

Social Collaboration Maturity Benchmark 2021 Nonprofits



rangeTrail

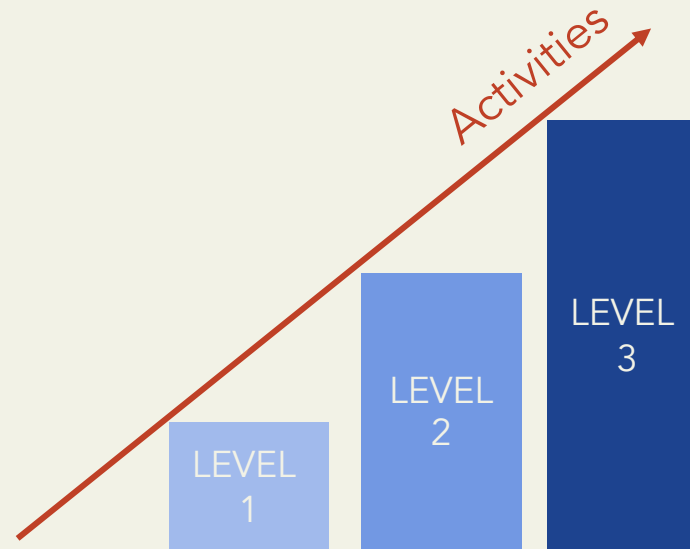


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Introduction



The Social Collaboration Maturity Scan shows an organisation how mature the use of its social communication and collaboration technology is, be it Microsoft Teams, Yammer, Workplace by Facebook, or any other. The higher the maturity level, the more value created by the activities on the platform. [View the full Global Benchmark Report.](#)



N.B. This review compares the Global Report's results with the results of the six partaking nonprofits. Not all data are weighed in due to incomplete responses, making it too small a sample for meaningful comparison.

What goals do organisations set?



