

THE ROLE OF

Social Media Experts 2022

FROM locowise 





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INTRODUCTION

Locowise is your best friend in social media management.

The intelligent Locowise tool provides analytics and reports for experts around the world in an instant.

Automating the process frees up more time for our community to turn the insights into action and improve their social media.

OVERVIEW

This report is a benchmarking resource into the role of social media experts around the world, providing an insight into roles and how they are changing over time.

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, and more.

Over 150 experts took part in our survey from around the world.

Respondents work within the industry in a variety of company types and sizes. Within this question category, the findings present clear changes in company sizes. Only 7.6% of respondents to the October 2021 report worked for a company with 30+ people, now it is 36.5%. There is also a big shift in the proximity of clients our respondents work with, 18.7% of clients were located locally to respondents in the October 2021 report, this figure now stands at 31.2%.



INSIGHTS FOR GROWTH

A rich source of data and insights into what it's like to work in social media

Discover how roles have changed since our previous report, shared in October 2021, as when you read on you'll see some big shifts.

Passion, challenge excitement

Key themes cited as reasons social media experts joined the industry.

67.7% use TikTok

There has been a big growth in TikTok use - 67.7% of respondents now use the platform, a jump from 29.7% of respondents in our October 2021 report.

New business pitches

88% of respondents use social media reports within their new business pitches. This is a jump from 68.5% of respondents to our October 2021 report. Is there now more value in social media for helping to win new business? Or are more business now simply choosing to outsource their social media?

Weekly reporting

The percentage of respondents producing reports every month has fallen from 54.6% in October 2021 to 38.4%. However, the frequency of weekly reporting has increased from 18.5% to 35.8%.

Reliance on manual processes

The reliance on manual processes to produce reports has increased, from 85% in October 2021 to 88%. This is while Excel and Word (or equivalents) remain the top two platforms used by experts to produce their reports. It is therefore unsurprising to see the common themes for disliking reporting and analytics because of the time it takes, which reduces the time available to work on the insights provided. And this compounded with a shift from monthly to weekly reporting requirements is increasing the reporting burden on social media managers.

SECTION ONE

Insights from Social Media Experts

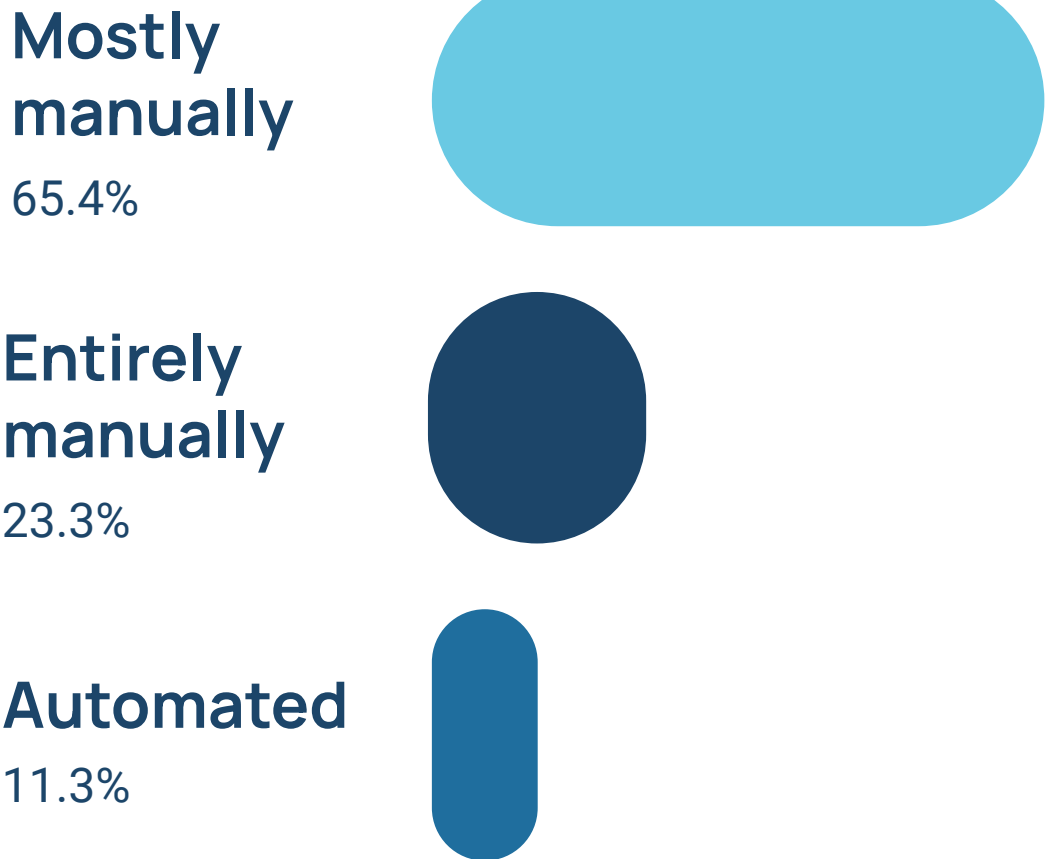
Explore how social media experts are spending their time, what platforms they use, the content they're producing, and more. Discover in-depth knowledge into the reporting and analytics processes, including the frequency, methodology and contents.



