

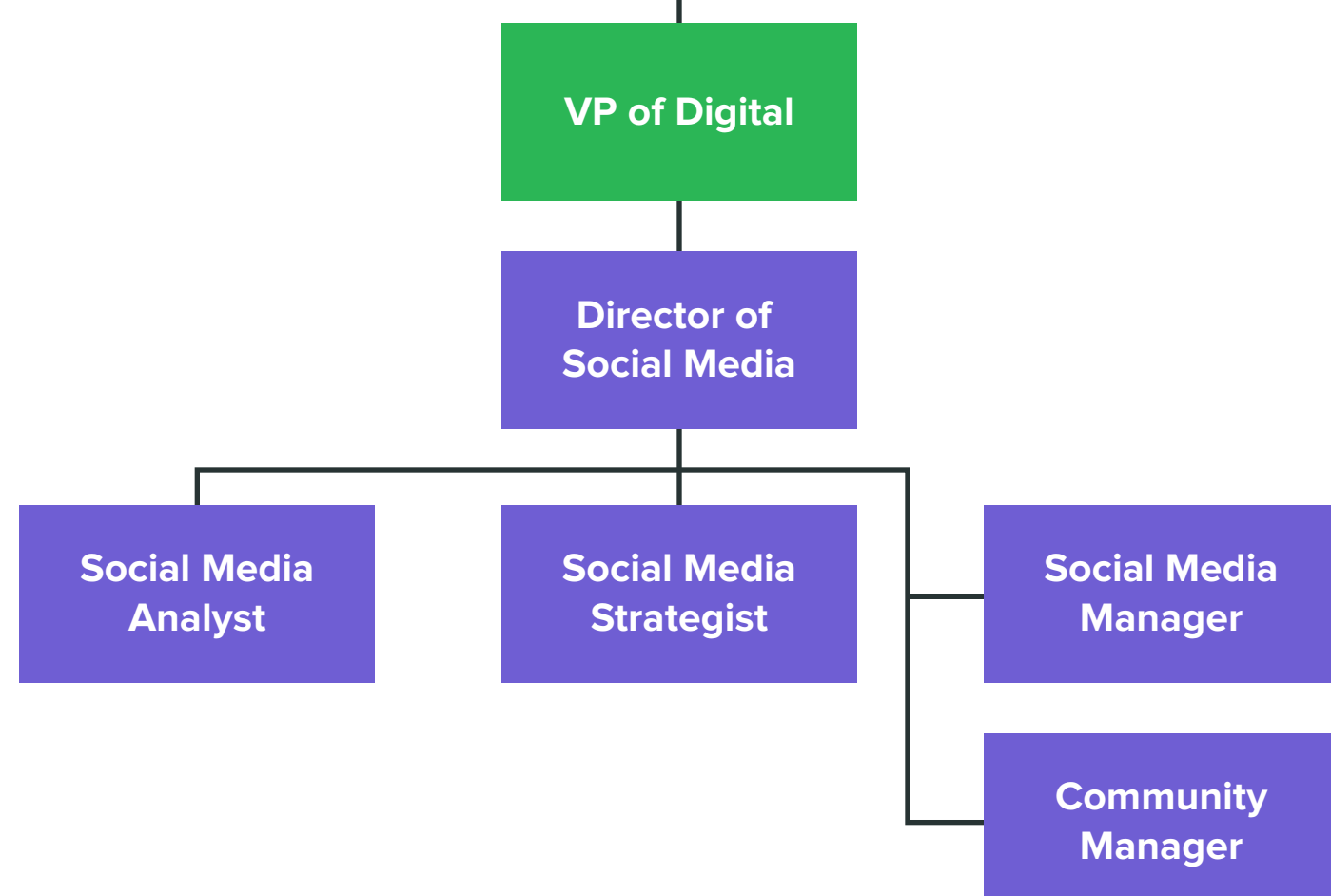


The State of the Social Media Team



How are social media teams structured in different organizations?

Many companies aren't sure how to tackle social media. They don't know where social media should live within the organization, how big the team should be or how that team should be built. To help address this issue, Sprout Social surveyed over 350 social media marketers about their organizational structure.