Goals for launching their social communication and collaboration platforms



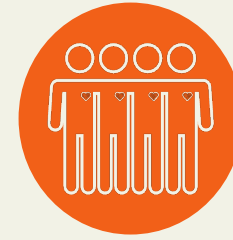
7 focus areas



Leaders



Employees



Teams



Communities



Support functions



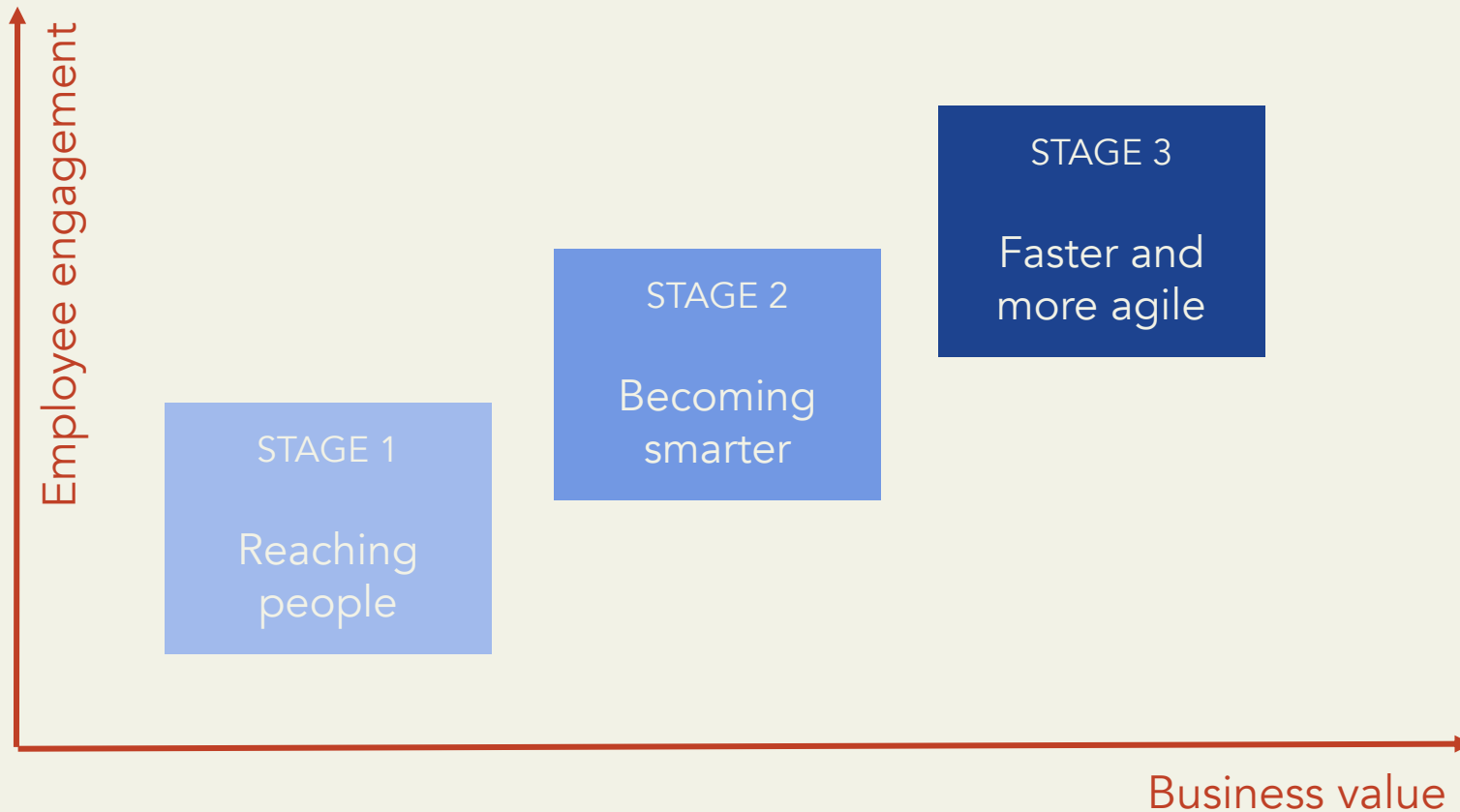
Internal
Communications



Innovation

The 7 focus areas in OrangeTrail's Social Collaboration Maturity Model

