

**NEW REPORT!**

# **THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL**

**Marcia DiStaso, Ph.D., APR and Tina McCorkindale, Ph.D., APR**



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## *Key Finding 1*

# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL



70%

of social media managers want to be **promoted in their positions**, but only **40%** saw that **possibility in their current roles.**



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## *Key Finding 2*

# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

**Social media managers  
typically work an average of  
41-59 hours a week.**



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## *Key Finding 3*

# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

## Most frequently managed channels



81%



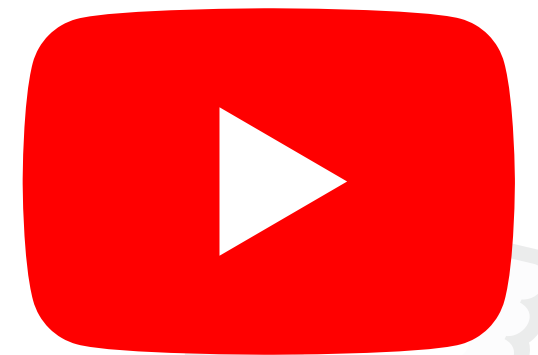
77%



67%



66%



51%



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## *Key Finding 4*

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510%

of respondents said social media was in the **communications/public relations function**, and only **4%** said it was a **stand-alone function**.



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## *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.**



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## *Key Finding 7*

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590%



of respondents said that their **value to the organization** in terms of **social media responsibilities** is above **average or excellent.**



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## *Key Finding 8*

# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

**46%**

of respondents said that they are  
**evaluated** on their **engagement**  
**and replies** to **stakeholders**.



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## *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**.



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## *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.**

