

## Sli.do questions – SAI' Communication Challenges

- 1) Do you think that the negativity or controversy is the necessary part of output to media?  
Yes 67%  
No 33%
- 2) Do you have different versions of press-release?  
No 78%  
Yes 22%
- 3) Do you have different mail lists?  
No 63%  
Yes 38%
- 4) Do you think that the press-release is “sentenced to death”?  
No 92%  
Yes 8%
- 5) Do we really need the mass communication that is basically pointed at brand awareness but it does not contribute to knowledge of the content of SAI work?  
Yes 89%  
No 11%
- 6) Do you use social network at your SAI?  
No 56%  
Yes 44%
- 7) Do you use FB?  
Yes 56%  
No 44%
- 8) Do you use Twitter?  
No 56%  
Yes 44%
- 9) Do you use LinkedIn?  
No 67%  
Yes 33%
- 10) Do you have made an opinion survey or reputation survey?  
Yes 56%  
No 44%
- 11) Do you do special training for speakers?  
No 56%  
Yes 44%
- 12) Do you outsource professionals to provide trainings?  
Yes 89%  
No 11%
- 13) In case you create video content, do you outsource such services?  
Yes 67%  
No 33%