

how social media is growing up in the organization ...

(and we can learn from it)



just to make sure,
we're on the
same page on
social media ...





**Social media is like teen sex.
Everyone wants to do it. Nobody knows how.
When it's finally done there is surprise it's not better."**

Avinash Kaushik, Analytics Evangelist, Google



Source: <http://www.slideshare.net/mzkagan/what-the-fk-is-social-media-one-year-later>

**so how can we make this
better ...**

social media in the enterprise of course ...

not the sex ...

**well, we could start by using
a maturity model ...**

**maturity model
you say?**



a maturity model ...

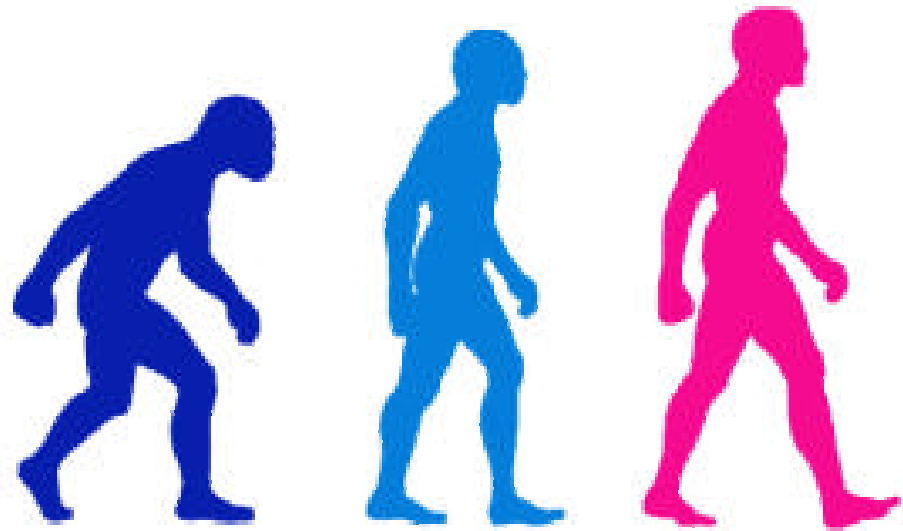
Determines where organizations are

Identifies which steps need to be taken to improve and/or grow to a next stage

Offers organizations the benefit of benchmarking against cross-industry best practices, identifying quick wins and improvement areas

Supports organizations on their journey!

basically, there are 3 stages
of enterprise* social media
maturity



* enterprise: within the organization (firewall)

pioneering

Initiated buy the end-user, local initiatives, fulfilling personal interests. Separate initiatives. Focus on informal communication and accessibility of information.





facilitating

Successes of the pioneering stage leads to wider acceptance and increased demand. Need for more structure and re-use of best-practices. Initiatives will be based on a high-level business case.

strategic

Enterprise 2.0 part of the culture and DNA of the organisation and operations. Focus on knowledge sharing, innovation and collaboration.



**there are 4 key criteria to
assess which initiatives to
support in each stage ...**

value

for the end-user (not the organization)



<http://www.flickr.com/photos/drfreezo/2748276763/>

impact

on the organization to enable social
media in the organization



innovation

how the initiatives contribute to
innovativeness of the organization



investment

in terms of resources, budget,
technologies.



**and 4 dimensions critical to
enterprise social media
maturity**

employee

Social media focus
Content management
Culture



business

Vision & strategy

Leadership & commitment

Governance & alignment

organization

Community management
Policies & procedures
Metrics & measurement



technology

Tools
Architecture
Platform



combined, this leads to the

Enterprise Social Media Maturity Model!

» The Enterprise - Social Media Maturity Model

Social / employee perspective	Social media focus	personal	community	strategic
	Content management	push	centralized	pull
	Culture	early adopter	early majority	participants
Business perspective	Vision & Strategy	none	functional	organizational
	Leadership & Commitment	bottom-up	controlled	departmental
	Governance & Alignment	no-formal	formal	informal
Organization perspective	Community management	informal	explicit	integrated
	Policies & procedures	restrictive	facilitating	enabling
	Metrics & measurement	project	functional	organizational
Technology perspective	Tools	self-service - outside the firewall	best of class	enterprise - inside the firewall
	Architecture	open source	enterprise tools	RIA
	Platform	existing	corporate standards	on-demand / user centric
		stage 1: pioneering	stage 2: facilitating	stage 3: strategic

Stages of maturity

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More information?

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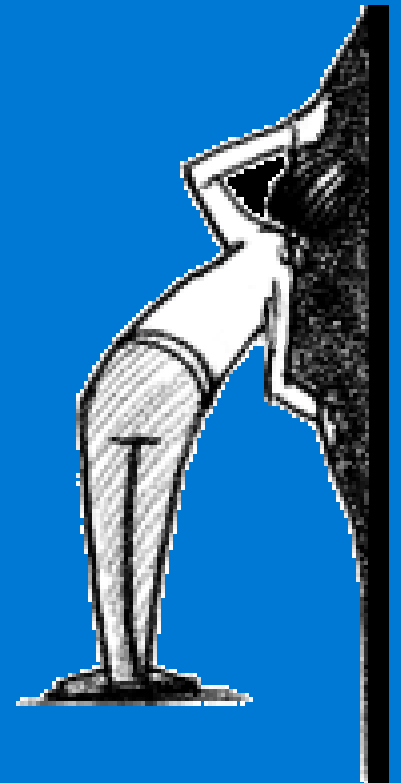
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