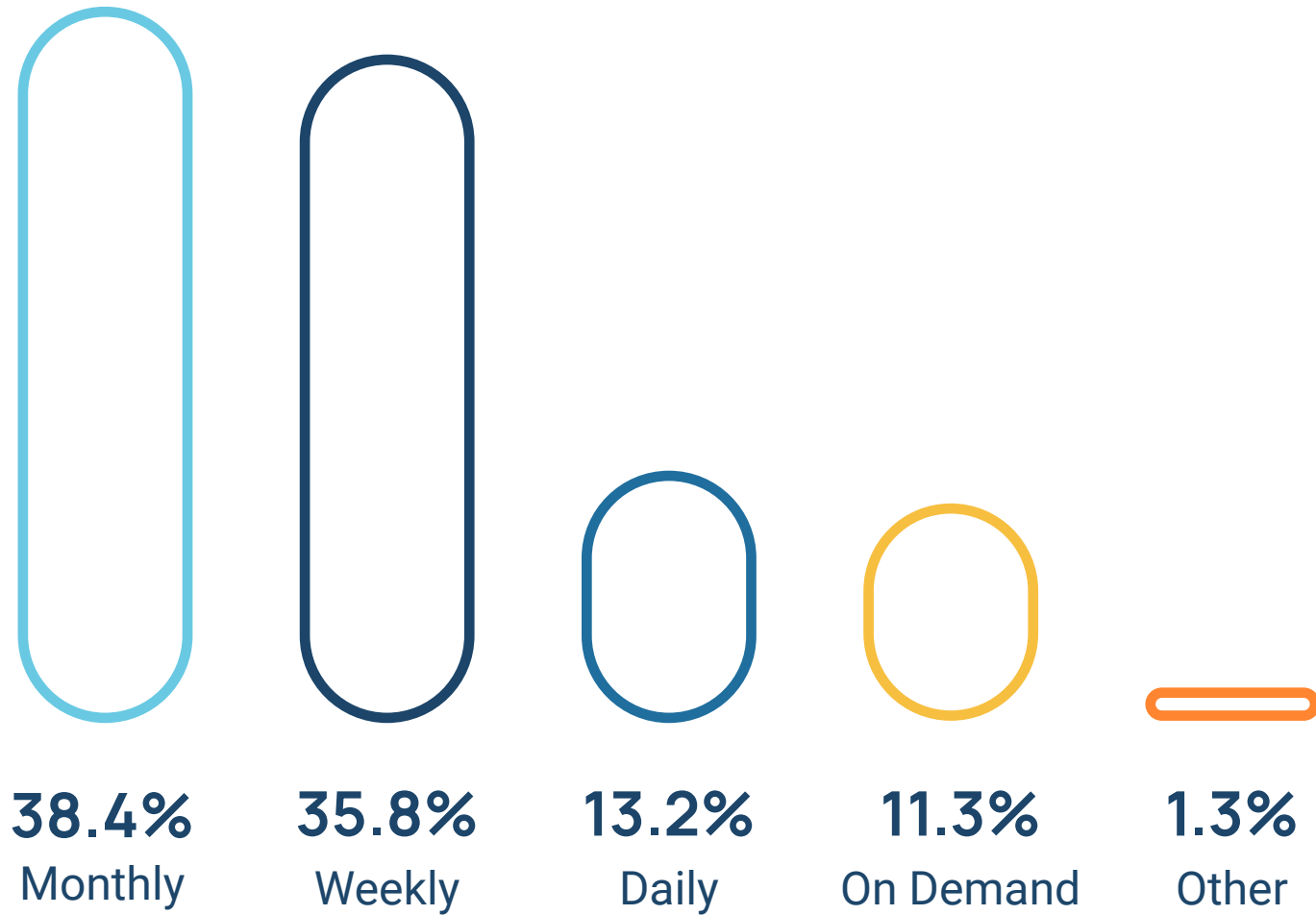
DID YOU KNOW?

+88%
of respondents
produce reports
manually

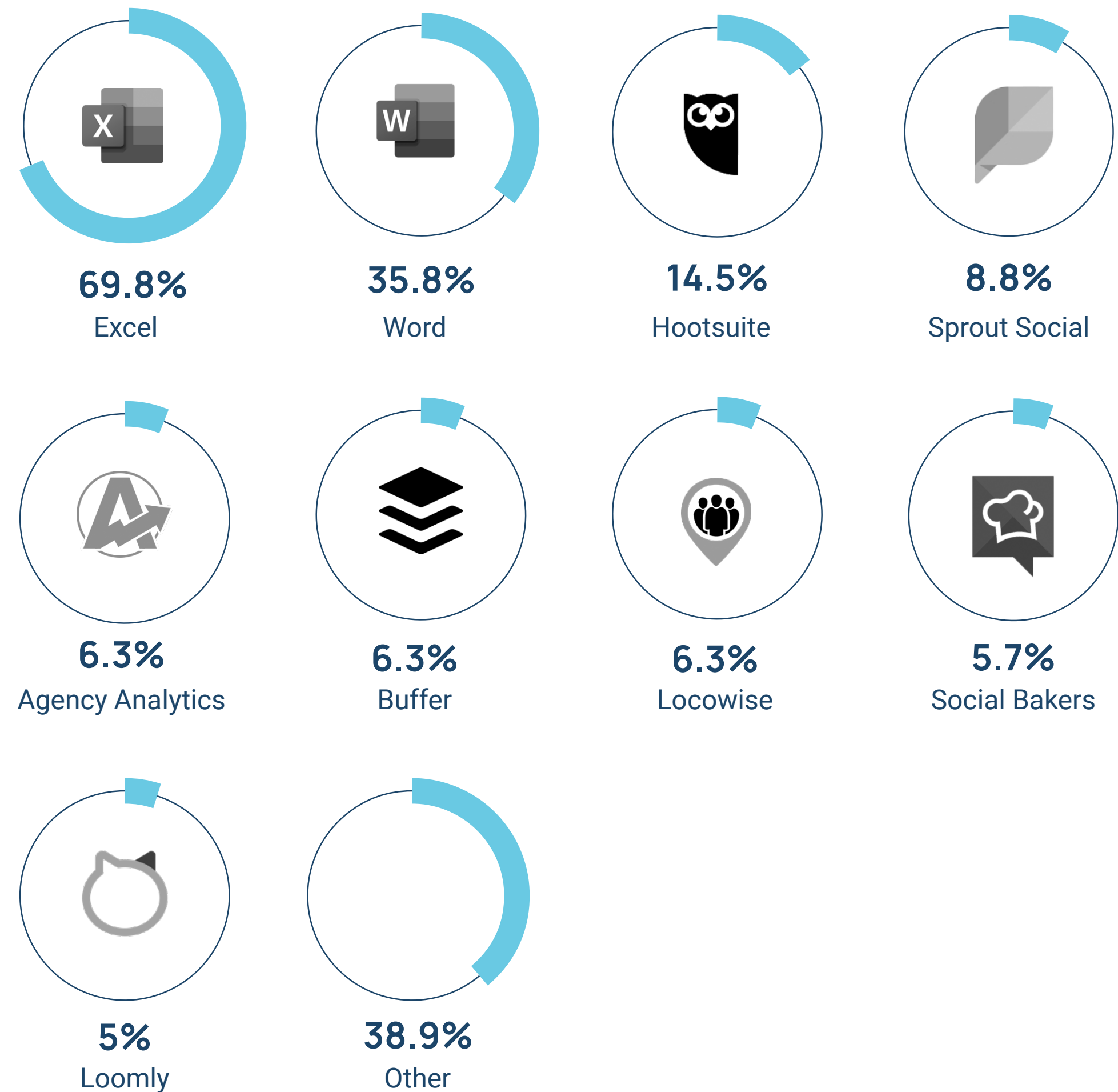
1 How do you produce your social reports?