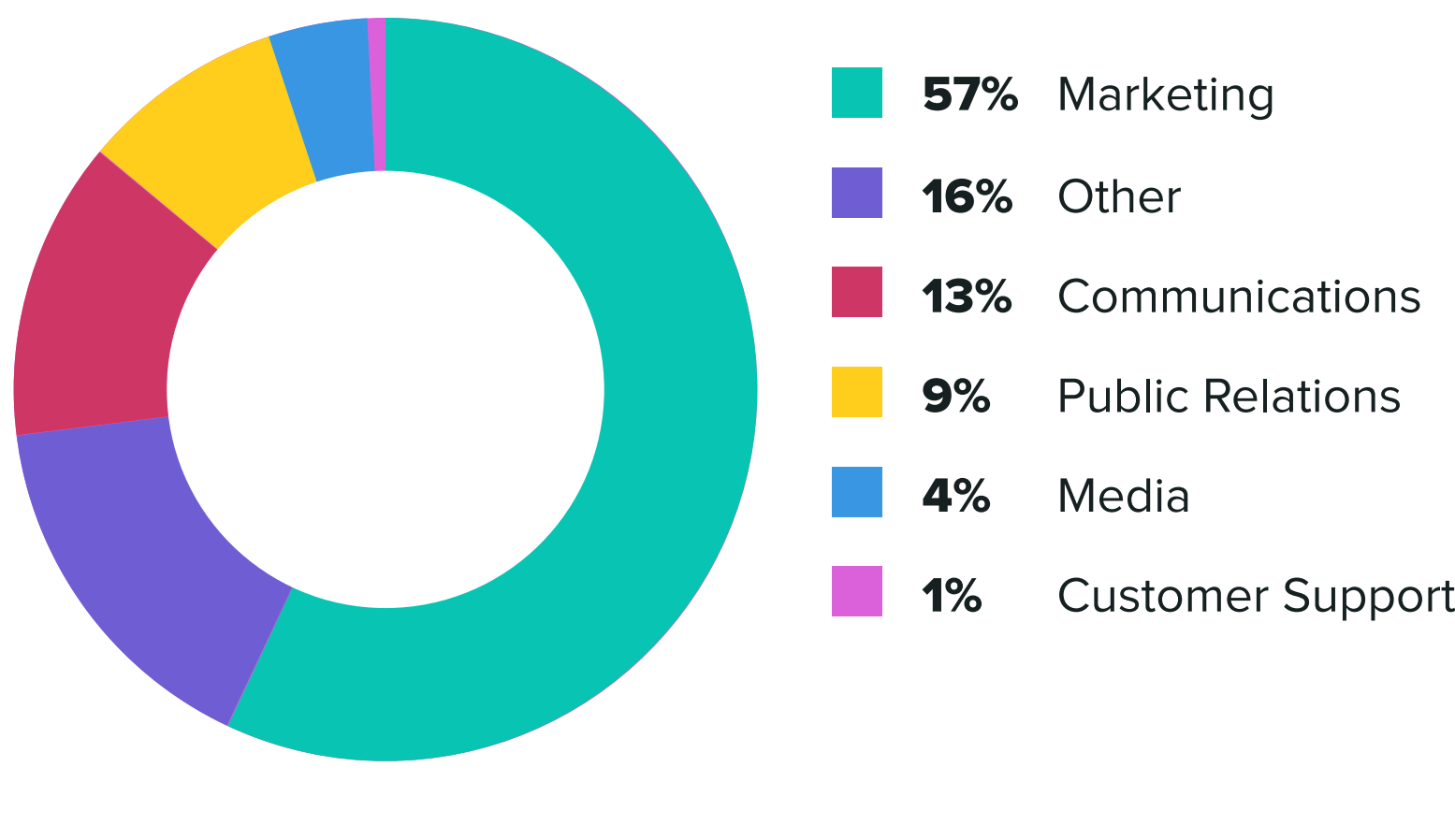


Social media structures are fluid

16% of companies wrote in their own answers, which ranged from “each department manages their own social media outreach” to “it used to be in communications, then marketing then customer service.”

