The Social Engagement Index

A Benchmark Report by Spredfast on the State of Enterprise Social Programs

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About the Report

The use of social media channels to drive business continues to proliferate across the Enterprise. Companies are using social networks to connect with customers and prospects, engage with their audiences and utilize these relationships to acquire and convert in meaningful ways.

The growth of companies engaging internal resources to develop social programs and increase audience engagement has driven the adoption of Enterprise Social Relationship Platforms (SRP) to manage this internal and external activity.

Spredfast, social business software provider for Enterprise social media management, has created the first Social Engagement Benchmark Index Report to highlight key social media trends across the Enterprise and to help companies assess the success of their social media programs against their peers. The report looked at data from 154 companies that use Spredfast to engage internal resources—users and social accounts across multiple business groups—to build external engagement—network growth, audience interaction and social reach.

The Spredfast Social Engagement Index Report offers social media professionals the opportunity to assess areas of social programs such as:

- How are social teams being organized and how are companies engaging internally to build social programs?
- Which social networks are being embraced and how efficient is each to drive audience engagement?
- How and where are companies spending their time engaging across social networks?
- What correlations exist between internal, company engagement and external, audience engagement?
- How does your company stack up against other Enterprise social programs?

This report analyzes corporate social programs from companies of multiple sizes, across most major industries and uncovers industry averages of internal team organization, structure of social programs, publishing, outbound activity, audience engagement, network size and social reach.

The report further defines and maps customers to an Engagement Index based on seven key indicators of internal and external social engagement including number of users, business groups active, messages published, activity level, audience engagement, network size and social reach.

The data used was pulled directly from the Spredfast SRP platform from active companies using the software for social media management. Due to the fast moving nature of social media, the time frame assessed was one Fiscal Quarter, from April 1, 2012 to June 30, 2012, to get an accurate view of current social activity and engagement from leading Enterprise companies.
Summary of Findings

Brands are centralizing social activity, engagement and measurement to orchestrate social for internal and external engagement.

With an average of 51 accounts, across an average of 3 social networks and 29 internal users, it’s clear that companies are centralizing social programs and approaching these efforts in a more programmatic way. Moreover, monitoring, publishing, responding and coordination are all being orchestrated from one location.

Brands’ social programs are Activating, Expanding, and Proliferating

Corporate social media adoption is no longer a fringe activity. Companies of all sizes are active on social channels and growing a social presence. While XX proliferating customers are Fortune 500 companies, a brand’s level of social engagement is more influenced by its commitment to social business than its size.

Social Media is no longer one person’s job.

With an average of 29 people authorized within an SRP to participate in social media activity, the shift from limited adoption to user proliferation is taking place to allow more people to scale activity and conversations across any given Enterprise’s 51 social accounts.

Social media users on behalf of an Enterprise or brand are not one-size fits all.

Increasingly, companies are taking advantage of the opportunity to create different roles and permissions to help limit and guide internal users as to what exactly they can do across social media channels for their brand. An average of seven Admins coordinate the work of viewers, writers, editors, and managers, primarily in hub and spoke configuration, where a core group of employees help manage and guide a greater number of regional, geographic or part-time contributors.

It’s a multi-channel, social world for corporate social media practitioners.

Corporate social media programs are utilizing on average at least three social channels for their social programs from a centralized location. And while Facebook has the largest share of social voice with an average of 27 accounts per company, Twitter is a major part of the overall mix with LinkedIn YouTube and Blogger all adding to social programs, as well.

Publishing is heavier on Twitter, though engagement across Facebook is higher.

From an outbound publishing perspective, companies are publishing more actively across Twitter with an average of 50 messages per day as compared to 16 messages per day on Facebook across the company. However, Facebook is yielding 549 engagement interactions for every message published while Twitter is yielding 60 engagement interactions for every activity by a company.

The average company is connected to nearly 2 million people through social networks.