2 How often do you report?



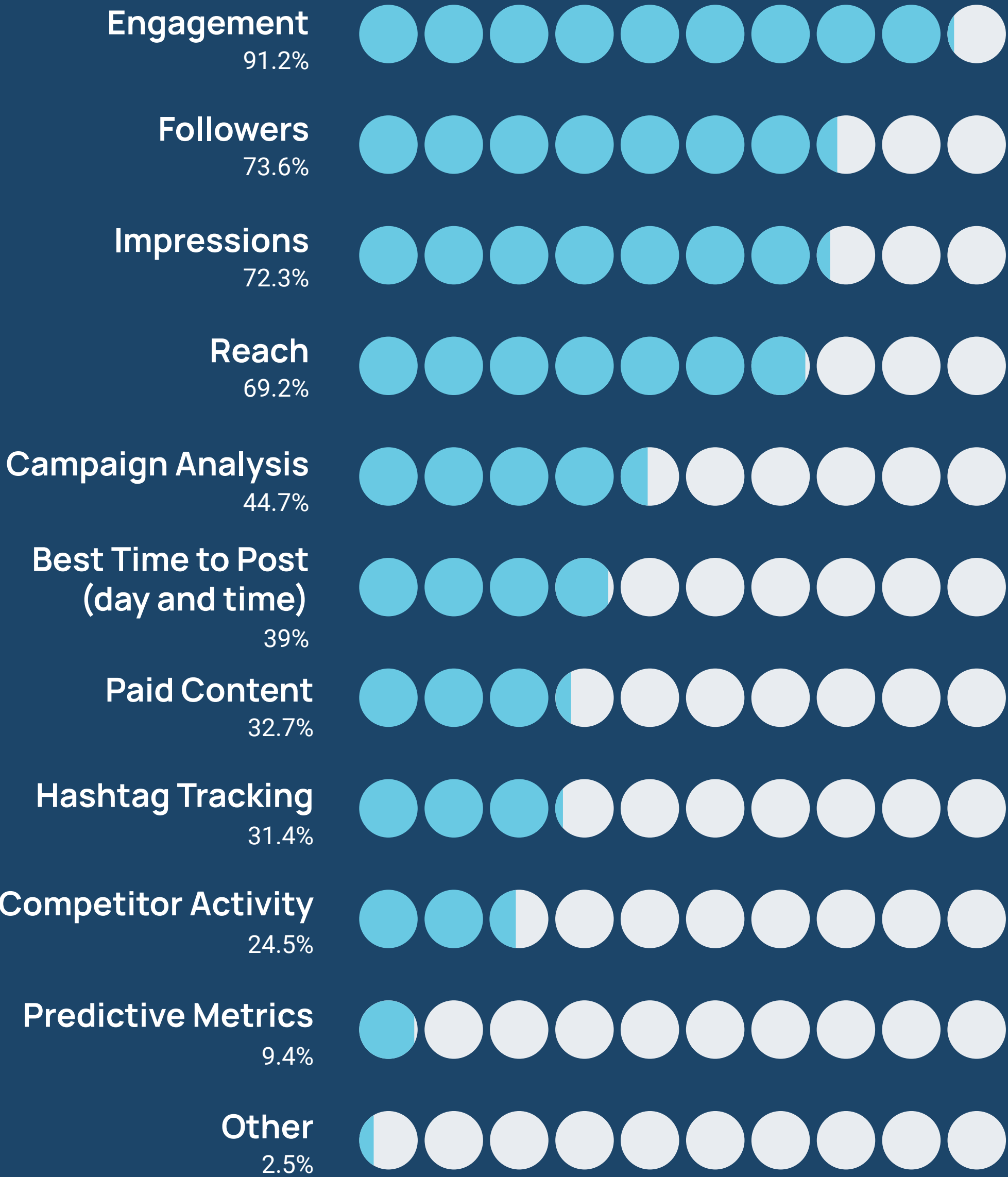
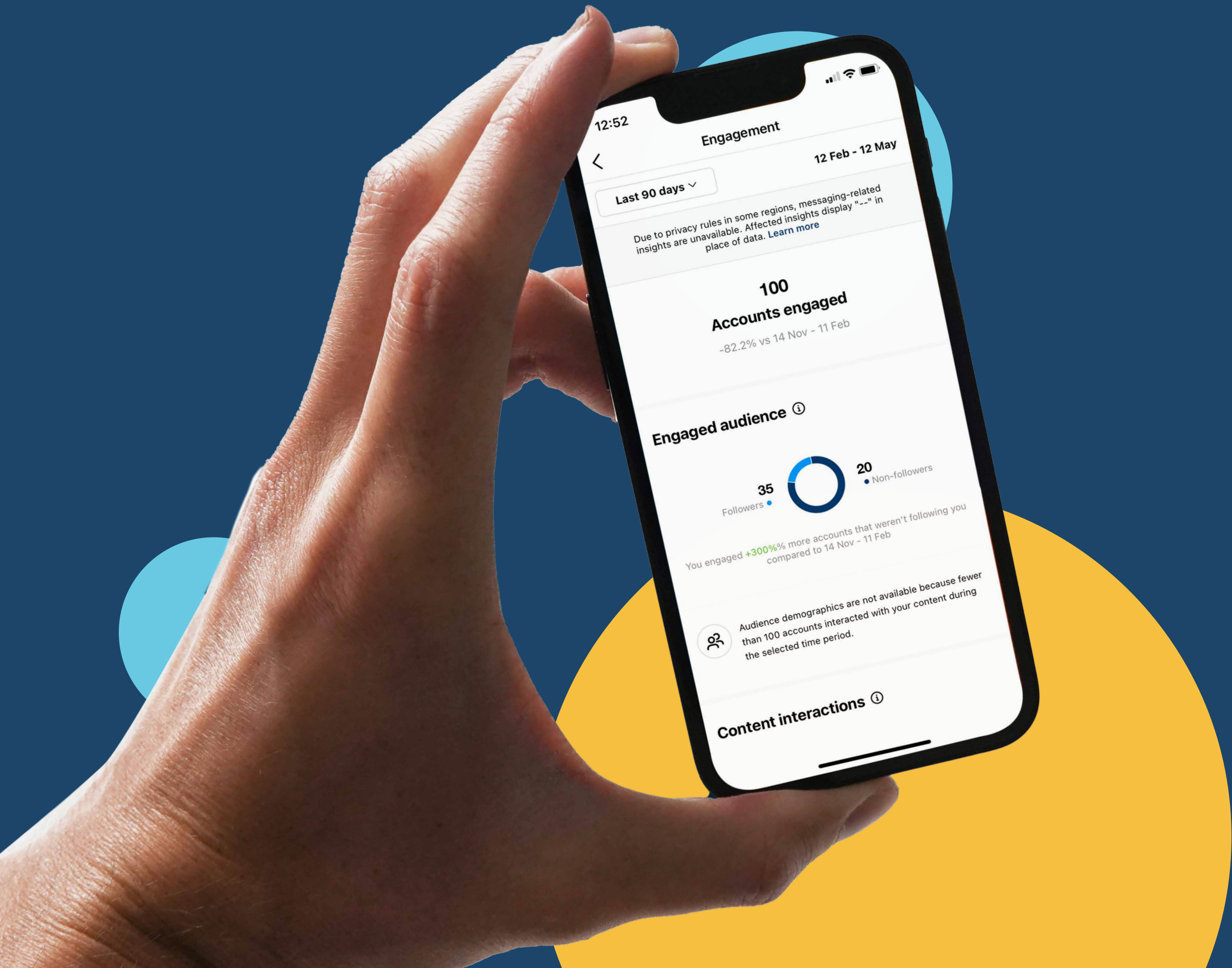
3 What tools do you currently use for reporting?



