

Success Factors		Struggling	Frustrated	Successful	Game Changing	Now	Desired 12 mths	Desired 24 mths
		1 - 2 - 3	4 - 5 - 6	7 - 8 - 9	10 - 11 - 12			
1	Your Message	You do not have clarity on your purpose nor the message you want to 'own' on social media.	You are eager to develop a strong and consistent message aligned with your purpose, but don't know where to start.	You're comfortable with your why, your purpose and your message, but you're not sure you're getting it across.	The message you share on social media is clearly aligned with your purpose, your why. You totally own the message and others know you for it too.			
2	Your Confidence	You are not clear on what 'voice' you need to be using on social media and have genuine fears about putting yourself out there.	You share and engage via social but you're conscious that you're playing safe. You're concerned about saying the wrong thing.	You're comfortable engaging and you're finding your voice, but you're not overly confident with your message and your positioning.	You are very clear on your message, your voice and comfortable with how you position yourself and engage on social media.			
3	Your Channels	You're not clear on which social media channels are right for you and how to optimise them.	You're clear on the channels you want to use, but you're not sure you're getting the most out of them.	You have social media channels in place and are doing some activity, but you're not sure you're being effective.	You're clear on which social media accounts are right for you. They are fully optimised for purpose, enabling you to be as effective as you aspire to be.			
4	Your Insights	You do not understand the benefits of listening in on social media and have no idea how to do it. Your finger is not on the pulse.	You are keen to learn about how to listen and glean insights via social channels but you do not know where to start.	You are doing a bit of listening on social channels, but it's not as robust or productive as you would like it to be.	Finger fully on the pulse. You understand the advantages of listening in on social media to help you connect, protect and learn and you tune in regularly.			
5	Your Connection	You do not have clarity on who you are meant to be connecting with or why.	You're randomly connecting with people on social media, but you are not sure whether they are relevant.	You're making some good connections, but it's not focused or strategically driven.	You have clarity about who you need to connect with, who is relevant, influential and useful - helping you to drive success from your social activity.			
6	Your Content	You do not have any idea what content you should be sharing or why.	You are keen to develop a content plan. You know it's important but you're not sure where to start and what to include.	You're creating content on a regular basis, but you're not sure it is compelling enough or strategically aligned.	You have a content strategy in place which is aligned with overall key activity. You're clear on what you plan to deliver and why.			
7	Your Strategy	You do not have a personal social media strategy to help you deliver on key business objectives.	You're keen to map out a personal social media strategy. You know it's important but you're not sure where to start.	You have a personal strategy mapped out but you're not sure it's aligned with the over-arching business objectives.	You have a robust personal social media strategy mapped out. There is clarity on ROI aligned with over-arching business objectives.			
8	Your Online Presence	You have a poor online presence. It's difficult to find anything relevant or current. You're embarrassed about how you 'show up'.	You have an ok digital footprint but it's not something you are actively steering. People can find you online, but it's not as up to date as it could be.	You're keen to develop a strong online presence. You're making headway and it's easy for people to find relevant compelling information about you online.	You have a strong online presence which is current and relevant. You're proud of your digital footprint and how you 'show up'.			