respondents (18%), didn't think that they would use Skype in the workplace. One respondent (6%), wasn't sure whether they would use it or not.



6. *Is there any other communications specific training you feel Rangelands should provide?*

The following areas for future training were identified by respondents:

- Effective presentations
- Meeting facilitation
- Governance training (increase knowledge to be able to help stakeholders more)
- Use of Outlook as planning and time management tool. I have already done an AIIMS course - one day - very useful!
- How to record good film clips
- Good interview techniques
- PR strategy and general public
- How to manage our time in an era of excessive fast quality information
- Interview practice (actually doing radio and tv interviews) including the preparation required.



Summary

In conclusion, the training was a success and appears to have achieved the desired outcome of ensuring that staff feel more confident and knowledgeable about communication processes within the organisation.

In the future, it may be worthwhile running a follow up session on social media, for those members of staff who are now planning to use social media, as questions will inevitably arise.

Interview techniques, time management, preparing presentations and training on governance were identified as other areas of interest for future training sessions.