

THE ROLE OF

# Social Media Experts 2023

FROM locowise 





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INTRODUCTION

# Locowise is an intelligent tool used by social media experts worldwide.

Presenting advanced analytics in one place and creating professional reports on demand helps users **save time**, **boost their content**, and **impress who they report to**.



OVERVIEW

# This report is a benchmarking resource into the role of social media experts worldwide.

METHODOLOGY

Our open survey reached out to social media experts to confidentially share their experiences of working within the industry. Questioning explored their day-to-day role, opportunities, challenges, ambitions, and more.

**100 experts took part in our survey from around the world** - from Indonesia, the United Kingdom, India, and the United Arab Emirates. Organisation types vary, as does the level of seniority and experience.

INSIGHTS FOR GROWTH

# A rich source of data with insight into what it's like to work in social media.

Discover how roles have changed since our previous report in October 2022. Keep an eye out for some big shifts.

## Ambition

Over half of the respondents are aiming to receive a promotion or become heads of their department.

## Disruption

Over 40% believe changes introduced by Meta will cause a big change in their career, while over 60% also believe new platforms emerging as leaders will cause a big shift.

## Podcasts

63% of respondents hope to introduce podcasts for their brand or clients, and 16% already produce them.

## Instagram

All experts either use Instagram or hope to introduce it. Out of 17 platforms questioned, this was the only channel to receive such a response.

## Reporting

Over a fifth of respondents send reports on demand, and nearly one-third send them weekly.

## Automation

We've seen an increase from 11% to 19% in the number of respondents using automation tools for reporting since our last report in 2022. Likewise, 11% of respondents previously shared reports on demand, that figure is now 22%.

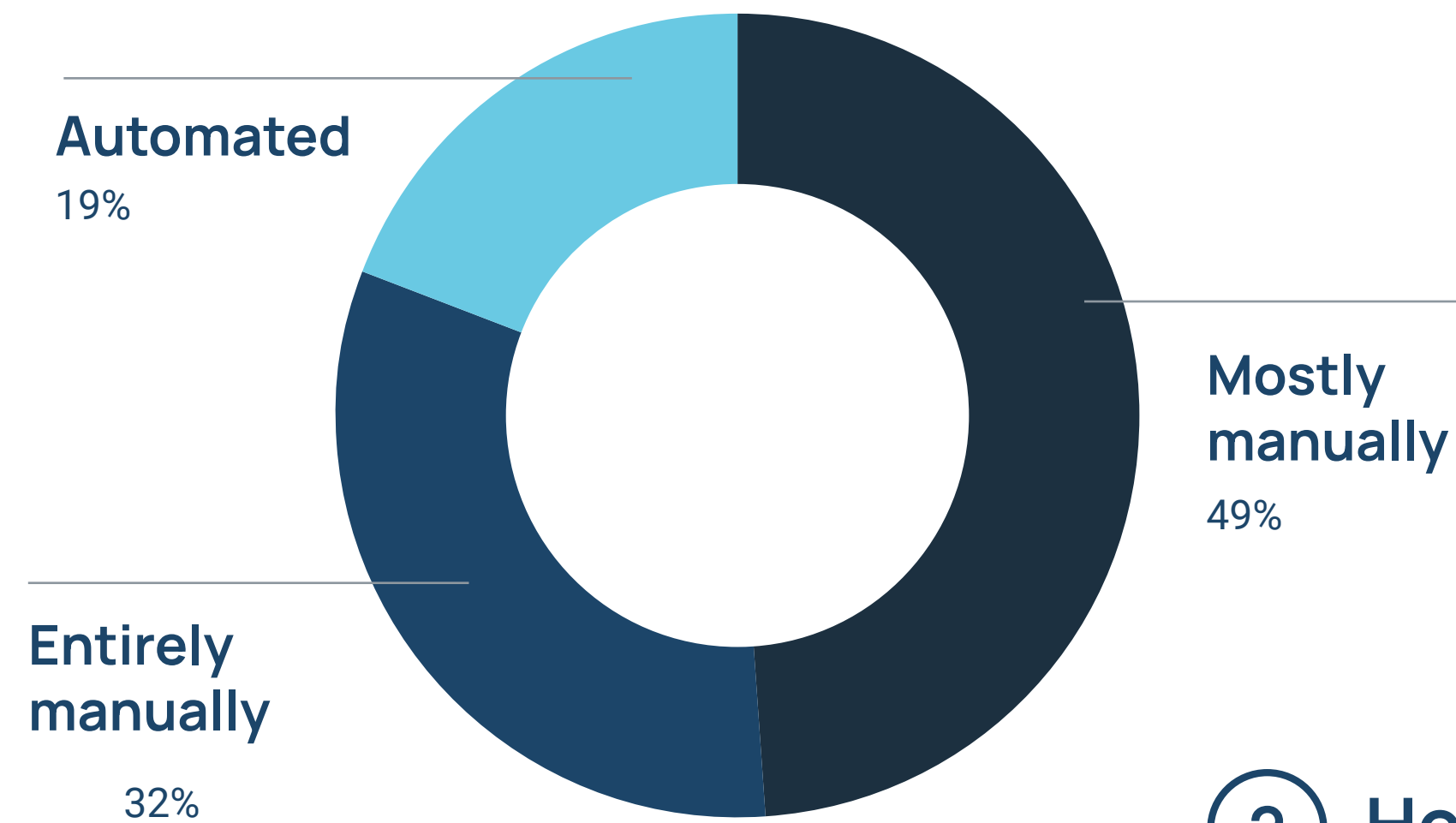
SECTION ONE

# Insights from Social Media Experts

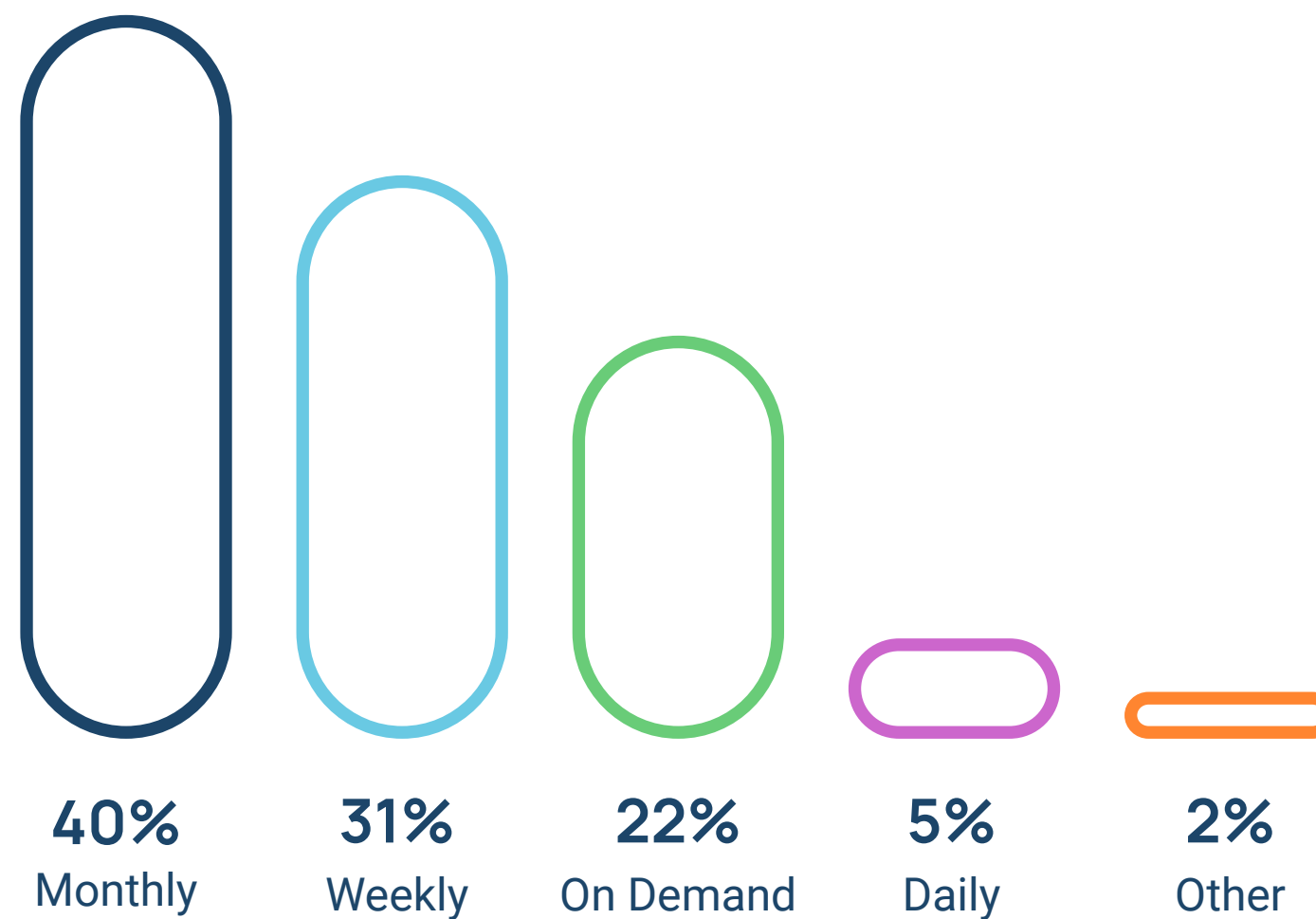
As well as a focus on analytic processes, the survey explored how experts spend their time. Questions investigated what platforms experts are using and how they stay up to date with the latest social media news. You can discover which social media channels and which content types are growing in popularity.



