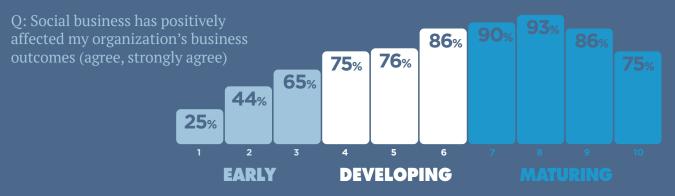


VALUE INCREASES AS COMPANIES BECOME MORE SOCIALLY MATURE*



^{*} Respondents were asked to rate their companies' social business maturity on a 10-point scale with 1 being the least mature and 10 being most mature

By Following the Lead of More Mature Social Businesses

COMPANIES CAN ADVANCE FURTHER ALONG THE SOCIAL BUSINESS JOURNEY

Use social data to improve enterprise decision making

of maturing social businesses analyze social data

integrate data into organizational systems

Employ a leadership vision that embraces social's potential

of respondents from maturing social businesses believe their leaders feel social is a transformative opportunity

Infuse social business beyond marketing, across the enterprise

87% of maturing social businesses use social business to spur innovation

83% turn to social to improve leadership performance and manage talent

60% integrate social business into operations

However, Many Organizations

ARE STILL AT THE EARLY STAGES OF MATURITY



32% DEVELOPING



TO READ THE FULL REPORT, VISIT SLOANREVIEW.MIT.EDU/SOCIAL2014

MIT Sloan Management Review, in collaboration with Deloitte,* has been conducting annual surveys of business executives, managers and analysts from organizations around the world for three years. The most recent survey, conducted in the fall of 2013, included responses from 4,803 business executives, managers and analysts.

*As used in this document, "Deloitte" means Deloitte Consulting LLP and Deloitte Services LP, which are separate subsidiaries of Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloittle LLP and its subsidiaries. Certain services may not be available to attest clients under the rules and regulations of public accounting.