

hearsay

Hearsay User Maturity Report Guide



Hearsay User Maturity Report

Hearsay Social conducted a deep analysis on how advisors leverage social media to realize business benefits. Based on financial services industry insights and the analysis of advisor behavior, Hearsay Social developed a model that helps financial services organizations measure advisor success. The scoring model described in this guide is based on the four steps to success: Be, Grow, Hear, and Say. The model provides a measure of an advisor's use of social media in key performance areas. This user maturity score aims to provide you with both a more aggregate understanding of your program's overall social adoption as well as an understanding at an individual level where each advisor is succeeding and where they may need to improve.

Creating a model that fits perfectly with each of the diverse digital programs across the industry was impossible due to social media policies, requirements, and other client factors. What Hearsay Social has created is the overall best fit across our client base. It scores every advisor on a few different measurements in the Be, Grow, Hear, and Say categories using normalized data and industry trends. This report can work as-is for most of our clients; however, some programs may emphasize or care about different things and enable different networks.

THE PURPOSE OF THIS GUIDE

1. Thoroughly explain the Hearsay User Maturity Model, including where to find it in Hearsay Social and how to run it
2. Provide the model we used to calculate each section and subsection so that you can tailor this report and model more to your organization, if you see fit

SECTION 1: WHERE TO FIND THE REPORT, HOW TO RUN IT, AND HOW TO READ IT

Where to find the report:

- Go to Analyze->Reports->Performance Breakdowns and select "User Maturity Model"

Filters

Date Range
(monthly)

January 2021

Hierarchy

All Hierarchies (All Regions) ▼

Status

Connected ▼

Filter Report

Clear Filters

Usage Maturity Model Report

just now



Workspace ID	Workspace Name	Reference ID	Hierarchy	Date Connected	Workspace Type	Workspace State
54205	Miksa Oliver	---	All Regions	2017-08-03	Engage	Connected

Title of Piece Goes Here

How to run the report:

1. IMPORTANT! You MUST select a month date range. Many of the calculations are based on per month averages. Scoring would not be accurate if you picked a range longer than or shorter than a month, but the Date Range picker does not even allow it.
2. Select your regions
3. Select workspace State
4. Click “run report”

