



The Role of Social Media Experts in 2021

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Locowise is your best friend in social media management. As analytic experts, we specialise in providing automated social media reports for marketers around the world.

The Locowise community benefits from professional and personally branded social media reports and audits. With automated scheduling, clients stay updated on activity and performance, on a daily, weekly, or monthly basis. Not only does this save time and money by freeing up capacity to work on more high-value work, but the insights provided from over 300 metrics help in improving results.

If you haven't tried Locowise before, we offer a 21 day free trial, so you can begin automating your reporting process. Learn more about us and sign up for a trial on our website www.locowise.com

A comprehensive look into the roles of Social Media Experts around the world. This report explores the experiences of those working within the industry to bring you a benchmarking resource.

Global Reach

Our survey reached experts from over 30 countries to provide truly global insights. The rich source of data enables you to compare roles with those in the same country, or further afield.

Insights for growth

Are you recruiting a new Social Media Expert? Understand the common challenges and opportunities for those in the role. Where is the most time spent, can this be better utilised? And how similar does your role sound to others? Use the wealth of data in this report to guide your next actions.

The results will not only help you gain insight into the role of a Social Media Expert but also helps us to shape the future of Locowise. With the level of detail provided, we're able to develop Locowise into the perfect platform for social media reporting.

Read on to see insights shared into the roles, and further down you'll see details on the locations, positions, and years' experience from respondents.

In-depth detail

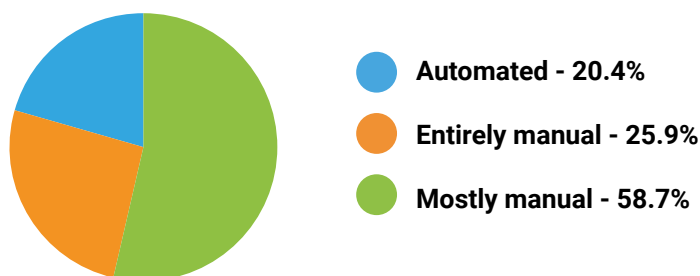
We dived deep into the details of how roles differ. Yes, we looked at the reporting process for our respondents, but we wanted to understand more. We asked, and over 100 answered, how a typical day is spent, what social media platforms are used, where respondents source their news from, and so much more.

Key takeaways

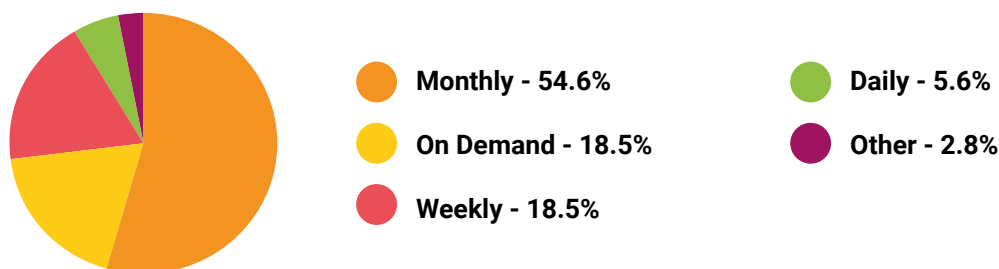
The findings present clear similarities for Social Media Experts with the pros and cons they face, be that if they are based in an agency, work in house for a brand, or a publisher. However, perhaps surprisingly, only 20% of respondents benefit from an automated reporting process, even though over 50% of respondents spend at least a quarter of their time on reporting and analytics. Therefore, it was unsurprising to see the common theme of the time it takes to produce a report as a key reason for disliking reporting.

Insights into the process of producing reports from Social Media Experts around the world. Aside from reporting, explore how time is spent for our experts, from where they catch up on the latest news, to platforms they currently use or hope to introduce in the future.