DID YOU KNOW?

70% use Excel
of respondents to produce their reports

4 What metrics do you report on?



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

Yes
88.1%



No
11.9%



DID YOU KNOW?

88%

of respondents use social reports for new business pitches

6 What do you dislike about reporting?

"It can be frustrating when the data you need isn't in one place, and you have to download excel sheets from Facebook just to find out impressions, then go somewhere else to find out reach"

"Time consuming"

"Frustrating to gather data from different sources"

"Small gap between cut off time and submission deadline"

"Manual reporting takes quite a lot of time and attention to detail"

"Reporting on specific metrics can be time consuming"

"More time to really analyse the data coming in"

"Tracking competitors"

"Not all social platforms provide demographic data or prove effectiveness of awareness campaigns - such as capturing sentiment"

⑦ What do you like about reporting?

“Seeing the results of hard work”

“The insights impact future strategy as you can see what needs improving for next month”

“You can see if you’re tactics are effective or not”

“Gain new knowledge and formulas previously unknown”

“Determine what to focus on the next strategic plan”

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

“The stats do the talking. It’s the most powerful source when engaging with key stakeholders, or seeking approval for future activity and investment”

“Reporting on specific metrics can be time consuming”

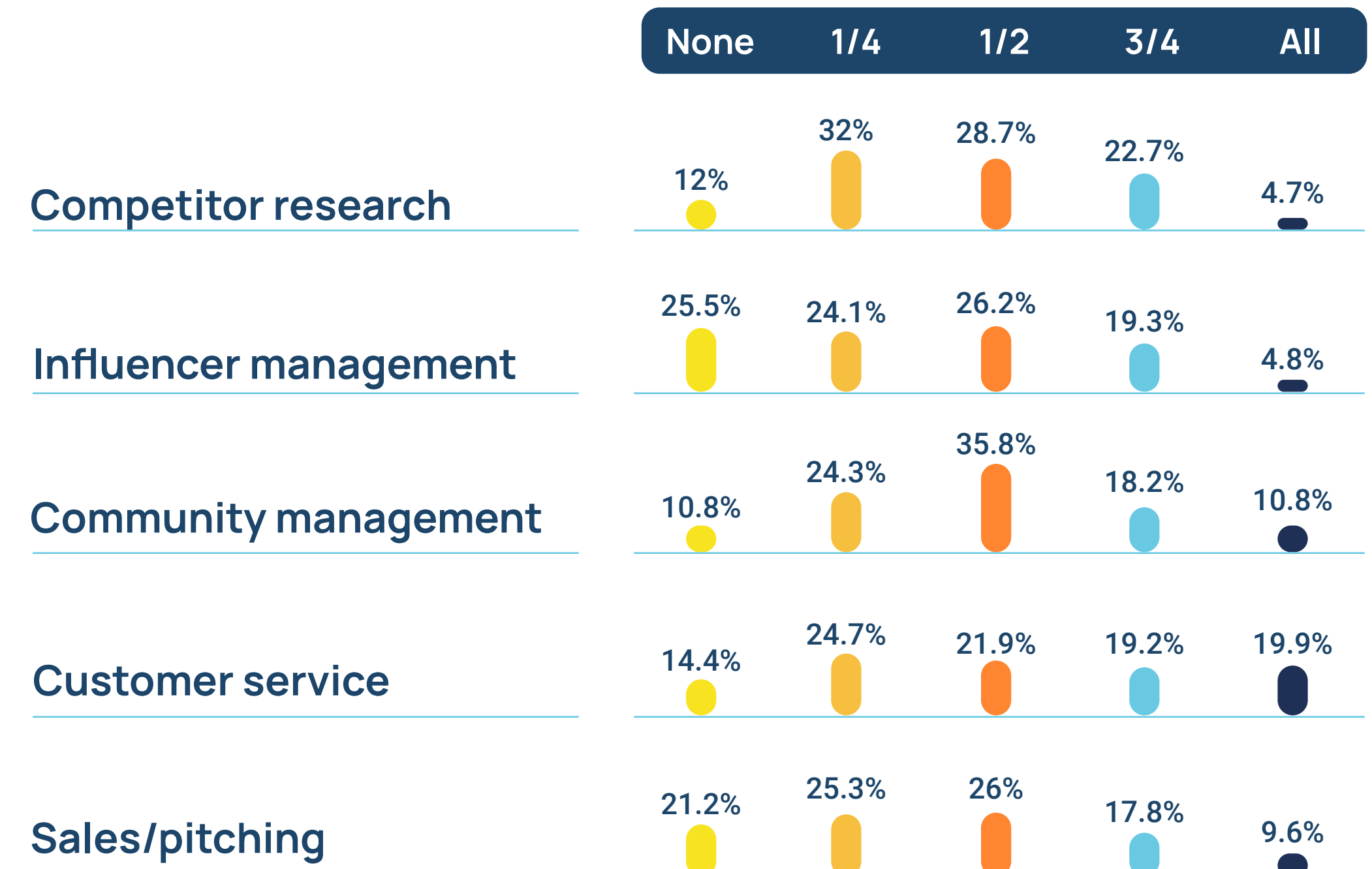
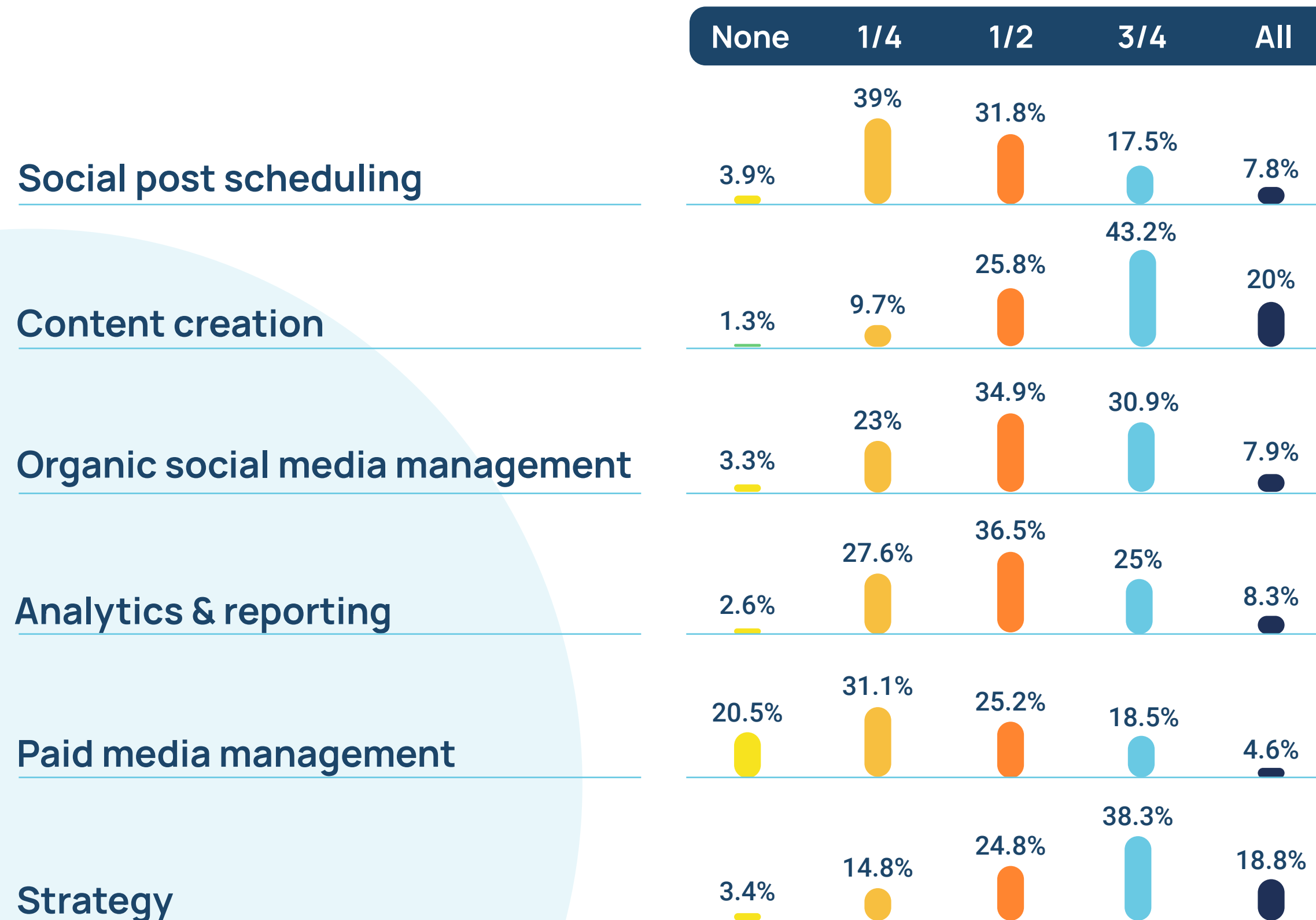
“Tracking progress and seeing how I’m doing”