Across the 154 companies analyzed in the report, the average network size is 1.8 million people through social network presences across all Fans, Followers, Connections and Subscribers. This number rises as companies activate more people and business groups to become active in social programs internally.
Social Business Segments

Throughout this report, industry averages for a number of social metrics are provided alongside segment data for three tracks that emerged as a result of our Social Engagement Index analysis. These three groups—Activating, Expanding, and Proliferating—represent companies with similar levels of internal and external social engagement. Companies within the data set are plotted here by two subcategories of the seven metrics used to develop the Social Engagement Index: Audience and Organization.
SOCIAL SEGMENTS @ A GLANCE:

<table>
<thead>
<tr>
<th>METRIC</th>
<th>MEAN</th>
<th>ACTIVATING</th>
<th>EXPANDING</th>
<th>PROLIFERATING</th>
</tr>
</thead>
<tbody>
<tr>
<td># USERS</td>
<td>29</td>
<td>16</td>
<td>16</td>
<td>53</td>
</tr>
<tr>
<td># GROUPS</td>
<td>11</td>
<td>3</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td># MESSAGES PUBLISHED</td>
<td>12,957</td>
<td>1,704</td>
<td>5,530</td>
<td>28,755</td>
</tr>
<tr>
<td>ACTIVITY</td>
<td>4,508</td>
<td>568</td>
<td>2,814</td>
<td>10,583</td>
</tr>
<tr>
<td>CURRENT NETWORK</td>
<td>1,8M</td>
<td>34,000</td>
<td>2,036,000</td>
<td>3,189,000</td>
</tr>
<tr>
<td>TOTAL REACH</td>
<td>46M</td>
<td>1,045,000</td>
<td>120,920,000</td>
<td>115,126,000</td>
</tr>
<tr>
<td>ENGAGEMENT</td>
<td>2M</td>
<td>7,000</td>
<td>165,000</td>
<td>5,221,000</td>
</tr>
</tbody>
</table>

For further details and methodology of the Social Engagement Index segmentation, see the Methodology section.
Structure and Organization

Internally, the Enterprise is assessing and acting on opportunities to strengthen engagement across teams. Orchestrating people, enabling cross-departmental and geographic teams and organizing social accounts is helping brands manage the proliferation of social across their company. Companies are moving beyond just marketing campaigns and activating an average of 11 groups across geographies, business units and functions to expand social programs. Between these groups, Enterprises are engaging across an average of 51 social accounts and enabling 29 employees to manage these from a centralized Social Relationship Platform.

Groups

Social activity is organized into groups in Spredfast. These are groups of social programs typically segmented by brand, geography, business goal or team. On average, companies are activating 11 internal groups to engage across social, with some companies utilizing as many as 186 groups.
Social Accounts

Social accounts are defined as the individual social accounts created and managed by a company that are integrated within the Spredfast platform. In this report, the accounts represented are Facebook, Twitter, LinkedIn, YouTube and Blogs. On average, companies engage across 51 social accounts with some companies enabling as many as 753 accounts.

* This does not include other brand accounts that have not been centralized and managed in an SRP.

Users

Users are the total number of people set up to access and or participate in social media initiatives within Spredfast. These represent employees who have been given access to engage on a brand’s behalf in some way. Not all users have the same rights and permissions. On average, Enterprises have 29 users active in Spredfast with some companies enabling as many as 317 users.

* Users only represent employees given access as users in a centralized SRP and do not include those with only direct platform access.
Types of users

Different types of users exist in Spredfast so that companies may define the exact roles and permissions a given user has for social media programs. In total, there are 5 different types of roles in Spredfast, ranging from Admins who have the ability to manage all users and accounts to viewers who may only access records of planned and published content and analytics.

- **Viewers** can see streams, published content, and analytics but cannot publish or edit.
- **Writers** reply to items in the social inbox and create their own content, content created by this role is often sent through an approval path.
- **Admins** have access to all features and functionality in Spredfast including the ability to monitor, publish, configure and make administrative changes.
- **Managers** monitor and publish content and manage basic account settings (add and edit users, groups, streams.)
- **Editors** monitor and publish content.