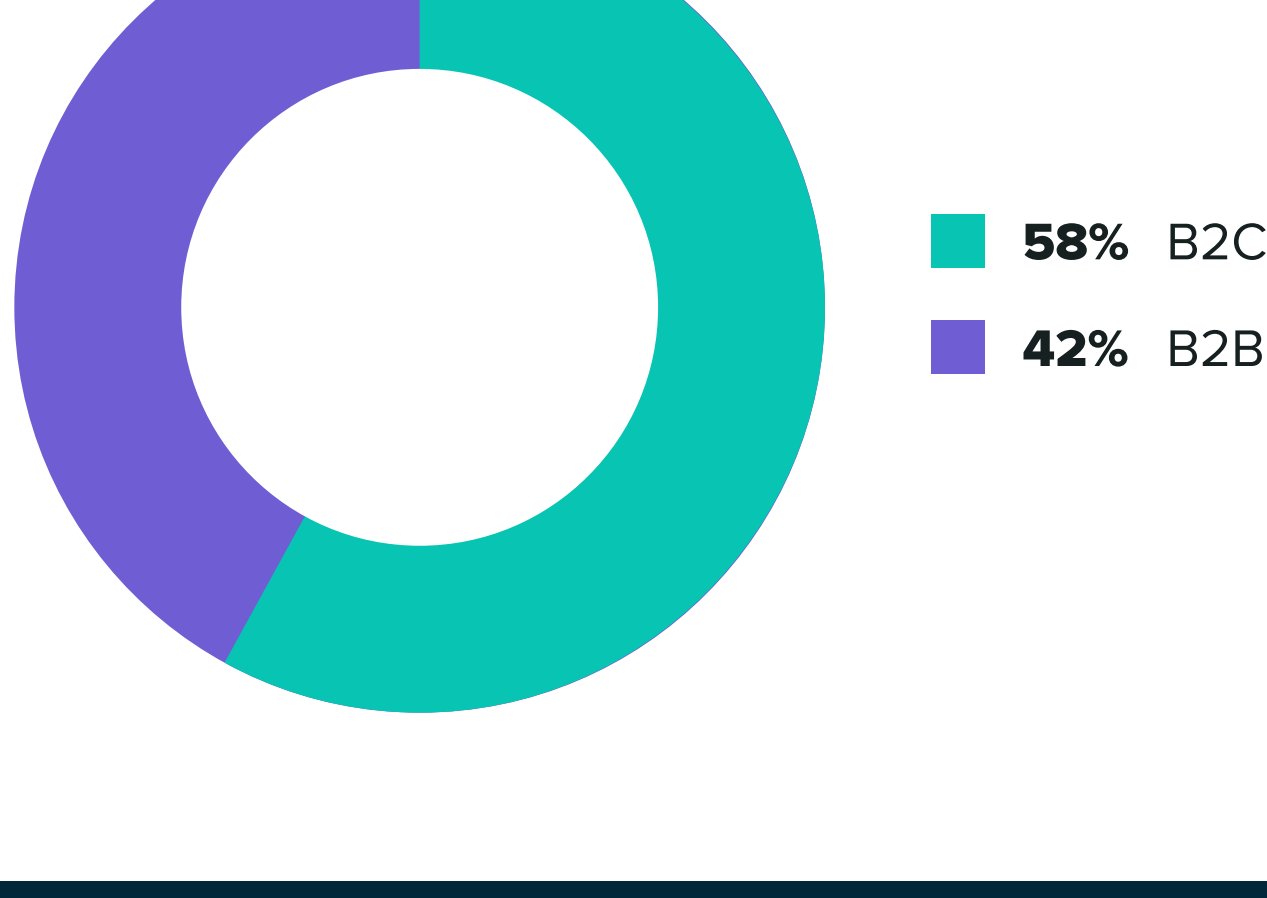
Which department does social media roll up to?

More than half of the social media teams live within the marketing department.



What type of company do you work for?