“Delivering month by month progress and making strategic plan accordingly”

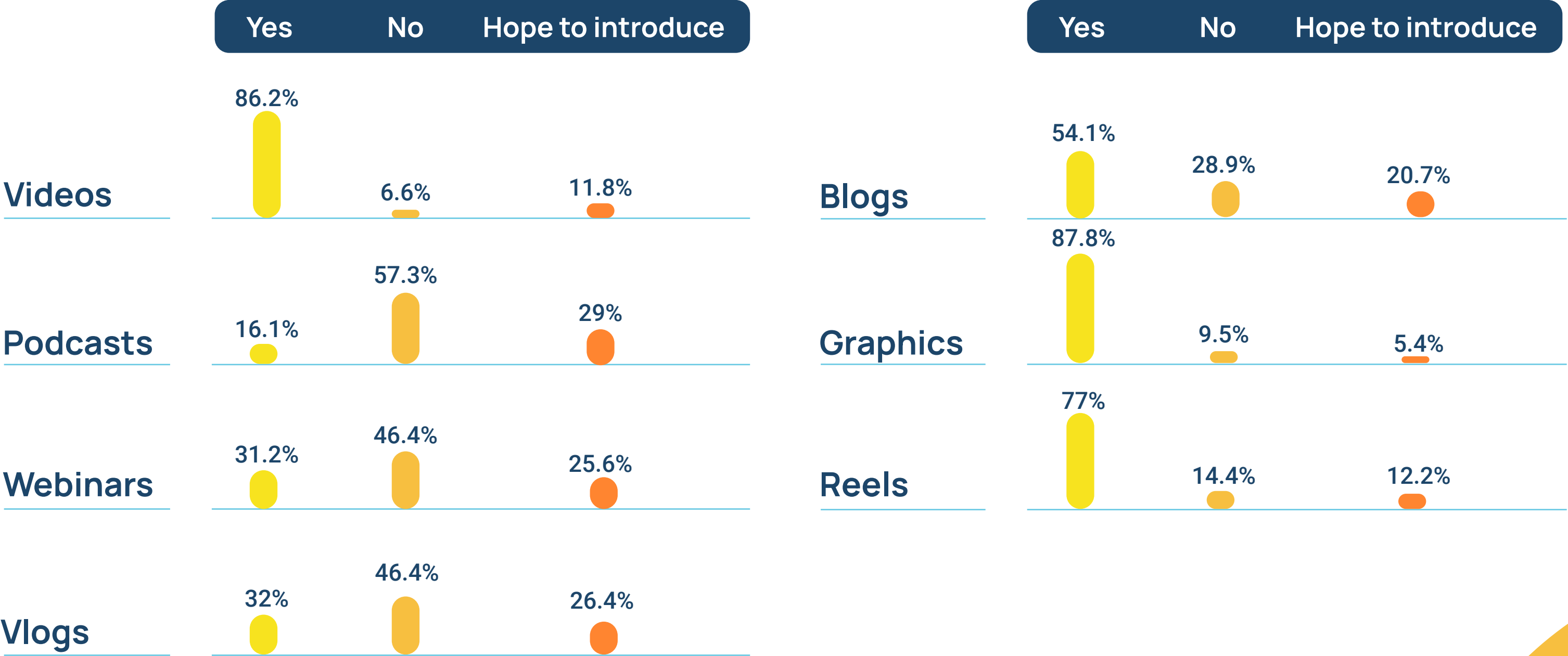
“Finding correlation of peaks in performance from areas such as where engagements came from, which posts, external factors etc”

“We know our targets and what we should do next, finding the way to solve problems”

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



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



DID YOU KNOW?

