

INTRODUCTION TO THE USER MATURITY MODEL (UMM)

Increasing adoption and usage is crucial to social selling success. The User Maturity Model is a proprietary framework Hearsay uses to measure an individual's social media marketing skill level. UMM makes it possible to analyze and score specific user behaviors—things like profile completeness, publishing frequency, and how the user engages with their network—and assign each user to a tier based on their social maturity.

UMM scoring allows firms to measure progress over time by establishing a benchmark, which can be used to analyze change. Understanding the behaviors associated with each tier empowers organizations to teach new social selling skills by coaching individuals who fall into lower tiers.

As users adopt these behaviors, Hearsay Social program value increases

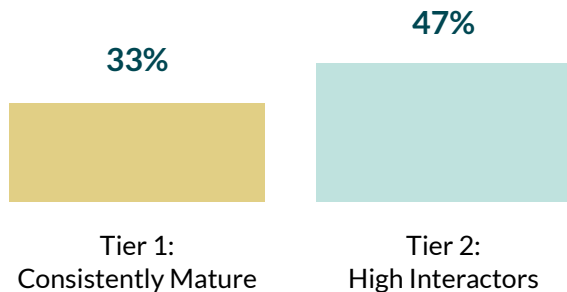
Social Program Value ↑	Tier	Group Description	Social Behavior
	1	Consistently Mature	Consistently publishes and engages on social, resulting in optimal social performance across all key behavioral indicators.
	2	High Interactors	Aware of the value of social media. Publishes sometimes and nurtures network to maintain presence, albeit inconsistently.
	3	Social Networker	Maintains a strong social network and consistently grows reach/connections despite minimal publishing and engagements.
	4	Set it & Forget it	Primarily utilizes campaigns to maintain a social presence and needs help creating personalized content. No/minimal social interactions, resulting in limited if any engagement
	5	On-Brand Presence	Has connected social accounts with approved profiles but no/minimal content publishing, resulting in limited engagement.
	6	Connected Account	Has a connected account(s) but no approved profile or has a profile that contains a compliance alert.

Some of the key value propositions of UMM analysis are:

- **Most organizations have individuals who fall into the least active tiers (3, 4, and 5).** Getting these individuals to incorporate a consistent social strategy requires a different approach from users who fall into tiers 1 and 2. Using scoring to identify which users need more support is a great starting point.
- **Users often think they're "doing all the right things," but UMM data reveals proficiency gaps.** Providing specific, actionable insight to individual users makes them more aware of what they're not doing.

Typically, over 50% of advisors and agents in mature programs are in **tiers 1 and 2** (the most mature and successful tiers). These organizations benefit from the positive social selling behaviors of highly effective users.

TYPICAL UMM USER DISTRIBUTION [mature program]



"Being on social has really helped our agents strengthen and build relationships. Clients can learn about our agents as real people, not just as an insurance person or a brand. I think that means a lot to clients these days. It helps build trust."

—Katie Piretti, Director of Digital Marketing, American National