### NUMBER OF USERS BY ROLE

<table>
<thead>
<tr>
<th>Role</th>
<th>Number</th>
<th>Median (Range)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viewers</td>
<td>3</td>
<td>2 (1-15)</td>
</tr>
<tr>
<td>Writers</td>
<td>4</td>
<td>2 (1-61)</td>
</tr>
<tr>
<td>Admins</td>
<td>7</td>
<td>5 (0-77)</td>
</tr>
<tr>
<td>Managers</td>
<td>11</td>
<td>3 (1-222)</td>
</tr>
<tr>
<td>Editors</td>
<td>16</td>
<td>6 (1-180)</td>
</tr>
</tbody>
</table>

Base: Total n=154; Admins n=154; Editors n=83; Managers n=102; Writers n=40; Viewers n=43
Bases vary due to NA.
Content Labels

Content labels are a tagging mechanism, defined by each Enterprise, to add context and reference to the types of activity across a social media program. In Spredfast, these content labels can be assigned to incoming activity that is being monitored and outgoing activity that is being published so that companies may sort, measure, and aggregate information to segment social program activity. On average, Enterprises are utilizing 94 different content labels to add granular context to social activity with some companies using as many as 1,070 content labels.

Streams

Streams are a mechanism, personalized by companies, used to monitor social activity across keywords, users, RSS feeds and social accounts. In Spredfast, streams may be set up to monitor activity across Facebook, Twitter, LinkedIn, YouTube, Flickr, Blogs, Search Engines, RSS feeds, Instagram, Pinterest, Google+, Foursquare checkins and forums. The average Enterprise is monitoring 144 streams with some companies monitoring as many as 1,426 streams.
# Social Structure @ a Glance

<table>
<thead>
<tr>
<th>Structure</th>
<th>Mean</th>
<th>Activating</th>
<th>Expanding</th>
<th>Proliferating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Groups</td>
<td>11</td>
<td>3</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Social Accounts</td>
<td>51</td>
<td>13</td>
<td>34</td>
<td>99</td>
</tr>
<tr>
<td>Users</td>
<td>29</td>
<td>16</td>
<td>16</td>
<td>53</td>
</tr>
<tr>
<td>Content Labels</td>
<td>94</td>
<td>38</td>
<td>90</td>
<td>147</td>
</tr>
<tr>
<td>Streams</td>
<td>144</td>
<td>51</td>
<td>115</td>
<td>249</td>
</tr>
</tbody>
</table>
The Social Engagement Index: A Benchmark report by Spredfast on the state of Enterprise Social Programs

Publishing and Activity

Externally, the Enterprise is publishing activity across multiple social networks and accounts to connect with and engage its networks. Activity levels vary across the different platforms, with the average number of published messages per quarter at 4,924, or 383 messages per week. Twitter leads with the most messages published, followed by Facebook. Activity on LinkedIn and YouTube at the Enterprise level is published much less frequently. On average, 25% of all messages are published directly through the Spredfast SRP while the remaining 75% are imported (allowing capture of analytics) from native publishing across platforms. As brands continue to drive centralization of social programs, this ratio is expected to balance.

All Activity

Activity is defined as all content that is published by a company through accounts that are set up in the Spredfast platform. On average, 4,924 messages were published by each company during the second Quarter of 2012 averaging 54 messages published daily. Some companies published as many as 155,926 messages over the Quarter, or 1,732 messages daily.
Facebook Activity

Facebook activity includes published content by a company on the Facebook social network, across all Facebook accounts authenticated in the Spredfast platform. These include Updates (wall posts), Facebook Notes, Photo Albums, Videos, Events and Comments. On average, companies are publishing 1,484 messages quarterly across Facebook with some companies publishing as many as 45,068 times. Proliferating companies are publishing more than four times more often than Expanding companies and more than 20 times more often than Activating companies. From a specific activity perspective, Facebook updates are the most common with an average of 15 updates per day by company.
Twitter Activity

Twitter activity includes published content by a company on the Twitter social network, across all Twitter accounts authenticated in the Spredfast platform. These include Tweets which are also comprised of replies and direct messages to users. On average, companies are Tweeting 4,508 times per quarter with some companies publishing as many as 110,858 times. Proliferating companies are twice as active and their Expanding counterparts and 18 times more active than Activating companies.

LinkedIn Activity

LinkedIn activity includes published content by a company on the LinkedIn social network, across all LinkedIn accounts authenticated in the Spredfast platform. These include LinkedIn personal status updates and discussions topics. On average, Enterprises are publishing once daily, or 93 times a quarter, across the LinkedIn social network. Some companies published as many as 349 times.
### YouTube Activity

YouTube activity includes published content by a company on the YouTube video social network, across all YouTube accounts authenticated in the Spredfast platform. These include videos posted and comments made by the company. On average, Enterprises are publishing 47 videos per quarter through the Spredfast SRP, or 3.65 videos per week. Some companies published as many as 816 videos.