Social collaboration maturity model

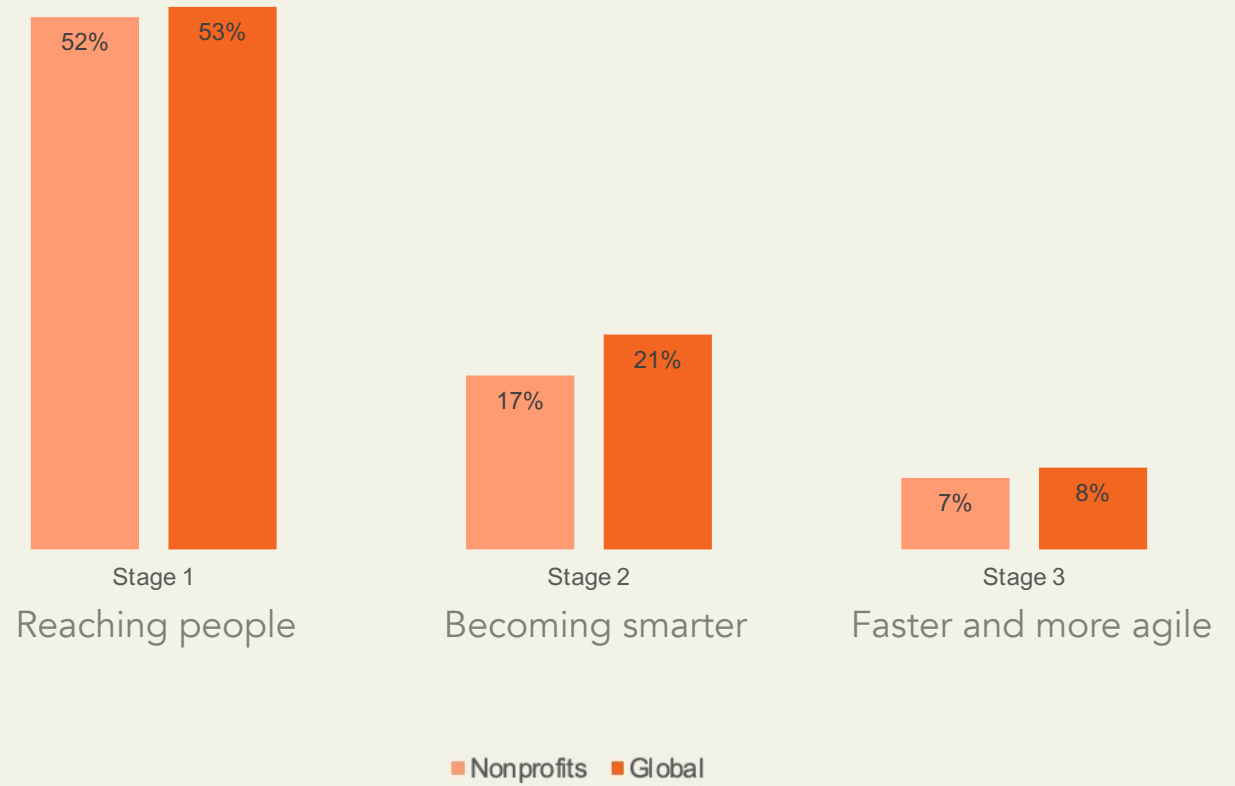


Progressing through these stages leads to increasing employee engagement and business value

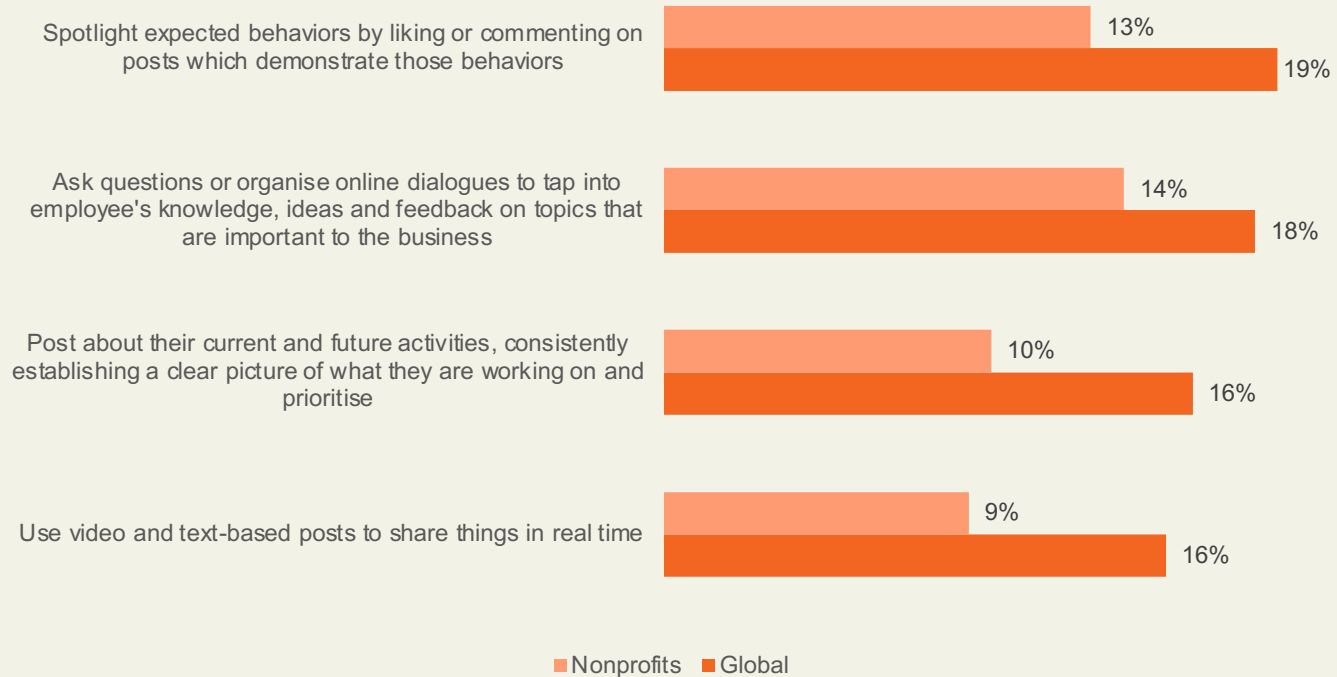
Leaders



Average percentage of leaders at each of the 3 maturity stages across participating organisations



