

SocialCorp Readiness Quiz

This quiz will help you rate your company's social media readiness in six key areas. As you take the quiz you'll detect certain themes. The quiz is available as a free download at www.social-corp.com/quiz. After you finish the quiz, review your responses and see where your company is strong, where it needs to improve, and why. For each question, rate your response in any of the boxes, from left to right, with the far left box indicating the highest level of agreement, and the far right box indicating the highest level of disagreement with the statement.

Leadership

1. Is your company's leadership open to trying new communications strategies and tools?

Yes 5 4 3 2 1 0 No

2. Does your leadership value the opinions of younger employees?

Yes 5 4 3 2 1 0 No

3. Are there people in your company whose sole responsibility is social media strategy and policy?

Yes 5 4 3 2 1 0 No

Innovation

4. Does your company reward entrepreneurial behavior within the organization?

Yes 5 4 3 2 1 0 No

5. Is it possible for employees to research and implement new initiatives outside their formal job descriptions?

Yes 5 4 3 2 1 0 No

6. Do you have a progressive IT organization that will work with you to deploy the software and infrastructure required for your social media initiatives?

Yes 5 4 3 2 1 0 No

Industry

7. Have other companies in your industry successfully used social media in corporate communications or marketing?

Yes 5 4 3 2 1 0 No

8. Are you in a highly regulated industry, such as financial services or pharmaceuticals, in which extra caution is required in your communications programs?

Yes 0 1 2 3 4 5 No

Business Objectives

9. Would your company benefit from more cross-functional team collaboration?

Yes 5 4 3 2 1 0 No

10. Do you use the results of focus groups, surveys, and other customer data to make changes to your products, processes, and policies?

Yes 5 4 3 2 1 0 No

11. Does your management evaluate the success of your communications initiatives solely on traditional business metrics, like revenue and margin?

Yes 0 1 2 3 4 5 No

Engagement

12. Do you actively monitor what's being "said" about the company through traditional channels, such as print media?

Yes 5 4 3 2 1 0 No

13. Do you actively monitor what’s being “said” about the company through Web 2.0/social media channels, such as blogs, social networks, and online communities?

Yes 5 4 3 2 1 0 **No**

14. Do you respond to negative “buzz” about the company?

Yes 5 4 3 2 1 0 **No**

15. Do your customers consider peer reviews or word of mouth in purchasing products like yours?

Yes 5 4 3 2 1 0 **No**

Culture

16. Do your clients and customers currently use social media for business purposes?

Yes 5 4 3 2 1 0 **No**

17. Are your employees active on Facebook, MySpace, or other social networks?

Yes 5 4 3 2 1 0 **No**

18. Does anyone within the company blog on business-related issues?

Yes 5 4 3 2 1 0 **No**

19. Do any of your company’s social media “experts” participate in external conferences on subjects like social media, corporate communications, or Web 2.0?

Yes 5 4 3 2 1 0 **No**

20. Does your company embrace less formal communication with the outside world without the involvement of legal, marketing, and PR departments?

Yes 5 4 3 2 1 0 **No**

Score

This quiz is intended only to give you an overview of the kinds of things that will affect your company's ability to adopt and take advantage of social media. Once you've identified any areas of concern, formal research—like surveys, focus groups, market research, analyst input, and competitive analysis—will help you more accurately define the steps you need to take to become a true SocialCorp.

Use the following scoring guidelines to help you determine your organization's readiness:

90–100: Your company is already a SocialCorp. Congratulations.

80–89: You have the right culture, leadership, and other conditions in place to allow your company to become a SocialCorp, with great potential for broad social media adoption.

70–79: The fundamentals are good, and you're well on your way to becoming a SocialCorp, but to be successful you'll need to carefully factor those areas in which the company might not be perfectly aligned for success.

Below 70: Don't despair. Your responses indicate only that there are some barriers to social media adoption in your organization and that there might be certain social media strategies that won't work in your company or industry.

* Some questions included with kind permission of Todd Hoskins of Networked Insights