_YOUTUBE ACTIVITY_  47

<table>
<thead>
<tr>
<th>MONTH</th>
<th>WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>4</td>
</tr>
</tbody>
</table>

#### SOCIAL ACTIVITY @ A GLANCE

<table>
<thead>
<tr>
<th>Platform</th>
<th>Mean</th>
<th>Activating</th>
<th>Expanding</th>
<th>Proliferating</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL ACTIVITY</td>
<td>4924</td>
<td>568</td>
<td>2814</td>
<td>10583</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>1484</td>
<td>143</td>
<td>793</td>
<td>3229</td>
</tr>
<tr>
<td>TWITTER</td>
<td>4508</td>
<td>439</td>
<td>4124</td>
<td>8174</td>
</tr>
</tbody>
</table>
**Engagement & Interactions**

Publicly, social media users are engaging with Enterprise content across social media channels. This engagement includes all interactions users make with Enterprise accounts and the content companies share across social networks; it is a valuable indicator of message resonance and a factor in determining how often users continue to see a brand’s messaging. Some companies saw as many as 263,971,668 interactions, or 2,933,018 interactions daily across all accounts. Through the second Quarter of 2012, Enterprises received 1,985,000 user interactions across their social accounts on average, or 22,055 interactions daily. On a per activity basis, engagement on Facebook is nearly 10 times higher than engagement on Twitter. Across all channels, Proliferating companies receive 30X more engagement than Expanding companies and 745X more engagement than Activating companies. For interaction type, clicks far outperform any other type of engagement.

**All Engagement**

Engagement is defined as any interaction with a company’s social media account not made by the company itself. Interaction types include: Facebook Likes, Comments, Clicks, Notes, Note Comments; Twitter Clicks, Retweets, Direct Messages, Mentions, Replies; LinkedIn Clicks; YouTube Comments, Likes and Dislikes. Facebook greatly outperforms Twitter, LinkedIn and YouTube in number of public interactions. Audiences engage with Proliferating customers 31 times more frequently than with Expanding companies, and 745 times more frequently than with Activating companies.
Facebook Engagement

Facebook engagement is defined as all Facebook user interaction types including Facebook Likes, Comments, Clicks, Notes, and Note Comments. On average, Facebook is yielding 1,892,000 interactions per Quarter, or more than 21,000 interactions daily. Clicks are the most common type of interaction, with Likes and Comments being the next most common types of engagement. Proliferating companies are out-engaging their Expanding and Activating counterparts with 46 interactions per every one interaction seen by Expanding companies and 1,254 interactions for every one interaction seen by Activating companies.

FACEBOOK ENGAGEMENT BREAKDOWN

<table>
<thead>
<tr>
<th></th>
<th>MEAN (range)</th>
<th>ACTIVATING</th>
<th>EXPANDING</th>
<th>PROLIFERATING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UPDATES</strong></td>
<td>1.9M (0-262,828,160)</td>
<td>4,000</td>
<td>108.0K</td>
<td>5.02M</td>
</tr>
<tr>
<td><strong>UPDATE CLICKS</strong></td>
<td>1.8M (0-259,833,841)</td>
<td>2,000</td>
<td>40.0K</td>
<td>4.72M</td>
</tr>
<tr>
<td><strong>UPDATE LIKES</strong></td>
<td>113K (0-3,256,946)</td>
<td>1,489</td>
<td>56.6K</td>
<td>258K</td>
</tr>
<tr>
<td><strong>COMMENTS</strong></td>
<td>21K (0-1,152,717)</td>
<td>249</td>
<td>11.2K</td>
<td>47K</td>
</tr>
<tr>
<td><strong>NOTES</strong></td>
<td>2 (0-83)</td>
<td>0</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td><strong>NOTE COMMENTS</strong></td>
<td>0 (0-40)</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

Base: Total n=150
Bases vary due to NA. Max base shown.
Twitter Engagement

Twitter engagement is defined as all Twitter interaction types including Clicks, Retweets, Direct Messages, Mentions and Replies. On average, Twitter is yielding 95,324 interactions per Quarter, or more than 1,000 interactions daily. As on Facebook, clicks are the most common type of interaction, with Mentions and Retweets being the next most common type of engagement. Proliferating companies are out-engaging their Expanding and Activating counterparts with 3.4 interactions per every one interaction seen by Expanding companies and 57 interactions for every one interaction seen by Activating companies.