Leaders

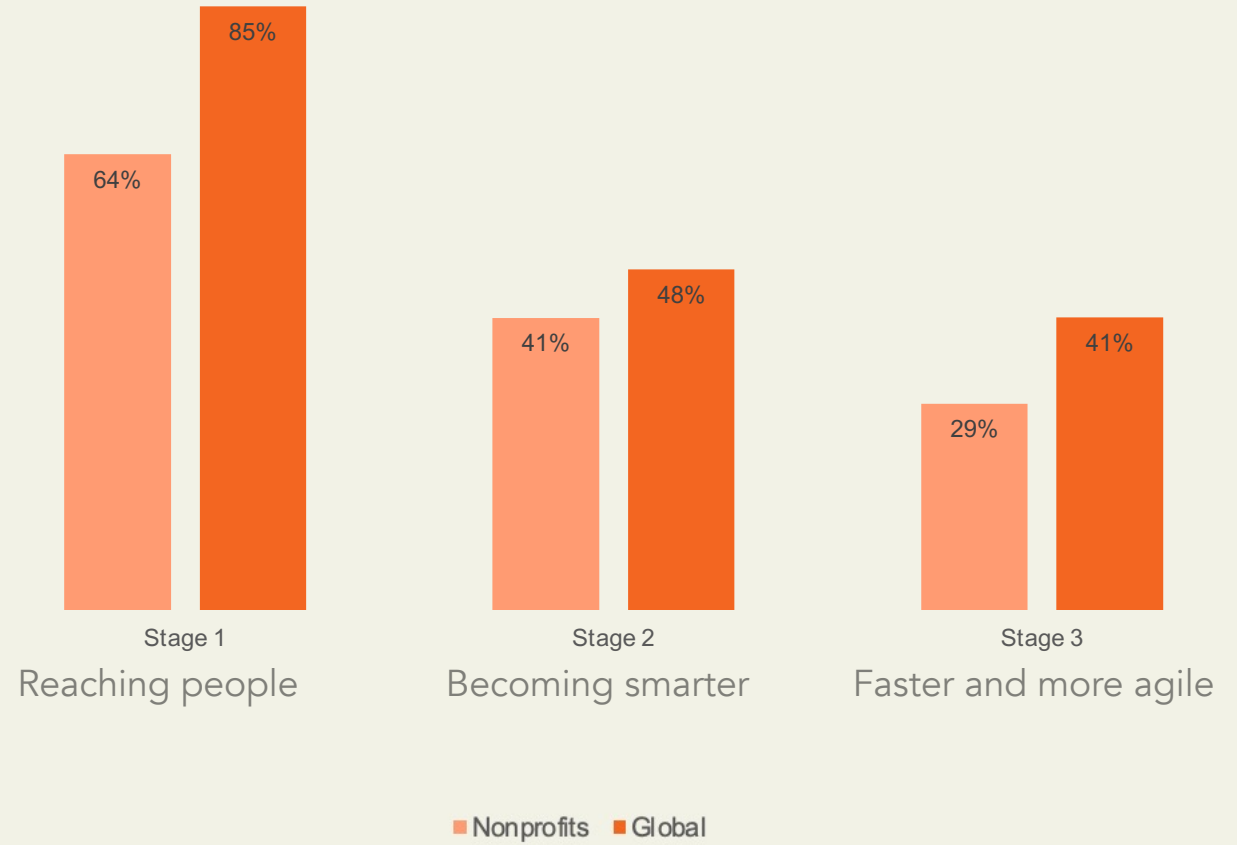


Percentage of leaders executing each of these actions on their organisation's platform

Employees



Average percentage of employees at each of the 3 maturity stages across participating organisations



