

COMMUNICATION TRAITS OF YOUTH SPORTS ORGANIZATIONS

ONLINE REGISTRATION STATISTICS



ONLINE COMMUNICATION PROFILE



100% HAVE A WEBSITE



83% BELIEVE THAT HAVING A PROFESSIONAL WEBSITE DESIGN HELPS ATTRACT NEW MEMBERS



100% USE EMAIL TO COMMUNICATE WITH MEMBERS



2 OUT OF 3 FIND EMAIL TO BE THE MOST EFFECTIVE METHOD OF COMMUNICATION



61% USE FACEBOOK



33% USE TWITTER

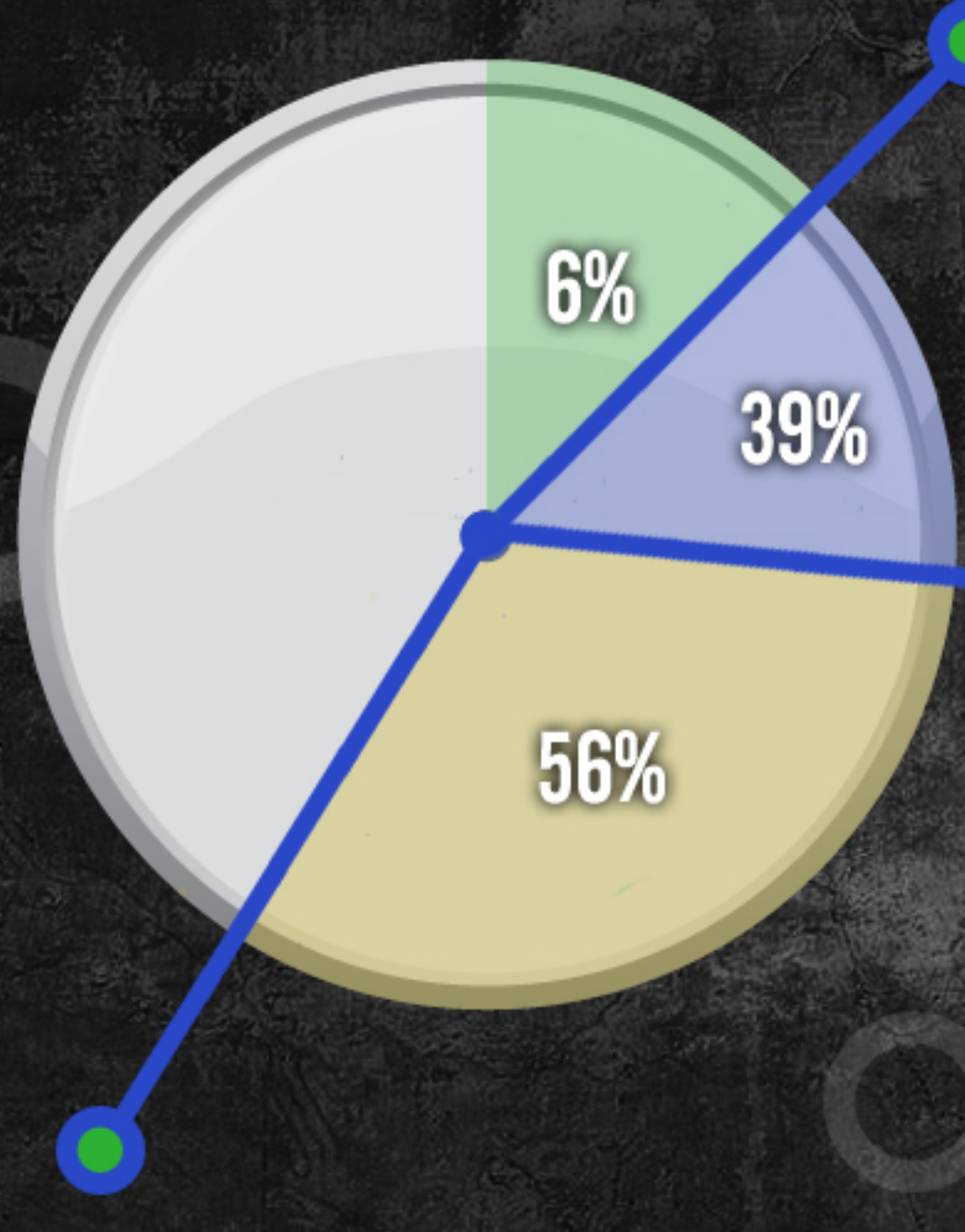


22% USE TEXT MESSAGES



11% USE OTHER SOCIAL MEDIA (YOUTUBE, PINTEREST, ETC)

COMMUNICATION FREQUENCY



6% COMMUNICATE WITH MEMBERS MONTHLY

39% COMMUNICATE WITH MEMBERS DAILY

56% COMMUNICATE WITH MEMBERS WEEKLY

92% COMMUNICATE AT LEAST ONCE PER WEEK
98% COMMUNICATE AT LEAST ONCE PER MONTH

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				