Adopting new practices may provide companies with at least two types of benefits: improvements in day to day business operations and, provided that the new practice is something others expect them to adopt, higher social approval. These two motives for adopting new practices have been discussed separately in past research with the suggestion that they are mutually exclusive. However, I argue that they are not isolated at all and in fact, jointly impact firm performance. By identifying which firms are strategically aligned with a new practice and by observing adoption timing I can determine which companies should be motivated by and capable of achieving the two distinct adoption benefits: improved operations and higher social approval. This approach enables the investigation of whether they are both achievable, and if so whether they influence one another. I test these ideas in the context of social media and the adoption of Facebook, Twitter, and YouTube. I find that some firms achieve both operational and social gains through adoption and that the two enhance one another.