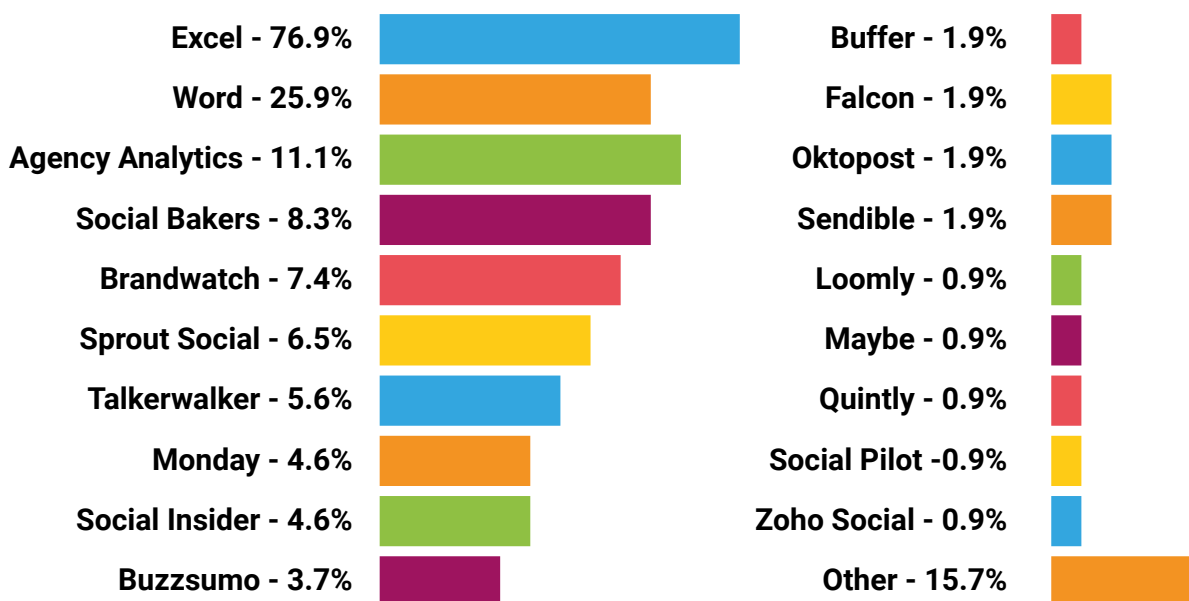
1. How do you produce your social reports?



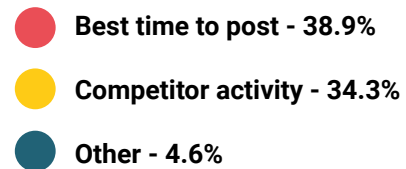
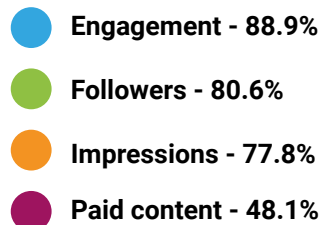
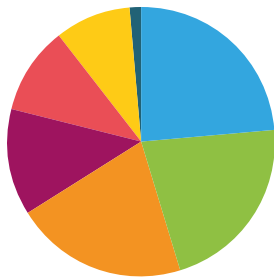
2. How often do you report?



3. What tools do you currently use for reporting?



4. What metrics do you report on?



5. What do you dislike about reporting?

Time consuming and unclear data

There is no central place to gather data

Every social media has a different way of reporting

It's never easy for clients to understand

Analytics given by social tools may not be extensive enough for some of the custom reporting our clients would like

I would like reporting to be fully automated

I wish I had more time to dive deeper into the analytics and draw insights

An automated, and editable, report would be helpful

Putting together the reports from several channels is so time consuming and boring

Too difficult to find the right data to impress in the pitch

Separating paid and unpaid stats is becoming increasingly challenging from platforms

6. What do you like about reporting?

Value and insights

Good to inform future strategies

Knowing what type of content works and what doesn't

Understanding what the best performing content is, understanding where we fell short and the opportunity that creates for improvement

Insights, stats and comparing previously reported info

Using the data to inform future decisions, such as the types of ads to run and budget allocation

