

Social Media Awareness Index

The Social Media Awareness Index is designed for you, as a business professional, to assess your own personal use of social media tools and how you use them in your business. We have provided a downloadable copy in a PDF form, suitable for printing. The PDF download is scorable and will enable you to see your standing. We have also provided a format in a survey, which will give us some invaluable information about social media and will show you where you compare with everyone else who has taken the electronic assessment.

To get started:

1. Download the PDF file, the Social Media Ecosystem Assessment. We recommend this even if you do just the electronic survey, as it will enable you to keep track of your answers. And you will need this information later in making your determination of your own social media usage and needs, especially if you compile the more detailed report.

2. For hard copy only: fill out the assessment, following the instructions.

- Check the tool if it's one you're familiar with.
- Circle the tool if you use it, and indicate in the Usage column if it's for business, personal, or both.
- If you use it in your business, indicate if it's internal (with employees) or external (with customers and prospects) with "I" or "E". If you use it for both, put in both letters.

3. For the electronic survey, go to

https://www.surveymonkey.com/s.aspx?sm=qXwPKNmEi_2fZK_2fPAp9e7KXg_3d_3d

Follow the instructions and put your answers in the dropdown boxes.

- Familiarity> Very Familiar; Somewhat Familiar; Not Familiar at All
- Usage> Business; Personal; Both
- Type of Usage> Internal; External; Both

You may wish to fill out the hard copy first, so you have your answers, and then put them into the survey. By using this survey function, you will be using a social media tool, Survey Monkey, so be sure to check that when you get to "Productivity Applications".

4. Finish the assessment (s) and score yourself based on the following table. For a more in depth study of your social media usage/needs, please download Table 40.1 and 40.2.

5. When you finish the survey, you will be directed to a link that will show you where everyone else who is taking the electronic assessment falls.



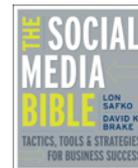
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How Well Did You Do?

How did you score? Remember, this is not a test. We know, at this point, you're just trying to get comfortable with the categories in the social media ecosystem.

However, to satisfy your competitive tendencies, use the following chart to tally your scores:

How many tools did you place a check next to?	
How many tools did you circle?	
How many tools did you code with an "I" for internal?	
How many tools did you code with an "E" for external?	
Which category had the greatest number of checks or circles?	



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Your Social Media Awareness

- If you placed a check next to 70 tools or more, your social media awareness score puts you in the top 1 percent of the class.
- Between 50 and 70 checks is impressive; clearly you've been watching what's happening in the ecosystem.
- Anything between 30 and 50 checks is still pretty good.
- If you had between 20 and 30 checks, your social media awareness is about average.
- Ten to 20 checks suggests that you could be a lot more aware of what's happening with social media.
- If you had fewer than 10 checks, you've got some catching up to do, and The Social Media Bible will help.

Your Social Media Experience

Being aware and being experienced are two different things.

- If you circled more than 25 tools, your social media experience is greater than 95 percent of the people surveyed as this book was being written.
- Anything between 15 and 25 is very impressive and suggests that you may already be experimenting with these tools and exploring new opportunities.
- If you circled between 10 and 15 tools, you're a little above average.
- Between 5 and 10 tools is about average.