29%

of respondents

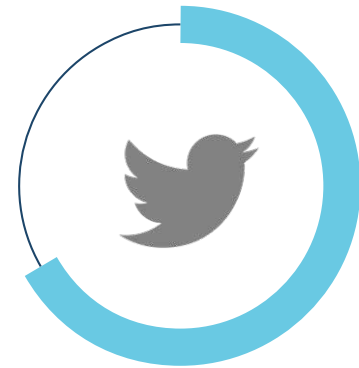
hope to introduce
podcasts

as a type of content

10

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

Currently use Hope to introduce



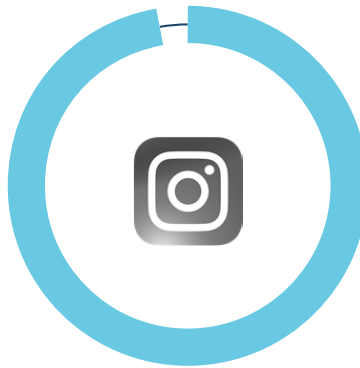
66.7% | 33.3%
Twitter



93.9% | 6.1%
Facebook



78% | 22%
LinkedIn



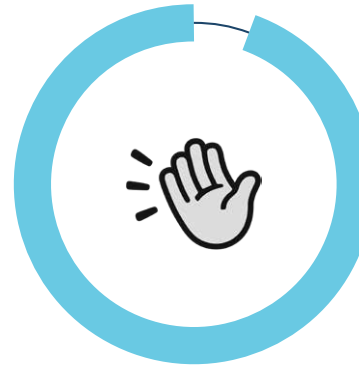
97.4% | 2.6%
Instagram



67.7% | 32.3%
TikTok



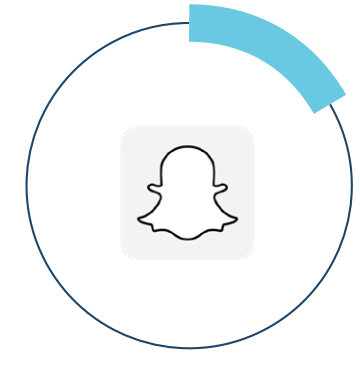
70.8% | 29.2%
YouTube



5.6% | 94.4%
Clubhouse



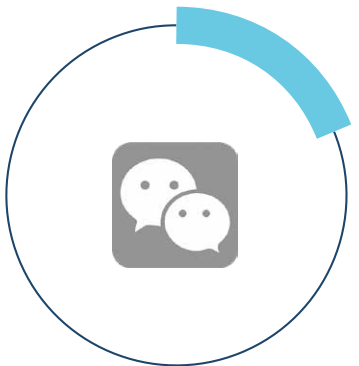
41.5% | 58.5%
Pinterest



16.9% | 83.1%
Snapchat



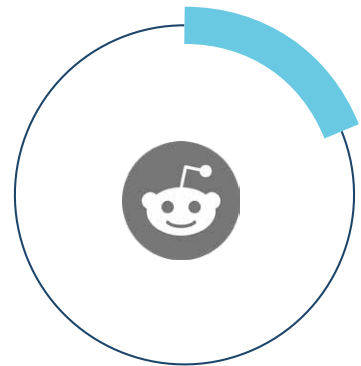
1.7% | 98.3%
Weibo



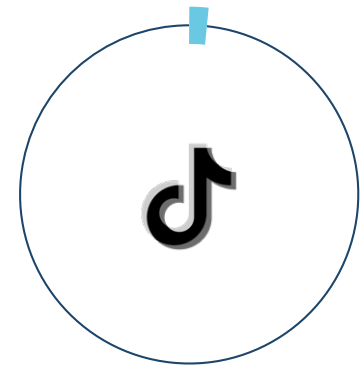
19% | 81%
WeChat



61.3% | 38.7%
Whatsapp



19.1% | 80.9%
Reddit



1.7% | 98.3%
Douyin

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

“Automatic response to those who love & like posts”

“A space where inactive users and fake accounts can be removed as they are mainly spamming timelines”

“The TikTok algorithm makes me want to use the platform more. If you could combine Twitter and TikTok, without the toxicity, that would be the platform I’d want to use the most”

“It would host informative and fun content with limited allowance on hate comments - it would need verification before signing up”

“More predictive analysis (and useful suggestions / tips) over content performance, based on the type of content, keywords, hashtags”

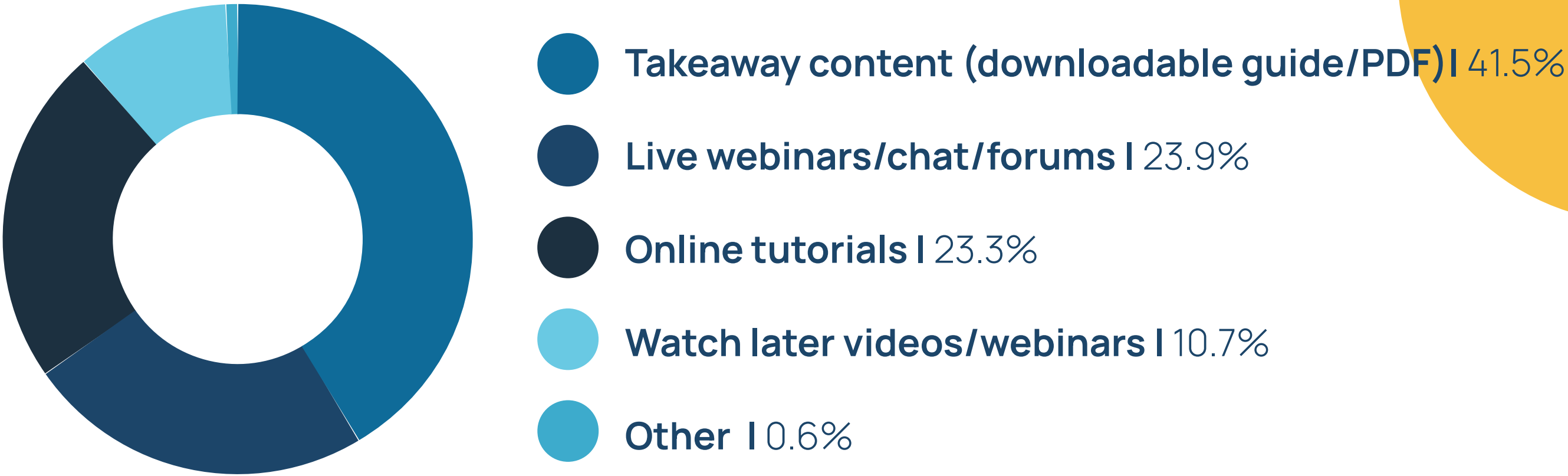
“Be a one-stop shop, being able to see not only photos and videos but blogs as well and being able to link to external links/shops”