Tell the story

Numbers speak

The knowledge of knowing we attribute to the targets of the company

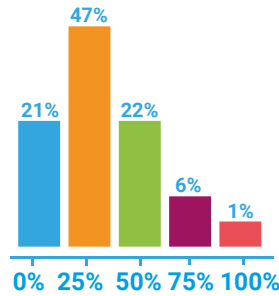
See the value of the work

7. What percentage of your time is spent on the following:

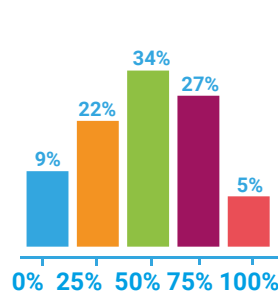
x axis - percentage of time

y axis - percentage of respondents

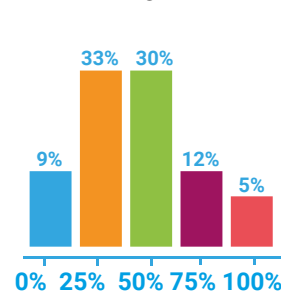
Social post scheduling



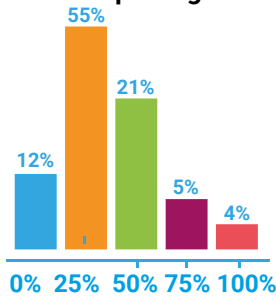
Content creation



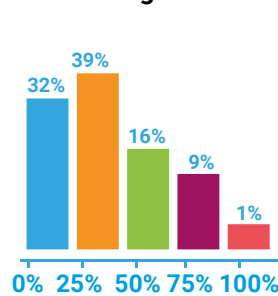
Organic social media management



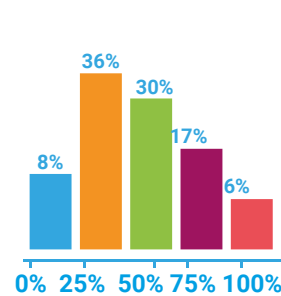
Analytics and reporting



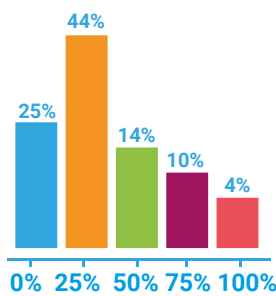
Paid media management



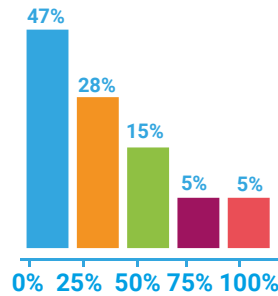
Strategy



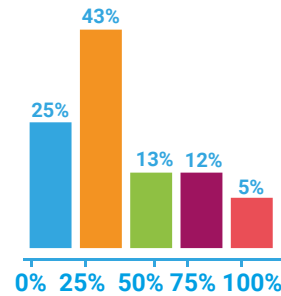
Competitor research



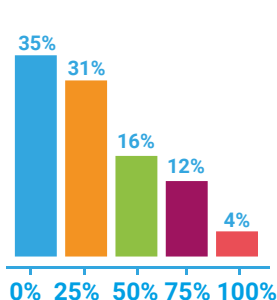
Influencer management



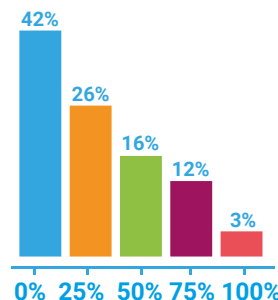
Community management



Customer service



Sales / Pitching



8. Which of the following platforms do you currently use, or hope to introduce, for your clients/brands/titles?



● Currently Use - 87.6%
● Hope to Introduce - 12.4%



● Currently Use - 93.3%
● Hope to Introduce - 6.7%



● Currently Use - 91.7%
● Hope to Introduce - 8.3%



● Currently Use - 91%
● Hope to Introduce - 9%



● Currently Use - 29.7%
● Hope to Introduce - 70.3%



● Currently Use - 84.6%
● Hope to Introduce - 15.4%



● Currently Use - 17.9%
● Hope to Introduce - 82.1%



● Currently Use - 63%
● Hope to Introduce - 37%



● Currently Use - 21.4%
● Hope to Introduce - 78.6%



● Currently Use - 21.4%
● Hope to Introduce - 78.6%

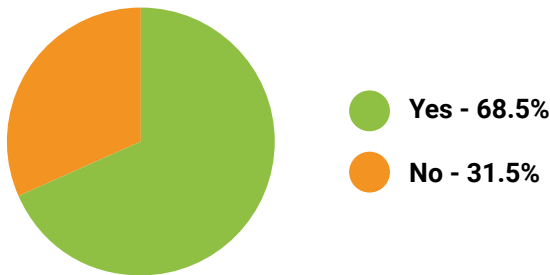


● Currently Use - 38.2%
● Hope to Introduce - 61.8%



● Currently Use - 61%
● Hope to Introduce - 39%

9. Do you use social reports in your new business process?



10. If you could create the perfect platform, what would it do?

It would automate everything including stories scheduling across all platforms (including the option to add links, widgets, etc, as the native apps do)

