



Key findings from the Hootsuite Social Barometer and what it means for Media Monitors



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Speaker



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The Hootsuite Social Barometer 2018



9,278 responses from 16 countries



1

HOW ORGANIZATIONS ARE MANAGING SOCIAL

2

WHAT ARE THEY USING SOCIAL TO ACHIEVE?

3

WHAT ARE THE TOP CHALLENGES FOR ORGANIZATIONS?

4

WHAT DOES THIS MEAN FOR MEDIA MONITORS?



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How are companies organized to manage social?

Social is mission critical



87%

agree social is important to
stay competitive



80%

agree social is more
important than it was the
previous year

Mainly managed in house...



75%

Executed internally
by one team



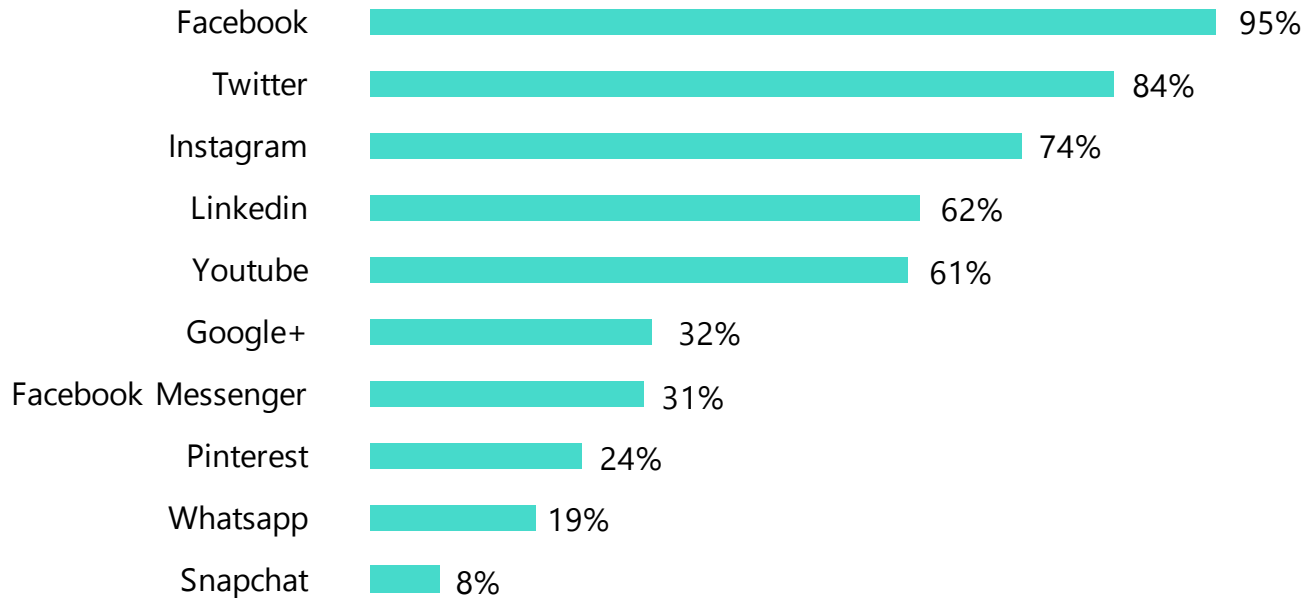
80%

Executed internally
by multiple teams

	SMB	Mid-market	Enterprise
Executed internally by one team/department (centralized)	82%	65%	42%
Executed internally by multiple teams/departments (decentralized)	11%	26%	46%

