

Chapter 45

Maturity Profiles of Organizations for Social Media

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ABSTRACT

The aim of the study is to analyze case studies of selected organizations in terms of their achievements in the use of social media. The profiling method applied in the study facilitated evaluating the model of the selected organization. It is an efficient technique for exploring data. Graphic objects show the individual characteristics of selected organizations. Graphical visualization makes it easy to gauge the trajectory, the direction of your company's social media strategy, and helps to make a decision to change it. Further analysis of the structure of these models may facilitate the discovery of relevant relationships between the analyzed variables.

INTRODUCTION

The paper focuses on how organizations perceive the potential of social media. Thanks to them people can: create (blogs, podcasts), collaborate and exchange knowledge (wiki sites), establish and maintain contact (social network sites), post posts (forums), organize content (tags, bookmarks), find and get information faster (RSS feeds, dashboards, widgets).

Thanks to them the recipient can become a prosumer. The prosumer by means of social media can demonstrate the activity of presenting his or her opinion, testing prototypes, participating in research or participating in competitions products and services. They allow the creation of products and services resulting from social participation.

Social media, unlike traditional media, transforms communications into interactive dialogue. Social media allows you to build closer, more lasting relationships between a company and a community. In the literature of the subject you can find various typologies of the maturity of an organization in the context of the use of social media. There are cases of organizations that are not in the social media at all. There are also organizations that are very active in social media. The least ripe in the social media are decentralized organizations, where the degree of coordination of activities in the use of social media

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is low or there is no coordination at all. The most mature organizations are those that use social media to formulate business strategies.

The subject of the considerations presented in the article is:

- The maturity of organizations in the use of social media (Buyapowa, 2014;Jussila, Kärkkäinen, & Lyytikä, 2011;Wilson, Guinan, Parise & Weinberg, 2011) in the company's activity on the example of selected organizations from Poland,
- And the ability to use this knowledge in formulating the vision and strategy of the company's development.

This study focuses on addressing the following research questions:

- **RQ1:** *What kind of social media strategy is actually used in the research organizations?*
- **RQ2:** *How do graphs of the maturity profiles looks like?*
 - **RQ2a:** *What strategy did the organization choose?*
 - **RQ2b:** *Did the organization choose one or does it realize actions specific to several strategies?*
 - **RQ2c:** *Do the strategies of selected organizations in the use of social media and the direction they take in this area are synchronized?*

The targets of the study are shown in Table 1.

Table 1. The targets of the study

The Main Subject	Realization of the Subject
Carrying out a comparative analysis of the maturity of selected organizations in terms of how social media is used.	Analysing of case studies of selected organizations in their use of social media.
Detail Goals	Realization of the Goals
Identifying the dominant direction of social media usage.	Working out of the maturity profiles of organizations in the context of the use of social media. Evaluating whether the organization has chosen the best strategy for its resources and objectives.
Determining whether the company does not lose the extra energy to carry out activities characteristic of other strategies which are not connected with its main strategy .	Assessing whether the organization's strategy and objectives are convergent.

BACKGROUND

Media is a tool for preserving and transmitting information. With the development of the Internet, social media was born. They have changed the role of the recipient, who became the creator or co-creator (Evans & McKee, 2010; Li & Bernoff, 2011). The recipient was “engaged”. Social media has transformed communication with the recipient into an interactive dialogue. Table 2 shows the types and characteristics of

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