How to read the report, a breakdown:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	This report covers all of 2016-05-01 all of 2016-05-31 and any intervening days for a total of 31 days.																
2	Workspace ID	Workspace Name	Reference ID	Hierarchy	Date	Connect	Workspace	T	Workspace	S	Number	Con	Profile	Status	Profile	Status	BE Score
3	10838	Chris Andrew	---	Company > S	7/28/11	Engage	Connected		3	12	0	0	12	4600	4634	8	34
4	10844	Greg Krolesk	---	Company > P	7/28/11	Engage	Connected		3	12	0	0	12	11900	11901	8	1
5	11040	John Hearsay	---	Company > C	8/9/11	Engage	Connected		3	12	0	0	12	12	12	1	0
6	14063	Jen Leopold	---	Company > C	1/12/12	Engage	Connected		5	12	0	0	12	1919	1940	7	21
7	144	Steve Garrity	---	Company > P	12/29/09	Engage	Connected		3	12	0	0	12	5692	5754	8	62
8	15938	Elyse Hackne	---	Company > C	3/5/12	Engage	Connected		4	12	0	0	12	2427	2438	8	11
9	16635	Jason Suen	---	Company > C	3/21/12	Engage	Connected		3	12	0	0	12	2508	2529	8	21
10	16644	John Barkis	---	Company > C	3/22/12	Engage	Connected		3	12	0	0	12	1836	1848	7	12
11	16831	Tom Westho	---	Company > S	3/26/12	Engage	Connected		4	12	1	4	16	1397	1416	7	19
12	18069	Karin Hearsa	---	Company > C	5/3/12	Engage	Connected		4	12	0	0	12	2870	2887	8	17
13	18521	Keith Hadelin	---	Company > S	5/18/12	Engage	Connected		3	12	0	0	12	907	914	6	7
14	18677	Jenny Wiens	---	Company > C	5/21/12	Engage	Connected		3	12	0	0	12	3426	3450	8	24
15	19702	Steven Lee	---	Company > S	6/21/12	Engage	Connected		4	12	0	0	12	1843	1851	7	8
16	20067	Customer Su	---	Company > C	7/11/12	Brand	Connected		1	4	0	0	4	390	391	4	1
17	20142	Mark Gilbert	---	Company > P	7/16/12	Engage	Connected		3	12	0	0	12	2005	2027	8	22
18	20669	Sonny Shelke	---	Company > S	8/7/12	Engage	Connected		5	12	0	0	12	2065	2086	8	21
19	22402	Matt Goad	---	Company > C	9/4/12	Engage	Connected		2	8	0	0	8	1257	1264	7	7
20	22403	Yasmin Zaraf	---	Company > A	9/4/12	Engage	Connected		3	12	0	0	12	1680	1474	7	-206
21	22986	Mike Agarwa	---	Company > S	9/24/12	Engage	Connected		3	12	0	0	12	2151	2168	8	17
22	23183	Benjamin He	---	Company > P	10/1/12	Engage	Connected		3	12	0	0	12	862	866	6	4
23	23603	Sarah Peders	---	Company > C	10/15/12	Engage	Connected		3	12	0	0	12	2209	2250	8	41
24	25061	Deaglan McE	---	Company > S	11/26/12	Engage	Connected		4	12	0	0	12	2247	2257	8	10
25	25247	Katherine WI	---	Company > A	12/3/12	Engage	Connected		0	0	0	0	0	0	0	0	0
26	25525	Mel Ludowis	---	Company > P	12/10/12	Engage	Connected		2	8	0	0	8	431	432	5	1
27	25746	Animal Medi	---	Company > C	12/14/12	Engage	Connected		2	8	0	0	8	215	217	3	2
28	26337	Lorrie Norrin	---	Company > C	1/9/13	Engage	Connected		1	4	0	0	4	0	0	0	0
29	26504	Michael Lock	---	Company > S	1/15/13	Engage	Connected		5	12	0	0	12	3046	3054	8	8
30	30768	Customer Su	---	Company > C	2/27/13	Engage	Connected		1	4	0	0	4	14	14	1	0
31	36920	Barry Nelson	---	Company > S	4/29/13	Engage	Connected		4	12	1	4	16	2130	2144	8	14
32	36930	Gi's Awesom	---	Company > C	5/20/13	Engage	Canceled		3	12	0	0	12	1894	1907	7	13
33	36958	Molly Degnai	---	Company > A	8/8/13	Engage	Connected		2	8	0	0	8	2026	2046	8	20
34	36964	John William	---	Company > C	8/13/13	Engage	Connected		2	8	0	0	8	327	328	4	1

- Columns A-G are logistical data: Workspace ID, Name, Ref ID, Hierarchy, etc.
- Columns H-AJ are the raw data of the model and the scores based on the model's calculations.
 - Scoring is broken into each category (Be, Grow, Hear, Say) and within each are the multiple calculations we use to come up with a score. See next section for more details.
 - We provide the raw data for each calculation, each score for that raw data set, section scores, and total maturity model scores.
 - This gives you the flexibility to use this data to build your own model using the same metrics if you prefer or to change the model based on what is important to you. The next section will walk through the model. See summary section for more explanation.

SECTION 2: THE USER MATURITY MODEL

The user maturity model is broken into measurements across four practice areas that align with the four steps in the advisors social business playbook. These four practice areas are: Being Findable, Growing Your Digital Network, Social Listening (Hear), and Establishing Credibility by Sharing Content (Say). We refer to this as Be, Grow, Hear, Say. We have more in-depth literature about these four steps so if you need further guidance on these, please contact your CSME.

The model as designed has a maximum score of 85, and a minimum score of 0.

BE

Total Possible Points: 20

Part 1: # Connected Social Accounts (12 points possible)

# Connected Social Accounts	Point Value
0	0
1	4
2	8
3+	12

Part 2: Profile Compliance Statuses (8 points possible)

% Profiles Approved and Up to Date	Point Value
0%	0
1-99%	4
100%	8

GROW

Total Possible Points: 20

Part 1: Total Connections (8 points possible)

Total Workspace Connections	Point Value
0	0
1-99	1
100-199	2
200-299	3
300-399	4
400-499	5
500-999	6
1000-1999	7
2000+	8

Part 2: Growth in Workspace Connections (12 points possible)

New Connections/Month	Point Value
0	0
1-3	3
4-6	6
7-9	9
10+	12

HEAR

Total Possible Points: 15

Part 1: Signals (5 points possible)

Social Signals in Hearsay Social	Point Value
0	0
1-3	1
4-6	2
7-9	3
10-12	4
13+	5

Part 2: Response Rate (10 points possible)

*Response rate looks at the % of the time that an advisor responds to inbound comments on their social accounts with at least 1 like or comment.