# 1 How do you produce your social reports?



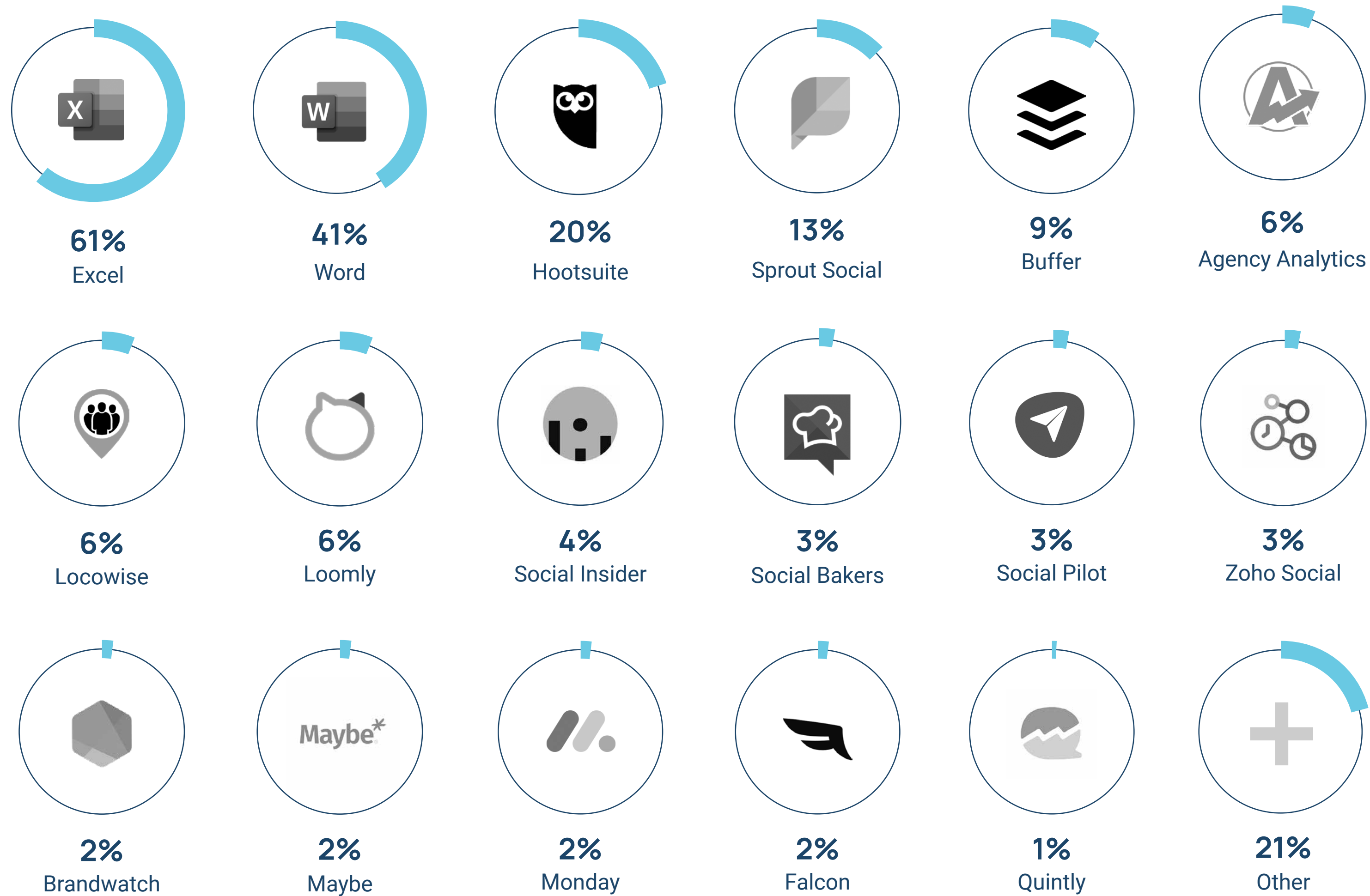
# 2 How often do you report?



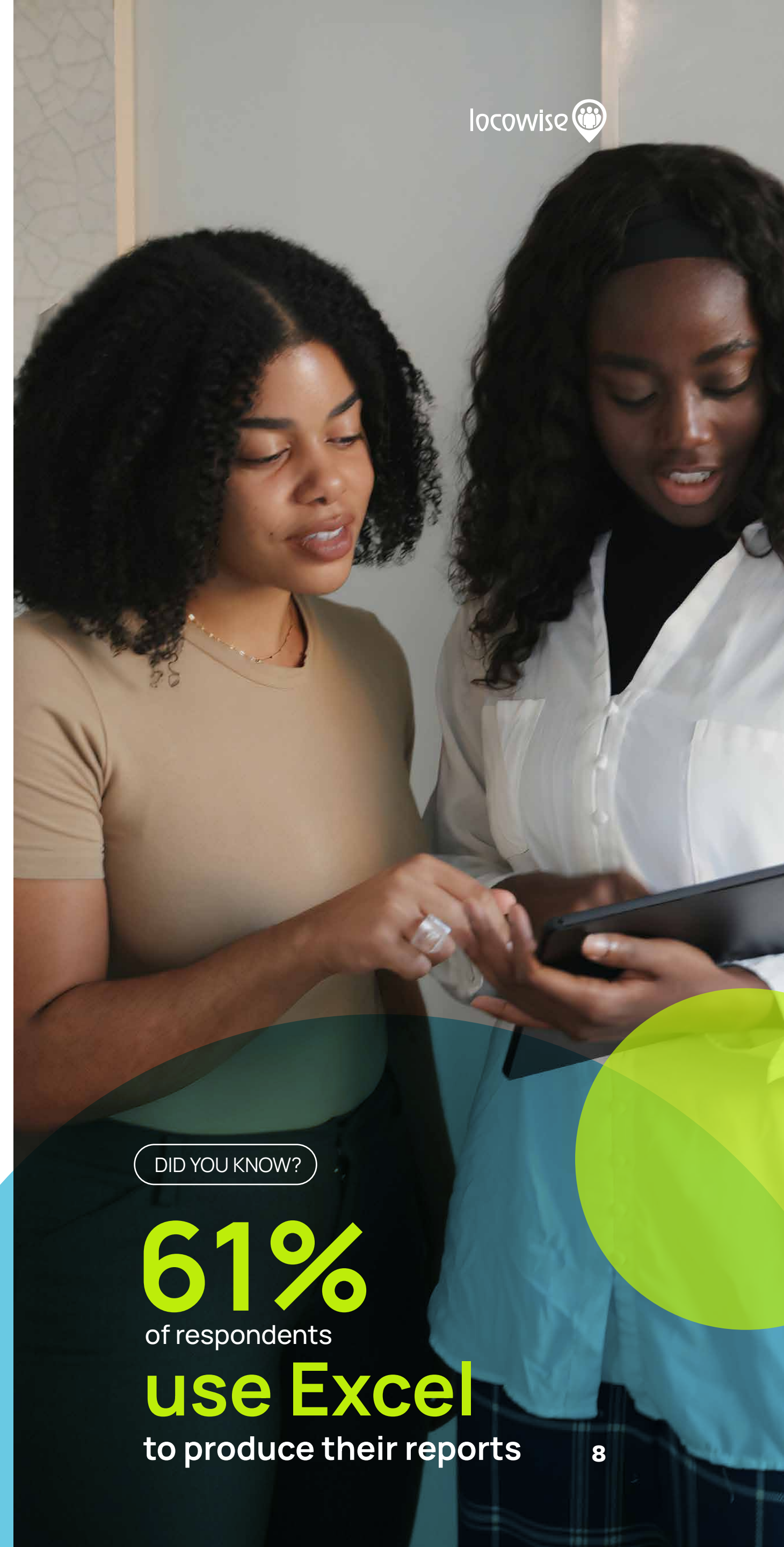
DID YOU KNOW?

over **50%** of respondents produce reports either weekly or on demand

### 3 What tools do you currently use for reporting?



\*Please note: Question provided a multiple choice selection for respondents, resulting in a total greater than 100.

