



What's your Social Engagement Journey stage?

The Social Engagement Journey is a five-stage process to becoming an organization adept at social engagement. Success first means knowing where your organization resides in the process. This assessment can help. Put an “X” in the number column that reflects your level of agreement to the statements below. At the bottom of the page, count the number of X’s in each column. The highest-scored column indicates your brand’s journey stage. This assessment can be completed by multiple people inside your company and/or your agency to determine a composite score.

How much do you agree or disagree with each statement? (1= completely disagree, 5= completely agree)	1	2	3	4	5
Our brand has a robust social media/online community strategy.					
We are effectively staffed and organized for social strategy implementation. Roles and responsibilities are clear.					
We have clear, established policies and guidelines for social engagement, and they are easy to find by all employees.					
Our executives see ongoing customer engagement as a key differentiator between our brand and our competition.					
Our customer engagement efforts are fully funded with projects and staff and considered a top priority by senior leaders.					
Customers are highly engaged in all marketing, product development, and support efforts, online and offline.					
We use conversation monitoring, along with other tools/processes, to capture a 360-degree view of our customer.					
We know that building a sense of ownership into our products is what creates advocacy – co-innovation, crowdsourcing, and honest feedback are standard parts of our product/service development lifecycle.					
All brand representatives are ready and willing to interact with our customers. It’s built into our DNA.					
Our community platform(s) are ubiquitous. It is integrated with our corporate site, products/services. It is not a stand-alone experience, but a vital part of every customer interaction.					
We can tie our online engagement efforts directly to revenue and/or cost savings.					
We know our customers well enough that we are able to anticipate their needs.					
We have a formal set of programs to engage our advocates and influencers, as well as a rich methodology for all employees to participate and drive clear business and customer value.					
Everything we do is based on refined insights that have been tested and proven in the marketplace. Employees at all levels are clued in to these insights.					
Total					