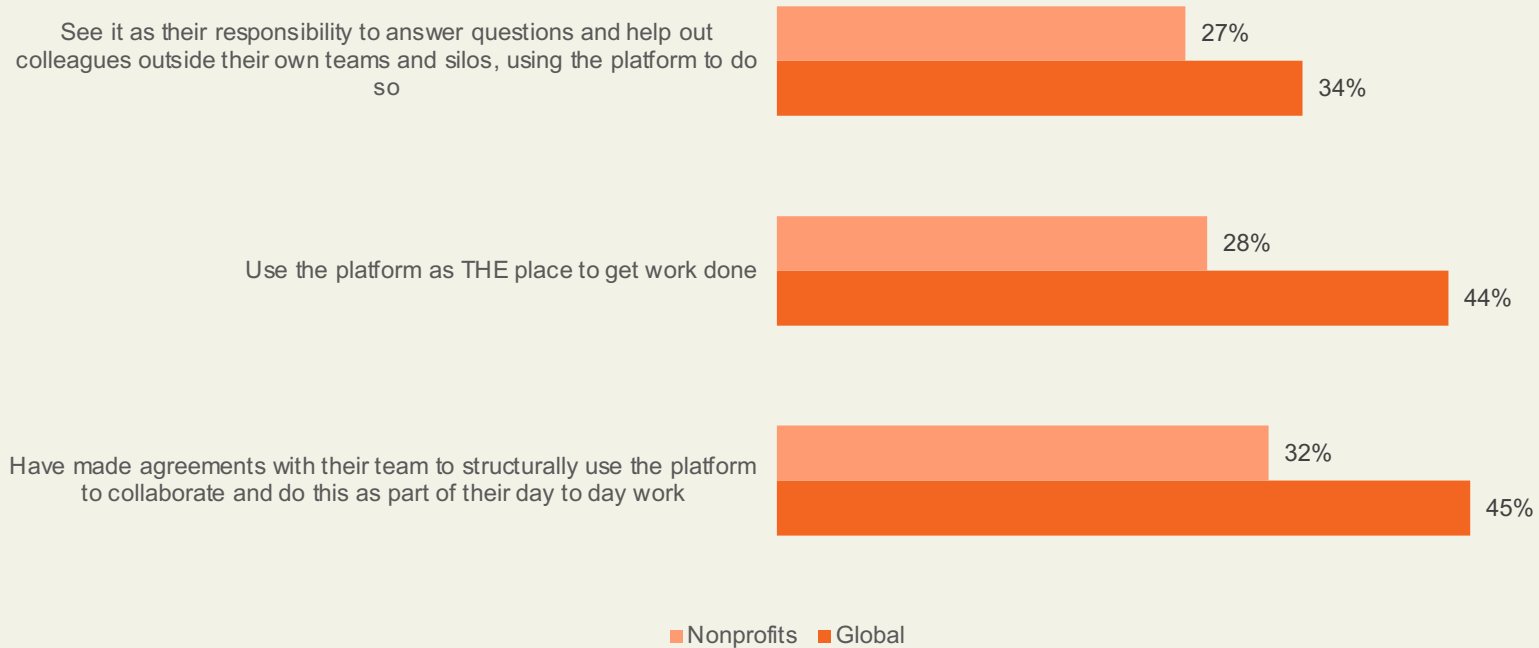
Employees



Percentage of employees executing each of these actions on their organisation's platform