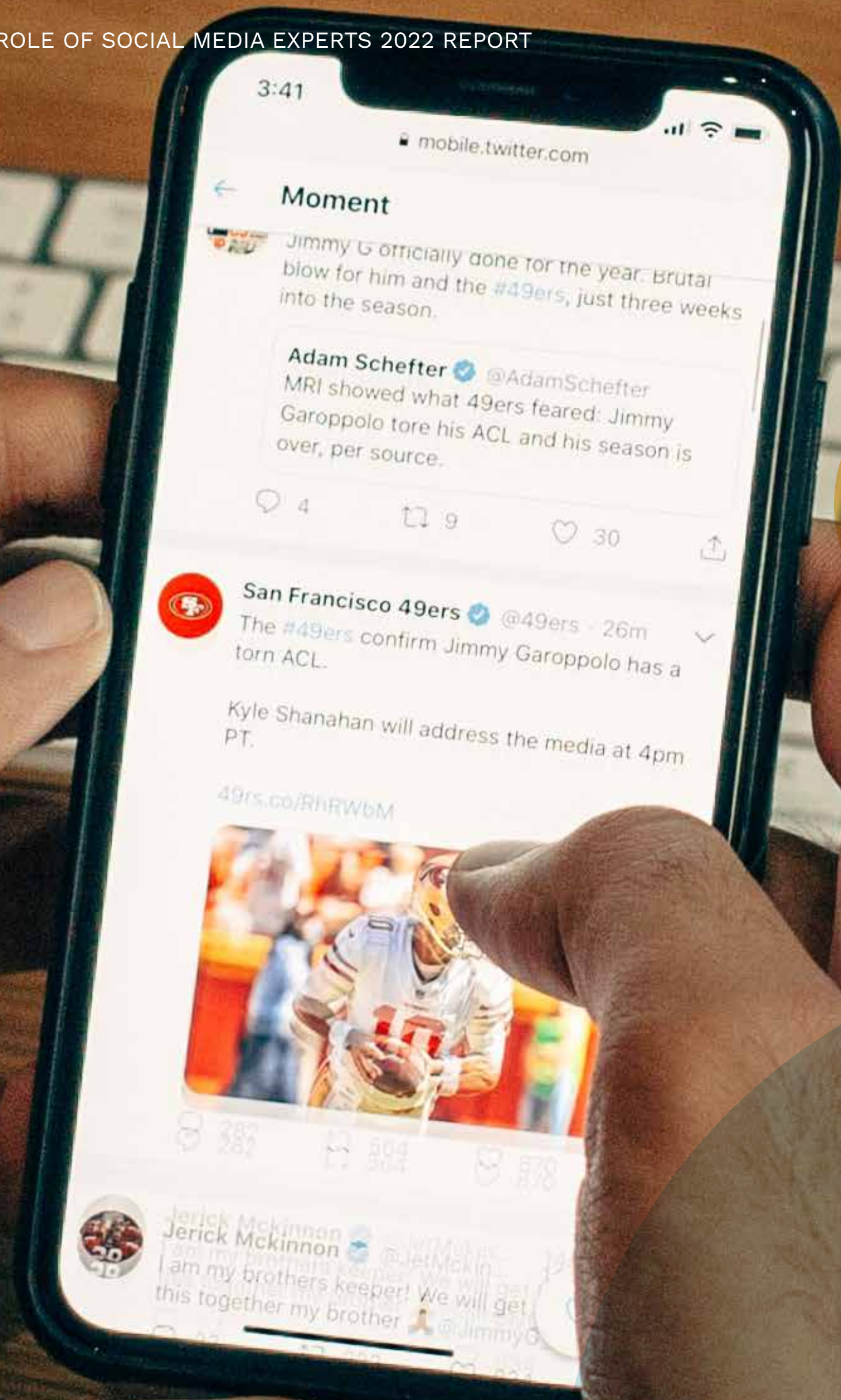
“Pay people for what they share or post. Give value to their efforts regardless of the number of people who are following them”

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



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





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

65%

Recommendation from an industry expert

41.7%

Training offered by a tool

44.6%

The cost of the tool is better than my current tool

34.4%

Recommendation from a colleague/peer

22.3%

SECTION TWO

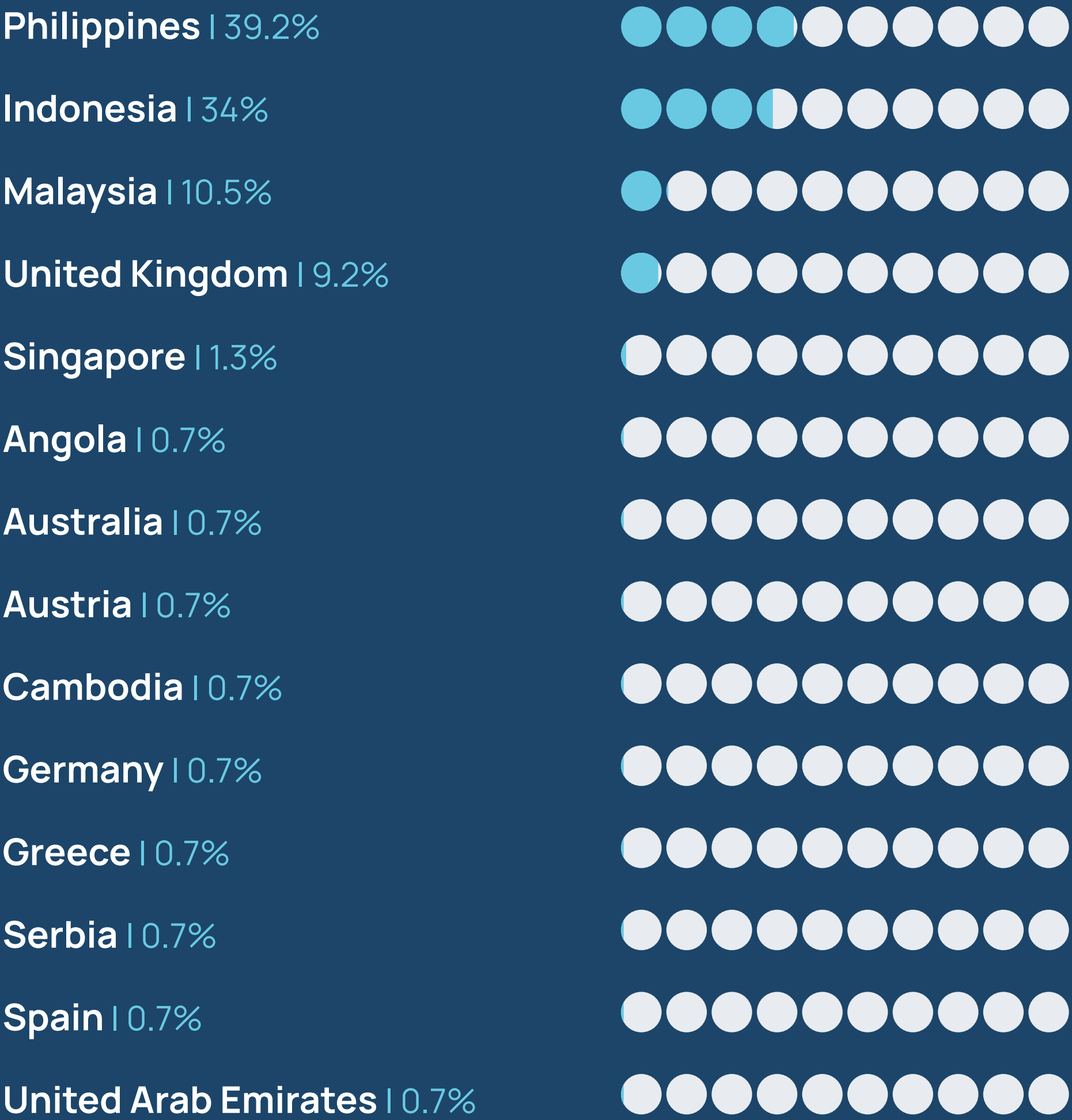
Insights about our survey contributors

Benchmark your role with our survey respondents.