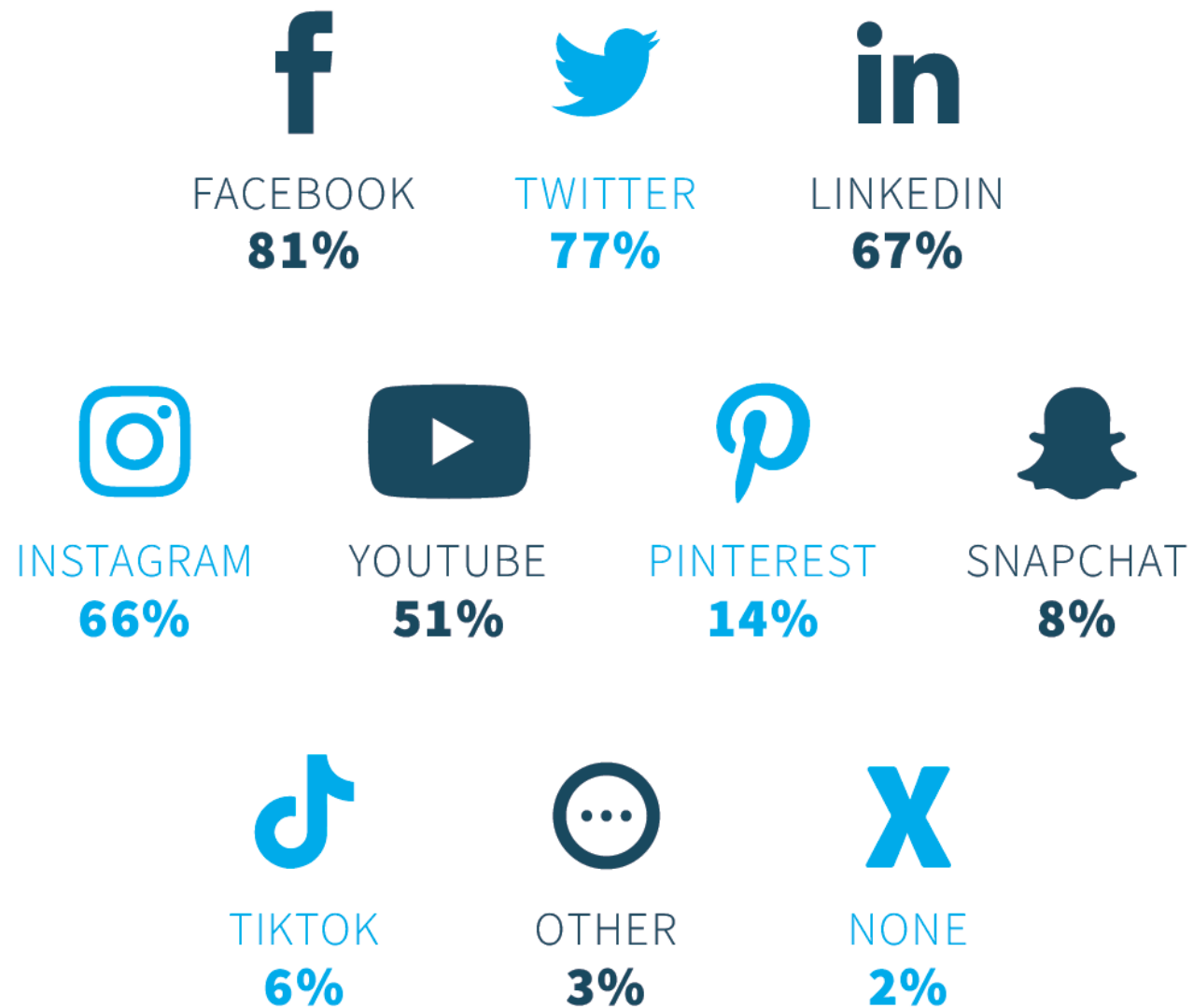


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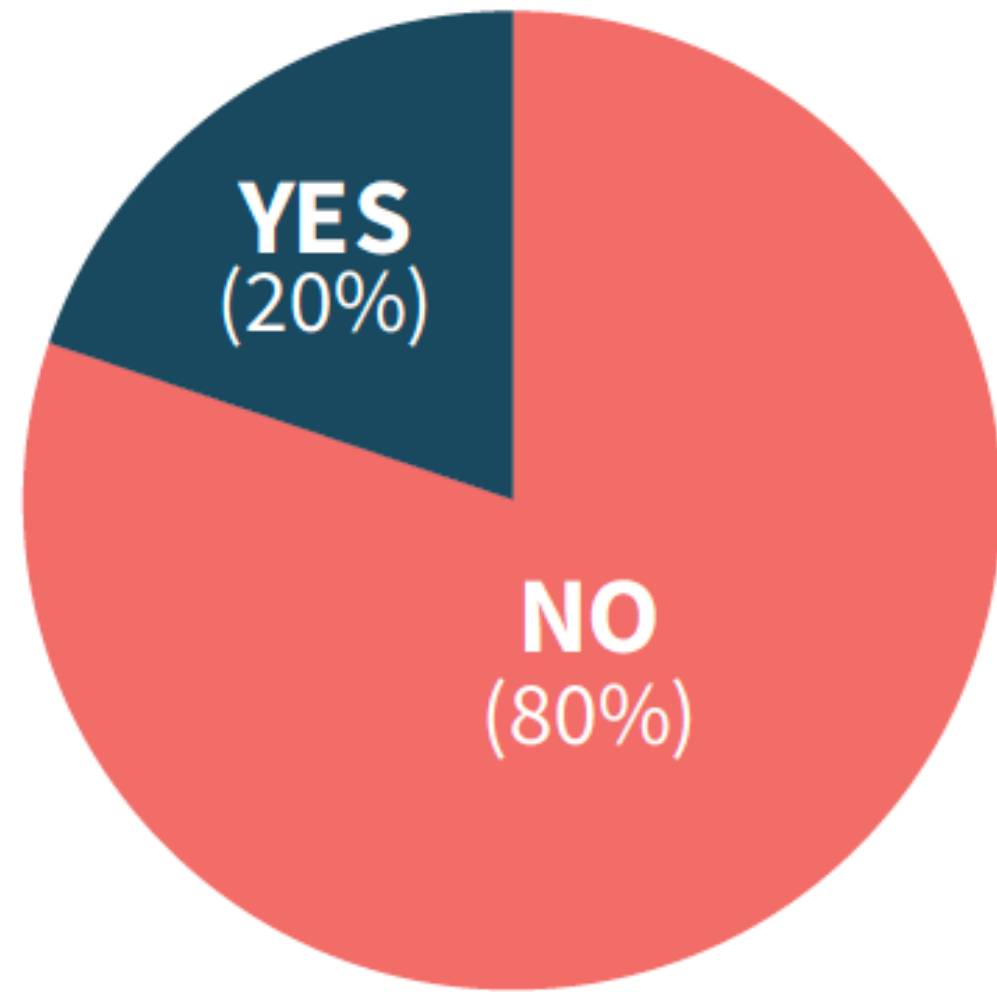
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# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL



*Which channels are social media managers primarily responsible for?*

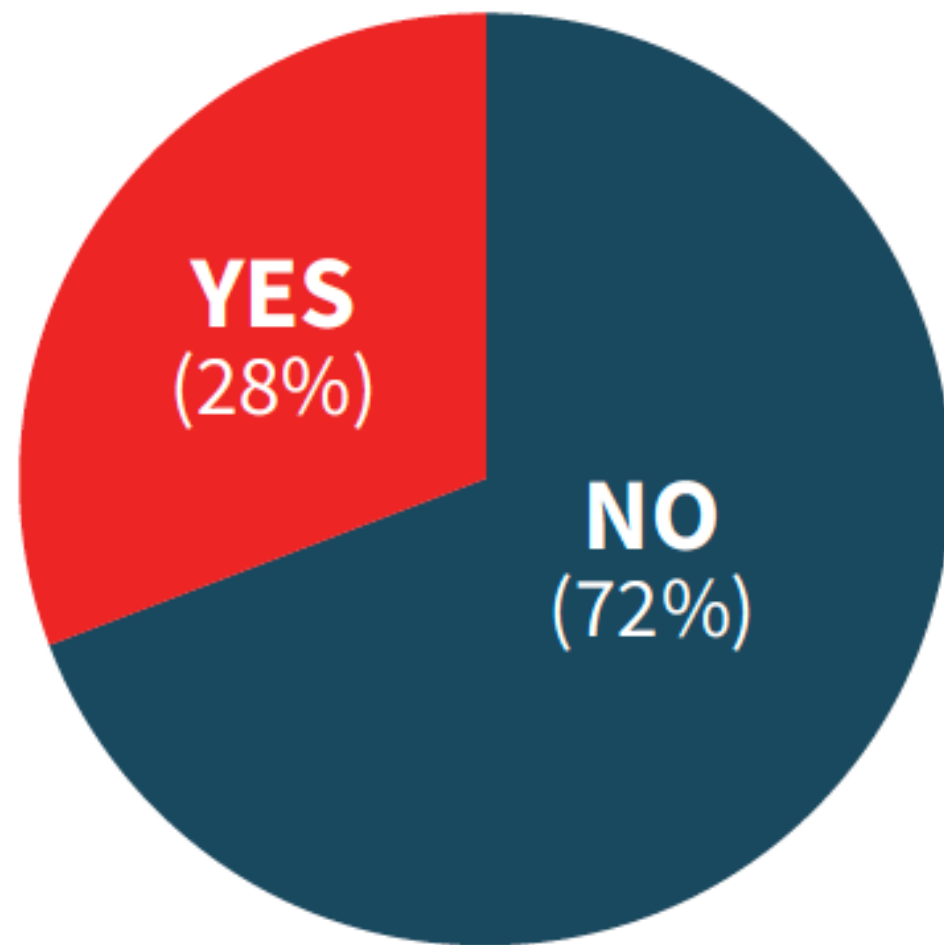
# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL



***How many social media managers took a social media course in college?***



# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL

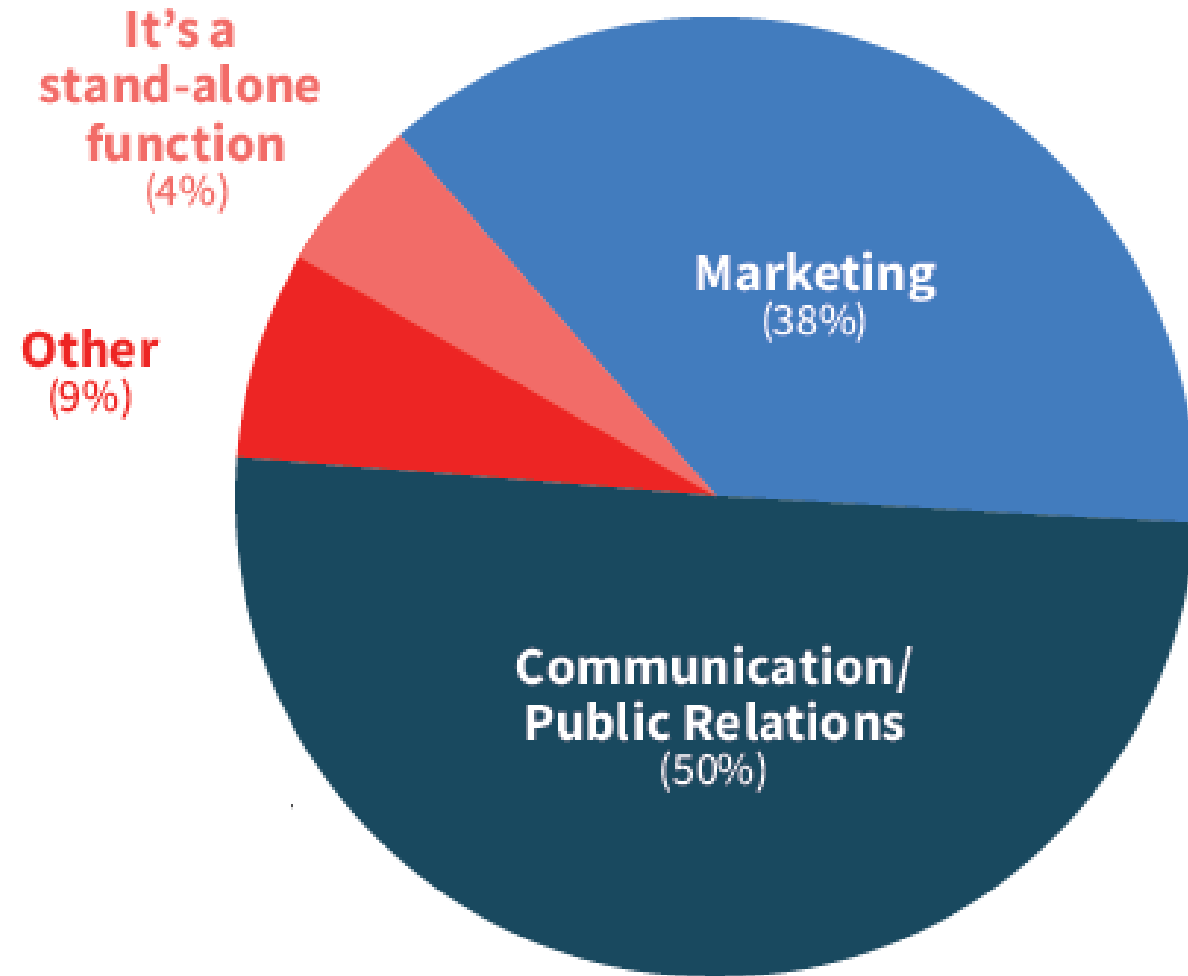


***How many social media managers managed a social media account in college?***



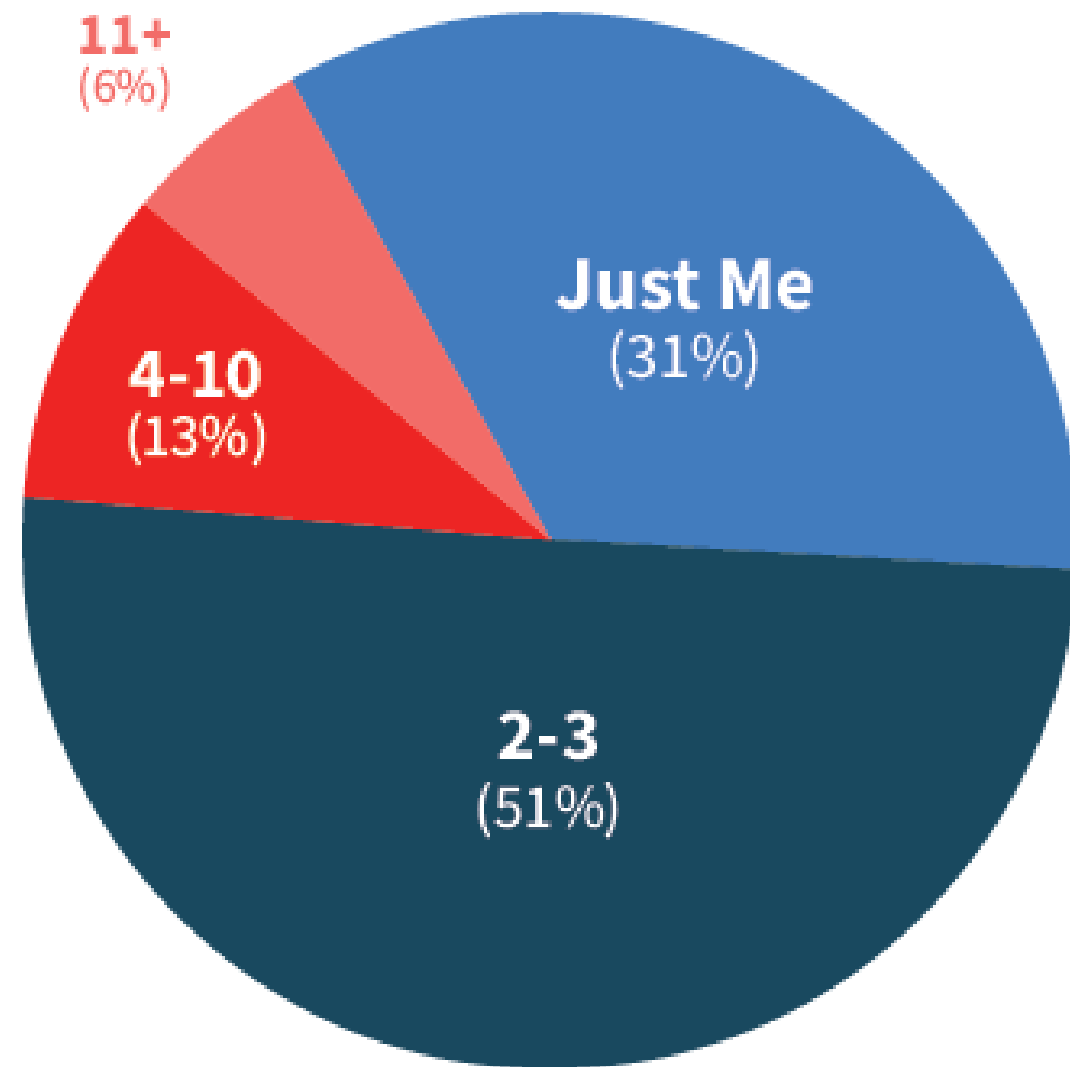


# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL



***Where does the social media manager sit in the organization?***

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***How many people are on the social media team?***



# THE CAREER PATH OF A SOCIAL MEDIA PROFESSIONAL



***What functions did social media managers have experience with prior to their role?***