**Twitter Engagement Breakdown**

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>Mean</th>
<th>Activating</th>
<th>Expanding</th>
<th>Proliferating</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Engagement</td>
<td>95K</td>
<td>3,487</td>
<td>58,097</td>
<td>199K</td>
</tr>
<tr>
<td>Clicks</td>
<td>78K</td>
<td>2,735</td>
<td>52,116</td>
<td>160K</td>
</tr>
<tr>
<td>Mentions</td>
<td>8.6K</td>
<td>277</td>
<td>3,133</td>
<td>19.8K</td>
</tr>
<tr>
<td>Retweets</td>
<td>6.6K</td>
<td>160</td>
<td>2,188</td>
<td>15.5K</td>
</tr>
<tr>
<td>Replies</td>
<td>1.5K</td>
<td>50</td>
<td>394</td>
<td>3,452</td>
</tr>
<tr>
<td>Direct Messages</td>
<td>381</td>
<td>249</td>
<td>135</td>
<td>679</td>
</tr>
</tbody>
</table>

Base: Total n=147
Bases vary due to NA. Max base shown.

LinkedIn Engagement

LinkedIn engagement is defined as all LinkedIn user interaction types including clicks, likes and comments across personal status updates and discussion group content. On average, Enterprises are seeing 279 LinkedIn interactions per Quarter, or three interactions daily.
YouTube Engagement

YouTube engagement is defined as all YouTube user interaction types including Comments, Likes, Dislikes, Favorites and Video responses. On average, Enterprises are seeing 163 YouTube interactions per Quarter, or just under 2 interactions daily. While interactions may be lower on YouTube than any other social network, views of videos show that the multimedia content is being readily consumed. On average, Enterprises YouTube content is being viewed 89,049 per Quarter, or approximately 989 views daily.

Average Engagement by activity

The level of engagement per activity varies widely across social channels. On average, Enterprises are driving 549 interactions for each activity they publish on Facebook, 60 interactions for each activity on Twitter, 12 interactions for each activity on YouTube and 4 interactions for each activity on LinkedIn.
## Social Interaction @ a Glance

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>All Engagement Interactions</th>
<th>All Facebook Interactions</th>
<th>Facebook Clicks</th>
<th>Facebook Likes</th>
<th>Facebook Comments</th>
<th>All Twitter Interactions</th>
<th>Twitter Clicks</th>
<th>Twitter Mentions</th>
<th>Twitter Retweets</th>
<th>Twitter Replies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>2.0M</td>
<td>1.9M</td>
<td>1.8M</td>
<td>113K</td>
<td>21K</td>
<td>95K</td>
<td>78K</td>
<td>8.6K</td>
<td>6.6K</td>
<td>1.4K</td>
</tr>
<tr>
<td>Activating</td>
<td>7000</td>
<td>4000</td>
<td>2000</td>
<td>1489</td>
<td>249</td>
<td>3487</td>
<td>2735</td>
<td>277</td>
<td>160</td>
<td>50</td>
</tr>
<tr>
<td>Expanding</td>
<td>165K</td>
<td>108K</td>
<td>40K</td>
<td>57K</td>
<td>11K</td>
<td>58K</td>
<td>52K</td>
<td>3133</td>
<td>2188</td>
<td>394</td>
</tr>
<tr>
<td>Proliferating</td>
<td>5.2M</td>
<td>5.0M</td>
<td>4.7M</td>
<td>258K</td>
<td>47K</td>
<td>199K</td>
<td>160K</td>
<td>20K</td>
<td>15K</td>
<td>3452</td>
</tr>
</tbody>
</table>

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Reach and Connections

From an audience perspective, Enterprises are acquiring Fans, Followers, Connections and Subscribers and reaching these people through social impressions of content that appears in social network news feeds. Social Media allows companies to communicate directly with individuals that have “opted in” to their brand messaging, to the tune of an average 1.83 million network connections. The potential to reach the networks of those direct connections through activities such as shares, mentions, and retweets vastly expands a company’s social reach to an average 46.6 million impressions. The average number of Facebook fans (1,628,000) is nearly nine times higher than the average number of Twitter Followers (183,249). Companies make an average 46 million impressions across these networks each Quarter, or more than half a million social impressions daily.