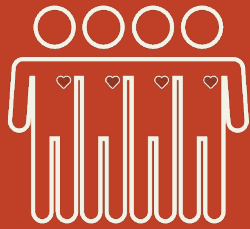


Employees

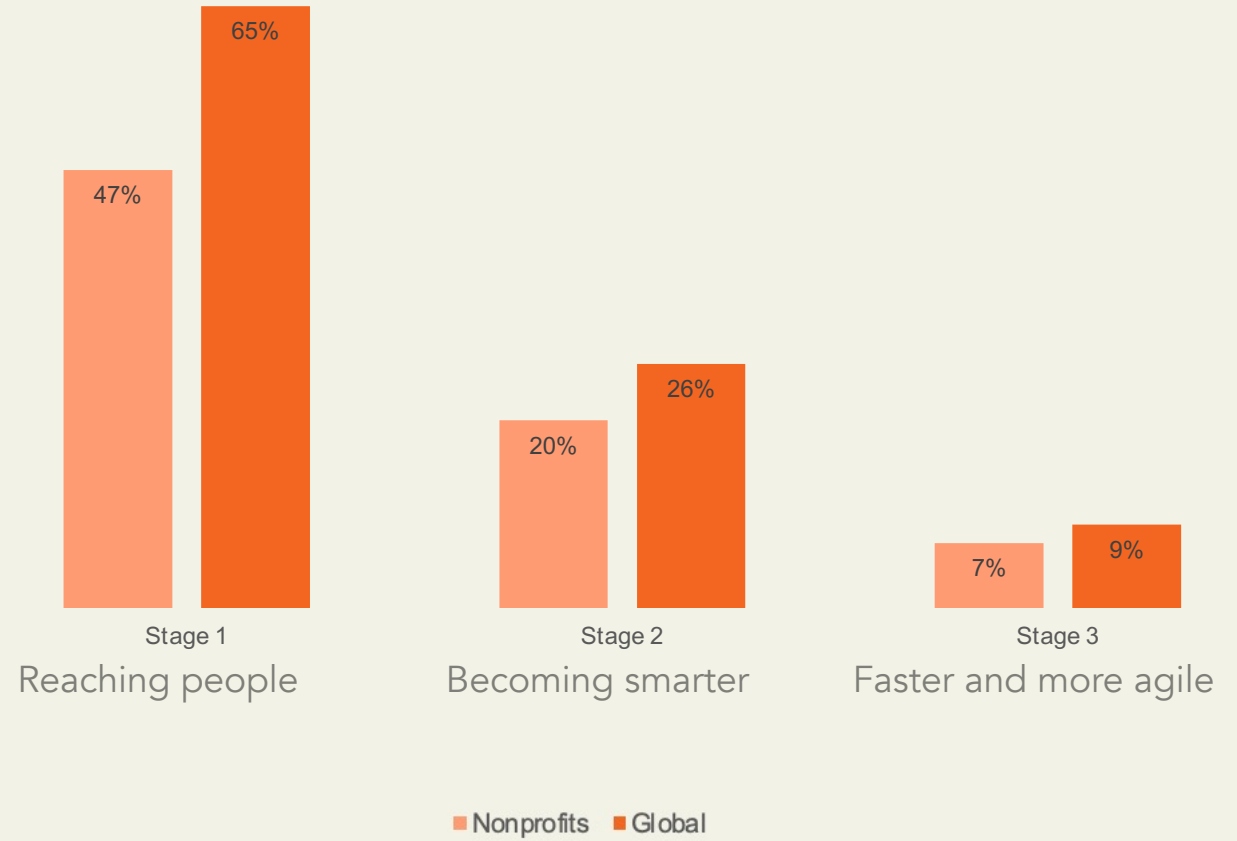


How employees see their organisation's platform and how it is used to support their work