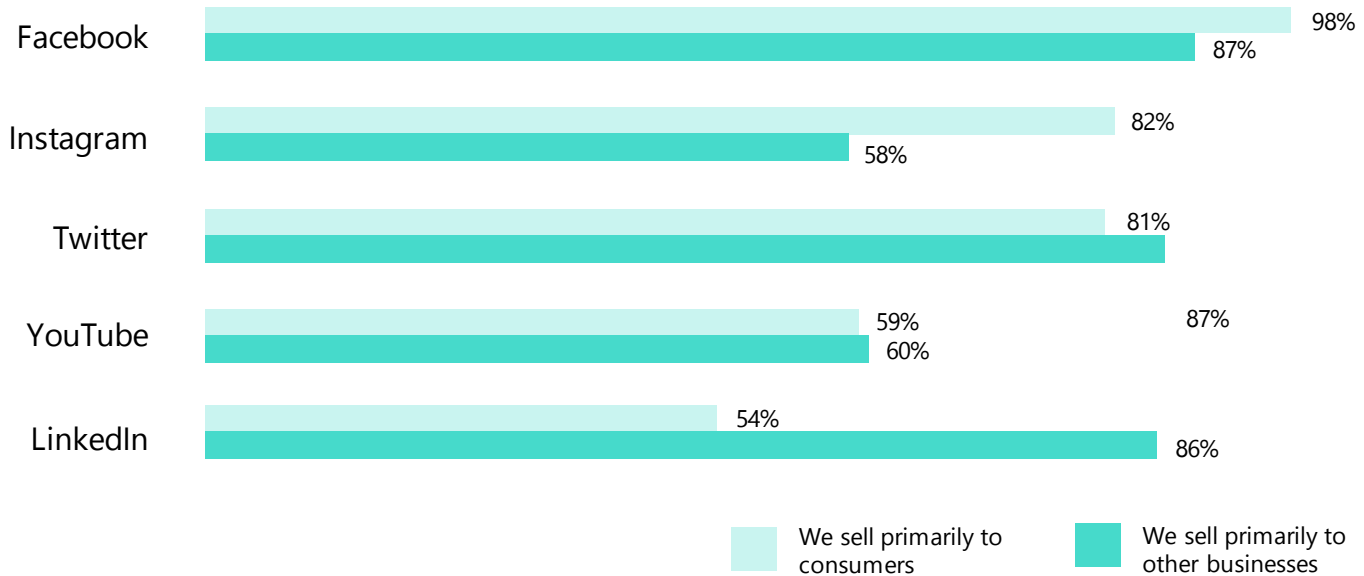
Top social networks

What social network does your organization use?



Differ by audience type

Top social networks by audience type



Maturity is here

1

Growth in confidence
around the importance
of social

2

Consistency across
regions

3

Maturity of social and
internalization of
Community
Management

What are companies using social to achieve?

Drive reach and engagement



90%

Build brand awareness



77%

Manage brand reputation



71%

Build an engaged
community

Drive revenue and sales



61%

Increase conversions
and sales



49%

Identify and
nurture leads

Support other department objectives



47%

Customer service

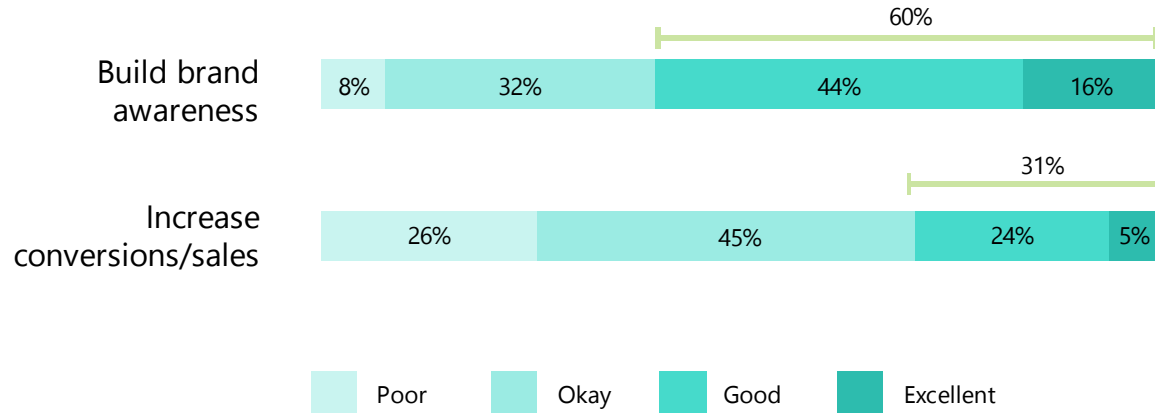


35%

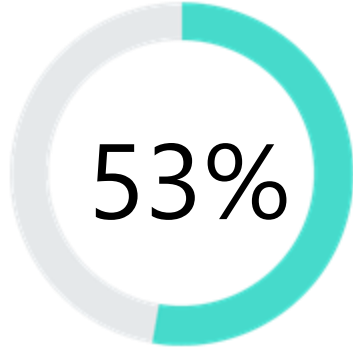
Recruitment

Performance is relatively low

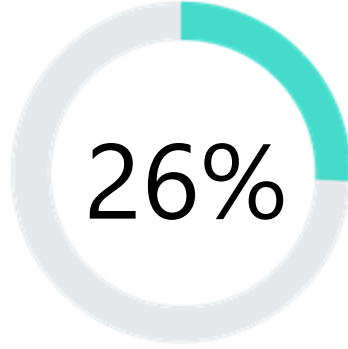
Have you achieved these social media goals?



