



# DRIVE: SELF-ASSESSMENT QUESTIONNAIRE

## CAN YOU IMPROVE ADOPTION AND SHOW THE VALUE OF YOUR EMPLOYEE NETWORK OR CUSTOMER COMMUNITY?

<b>CIRCLE THE SCORE MOST APPROPRIATE TO YOUR ANSWER</b>	<b>SCORE</b>
1. How long has your social platform been operational? <i>[Select the most appropriate]</i>	
a. Still in pre-rollout phase	1
b. < 3 months since roll-out	1
c. 3-6 months since roll-out	1
d. 6-12 months since roll-out	1
e. 12-24 months since rollout	1
f. > 24 months	1
2. What proportion of eligible employees have completed profile pages? <i>[Select the most appropriate]</i>	
a. 0-25%	1
b. 25-50%	1
c. 50-75%	1
d. 75-100%	1
e. Don't know	0
3. What proportion of eligible employees have visited the site over the past four weeks? <i>[Select the most appropriate]</i>	
a. 0-25%	1
b. 25-50%	1
c. 50-75%	1
d. 75-100%	1
e. Don't know	0
4. Do you know what proportion of eligible employees have posted the past four weeks? <i>[Select the most appropriate]</i>	
a. 0-25%	1
b. 25-50%	1
c. 150-75%	1
d. 75-100%	1
e. Don't know	0
5. Do you know how much resource is available for management of your community?	
a. Yes	1
b. No	0
6. Can you (as community manager or admin) add or remove functionality?	
a. Yes	1
b. No	0
7. Is the community present on employees home page/start screen?	
a. Yes	1
b. No	0
8. Can you (as community manager or admin) modify its appearance?	
a. Yes	1
b. No	0
9. Have you surveyed staff to discover their attitudes to the platform today?	
a. Yes	1
b. No	0



10. In what terms can the community be seen to be a success today? *[Multiple choice]*
- a. Financial benefit/cost savings 1
  - b. Efficiency 1
  - c. Innovation 1
  - d. Improved internal communications about the business 1
  - e. Improved team working 1
  - f. Improved access to knowledge 1
  - g. Better/more coherent service to customers 1
  - h. Improved HR, such as quicker induction, happier staff, reduced staff turnover 1
  - i. Others 1
  - j. None of the above 0
11. Do you have KPIs and targets for your community?
- a. Yes 1
  - b. No 0
12. Do you have an internal communications team with a regular output of messaging about the business?
- a. Yes 1
  - b. No 0
13. Have you audited internal social activity across the business?
- a. Yes 1
  - b. No 0
14. Have any departments set up alternative social platforms (networks, forums, blogs, email groups etc.)?
- a. Yes 0
  - b. No 1
15. Do you have a group of champions (active supporters) of the platform from across the business?
- a. Yes 1
  - b. No 0
16. Can you identify potential champions (active supporters) of the platform from across the business?
- a. Yes 1
  - b. No 0
17. Do you have legal and community policies to ensure that your platform is seen as a safe place to engage?
- a. Yes 1
  - b. No 0
18. Do you have the appropriate analytical tools to report on trends and monitor daily activity?
- a. Yes 5
  - b. No 0

The scoring is notional. Don't get hung up on the values, they are there as a rough guide to help you assess your situation and prioritise your activities.

If you have scored between **15-30 points** you're a candidate for the **fasttrack** through our Drive module.

If you scored anything **below 15 points** you'll need time, research and support to contribute to re-orientating your business towards making the best of social. Explore the options at your own pace and be wary of setting expectations or deadlines with your colleagues.