Network Size

Network size is defined as the number of Fans, Followers, Connections or Subscribers a company has across all social accounts on the specific social networks they utilize. On average, Enterprises have 1,813,000 people in their social network, with some companies having as many as 58,787,649 connections. Activating companies have an exponentially smaller network at 34,000 connections than Expanding companies with 2,036,000 network connections and Proliferating companies with 3,189,000 network connections. Facebook leads in network size with Enterprises having an average of 1,628,000 Facebook Fans. Twitter, the second highest social network in terms of connections, has an average 183,249 followers per company.

![Network Size by Channel](chart.png)

**TOTAL NETWORK SIZE** 1,813,000

- **MEAN**
  - Mean charted; Median =181,300
  - (Range 269-58,787,649)

- **ACTIVE**
  - 20%

- **ADVANCED**
  - 24%
  - 183K

- **INNOVATING**
  - < 2%
  - < 1%

Base: Total n=154; Active n=50; Advanced n=47; Innovating n=57
Bases vary. Max base shown.
Facebook Fans

Facebook Fans includes the average number of Facebook Fans a company has across all pages on the Facebook social network. On average, Enterprises have 1,628,000 Facebook Fans, with some companies having as many as 58,508,620 Fans. Activating companies have a drastically smaller network of 2,500 Fans, or a difference of one Fan for every 794 Fans in Expanding companies or one Fan for every 1,095 Fans in Proliferating companies.

Twitter Followers

Twitter Followers includes the average number of Twitter Followers a company has across all Twitter handles on the Twitter social network. Enterprises have an average of 183,249 Followers with some companies with as many as 9,139,624 Followers. Proliferating companies have a much larger network size with 9 followers for every one Expanding follower and 47 followers for every one Activating follower.
LinkedIn Connections

LinkedIn Connections includes the average number of subscribers a company has across their users’ LinkedIn accounts on the LinkedIn social network. Out of the 154 companies analyzed in this study, 48 companies were utilizing personal employee LinkedIn accounts for corporate social programs within Spredfast. Companies active on LinkedIn had an average of 7,303 LinkedIn connections with some companies connected to as many as 70,000 people across LinkedIn.

![LinkedIn Connections](image)

YouTube Subscribers

YouTube Subscribers includes the average number of video channel subscribers a company has across their YouTube accounts. Of the companies using an SRP to manage their YouTube activity, Enterprises have an average of 2,845 YouTube subscribers. Some companies have as many as 116,405 subscribers across YouTube.

![YouTube Subscribers](image)

Mean charted, Median =233 (Range 0-116,405)
base: n=30
Social Reach

Social Reach is defined as the potential number of social impressions a company reached through social activity as calculated by messages published times the number of Fans, Followers and Subscribers on a certain social network. Social Reach also takes into calculation the number of users who share, Retweet or repost activity times the number users in their social networks. On average, Enterprises are reaching 46,641,000 social impressions per Quarter, or half a million impressions daily. Proliferating companies are reaching more than 10 times the number of social impressions as Expanding companies, and 115 times the social impressions of Activating companies.
Social Engagement Summary

The Social Engagement Index outlines the current state of internal and external engagement across the social Enterprise. The data reveals how companies are currently organizing and building internal structure as well as how they are reaching and engaging with public audiences. This baseline will help indicate movement and progress with future data reports, but it also highlights current trends, opportunities for improvement and mandates.

A Focus on Internal Orchestration

With companies becoming more strategic in their approach to social programs, internal orchestration is a growing focus. More users and groups isn’t necessarily an indicator for success, however companies that are embracing more people within their social programs are seeing a greater level of external engagement with their audience. By identifying the right individuals and internal teams to be active on a brand’s behalf, companies are activating the internal stakeholders and subject matter experts that add value to members of their social networks. There’s still work to be done in “reining in” social accounts and publishing across social programs. With an average of 25% of messages being published directly through an SRP, more than 75% of employee activity is being managed outside a centralized location. The opportunity for greater oversight and coordination of activity is only outweighed by the risk to brand reputation that exists with multiple unchecked social presences.