It would give me all the insights in one easy to read dashboard that I can customise to my needs and add my own metrics

Auto generate metrics based on specific needs and findings with recommended tips and solutions

Select the key stats you're interested in for a particular social account, populate into a rolling spreadsheet according to a frequency you choose (e.g. weekly/monthly)

Enable notifications if dramatic data changes
Help with showcasing excellent results

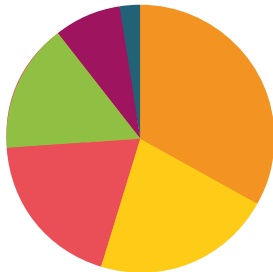
Allow customisations to the data you view and collate into reports. For example, it would allow the user to add in columns for averages or percentages

Help the viewer identify the potential cause for dramatic changes in data

As an optional additional feature, setting thresholds for key stats with an alert feature if that threshold is crossed, e.g. alert me if the CPM for a campaign rises above £3.50, or if ad spend for the month exceeds £1000

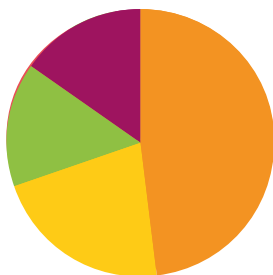
Have a quick glance glossary to explain all terminology/labels and allow you to add in a tailored glossary to client reports.

11. What do you use for your social media news sources?



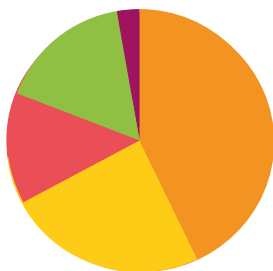
- Social media - 91.3%
- Email newsletters - 59.6%
- Blogs - 52.9%
- Webinars - 42.3%
- Podcasts - 22.1%
- Other - 6.7%

12. Which of the following types of training content do you find most effective?



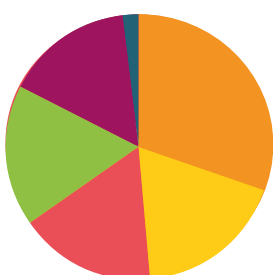
- Takeaway content - 47.2%
- Live webinars/forums - 21.3%
- Watch later videos/webinars - 14.8%
- Online tutorials - 14.8%

13. Which of the following would be a barrier to sign up for a trial?



- Adding card details - 71.3%
- Length of trial - 40.7%
- Knowledge of brand - 23.1%
- Having to connect socials - 26.9%
- Other - 4.6%

14. What would make you sign up for a free trial of a new tool?



- Offers analysis/management of a platform my current tool doesn't offer - 63.9%
- Recommendation from an industry expert - 38%
- The cost of the tool is better than my current tool - 35.2%
- Training is offered by the tool - 36.1%
- Recommendation by a colleague/peer - 32.4%
- Other - 3.7%

15. What is your signoff process for onboarding a new social tool?

Some research, a trial for a few weeks, discussing the tool with other colleagues

Some research, client proposal, budget proposal and client signs off the migration need to be smooth