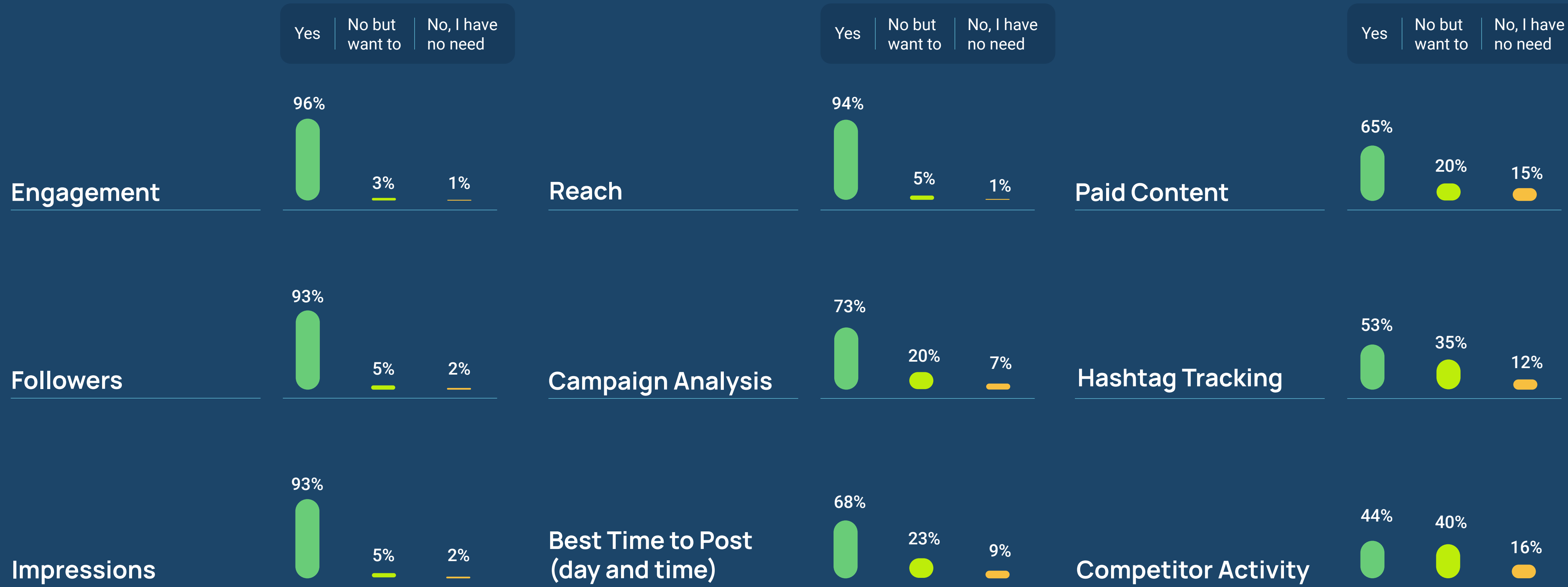


DID YOU KNOW?

**61%**  
of respondents  
**use Excel**  
to produce their reports



## 4 Do you include these metrics in your reports?



\*Please note: Percentages rounded to nearest whole number.

DID YOU KNOW?

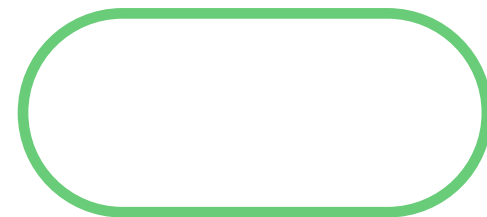
**40%** want to report on competitor activity of respondents

## 5 Do you use social reports in your new business process?

Yes  
48%



No, don't  
need to  
28%



No, but  
want to  
24%



DID YOU KNOW?

Nearly  
**1/4**  
of respondents don't use social reports in their new business process but wish they could

## 6 What do you dislike about reporting?

### “Meta is unreliable”

“Lengthy and can be useless if the client doesn't actually read them (this happens a lot!)”

“Manual counting because we don't have paid tool to extract all the metrics”

“Visually representing it to internal stakeholders”

“Time management”

“Have to gather and process the data, translating for client so it is easy for them to read and understand”

### “It's a complicated process and takes too much time”

“Huge data”

“Complicated, time and pressure”

# 7 What do you like about reporting?

“Seeing how well your work has done”

“It’s good to get an insight and learn what works best for next month/next time”

**“Data that can show trends and areas that can grow into”**

“Knowing the result of what we have been doing and knowing what we should do next”

“It helps me plan my social media strategy”

“Being able to demonstrate the impact”

“Easy to see when changes and testing have made a difference and we can use results to push back on requests - demonstrating our expertise”