External Engagement Playing a Leading Role in Social Programs

External Engagement, or interactions from network audience members with social accounts and activity, is a key indicator for social program success. Looking at engagement from the report, it’s clear that Facebook is leading the pack in terms of audience interaction. But other factors play into this metric, like audience size and publishing frequency by the brand. The larger the social network audience and the more activity produced by companies directly impacts the opportunities for network members to interact. This report does not assess the quality of content shared, which is another, arguably more influential factor in levels of engagement.

Leading Role of Technology

Technology like an SRP is allowing companies, for the first time ever, to truly manage social program activity from one, centralized location. What this means is security of accounts, organization of activity, and measurement of all social activity, all managed from one location, rather than running social programs from disparate social network platforms. With more people active on a company’s behalf across more social accounts and conversations, the ability to provide granular levels of access to employees, coordinate social activity in an efficient way, and aggregate reporting and analysis are growing areas of focus for the social Enterprise. What’s more, it’s allowing companies the ability to organize social programs from the corporate level down to individual geographies and business units, while maintaining the capability to measure all forms of engagement in one place.
Implications from the Social Networks

The social networks themselves are playing a large role in how companies are able to manage social media. API integration and development is constantly opening new doors for more strategic technology use. For example, while LinkedIn is utilized much less frequently today for social programs at the corporate level, new capabilities to integrate company page posting will soon be a reality from within an SRP. Pair that with more sophisticated post targeting capabilities across Facebook, and companies will soon have an even greater ability to publish, activate new internal resources, and engage with their audiences in even more strategic ways.

Key Areas of Opportunity

The Social Engagement Index benchmarks the current state of the social business landscape, and plots sample companies in terms of internal (Organization) and external (Audience) engagement. Regardless of where companies fall within this model, the data uncovers a number of key areas for opportunity across all companies and teams.

- **Content**
  Content is playing a leading role in driving engagement. While this report does not include content analysis and quantity is not a reliable measure of quality, companies that maintaining a distributed content strategy are driving engagement. In the coming Quarters, the companies who focus on engaging content and messages that resonate with their audiences will find new ways to increase external engagement.

- **Uncovering contextual learnings from social activity**
  If content is a leading opportunity to increase engagement, understanding the context and implications of what content is most efficient will give companies a key advantage. Spredfast users are utilizing an average of 94 content labels to assign to context to inbound (monitoring) and outbound (activity) content to better measure the results of each. Those that find ways to use this with strategic utility will better uncover what content, messages and activity types drive the most engagement. They will be better equipped to make decisions on how to optimize current efforts and discover new, and potentially less obvious, opportunities to connect with their audiences.

- **Social network understanding**
  While the report shows that Facebook is the leading social network embraced by companies with an average of 27 Facebook accounts by company and Facebook out-engaging audiences in comparison to other channels, the decision of what social networks to employ for corporate programs is still rooted in a multi-channel approach. Some industries represented in this report actually saw greater engagement across Twitter than Twitter. The decision of what social networks perform highest for a given company are best made by diving into the individual company, industry and audience.

- **Segmentation of groups and users to better focus**
  Social media is longer the job of one person. With an average of 29 users accessing social program elements, companies have an opportunity to pair the right people with the right channels and areas of activity in a centralized way. By activating the right internal groups and employees, Enterprises can allow for a greater level of focus and personalization of social activity, allowing the right people to engage with the right audiences in the best ways.
Coordination across internal teams

With an average of 29 users across 11 groups active in social programs that span 51 accounts, the need for team coordination is greater than ever. Making decisions around what roles team member should have – from administering account settings to contributing content that needs to be routed through an approval path before publishing – will help the Enterprise activate more resources to drive social activity while maintain protection of their brand reputation and guidelines. The ability to assign and share content through relevant workflows is also a key area of opportunity to help make Enterprises more productive and efficient in the social programs they run across multiple teams, accounts and conversations.

Opportunity to convert

Many companies still report that brand awareness and reputation are leading goals for their social programs. However, when looking at engagement by type, Clicks are exponentially higher than any other interaction. This signals that, when interested, audience members are willing to leave their social network experience and be led to other information. In terms of business implications, this means that companies have the opportunity to lead their networks to their corporate websites, landing pages or other online locations to inform and convert through subsequent actions.