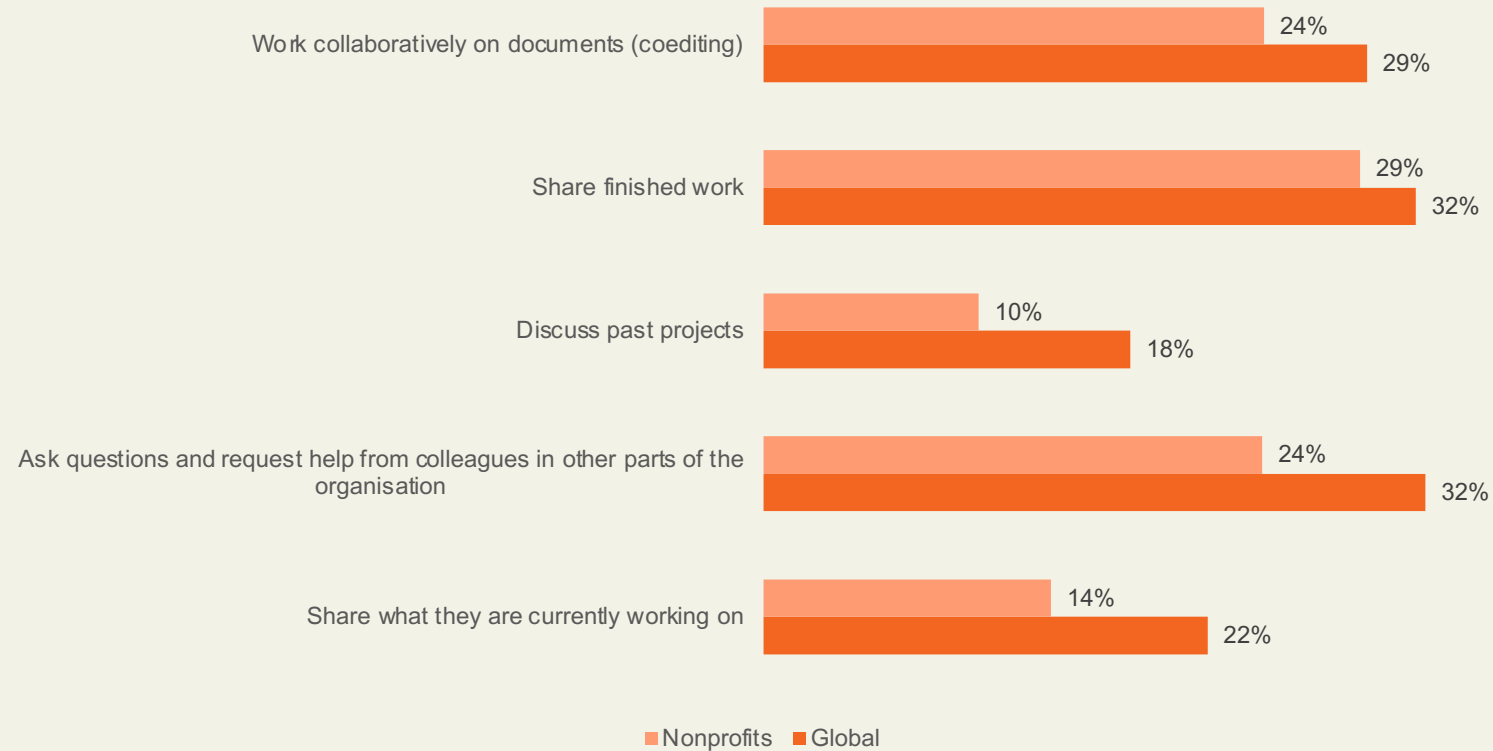
Teams



Average percentage of teams at each of the 3 maturity stages across participating organisations