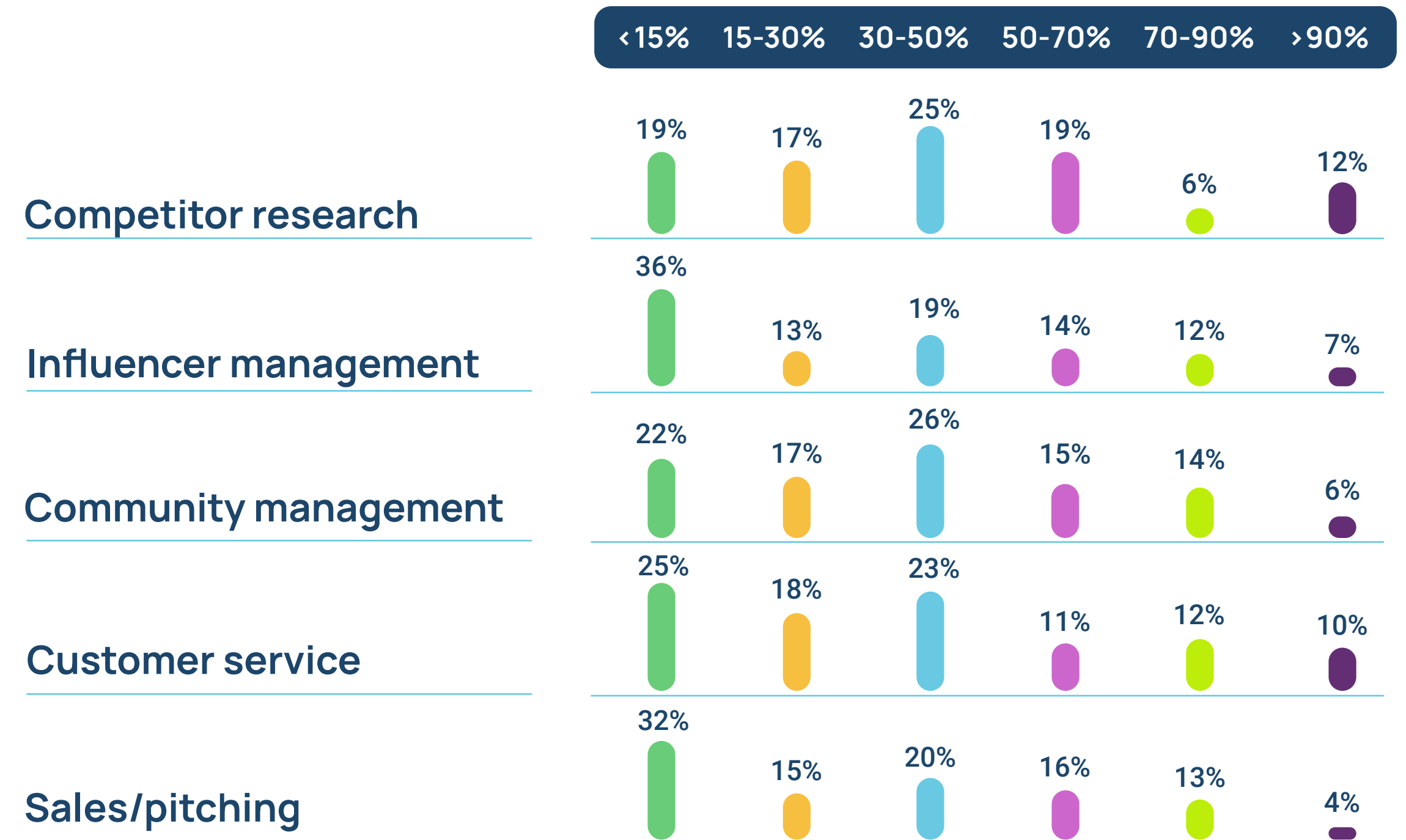
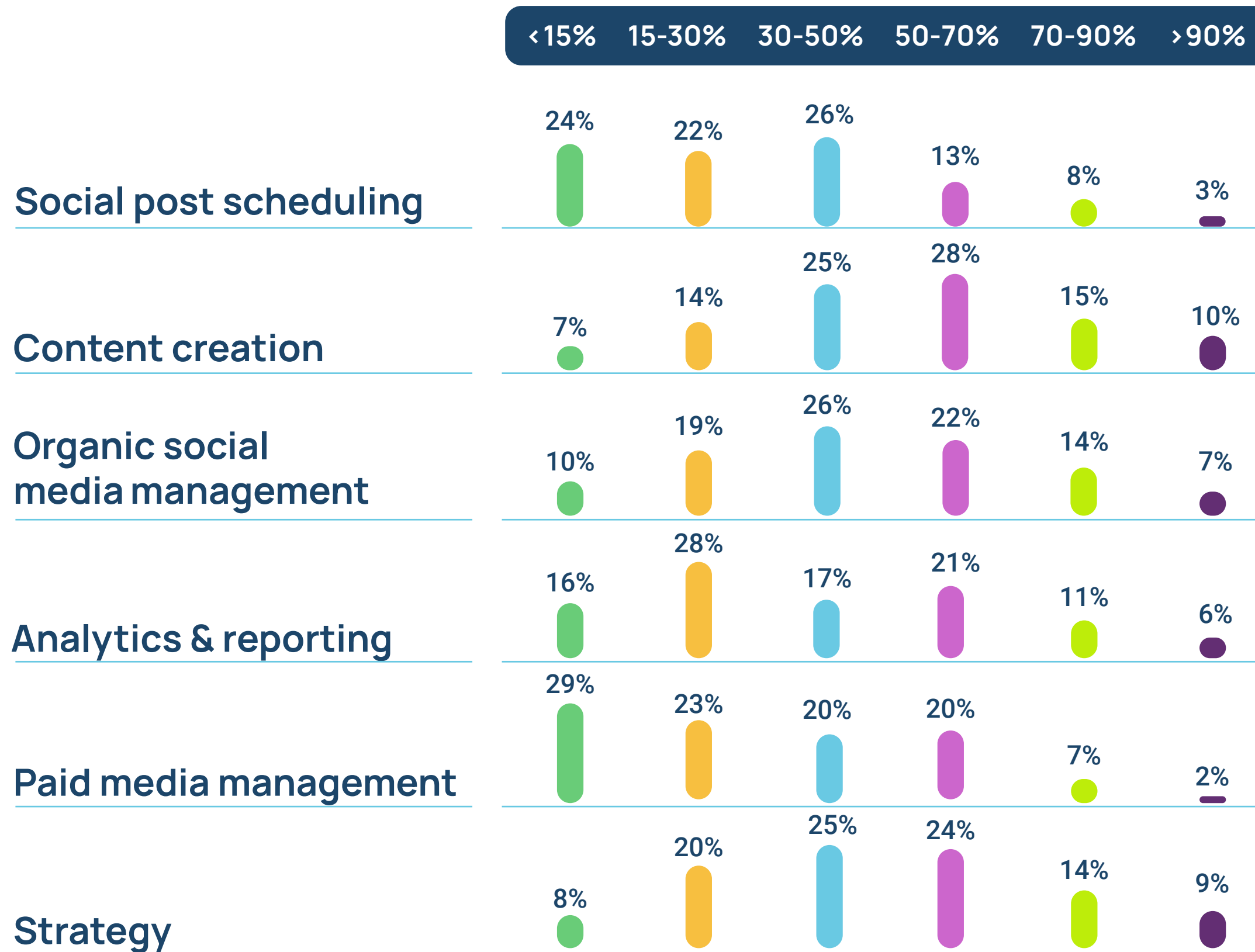
**“Learning new strategies, how I can give the most value and results to my clients”**

“See the results and things to improve on”

“Seeing the progress made after implementing the strategy”

“It gives a clear image of what has been achieved”

# 8 What percentage of your time is spent on the following?

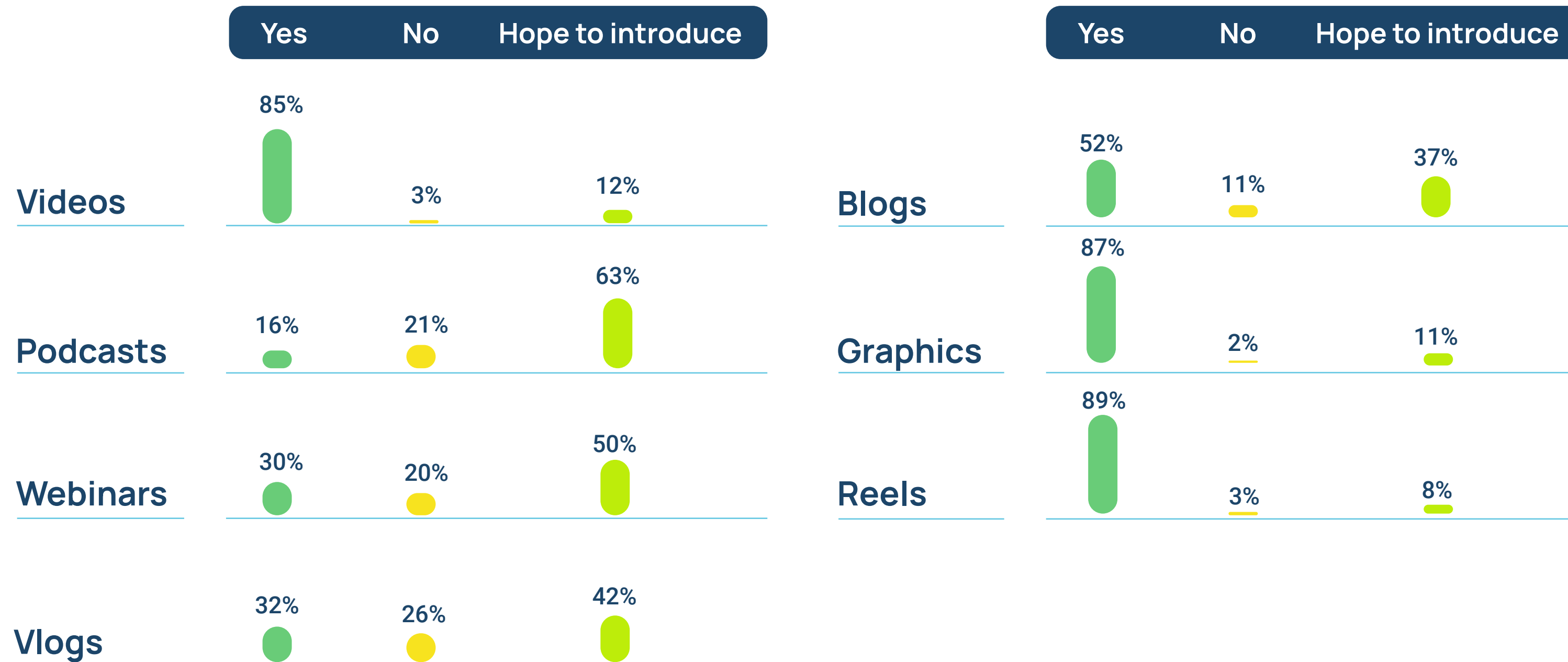


\*Please note: Percentages rounded to nearest whole number. Figures may not total 100% when respondents passed questions.

