



Assess Your Social Business Maturity Level

For each section, choose the statement that best describes your social business program. Give yourself 1 point if you choose “1,” 2 points if you choose “2,” and 3 points if you choose “3.” Add up your total score below to determine your social business maturity level.

A. Program

- 1. We are mostly experimenting with social media.
- 2. We've launched long-term initiatives that are part of an overall social strategy.
- 3. Social business permeates the enterprise — it's transcended the Marketing department, and impacts Product, Support, R&D, etc.

B. Leadership and Organizational Model

- 1. We do not have a formalized Social Strategist role or organizational model.
- 2. We've organized into a Hub and Spoke model with a formal Social Strategist role at the helm.
- 3. We've evolved to a Multiple Hub and Spoke or Holistic model, and business units can deploy on their own with little guidance from the Hub.

C. Processes and Policies

- 1. We have not conducted internal audits or established processes or policies for governance.
- 2. We've conducted internal audits and established processes and policies across the enterprise.
- 3. We've created clear processes and workflow across cross-functional teams.

D. Education

- 1. There is no formal education program to train internal associates.
- 2. We've launched an education program but it's not rolled out to the entire company.
- 3. We've formalized an ongoing education program that serves as a resource for all employees.

E. Measurement

- 1. We've tied our social media efforts back to engagement metrics, like number of clicks, fans, followers, RTs, check-ins, etc.
- 2. We've tied our social media efforts back to social media analytics, like share of voice, resonation, word of mouth, etc.
- 3. We've tied our social media efforts back to business metrics, like revenue, reputation, CSAT, etc.

F. Technology

- 1. We've invested in brand monitoring to listen to and develop understanding of our customers.
- 2. We've invested in scalable technologies such as community platforms or social media management systems (SMMS).
- 3. We've invested in social integration with other digital touchpoints like the corporate website, kiosks, mobile devices, etc., across the entire customer lifecycle.

Total score _____

If you scored between **0 and 6** points, your program is at the **Novice** level.

If you scored between **7 and 12** points, your program is at the **Intermediate** level.

If you scored between **13-18** points, your program is at the **Advanced** level.

Your Social Business Maturity Level _____