Connecting Organizational Goals to Engagement Performance

Looking at internal and external engagement across the industry helps provide a lens into where current companies fall. However, these averages cannot be looked at in a vacuum. Smaller companies or those just beginning to focus on maturing their social efforts have a much different definition for success in comparison to larger companies that have spent years building their programs. Moreover, the specific goals of a social program – building brand awareness versus converting new customers versus providing Social Care to current customers – weigh heavily on the areas that signal success across engagement. For this reason, a determination of company goals should be assessed and outlined before comparing how they stack up in performance next to peers.
Methodology

Data Sources

The data sample used in this report covers the second quarter of 2012, from April 1 through June 30. Data was collected from a representative, anonymous sample of 154 Spredfast customers via the Spredfast Social Relationship Platform.

Data Analysis

Spredfast partnered with local Austin market research firm, Mindwave Research to conduct an analysis of several key metrics captured within the Spredfast SRP and to develop an Engagement Index based on key identifiers of internal and external social growth.

Engagement Index

The Spredfast Engagement Index is based upon seven variables representative of internal organization and structure and external audience and engagement. These variables include:

<table>
<thead>
<tr>
<th>Organization</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td># Users</td>
<td>Current Network</td>
</tr>
<tr>
<td># Initiatives</td>
<td>Total Reach</td>
</tr>
<tr>
<td># Messages Published</td>
<td>Engagement</td>
</tr>
<tr>
<td>Activity</td>
<td></td>
</tr>
</tbody>
</table>


Based on a distribution of each variable, companies were divided into three equal groups and assigned a score between 1 and 3. The lowest third of companies on each variable received a score of 1, the middle group a 2, and the highest group a 3.

The ranges used to determine these groupings are as follows:

<table>
<thead>
<tr>
<th>Variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td># Users</td>
<td>0-9</td>
<td>10-20</td>
<td>&gt;20</td>
</tr>
<tr>
<td># Initiatives</td>
<td>0-2</td>
<td>3-6</td>
<td>&gt;6</td>
</tr>
<tr>
<td># Messages Published</td>
<td>0-1766</td>
<td>1767-7033</td>
<td>&gt;7033</td>
</tr>
<tr>
<td>Activity</td>
<td>0-458</td>
<td>459-1480</td>
<td>&gt;1480</td>
</tr>
<tr>
<td>Current Network</td>
<td>0-34184</td>
<td>34185-257225</td>
<td>&gt;257225</td>
</tr>
<tr>
<td>Total Reach</td>
<td>0-505303</td>
<td>505304-7323183</td>
<td>&gt;7323183</td>
</tr>
<tr>
<td>Engagement</td>
<td>0-8769</td>
<td>8770-78189</td>
<td>&gt;78189</td>
</tr>
</tbody>
</table>
All seven scores were then added together for each company for an overall social maturity index between 7 and 21. Companies were split into three segments based on their overall index scores.

[Activating] are companies with social maturity index scores from 7 to 11.
[Expanding] are companies with social maturity index scores from 12 to 15.
[Proliferating] are companies with social maturity index scores from 16 to 21.

For data visualization purposes, the seven variables were split into two categories and Audience specific variables were plotted against Organization variables to create the Engagement Index.

About Spredfast

Based in Austin, Texas, Spredfast provides social business software for social media management that allows organizations to manage, monitor, and measure their social media programs, and the effectiveness of each piece of content, across multiple social media channels. Spredfast allows its clients to extend their branded content and engage with its audience from a single administration interface to the blogosphere and the major social networks like Facebook, Twitter, LinkedIn, YouTube, and Foursquare. Some of the enterprise and agency adopters on board with Spredfast include AARP, Nokia, Bayer, HomeAway, Porter Novelli, ING Direct and AGAIN Interactive. For more information, visit http://spredfast.com/

About Mindwave Research

Mindwave Research is a leader in full-service research, conducting custom studies in over 30 countries for more than 100 industry-leading companies since 1999. We employ a cohesive balance of knowledgeable professionals, cutting edge technology and forward-thinking processes to deliver proven results and actionable insights in qualitative and quantitative research.