

Social Media Capability Assessment

Social Media is no longer an optional add-on for NHS organisations or something that takes place in isolation from other core business and improvement activities. To succeed, it needs to be carefully designed, mainstreamed and integrated with Improvement, Listening and Engagement.

There are two key challenges that need to be addressed to support NHS frontline organisations and enable them to successfully implement NHS Social Media to ensure it delivers tangible mainstream value:

The challenge of Integration - how to integrate Social Media with frontline organisations' strategic objectives, core business processes and operations;

The challenge of Engagement - how to ensure NHS organisations' Social Media strategy secures support and involvement from the Boardroom, frontline staff, patients and their families and stakeholders - and delivers tangible results and real value to all of them;

How is the product delivered?

The Assessment is based on a powerful Maturity Model, which describes an 'ideal-type' organisation at various stages of development of social media, purely in business outcome and behaviours, and then invites users to benchmark their own organisation against the 'ideal type'.

Each Dimension contains five indicators built upon an objective description of an organisation at increasing levels of capability – with an underlying algorithm to apply a maturity score for the organisation for each indicator at each level of capability.

These in turn produce an overall Organisational Maturity Assessment

The assessment is produced through an online survey, whereby as many individuals as desired score their own organisation objectively against the 'ideal-type'. The combination of these scores produce an organisation-wide assessment, but each individual can also receive the results of their own individual scorings.

It not only allows the organisation to understand its current state of maturity and capability. It also allows the organisation to glimpse where it might get to across all areas of activity

We carry out a facilitated session with the organisation where we present the survey findings of their Capability Assessment, benchmark their performance across all indicators with the NHS average, and develop a tightly focussed Improvement Plan to enable it to move towards the ideal.

What is our solution that meets this challenge?

A powerful analysis and benchmarking solution that enables users to objectively assess their organisation's current social media capability, set goals for improvement and develop and manage implementation of a tightly outcomes-focussed Improvement Plan.

Users 'score' their organisation by selecting the objective description that best describes the current state. The descriptions have been carefully designed so they are non-judgemental and outcomes focussed. This means that the assessment is purely evidence-based, rather than opinion driven.

This also ensures that users do not require a detailed knowledge of the internal workings of social media to give an accurate description. And it provides a non-threatening way for areas of relative weakness to be identified and addressed.

What does it do?

Unlike other social media tracking tools, it crucially assesses not just Social Media Capability in isolation, but also how well social media is embedded in, integrated with and supported by the wider organisation and its core business and leadership strategies, functions and processes.

The tool objectively assesses an organisation's current social media capability across four Dimensions:
 Channels and Communities
 Content
 Leadership and Policy
 Organisation