DID YOU KNOW?

Nearly **1/5** of respondents spend less than 15% of their time on competitor research

# 9 Which of the following types of content do you produce for your clients/brands/titles?

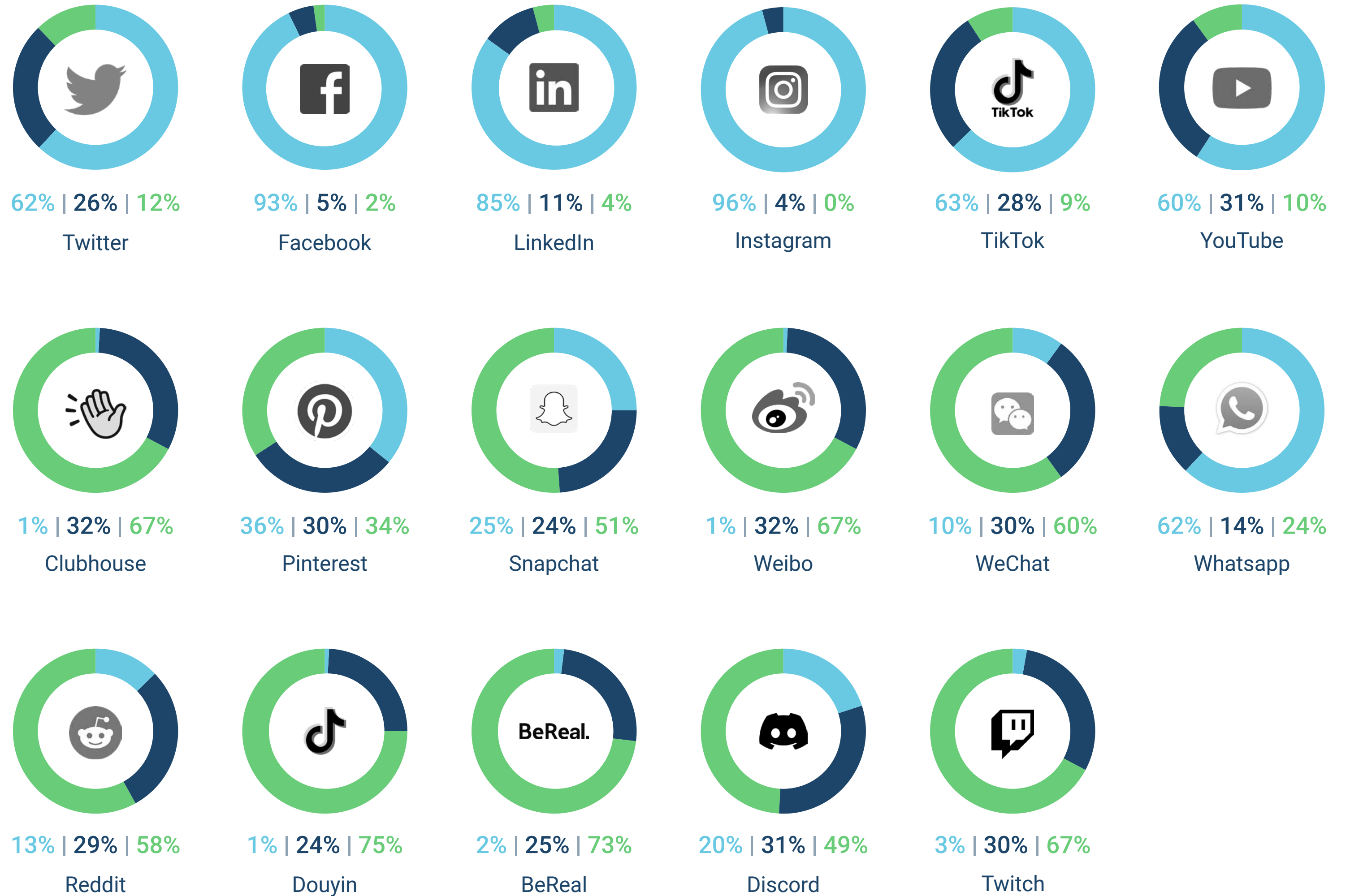


DID YOU KNOW?

only **3%** have no plans to start using videos for their content

\*Please note: Percentages rounded to nearest whole number. Figures may not total 100% when respondents passed questions.

● Currently use ● Hope to introduce ● No plans to introduce



\*Please note: Percentages rounded to nearest whole number.

10

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

## 11 If you could create the perfect social media platform, what would it do?

**“Community focused with zero trolls or algorithms”**

“It could trace all the names of those reached”

“A platform that can create its own reports and can evaluate social media content from month to month”

“It would give weekly automatic analytics on what has worked and what hasn’t. Similar to TikTok’s retention rates. I want to know what has piqued their interests. Impressions can only take you so far”

**“Generate leads”**

“Aid in lead generation with accurate feedback”

“Share and express anything”

“A platform that has everybody on it. It allows you to vent, talk, connect and share ideas”

“It would judge the quality of the content rather than the quantity of it”



DID YOU KNOW?

**98%**  
of respondents

use social media  
as a news source

## 12 Which of the following do you use as social media news sources?



\*Please note: Question provided a multiple choice selection for respondents, resulting in a total greater than 100.