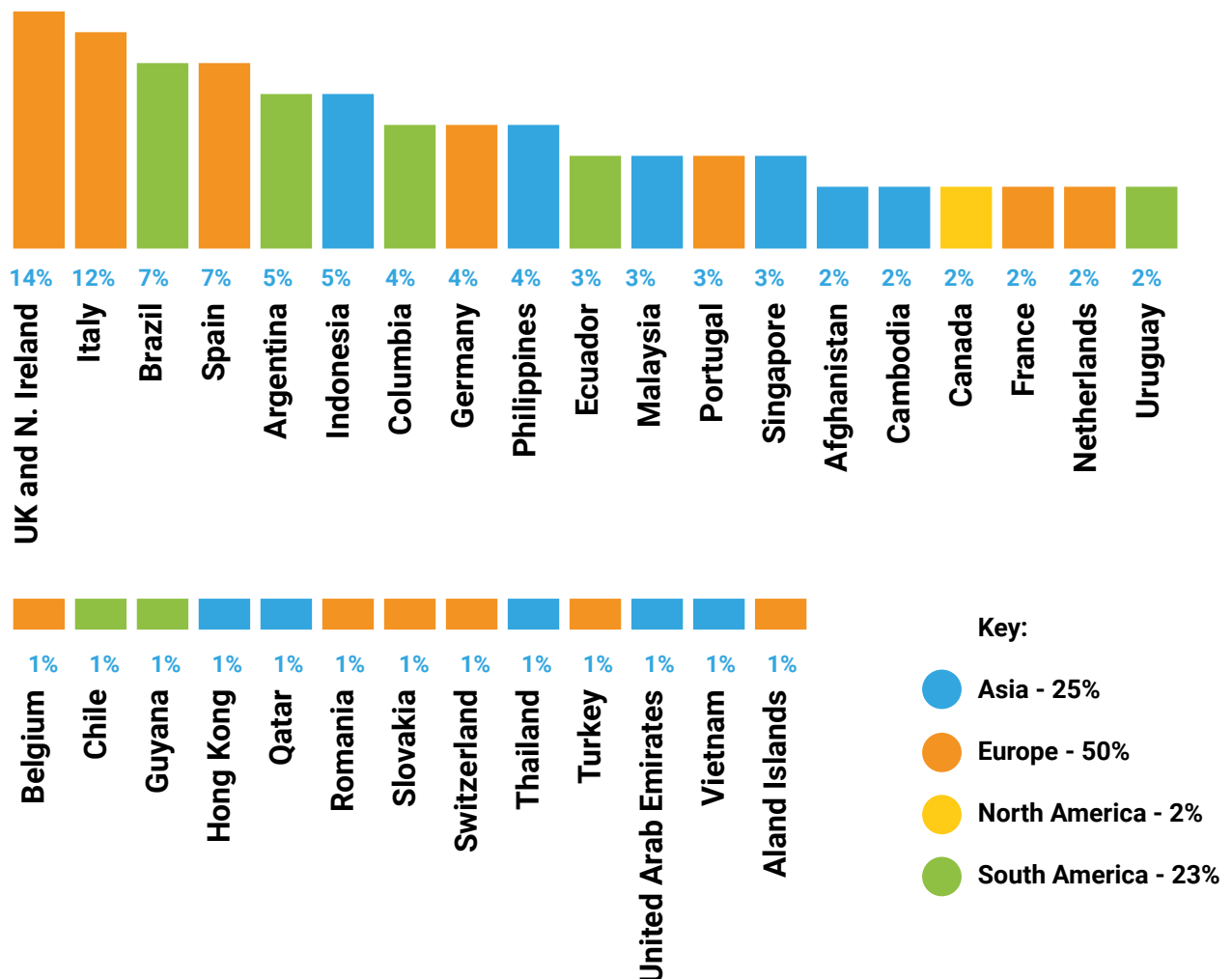
Depends on the level of benefit vs existing processes and cost.

I need to justify spending part of the budget, informing the improvements using this new social tool will bring

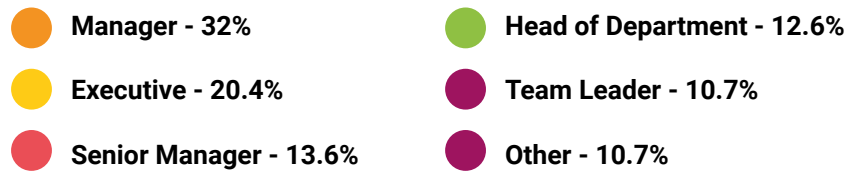
Would like to get a demo, click around to see what the possibilities are. Costs per user is an important one.

Learn more about the Social Media Experts that took the time to respond to our survey and share insights into their roles.

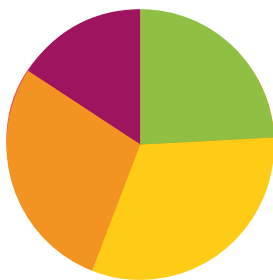
16. Where are you located?



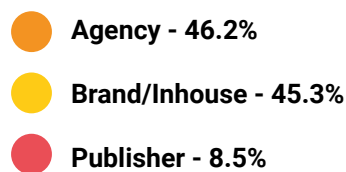
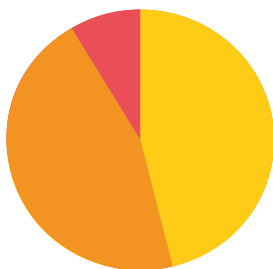
17. Which of the following best describes your level of responsibility?



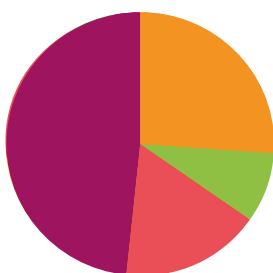
18. How long have you been working in social media?



