

What's Your Social Media Quotient (SMQ)?

Social Media Sophistication Quiz

Instructions

Listed in the left column of the table on the next page are icons representing a variety of widely-used social media sites and tools (*hint: they're listed in alphabetical order*). For each icon, put an X in **each column** for which your answer to the header question is "yes" (if you don't recognize the icon at all, leave the line blank). Specifically, put an X in:

- **Column 1:** if you can name/describe the site/tool the icon represents (even if you have never used it)
- **Column 2:** if you can identify similar sites/tools (e.g., you recognize the icon is for a specific blogging platform and can identify at least one other)
- **Column 3:** if you have been to any site/used any tool in the category (e.g., you recognize the icon is for a social bookmarking site, and know you've visited one)
- **Column 4:** if you have an account related to any site/tool in the category (e.g., you have an account on a video sharing platform)
- **Column 5:** if you are a regular user of any site/tool in the category (e.g., you actively use some kind of mobile group messaging service)

Scoring

Overall Score

Add up the Xs for each column and then add the totals to derive your **Grand Total:** _____.

The maximum possible number of points is 100. How did you do?

- **0 – 19:** Everyone has to start somewhere. You're a *Social Media Novice*.
- **20 – 39:** You're on your way! You're a *Social Media Initiate*.
- **40 – 59:** Good for you! You're a *Social Media Sophisticate*.
- **60 – 79:** Awesome! You're a *Social Media Maven*.
- **80 – 100:** Wow! You're a *Social Media Expert*. But be careful... You may be a *Social Media Junkie*.

If your score is fairly low, you probably know more than you think you do. For example, almost everyone has read a blog, even if they aren't able to recognize/name the top blogging platforms. Similarly, almost everyone has used some kind of social sharing button. Check the answer key (available by request from denovati@denovati.com) and add points where appropriate.





















Row Scores

Row scores indicate the *breadth* of your sophistication. Look at the number of different scores you have (i.e., 5s, 3s) to assess the variety of social media sites/tools you're knowledgeable of and engaged with.

Column Scores

Column scores indicate the *depth* of your sophistication. The higher your score in a given column, the greater your depth of knowledge/engagement is. Generally speaking, the scores will decrease from column 1 to column 5. The more high scores you have across the columns (e.g., above 10), the more engaged you're likely to be with social technologies.

What's Your Social Media Quotient (SMQ)? Social Media Sophistication Quiz

	1 Can You Name or Describe It?	2 Can You Identify Similar Sites/Tools?	3 Have You Ever Used the Site/Tool?	4 Do You Have an Account?	5 Are You A Regular User?	Totals
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
						
Totals						