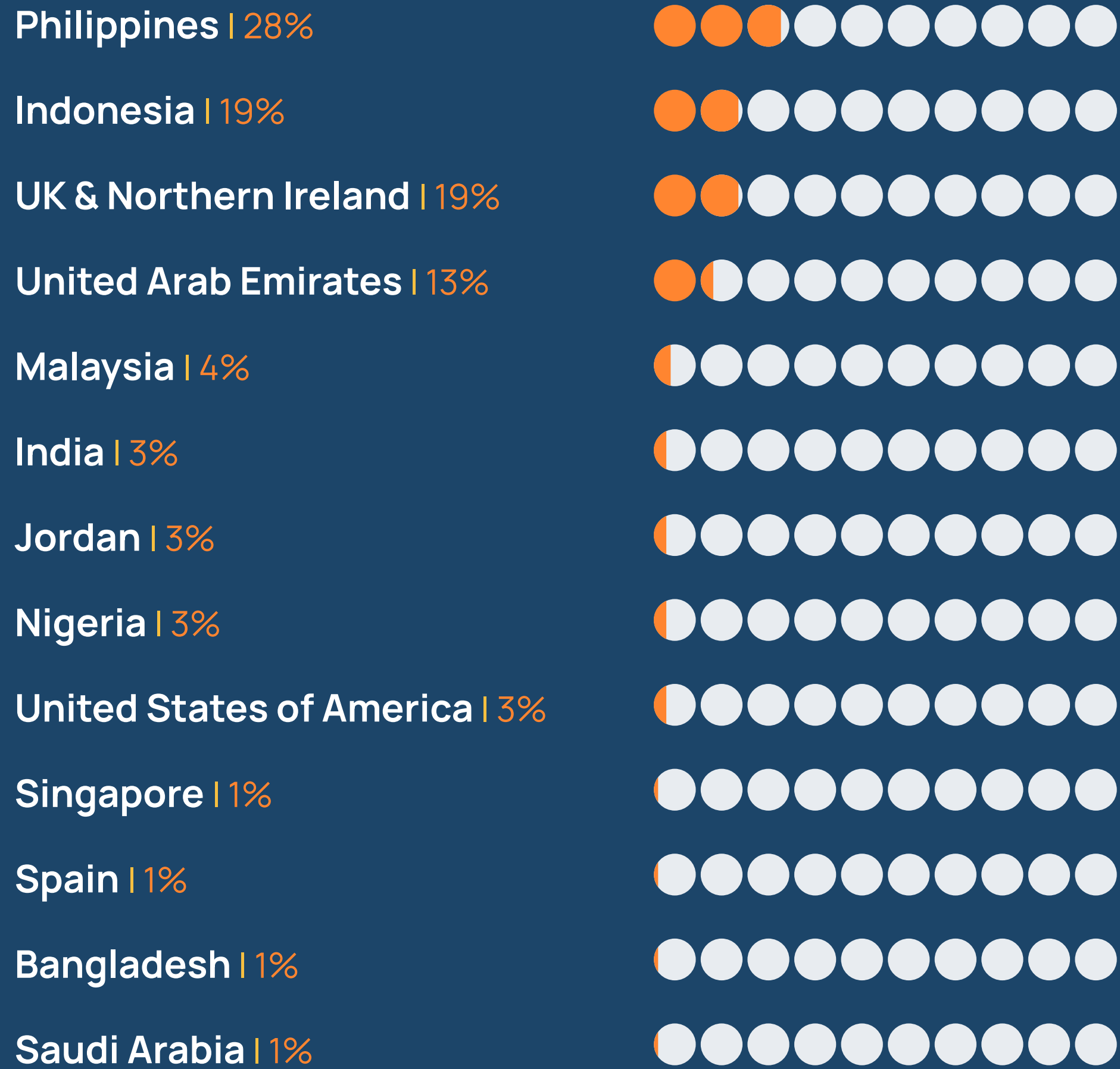
## SECTION TWO

# Insights about our survey contributors

The final questions of our survey explored the location of respondents, the type of organisation they work for, and company size. We also questioned job satisfaction and ambitions for the future.



### 13 Where are you located?



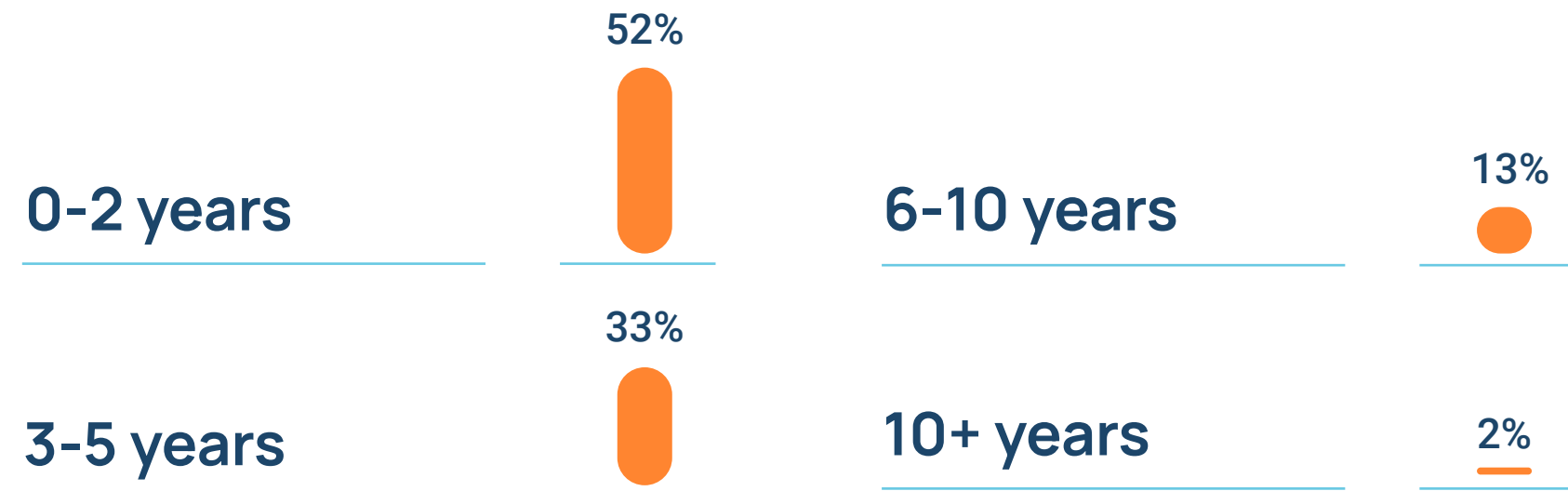
\*Please note: Percentages rounded to nearest whole number.  
Figures may not total 100% when respondents passed questions.

### 14 Which of the following best describes your level of responsibility?



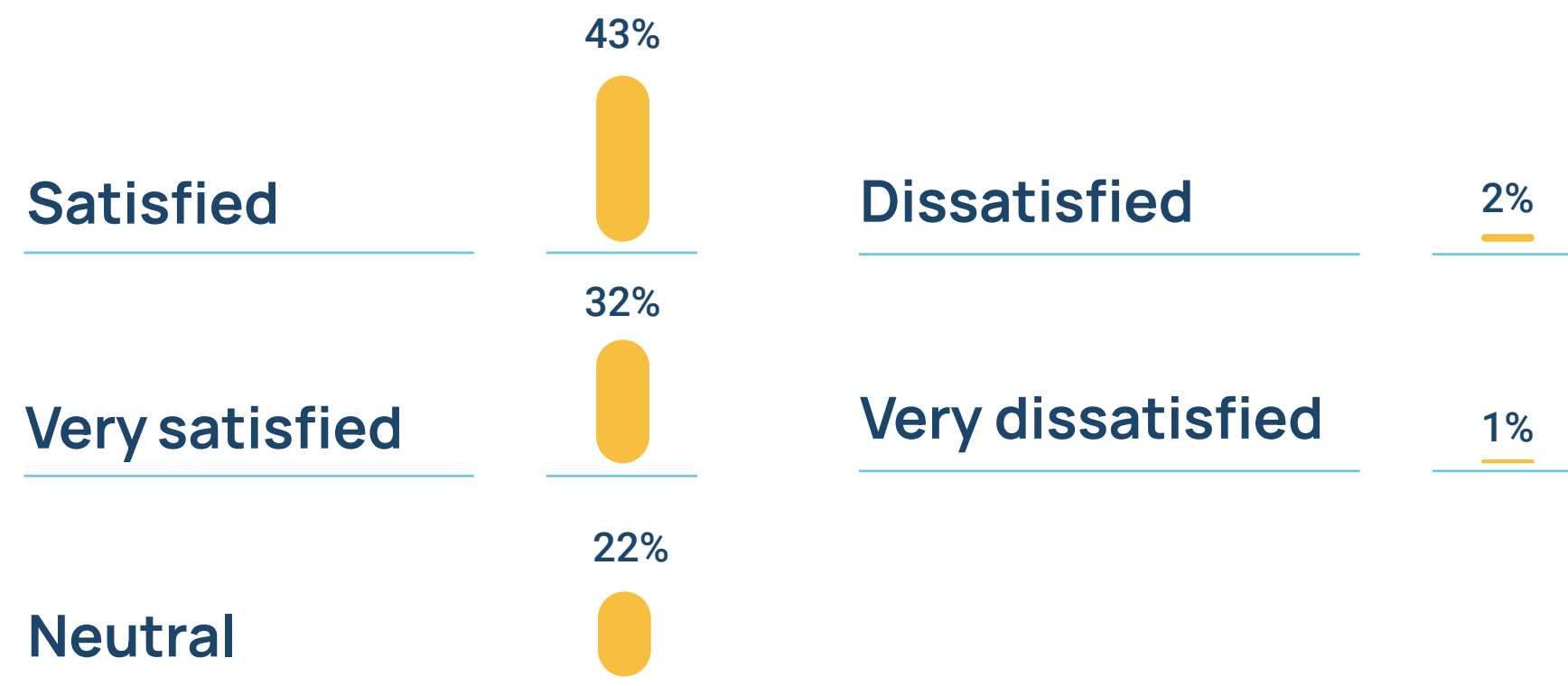
\*Please note: Percentages rounded to nearest whole number.

### 15 How long have you been working in social media?



\*Please note: Percentages rounded to nearest whole number.

### 16 Which of the following best describes your company?



\*Please note: Percentages rounded to nearest whole number.



