

## IFNA Communications Survey 2014

### Brief Summary of Findings and Action Plan

- **Key survey findings:** Survey conducted in February/March 2014; n=122/353 IFNA members; 35% response rate; 93% female, majority in 50+ age group (81%); 63% of respondents from North America, 17% from Europe, 11% from Asia, 6% from South America; 66% have been members for 2 or more years; prefer IFNA information and reminders to be sent to email inbox and would prioritize information related to conferences, research, practice, education, family interventions, webinars, and new publications. Ease of finding information on IFNA website rated as “easy” or “average” by 85% of respondents; IFNA website exceeds or meets expectations by majority of respondents.
- **Other interesting results:** 49% report owning a website or have created a website profile about their work/products on an employer website; 81% use Facebook for personal use only; 48% report having a LinkedIn profile; 20% use Twitter; only 26% use/subscribe to RSS feeds; only 50% have developed an IFNA Member Profile.
- **IFNA Communication Committee Action Plan in response to survey findings:** Use email to a greater degree to communicate with IFNA members through IFNA listserv, Constant Contact, IFNA Newsletter, subscription to IFNA RSS feed, etc. Link RSS feed to IFNA Online Community Forum discussions if possible. Encourage creation of IFNA Member Profile with a goal to involve 100% of IFNA members. IFNA currently maintains a website and Twitter site—primarily through volunteer help. No plans to expand social media channels at this time (may consider developing a profile on LinkedIn for marketing purposes in the future). IFNA needs to employ more branding strategies and perhaps these will be developed over time and as the budget allows.