

What is the state of social technologies in your organization?

IBM surveyed 1,160 business and IT professionals to understand the state of social business adoption to take a pulse on how organizations are tapping **the power of social technologies to advance business objectives**.

The value of social business is increasing within organizations.

46% of the companies surveyed **increased their social business investments** in 2012.



Companies that are emerging as social business leaders are applying the technologies to drive **customer-facing activities** such as lead generation, sales and post-sales service.



Despite the accelerated adoption of social technologies, **middle managers** who are being called on to implement these technologies are facing challenges.

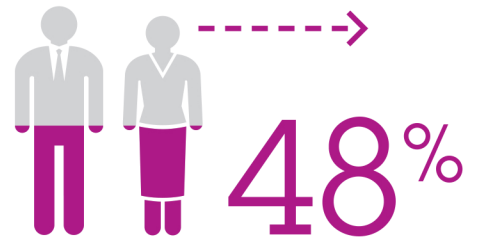


2/3 of respondents are not sure they **sufficiently understand the impact** that social technologies would have on their organizations over the next three years.

There are different perspectives within management. Only 22 percent believe that middle managers are prepared to incorporate social technologies into their daily practices, while 48 percent of organizations indicate they have support from the C-Suite.



Middle Managers



C-Suite

For organizations to evolve into social enterprises, some basic groundwork must be laid.



Provide an infrastructure for **engagement** like setting up forums, teamrooms and collaborative spaces.



Integrated **social practices** into day-to-day work activities like using blog posts and activity streams to positively accentuate project management tasks.



Understand where and how **data generation** could benefit the enterprise.



Teach employees how to **collaborate effectively** with individuals outside of the organization's boundaries using social business methods and tools.