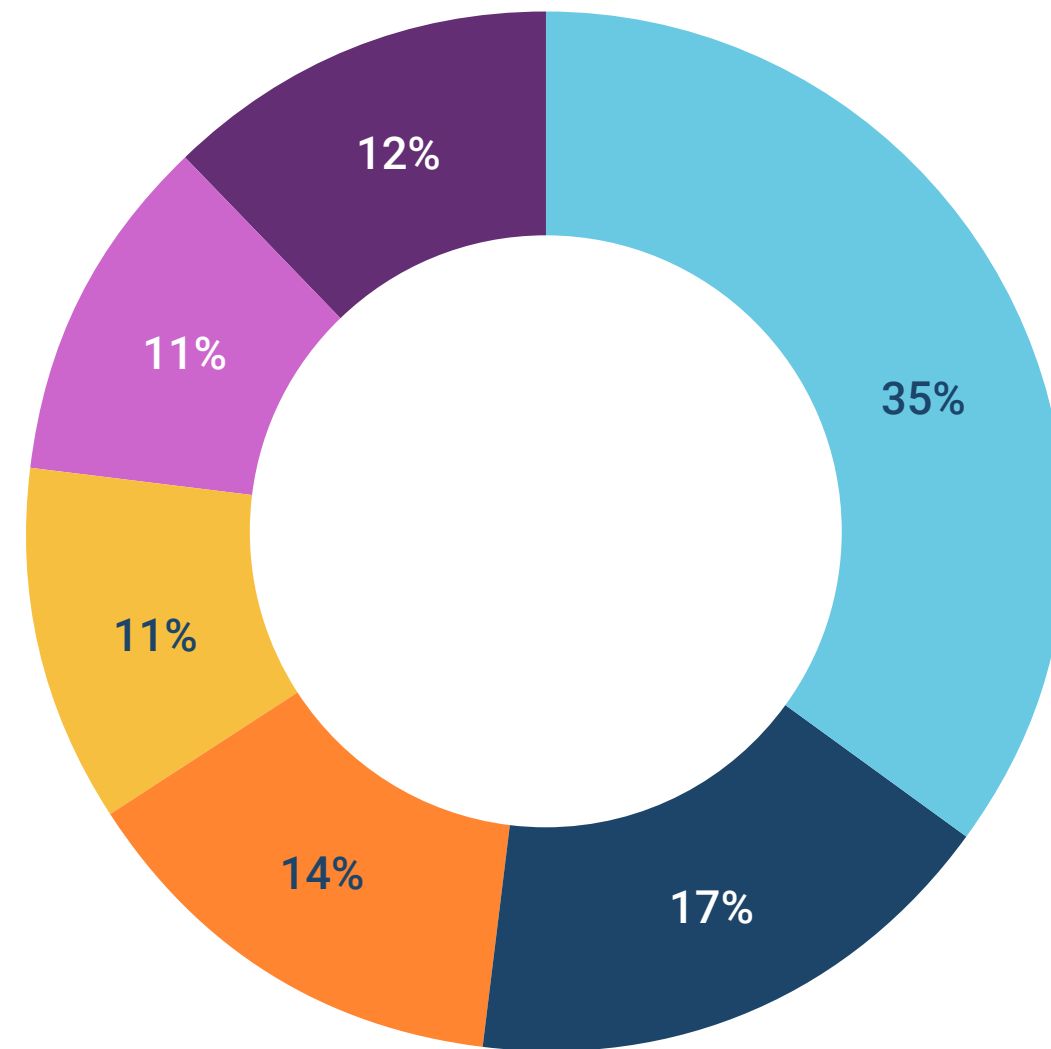
DID YOU KNOW?

**74%**  
of respondents

are either very satisfied or satisfied with their role

### 17 What are your career ambitions?

- Promotion
- Become head of department
- Change my career completely
- Happy staying as I am
- To be the best in my team
- Other



\*Please note: Percentages rounded to nearest whole number.

DID YOU KNOW?

**44%**  
of respondents

think Meta will impact their career in the next 5 years

### 18 What do you think will change your current career the most in the next 5 years?

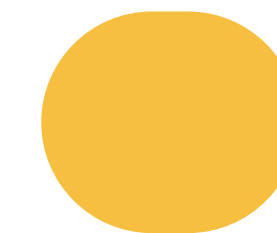
64% New platforms emerging as leaders



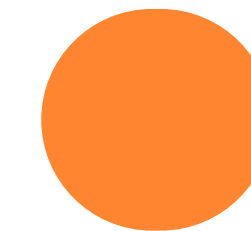
44% Changes Meta introduces/causes



19% Less use of social media platforms



17% Difficulty tracking user activity



3% Other



\*Please note: Percentages rounded to nearest whole number. Question provided a multiple choice selection for respondents, resulting in a total greater than 100.

19

## Why did you choose a career in social media?

“The variation and creativity”

“Fast changing environment”

“Marketing is important to educate customers about the products and services offered by the organisations”

**“Social media opens the world to things we never knew”**

“Fun and challenging”

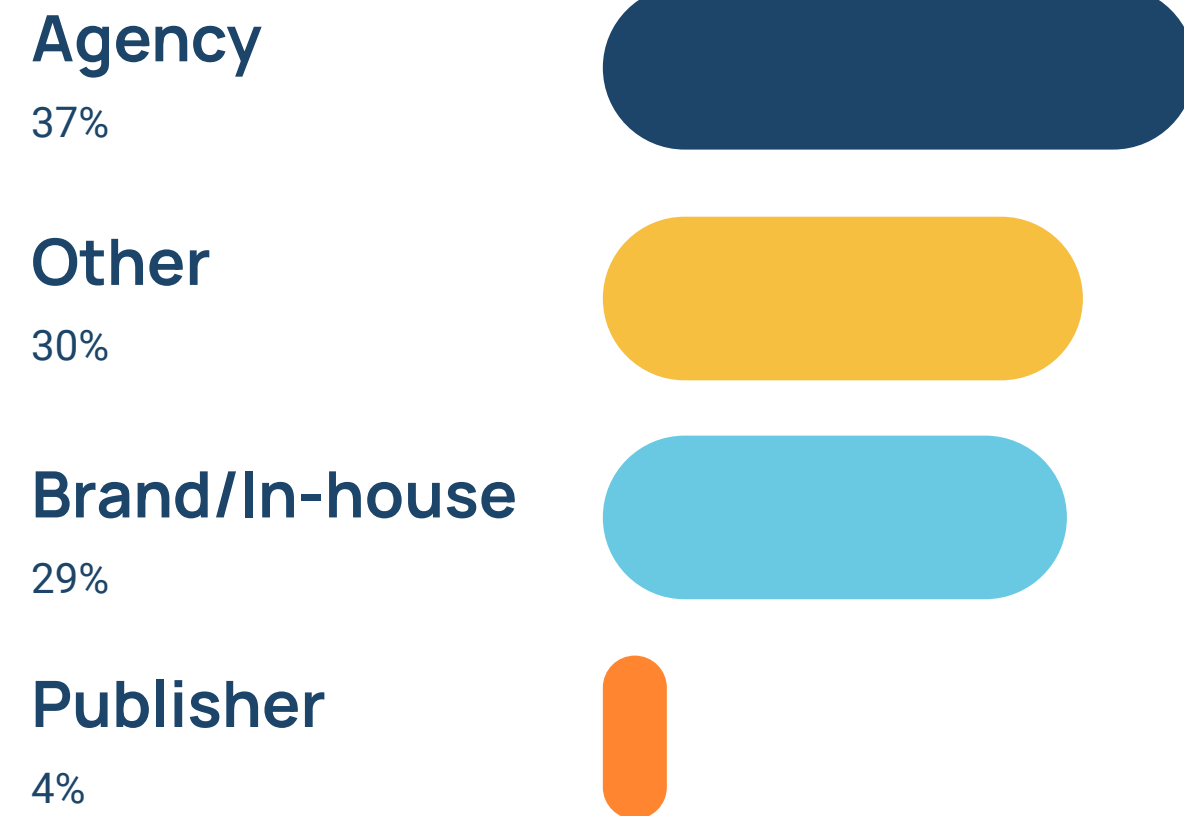
“Because it is the future”

“It’s always evolving and is creative and analytical”

