



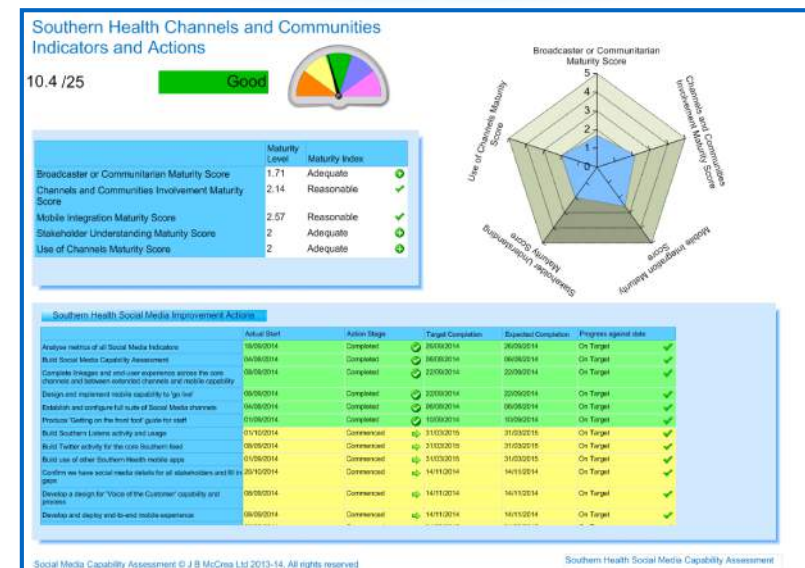
The Social Media Capability Assessment

Unique, Powerful, Integrated

Nothing like it

JB McCrea

- **unique** in the marketplace based on 25 years communications and business transformation experience
- **powerful** analysis and benchmarking solution
- **unlimited** users objectively self-assess your organisation
- **100 scores** spread across four dimensions and 20 maturity indicators
- **benchmarks** each against NHS average
- create **Improvement Plan**



Unique

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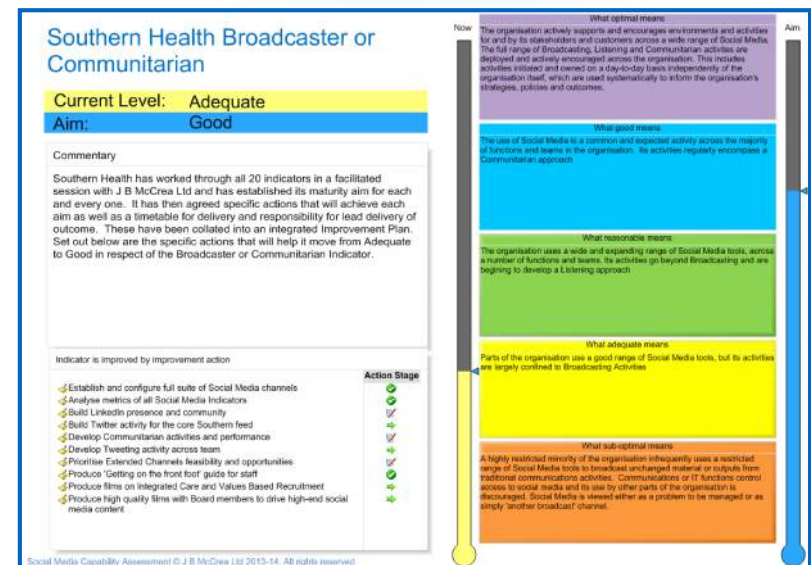
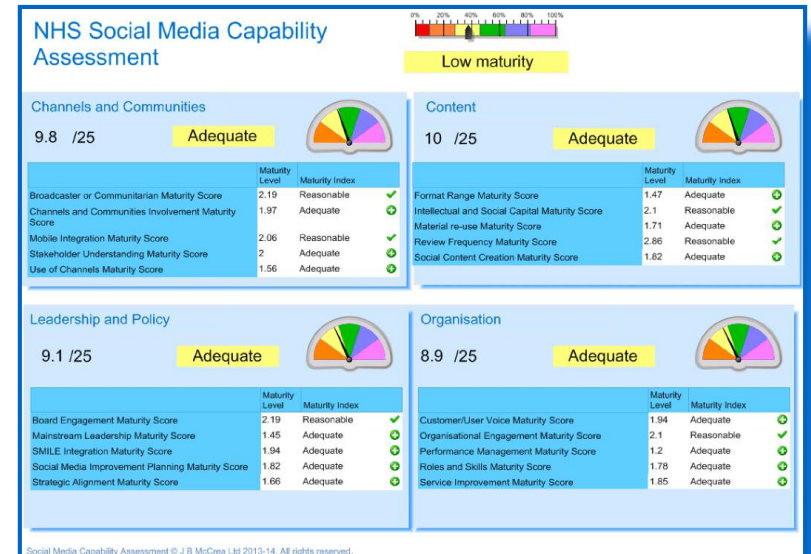
- carried out using a web-based or mobile front-end **available 24x7**
- underpinned by algorithms and analyses in a **big data** repository
- reported through **Microsoft Office** Powerpoint, Excel or PDF
- **no limit** to the number of people you can invite to contribute
- assesses how well social media is **embedded and integrated** with wider organisation, strategies and processes

