

SECTION B: TYPES OF LINKEDIN ACCOUNTS MAINTAINED

Table 3.1 Does your organization have its own organizational LinkedIn site?

	No Answer	Yes	No
Entire sample	0,00%	68,42%	31,58%

Table 3.2 Does your organization have its own organizational LinkedIn site? Broken out by Number of FTE Fundraisers

Number of FTE Fundraisers	Yes	No
less than 4	53,85%	46,15%
from 4 to 9	66,67%	33,33%
more than 9	84,62%	15,38%

Table 3.3 Does your organization have its own organizational LinkedIn site? Broken out by Type of Organization

Type of Organization	Yes	No
College	75,00%	25,00%
Other	50,00%	50,00%

Table 3.4 Does your organization have its own organizational LinkedIn site? Broken out by Type of LinkedIn site

Type of LinkedIn site	Yes	No
Uses Organizational LinkedIn Account	100,00%	0,00%
Uses Staff Member Personal LinkedIn Accounts	0,00%	100,00%

Table 3.5 Does your organization have its own organizational LinkedIn site? Broken out by Type of LinkedIn Account

Type of LinkedIn Account	Yes	No
Premium account	66,67%	33,33%
Basic account	68,75%	31,25%

Table 4.1 Does your organization have a basic LinkedIn account or a premium account?

	Basic account	Premium account	No answer
Entire sample	68,42%	15,79%	15,79%

Table 4.2 Does your organization have a basic LinkedIn account or a premium account? Broken out by Number of FTE Fundraisers

Number of FTE Fundraisers	Basic account	Premium account	No answer
less than 4	53,85%	15,38%	30,77%
from 4 to 9	83,33%	0,00%	16,67%
more than 9	69,23%	30,77%	0,00%

Table 4.3 Does your organization have a basic LinkedIn account or a premium account? Broken out by Type of Organization

Type of Organization	Basic account	Premium account	No answer
College	67,86%	10,71%	21,43%
Other	70,00%	30,00%	0,00%

Table 4.4 Does your organization have a basic LinkedIn account or a premium account? Broken out by Type of LinkedIn site

Type of LinkedIn site	Basic account	Premium account	No answer
Uses Organizational LinkedIn Account	84,62%	15,38%	0,00%
Uses Staff Member Personal LinkedIn Accounts	33,33%	16,67%	50,00%

Table 4.5 Does your organization have a basic LinkedIn account or a premium account? Broken out by Type of LinkedIn Account

Type of LinkedIn Account	Basic account	Premium account	No answer
Premium account	0,00%	100,00%	0,00%
Basic account	81,25%	0,00%	18,75%