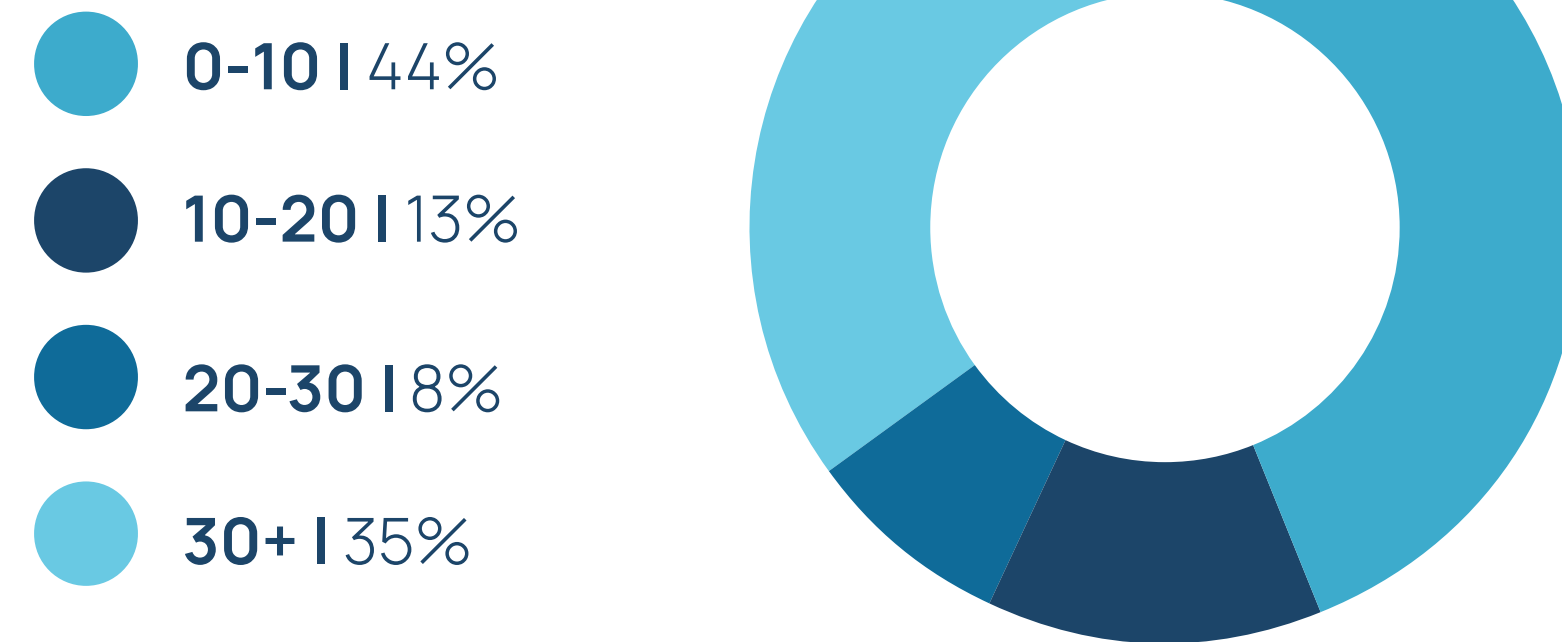
“Social media is new and effective grounds for modern marketing where you can choose your target audience, engage them, generate leads and get potential customer effectively”

“Intrigued by its fast pace and constant evolution”

### 20 Which of the following best describes your company?

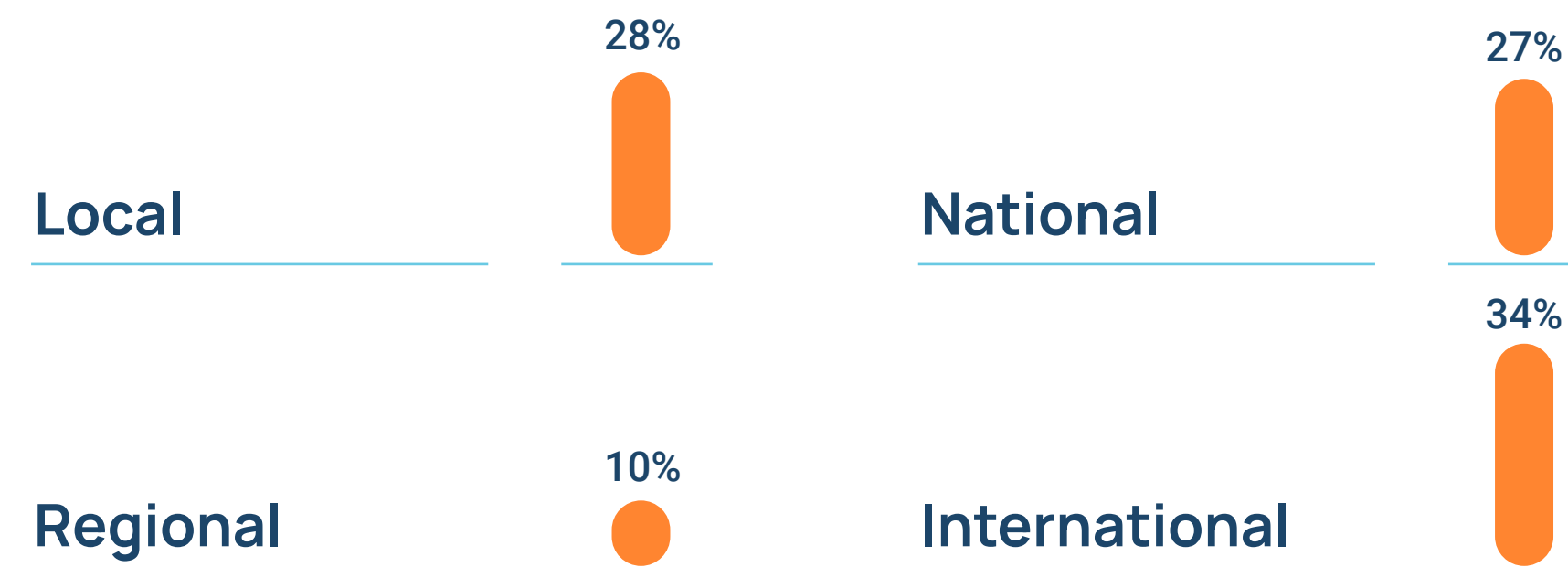


### 21 How many people are at your company?



### 22 Where are your clients located in relation to you?

\*Please note: Percentages rounded to nearest whole number. Figures may not total 100% when respondents passed questions.



**Experts are expanding into new areas**

**Increased time constraints and use of automation tools**

**Job satisfaction is pretty high**

**Meta is showing a clear dominance in the industry**

# Conclusion

By learning directly from experts worldwide, the report highlights key similarities and differences for those working within the industry.

## CONCLUSION

**For experts in 2023, expansion into new areas is a clear priority.**

A quarter of respondents hope to introduce BeReal and nearly 30% plan to introduce Twitch for their brand or client. With channel leaders well-established, experts are looking to others to make a difference and help them stand out. This is demonstrated in the fact that 64% of respondents think new platforms emerging as leaders will cause a big shift in their careers.

**44% think changes Meta introduces or causes will impact their career within the next 5 years.**

However, the dominance and reliance on Meta is clear to see. All respondents are currently using Instagram or planning to introduce it - the only platform out of 17 questioned to receive such a response. Closely followed by Facebook with only 2% of respondents having no plans to begin using the channel. But, with the anticipation of changes Meta may introduce and the expectation of new emerging platforms, are experts getting ahead of the game by using newer platforms, like beReal and Twitch, to reduce their reliance on Meta?

**The variety of channels at experts' disposal links to the challenge presented in the findings of time constraints.**

With many different responsibilities - customer service, post scheduling, and content creation to name a few - it is unsurprising to see the increase in the use of automation tools. Although this appears to have led to an increased frequency of reporting. Is this due to more awareness and appreciation of the impact social media can make for a company? Or is the quicker and easier way to provide regular updates to those who experts report resulting in more communication?

**The satisfaction that comes from working in the industry is clear to see.**

Despite the uncertainty of what may happen next and the increased demand on time, 74% are either very satisfied or satisfied in their role.



With plenty of food for thought presented, whether you're an expert currently working in the industry comparing feedback or you're considering beginning your career in social media and have used these findings to help decide whether it's the right career for you, we hope this report has been useful.

**We welcome your feedback  
and thank you for your support.**



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