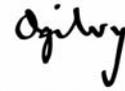


My Social Media Score



Ogilvy Public Relations Worldwide

Social media is changing how we communicate.

Is your organization ready? If your organization cannot imagine the value in engaging in these types of conversations and inviting your stakeholders in behind the PR/marketing veil, then perhaps they should wait. But the promise of social media – deeper and more direct relationships – is tremendous.

Here is an informal score sheet you can use to determine your company's current appetite for engaging in social media followed by steps you can take.

YES	NO	THE QUESTIONS
		Does anyone within the company already blog? (including personal blogs)
		Do any of these existing bloggers post on business related issues (vs. personal blogs)?
		Has senior management stopped making jokes whenever a junior staffer mentions the word "wiki" in a meeting?
		Have you ever invited customers or stakeholders to a company meeting just to hear their perspective?
		Have you ever published public information - done an interview, released some news, said something publicly - without prior written approval from the legal department?
		Is Web publishing decentralized in your organization?
		Do you have RSS feeds on your corporate Web site?
		Does your communications team value <i>more</i> than big media clips?
		Does your company reward entrepreneurial behavior from within the organization?
		Does your C-level leadership (CEO, CMO, COO, etc...) understand the difference between Robert Scoble and Bob Lutz?
		Has your marcom team read 30 blog posts from at least 10 blogs over the last two weeks?
		Has your marcom team downloaded and watched/listened to audio or video podcasts?
		YOUR SOCIAL MEDIA SCORE



- **Yes to 0-4 questions: Your organization is not ready.** It may be that you just shouldn't get involved with social media at all. Start by reading lots of relevant blogs and recommending them to peers within the company. Take the quiz again in a couple of months and see if you do better.
- **Yes to 5-8 questions: Your organization is ready to listen.** Start by introducing your organization to what it's all about. Here are a few things to get you started:
 - email relevant blog posts to leaders within the company
 - offer to set up an aggregation for the CEO of select, relevant blogs
 - do a brown bag session for all takers on anyone of a number of key phenomena: blogs, YouTube, My Space, wikis, Web 2.0, mombloggers. Choose one per session.
 - Start a personal blog and post on issues that intersect with your business (but no mention of your clients or confidential matters)
 - recommend implementing a blogging policy within your company (now that you have one)
 - share your organization's Wikipedia article internally
- **Yes to 8-12 questions: you are probably more ready than most.** If you have already done your "listening" program, then start brainstorming about how you can create a bridge to stakeholders in the social media space:
 - blog a conference
 - create a blog at some level of the company.
 - set up an internal CEO blog for employees (this gets everyone more comfortable with the idea of non-legal-department- mediated communication)
 - share the [WOMMA Ethical Blog Outreach Guidelines](#) to get everyone on the same page come up with ideas to involve customers in the creation of products and services
 - ask relevant bloggers what they think of an initiative (if it's secret, you can ask them not to blog on it)
 - set up a wiki internally as a collaborative worksite (extranet)
 - imagine a way you can co-create a product or service with your customers or constituents