Teams

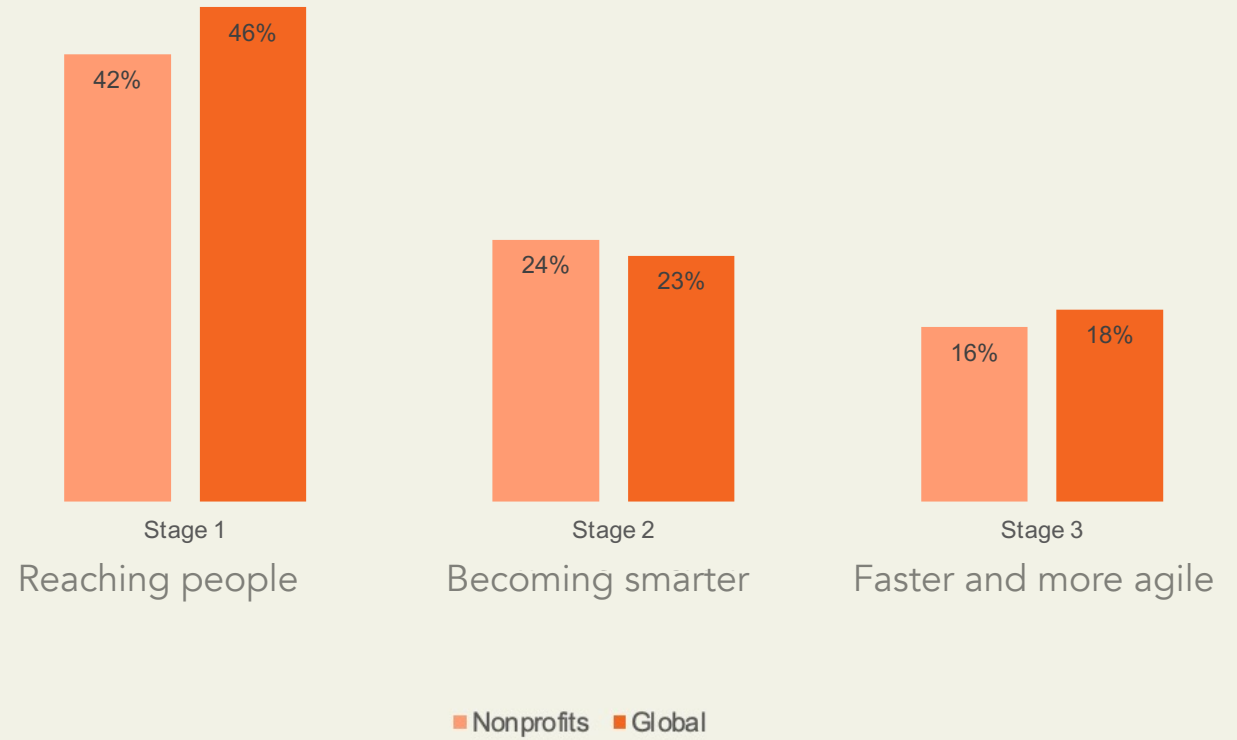


Percentage of teams executing each of these actions on their organisation's platform

Communities



Average percentage of communities at each of the 3 maturity stages across participating organisations



Communities

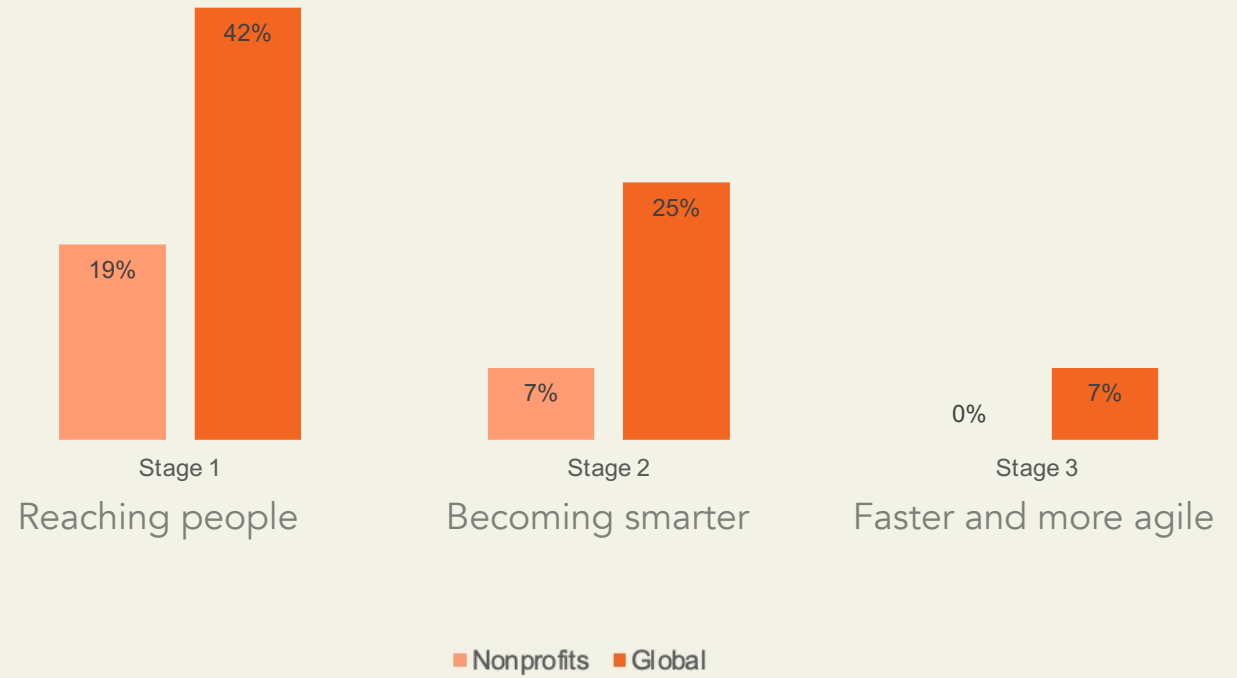


Percentage of communities executing each of these actions on their organisation's platform

Support Functions



Average percentage of support functions at each of the 3 maturity stages across participating organisations





Internal Communications

Average maturity stage

1.71

Global

1.34

Nonprofits





Innovation

Average maturity stage

1.86

Global

2.18

Nonprofits





Would you like to know the Social Collaboration Maturity stage of your organisation?

Perform the Social Collaboration Maturity Scan and receive a FREE report with your organisation's social collaboration maturity stage + personalised recommendations to push your organisation forward in 7 focus areas.

www.maturityscan.orangetrail.com





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