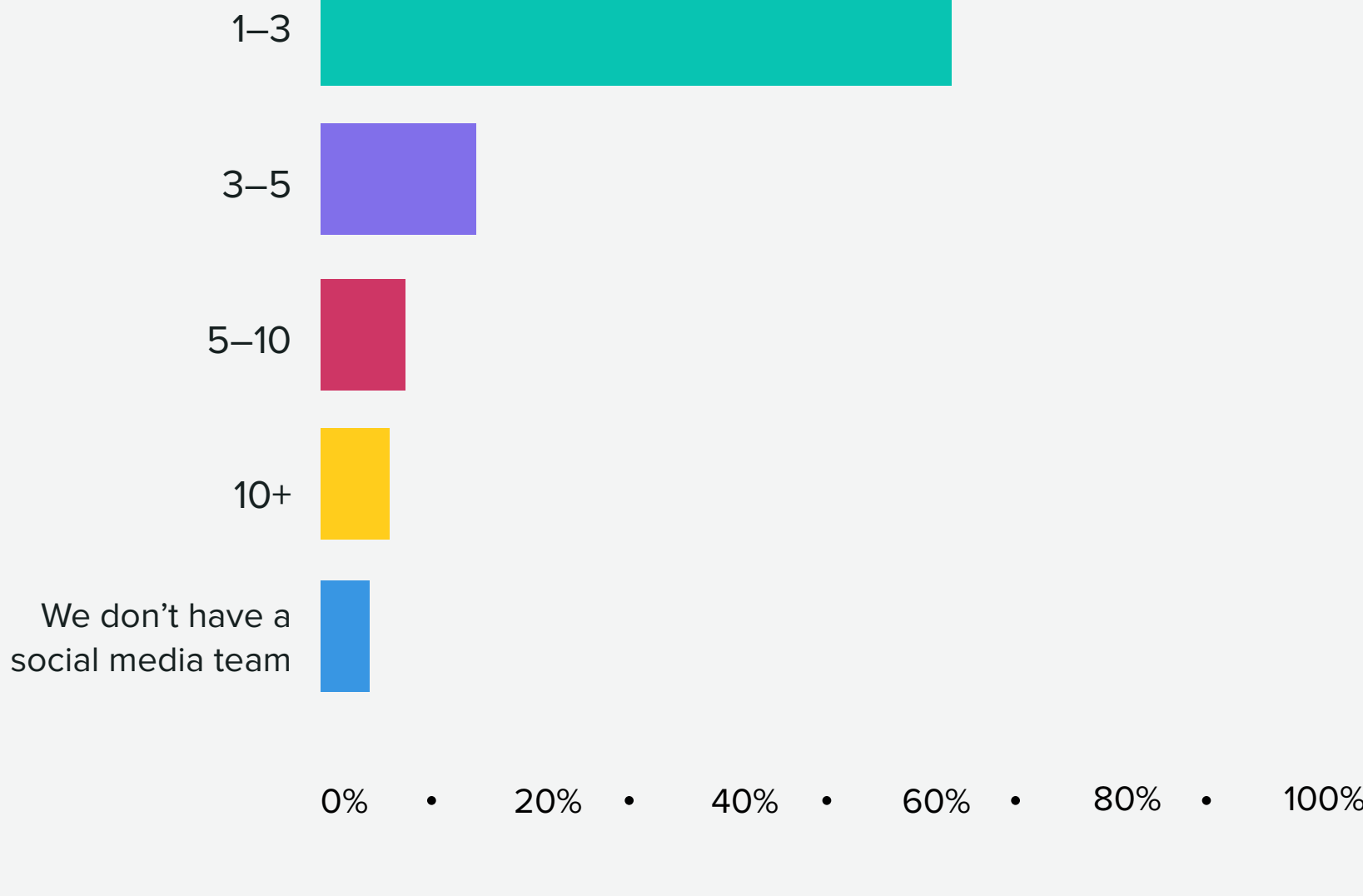
58% of marketers surveyed work for B2C (business-to-consumer) companies.



Most teams are small

Most companies have between one to three people working on their social media team. Only 25% of companies have more than five members on their social media team. This isn't surprising because fewer than 25% of the companies surveyed have more than 500 employees.