The screenshot shows a web-based assessment form titled 'NHS Leadership Academy Social Media Capability Assessment'. It is divided into sections for 'Channels and Communities - Broadcaster or Communitarian'. The form includes three main sections: 1. BROADCAST approach and techniques, 2. LISTENING approach and techniques, and 3. COMMUNITARIAN approach and techniques. Below these, there is a question asking to select the most accurate description of the organization's current social media use, with five radio button options ranging from 'highly restricted' to 'actively encouraged'. A text box for 'None of the above apply - please explain' is also present.



Benchmark

- benchmark your scores against the **NHS average**
- **create your own organisation's benchmark** against which you can reassess
- **compare and assess improvement** over time
- determine **value for money and usefulness** of improvement actions



Your choice...

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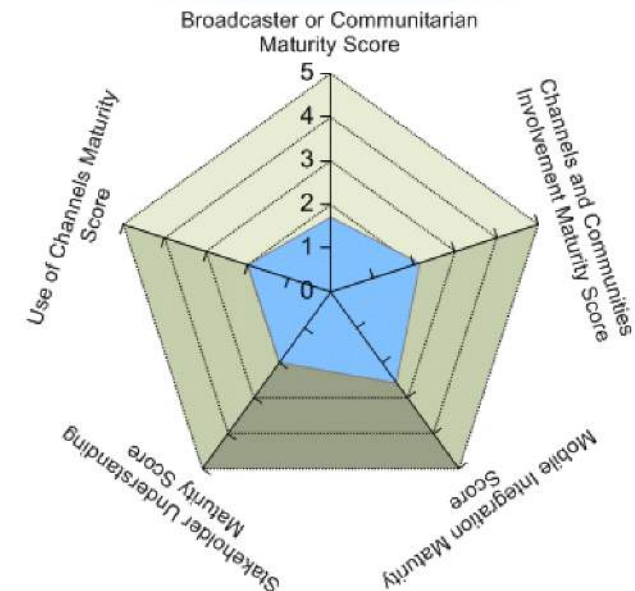
- **You decide** how long the Assessment is kept live
- **full Powerpoint pack, Excel Workbook or PDF** with each individual's scores as well as a summary organisation-wide view
- we can provide a **hosted survey** for you
- or you can **embed** the survey in your own Intranet or web pages

The screenshot shows a survey question titled "Channels and Communities - Broadcaster or Communitarian". It explains the question's purpose and lists three approaches: BROADCAST, LISTENING, and COMMUNITARIAN. Below, it asks the user to select the most accurate description of their organization, with five radio button options ranging from "highly restricted" to "actively supported". A text box for "None of the above apply" is also present, along with "Prev" and "Next" navigation buttons.



100 scores

- assesses current social media capability across **four Dimensions**:
 - * Channels and Communities
 - * Content
 - * Leadership and Policy
 - * Organisation and Culture
- Five indicators for each dimension** built upon an objective description of an organisation at increasing levels of capability
- underlying algorithm applies one of **five maturity scores** for each indicator
- overall **Organisational Maturity Assessment** based on 100 possible scores



Objective

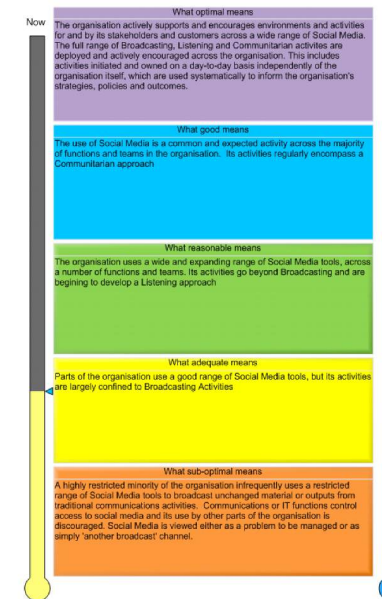
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- Users 'score' by selecting the **objective description** that best describes the current state.
- **non-judgemental and outcomes focussed**
- purely **evidence-based**, rather than opinion driven.
- It ensures that users **do not require detailed knowledge** of internal workings of social media
- **non-threatening** way for areas of relative weakness to be identified and addressed.



