NEW REPORT!

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

Marcia DiStaso, Ph.D., APR and Tina McCorkindale, Ph.D., APR
NEW REPORT!

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

Marcia DiStaso, Ph.D., APR and Tina McCorkindale, Ph.D., APR
Key Finding 1

70% of social media managers want to be promoted in their positions, but only 40% saw that possibility in their current roles.
Social media managers typically work an average of 41-59 hours a week.
Key Finding 3

The Career Path of a Social Media Professional

Most frequently managed channels

- Facebook: 81%
- Twitter: 77%
- LinkedIn: 67%
- Instagram: 66%
- YouTube: 51%
of respondents said social media was in the communications/public relations function, and only 4% said it was a stand-alone function.
Key Finding 6

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

76% of respondents said that they are involved in social media strategy and 68% of respondents said that they are involved in department/function strategy.
Key Finding 7

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

59% of respondents said that their value to the organization in terms of social media responsibilities is above average or excellent.
46% of respondents said that they are evaluated on their engagement and replies to stakeholders.
Key Finding 9

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

40% of respondents said they report to a senior manager or director while 23% report to the C-suite.
Key Finding 10

THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

57% of respondents do not anticipate being in their current role for more than two years.
Which channels are social media managers primarily responsible for?
How many social media managers took a social media course in college?
How many social media managers managed a social media account in college?
Where does the social media manager sit in the organization?

- Communication/Public Relations (50%)
- Marketing (33%)
- Other (9%)
- It’s a stand-alone function (4%)
How many people are on the social media team?
What functions did social media managers have experience with prior to their role?

- Social Media: 68%
- Marketing: 65%
- Public Relations: 64%
- Media Relations: 60%
- Community Relations: 50%
- Brand Building: 46%
- Advertising: 43%
- Employee Communication: 43%
- Crisis and Risk Communication: 33%
- Executive Communication: 33%