**ACT Embroiderers’ Guild**

**Communications Survey – 2021**

The Guild Committee is interested in improving communications with members and others - trying to provide more of what people are interested in. This survey seeks your views to provide a benchmark and ideas for improved communications.

Currently there are four written communication tools:

1. The Guild’s newsletter, *Crimson Thread*, is produced bimonthly providing information about Guild activities, including upcoming classes and features members’ work. The newsletter is emailed to members and a limited number are printed for those who have requested a hard copy – one of which is provided to the National Library.
2. In the past year the treasurer has produced a weekly email update of Guild members’ progress and completed works, on-line links to projects which may be of interest to members and advice about Guild activities.
3. The ACT Embroiderers’ Guild Facebook page has regular posts sharing people’s work and achievements, links to others as well as suppliers of embroidery items.
4. The Guild’s website – has information about the Guild – including events and exhibitions.

Additionally, ‘News’ is shared during meetings along with ‘Show and Tell’ where people can stand up and talk about their (usually completed) works.

This survey can either be printed and dropped or mailed to the guild, or saved to your desktop, filled out, and then emailed to [embroideryact@gmail.com](mailto:embroideryact@gmail.com).

You are welcome to provide your name should we wish to follow up a response – or you may remain anonymous.

Name:…………………………………………………………………………………..(optional)

The following questions relate to the communication methods outlined above.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Crimson Thread | Weekly email update | Facebook page | Website | Stand up ‘news’/’Show and tell’ |
| Which of these are you aware of? |  |  |  |  |  |
| Which do you read? |  |  |  |  | N/A |
| Which of these do you prefer? Please rank (1 = most preferred, 5 is least preferred) |  |  |  |  |  |

The following questions relate to the **Weekly Email update**

For the 5 elements below, please rank in order the items that you like to read in the weekly update:

Introduction ……….

Meeting times ……….

News items …….…

Things to do ……….

Show and tell ……….

Is there anything else you would like to see in the weekly update?

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Is there anything you would like to change about the weekly update?

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Do you think that the show and tell pictures should be attributed to the makers? – please select your preference

|  |  |
| --- | --- |
| First name only |  |
| Name and surname |  |
| No name |  |

Please circle your response to the following questions (1 = least agree; 5 = most agree)

The content is interesting

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

I like seeing others’ work

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

I look forward to reading the email each week

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

The following questions relate to the ***Crimson Thread*** newsletter

Please circle how you usually read this: Paper Electronically

If you receive the Crimson Thread via email, are you happy with this? (Circle response) Yes No

How often would you like to receive the *Crimson Thread*? – please select your preference

|  |  |
| --- | --- |
| Monthly |  |
| Every two months |  |
| Quarterly |  |
| Every 6 months |  |
| Never |  |

The following relates to usual content within the *Crimson Thread*.

|  |  |
| --- | --- |
|  | Which of these most interest you? Please rank (1 = most preferred) |
| President’s message |  |
| Key Dates |  |
| Class information |  |
| New Library books |  |
| News from within (e.g. Creative, Study, Yarn & Fibre, Smocking, Library, Recycling, Young stitchers |  |
| Major annual Guild events: Exhibition, Greenhills Retreat |  |
| Getting to know Guild friends |  |

Is there anything you would like to see included in the *Crimson Thread*?

………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Is there anything you would like to change about the *Crimson Thread*?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

I look forward to the next issue of *Crimson Thread* – please circle

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

Least agree Most agree

The **Website**:

The content is interesting

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

Least agree Most agree

I like seeing others’ work

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

The information is timely

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

The content meets my needs

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

What do you use the website for?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Is there anything you would like to find on the website that isn’t there?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

Would you like to submit membership forms and pay for membership through the website?

|  |  |
| --- | --- |
| Submit forms |  |
| Pay membership |  |
| Submit and pay membership and classes |  |
| Neither |  |

If a Guild member has an image of their work posted, should they be notified in advance?

(circle) Yes No

Do you think that images of members’ work should be attributed to the makers? – please select your preference

|  |  |
| --- | --- |
| First name only |  |
| Name and surname |  |
| No name |  |

The following questions relate to the Guild’s **Facebook** presence:

Do you look at the Guild’s Facebook page? – (circle) Yes No

If yes; how often would you look for updates (select your preference

|  |  |
| --- | --- |
| Daily |  |
| Weekly |  |
| Sometimes |  |

If a Guild member has an image of their work posted, should they be notified in advance?

(circle) Yes No

Do you think that images of members’ work should be attributed to the makers? – please select your preference

|  |  |
| --- | --- |
| First name only |  |
| Name and surname |  |
| No name |  |

What would you like to see on the Guild’s Facebook page?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….

Are there other forms of social media that you feel the Guild should be using e.g. Instagram, Twitter?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………….

The following questions relate to the **Stand up ‘news’and ‘Show and Tell’**:

How valuable to you is the stand up ‘News’ as a source of information about Guild matters?

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

Least Most

I like seeing others’ work

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

Given that you can talk with the ‘show and tell’ presenter, how valuable do you find this aspect of weekly meetings?

1\_\_\_\_\_\_\_\_\_\_\_\_\_2\_\_\_\_\_\_\_\_\_\_\_\_\_3\_\_\_\_\_\_\_\_\_\_\_\_\_4\_\_\_\_\_\_\_\_\_\_\_\_\_\_5

Please provide any further comments and/or suggestions for how The Guild can best communicate.

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**Thank you for the time you have taken to complete this survey and your valuable input.**

Note: If you have completed a paper version, please complete the survey, enclose it in an envelope and either place in the Secretary’s ‘in-tray’ OR post to the ACT Embroiderer’s Guild, PO Box 830, Dickson ACT 2582.