Improvement

- **set goals** for improvement
- develop and tightly outcomes-focussed Social Media **Improvement Plan**
- agree a desired **maturity goal** for each indicator
- develop **specific improvement actions** designed to move the organisation towards each desired indicator goal



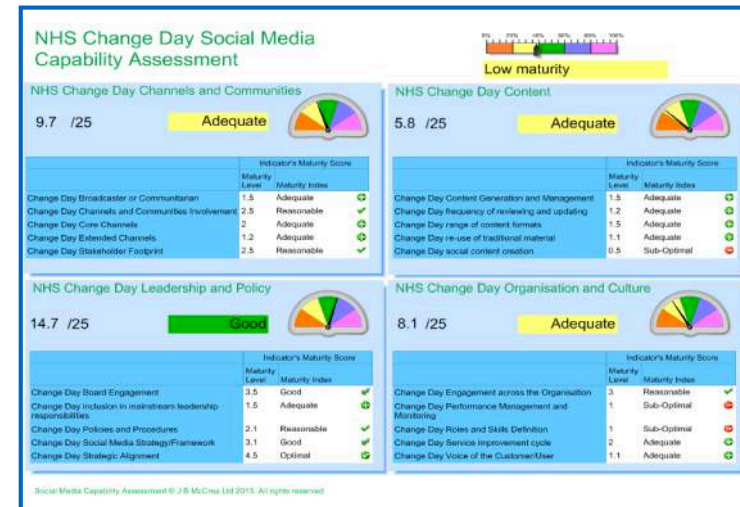
Indicator is improved by improvement action	
👉 Establish and configure full suite of Social Media channels	✅
👉 Analyse metrics of all Social Media Indicators	✅
👉 Build LinkedIn presence and community	📄✍️
👉 Build Twitter activity for the core Southern feed	➡️
👉 Develop Communitarian activities and performance	📄✍️
👉 Develop Tweeting activity across team	➡️
👉 Prioritise Extended Channels feasibility and opportunities	📄✍️
👉 Produce 'Getting on the front foot' guide for staff	✅
👉 Produce films on Integrated Care and Values Based Recruitment	➡️
👉 Produce high quality films with Board members to drive high-end social media content	➡️

Confirmation

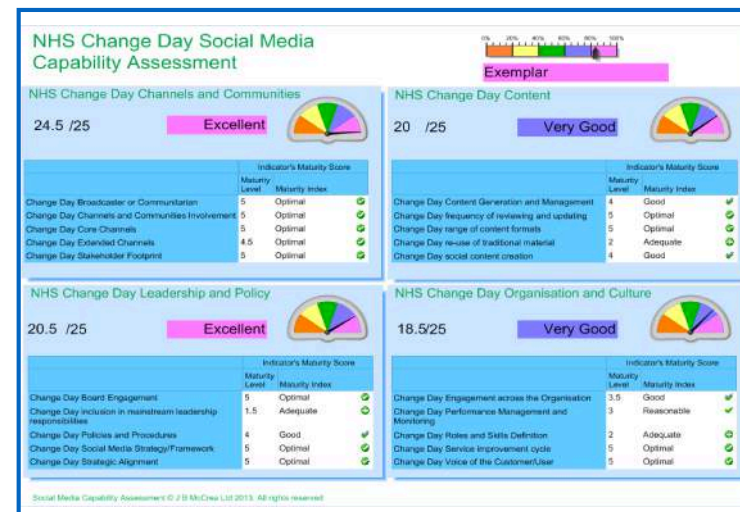
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April 2013

- can be repeated at **any time in the future**
- objectively confirm whether the **desired improved outcomes** have been secured
- determine if there are any **outstanding actions**
- determine whether any **additional Improvement Actions** are required



April 2014



“You didn’t just give us advice and support, you equipped us with the tools to enable us to get the job done ourselves.”



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