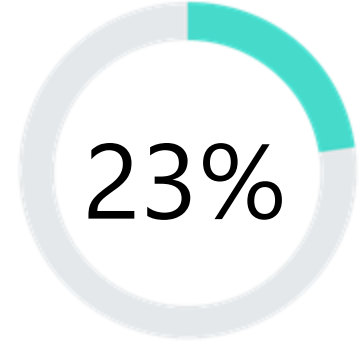
Lack of programmatic approach



Social Advertising



Influencer Marketing



Employee Advocacy



What are the top challenges for organizations?

34%

of organizations measure social ROI



Measuring success remains a key challenge

58%



Evaluating the effectiveness
of actions

46%



Tying social to
business goals

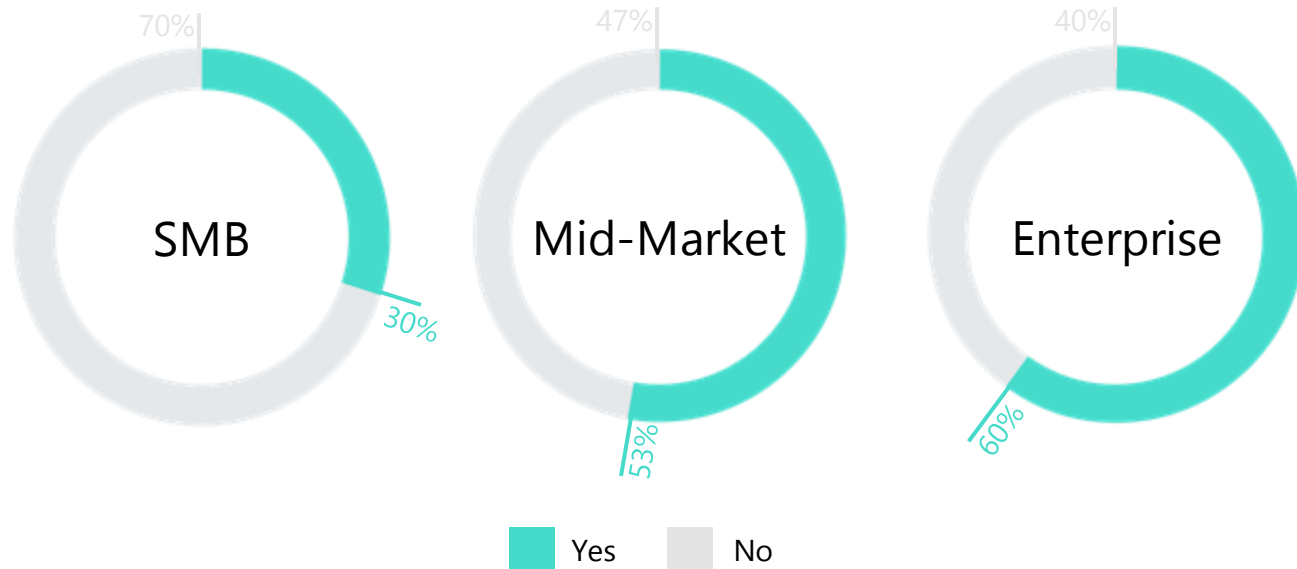
50%



Understanding and
interpreting social data

Cross-departmental strategy is a key challenge for large businesses

Coordination of social media across departments



Despite challenges, social keeps on growing




80%

"The importance of social media for our organization has increased this year"



79%

"Our use of social media will increase"



What Does This Mean For Media Monitors?

What Does This Mean for Media Monitors?

1

Start to merge in
Social Intelligence

2

New Social Services
to bring to clients

3

Grow Across your
clients' organisation

4

Evolve your advice
towards Social
Influencers

Thank You



Guide: Social Media Strategy Guide
ow.ly/LSQB30IMjvK



Global Social Barometer Report
ow.ly/ICSI30IMjy6



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