Contributors are from around the world and differ in years experience and level of seniority. Insights are also provided into the reasoning for joining the industry' to 'Contributors are from around the world and have varying levels of experience and seniority. Also discover why our respondents chose to work in social media'.



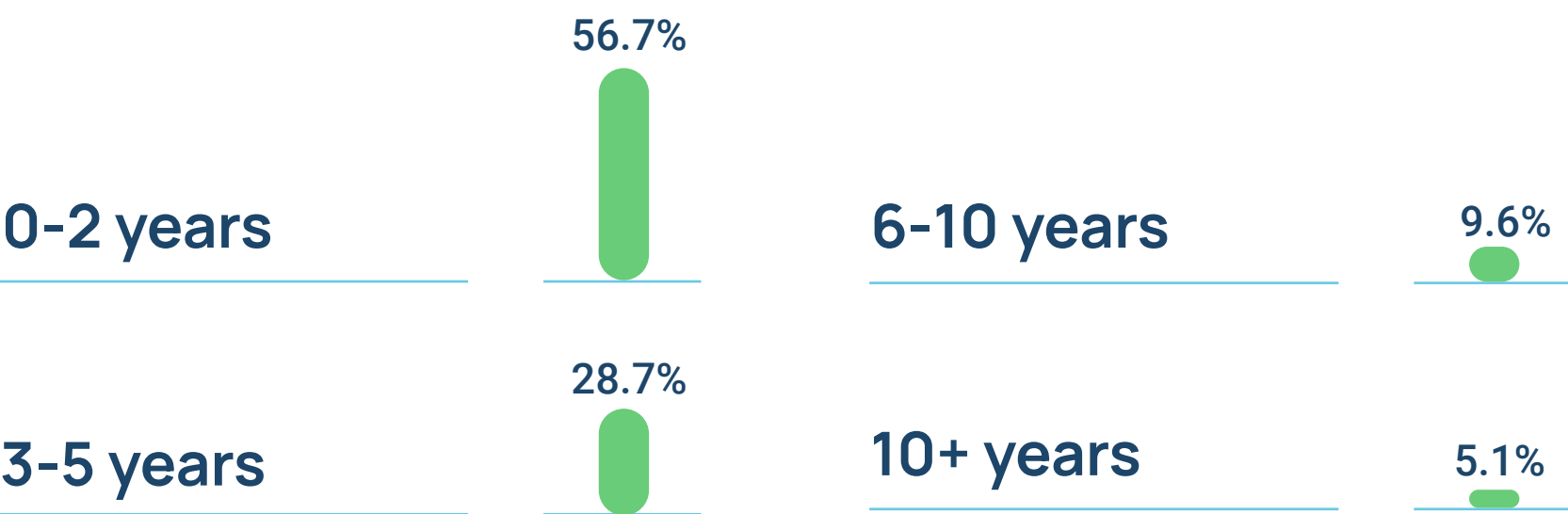
15 Where are you located?



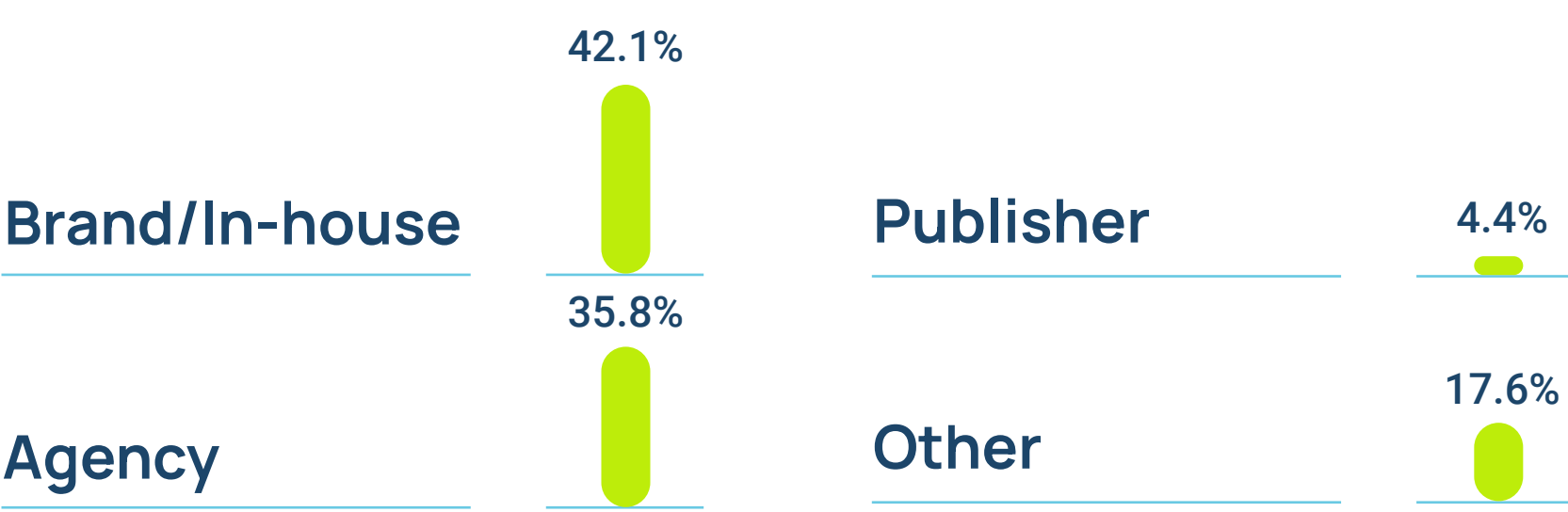
16 Which of the following best describes your level of responsibility?



17 How long have you been working in social media?



18 Which of the following best describes your company?



DID YOU KNOW?

42% work for a brand/in-house of respondents

19 Why did you choose a career in social media?

"I am obsessed with social media and focus on strategy, content curation, content planning, and copywriting"

"Fast changing environment"

"I love to create content and engage with different people. The engagement, time and analysis of the data is interesting"

"I love how the innovation of technology works in social media platforms"

"It's amazing to see the results"

"Fun, always changing, challenging but rewarding, creative, customer focused"

20 How many people are at your company?



21 Where are your clients located in relation to you?



The friend that tells you...

Every.

Tiny.
Detail.

Lets be honest, there's nothing like a best friend, they share all the gossip, sparing no detail.

Just like your best friend, Locowise combines vital data and insights about you, your clients, competitors and potential new business opportunities to ensure all your decisions are informed.

Unlike best friends, you can try out Locowise before you buy.



Request a demo today

or visit **locowise.com** to learn more about your new best friend