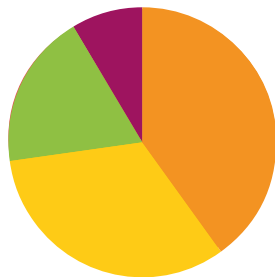
19. Which of the following best describes your company?



20. How many people are at your company?



21. Where are your clients located in relation to you?



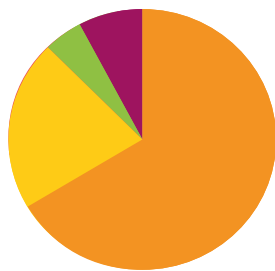
International - 40.2%

National - 32.7%

Local - 18.7%

Regional - 8.4%

22. How many people are in your team?



0-10 - 66.7%

10-20 - 21%

20-30 - 4.8%

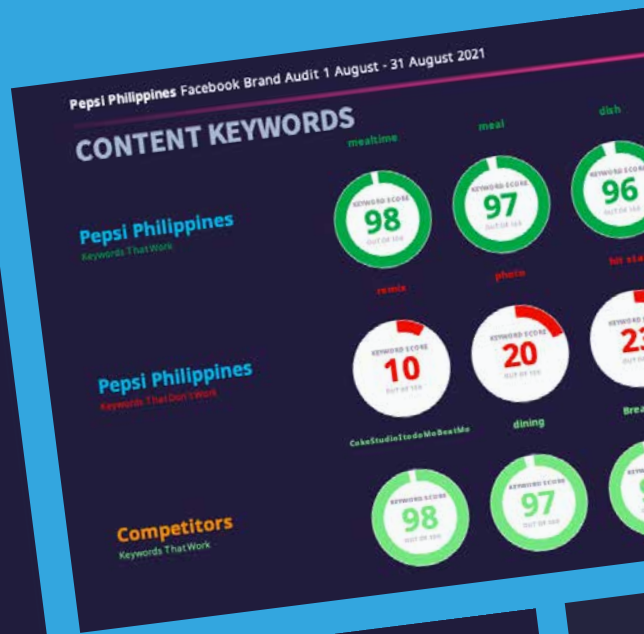
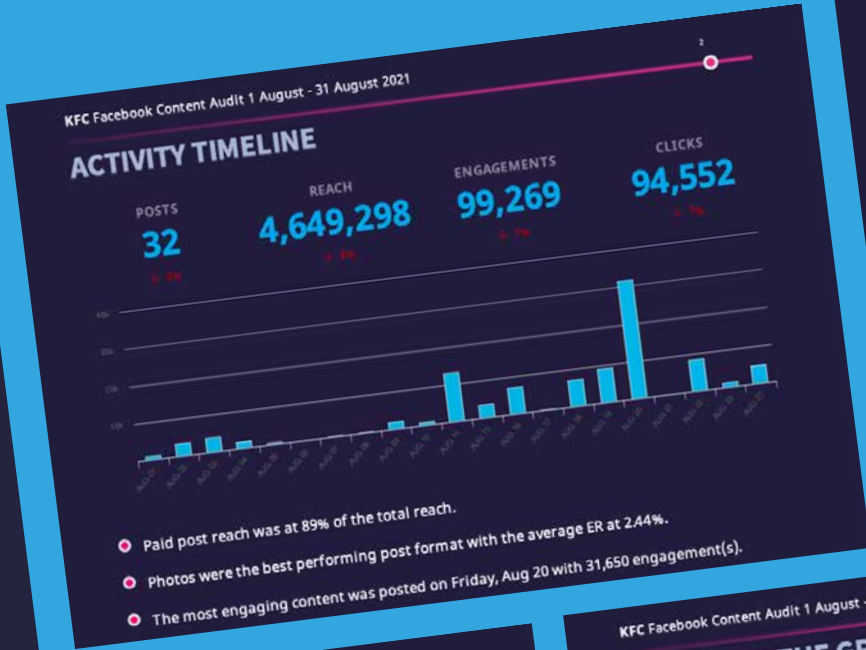
30+ - 7.6%

**DID YOU MISS YOUR
CHANCE TO RESPOND?**

Look out for our next survey coming soon,
so you can have your say!



YOUR BEST FRIEND IN SOCIAL MEDIA MANAGEMENT



SIGN UP FOR YOUR 21 DAY FREE TRIAL