

Does your social media create buzz? Score your company below to find out.

	Your score is 1 if:	Your score is 3 if:	Your score is 5 if:	Score
Social Media Strategy	You're testing and learning with an aimless marketing presence on several social media sites	You're coordinating your social media endeavors, measuring and cataloging efficacy	You're enacting the social media strategy and ROI model you developed	
Audience Engagement	Though not sure of your audience, you regularly post product updates and announcements	You drive measurable awareness and consideration through social campaigns and conversations	You create customers from your followers and social media advocates from your customers	
Campaign Sophistication	You create buzz by including YouTube videos in your major campaigns	Your Google+ presence improves your SEO; you experiment with sites like Tumblr, Vimeo, and Pinterest	You've developed a Twitter persona as a brand ambassador and you monetize FaceBook likes	
Social Governance and Adoption	Your social media policy governs employees' behaviors and use of social sites	Your disparate social media endeavors are supported by a social media center-of-excellence	You've staffed a team dedicated to creating social media content and experiences	
Business Integration	Your begging to integrate Social channels into your communication and customer service processes	Your sales efforts and fulfillment processes are buttressed by customer social experiences	Your product development is aided by social listening and crowd-sourcing	
Social Platform	You're listening platform keeps you busy responding to customers and managing your online reputation	Your social media dashboard simplifies management of your social networks	Social network analytics feed your customer database and your marketing ROI model	

Add to find your **sMi**

If your **sMi** is

Under 15

You've made some good opening moves, but the game is progressing rapidly and you need to press on.

Between 15 and 25

You've made significant headway in a relatively new sphere. A compelling business justification will propel you further.

Over 25

You're doing great! Just keep doing what you're doing now.