5 STAGES OF SOCIAL MEDIA MATURITY

1. RISKY
A social media crisis is occurring, a negative story has gone viral, getting a lot of attention or the organization has accumulated numerous negative reviews and its reputation is suffering. The organization has been fined or sanctioned by a regulatory agency, or conducted an internal audit and found rogue employees, fake profiles, or suffered a cybersecurity attack with social media as the originating source. The organization has suffered a significant reputational crisis due to a media story that has been amplified on social media.

2. MINIMAL
The organization is conducting business with minimal social media activity. With few or no profiles, sporadic posts, and minimal metrics, technology and processes, there is a belief that social media has little or no relevance or impact on their business. Employees are untrained and lack guidance on platforms, though may use social media for personal and business use. If a social media crisis were to occur, there are no plans in place to manage a response.

3. EXPERIMENTAL
The organization is actively experimenting in social media, with occasional posts on multiple social media profiles, engaging with audiences, running contests and responding to comments. Employees have some basic guidelines on the “do’s and don’ts” in social media and the organization is doing some basic listening and tracking of customer conversations. Different departments each have their own approach to social media and there is minimal insight at the C-level into how social media is being managed or utilized to drive business. Technology, tools and processes are ad hoc and vary by department, without oversight or sharing of best practices, metrics and results.

4. ACTIVE
The organization has a formalized organizational structure in place to manage social media activities, with clear oversight, processes, analysis and metrics. Employees are periodically trained and policies and guidelines for employee use of social media are well established and communicated. There is a formalized budget and resource planning framework and social media goals and initiatives are in alignment with overall business goals and strategies.

5. STRATEGIC
The organization has a clearly defined social business strategy and roadmap that aligns with business objectives and is customer-centric. Compliance and security are top priorities when considering social media initiatives. Social data is judiciously utilized to help grow the business and drive customer loyalty and engagement. Employees are safely advocate on behalf of the organization and are regularly trained on how to navigate personal vs business use of social media. New platforms, programs and projects can be launched and implemented with ease and with clear business benefits. Best practices, regular reviews, analyses and insights are part of the social media framework.