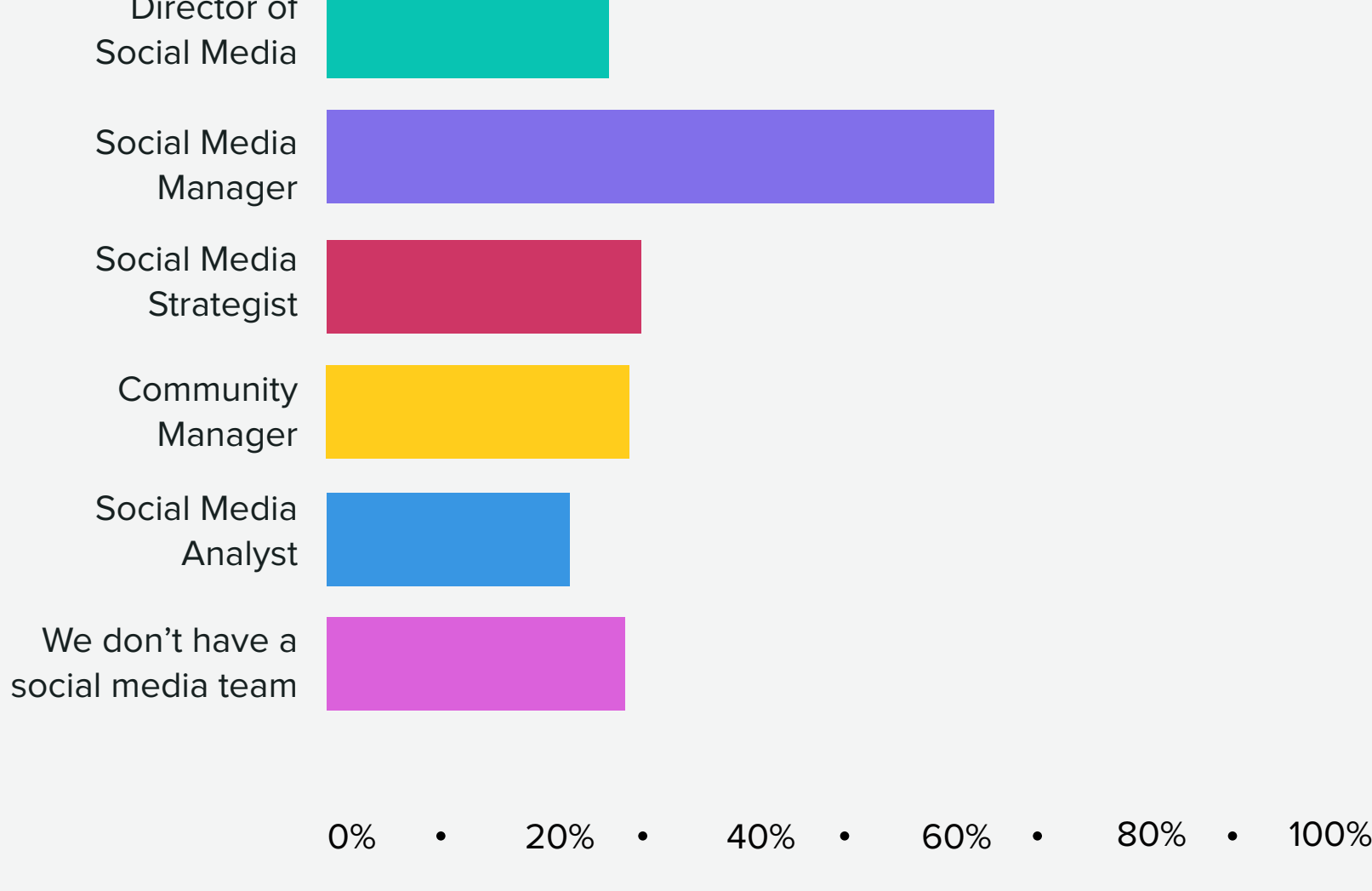
How many people work on the social media team?



Common roles

The most common role across all companies is the social media manager, followed by social media strategist, community manager and director of social media.

How many people work on the social media team?



29% of marketers wrote in roles that weren't listed, and the most common keywords for those roles were:

Marketing (21), Content (11), Digital (10), Communications (8)

Who's on the team?



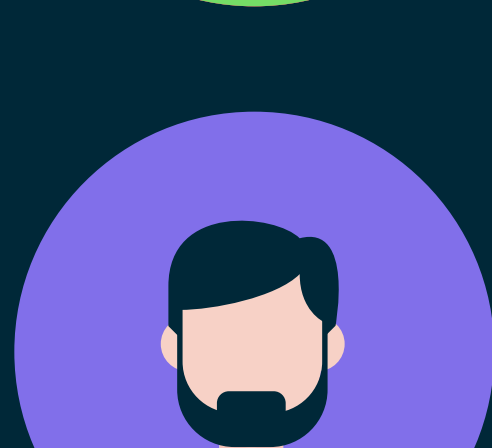
Director of Social Media

This person leads the entire social media department as a function of the overall marketing and digital goals, providing strategy direction, coaching, and management to the social media team.



Social Media Strategist

This person researches, plans, and measures the success of social media campaigns and programs.



Social Media Manager

This person is responsible for managing social media programs from end-to-end, acting as a project lead in some cases, and executing tactics in others.



Community Manager

This person is responsible for the tactical execution of social media programs and is responsible for planning and publishing content that supports the established plan.