

MACE OPERATIONS SURVEY 2015

MACE Operations Survey Insight: Chambers Consolidate Social Media Preference

The 2015 MACE Operations Survey clearly indicates a trend to consolidate media platforms for local chambers. Facebook and Twitter continue to hold and expand their dominance by local chambers of commerce in messaging to their members and others about chamber programs and services. Other platforms, including LinkedIn, Google+, YouTube, and Pinterest, saw a decline in the number of chambers using those services.

What social media services does your organization utilize?

All Responses

	2015	2013
Facebook	99%	98%
Twitter	63%	62%
LinkedIn	45%	53%
Google+	15%	24%
YouTube	42%	52%
Pinterest	15%	24%

Local chambers appear to be honing their social media program and selecting platforms based on their unique individual needs. Facebook domination with nearly 100% use by local chambers appears to be consistent with other association groups. For more information on chamber trends and best practices please check out the full Operations Survey offered by the Mid-America Chamber of Commerce executives.

Analysis created May 12, 2015 by Larry Dowell, MACE Executive Director