Response Rate Percentage	Point Value
0	0
1-20%	2
21-40%	4
41-60%	6
61-80%	8
81-100%	10

Total Possible Points: 30

Part 1: Total Publishes per Month (5 points possible)

Total Publishes/Month	Point Value
0	0
1-9	1
10-19	2
20-25	3
26-30	4
31+	5

Note: The next four scores are engagement rate by network because behaviors and metrics vary across platforms.

Part 2a: LinkedIn Engagement Rate (5 points possible)

LinkedIn Engagement Rate (Likes +Comments/Publishes)	Point Value
0	0
<0.1	1
0.11 - 0.3	2
0.31 - 0.5	3
0.51 - 0.7	4
0.71+	5

Part 2b: Facebook Engagement Rate (5 points possible)

Facebook Engagement Rate (Likes+Comments/Publishes)	Point Value
0	0
<0.75	1
0.76 - 1.00	2
1.01 - 1.25	3
1.26 - 1.50	4
1.51+	5

Title of Piece Goes Here

Part 2c: Twitter Engagement Rate (5 points possible)

Twitter Engagement Rate (Likes +Retweets/Tweets)	Point Value
0	0
<0.05	1
0.06 - 0.15	2
0.16 - 0.3	3
0.31 - 0.45	4
0.46+	5

Part 2d: Instagram Engagement Rate (5 points possible)

Instagram Engagement Rate (Likes +Comments/Publishes)	Point Value
0	0
<0.05	1
0.06 - 0.15	2
0.16 - 0.3	3
0.31 - 0.45	4
0.46+	5

Part 3: % Original and Modified Content (5 points possible)

% of content that is original or has been modified	Point Value
0	0
1 - 10%	1
11 - 20%	2
21 - 30%	3
31 - 50%	4
51%+	5

ADDITIONAL NOTES

- These practice areas and sub categories are our best overall estimation of what advisors generally need to do to be successful and what most of our clients already track. If you don't care for a metric, you can remove it from the model and make your model worth fewer points. Two examples below:
 - If you do not use Hearsay Social for profile compliance, you can still use our model but the most possible points would be valued at 8 fewer points. If there are scores in that column, you would also need to recalculate the "Be" section and the "Total Score" section.
 - If your program does not yet support Instagram, you might choose not to include Instagram engagement rate, so your total model would be worth 80 points.
- Additionally, you may decide you like the measurements we are using but feel that for your specific program our scoring scales are off. We provide you with the raw data for each of these practice areas so that you can create your own scoring model and use this report to calculate performance. Note: This will require additional work with the report each time you run it to input formulas and calculations.
- As the social networks change and emphasize or prioritize things differently and as we see behavioral changes in overall social adoption, we may need to update this model. We will always communicate to you when we do and what calculation changes we are making.

Find out how Hearsay can help your advisors and agents, contact us at:

VISIT hearsaysystems.com

EMAIL contact@hearsaysystems.com

CALL +1 844-556-4396

ABOUT HEARSAY SYSTEMS

Hearsay Systems is reinventing the human-client experience in financial services. The Hearsay Client Engagement Platform empowers over 200,000 advisors and agents to authentically and intelligently grow business relationships by proactively guiding and capturing the last mile of digital communications. The world's leading financial firms—including New York Life, Morgan Stanley, Charles Schwab, and Ameriprise—rely on Hearsay's SaaS platform to scale their reach, optimize sales engagements, and deliver exceptional client service in a consistent and compliant manner. Hearsay is headquartered in San Francisco, with globally distributed teams throughout North America, Europe and Asia.

Connect on [Facebook](#), [Twitter](#), [LinkedIn](#) and the [Hearsay blog](#).