Above & Beyond:
2020 Sprout Social Index™
Deep Dive
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#SproutSessions
What we’ll cover

- The 2020 Sprout Social Index™: let’s dive into the data
- Our panelists react + give advice
- Extended Q&A: Ask us anything
About the Index

- Sprout Social surveyed more than 1,000 social marketers and more than 1,000 consumers for the latest Sprout Social Index.

- The goal was to understand how marketers can turn social media into a business growth driver. We examined marketers' goals and challenges, and consumers' interests and brand preferences.
Marketers’ primary goals for social media

- Increase brand awareness: 69%
- Increase web traffic: 52%
- Grow their brand’s audience: 46%
- Promote content: 44%
- Increase community engagement: 43%
- Drive sales: 40%
- Connect with their audience: 30%
- Provide customer service & support: 28%
- Track & understand competitors: 27%

Brand awareness remains a top priority

69% of social marketers focus on increasing brand awareness and top-of-funnel
### Skills marketers need to achieve their social goals

<table>
<thead>
<tr>
<th>Skill</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>62%</td>
</tr>
<tr>
<td>Content creation</td>
<td>50%</td>
</tr>
<tr>
<td>Photography</td>
<td>40%</td>
</tr>
<tr>
<td>Developing social strategy</td>
<td>38%</td>
</tr>
<tr>
<td>People management</td>
<td>36%</td>
</tr>
<tr>
<td>Videography</td>
<td>35%</td>
</tr>
<tr>
<td>Knowledge of other marketing disciplines</td>
<td>34%</td>
</tr>
<tr>
<td>Reporting</td>
<td>33%</td>
</tr>
<tr>
<td>Project management</td>
<td>30%</td>
</tr>
<tr>
<td>Developing marketing strategy</td>
<td>29%</td>
</tr>
</tbody>
</table>

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**Communication is still key**

62% of marketers list communication as the #1 skill they need to achieve their goals on social media.
Marketers aren’t using social data to its fullest potential

77% of marketers are not using social data to measure ROI
The platforms marketers and consumers plan to use more of:

- Facebook: 74% (Marketers) vs 68% (Consumers)
- Instagram: 68% (Marketers) vs 68% (Consumers)
- Twitter: 50% (Marketers) vs 53% (Consumers)
- LinkedIn: 34% (Marketers) vs 39% (Consumers)
- Pinterest: 52% (Marketers) vs 59% (Consumers)
- TikTok: 39% (Marketers) vs 45% (Consumers)
- WhatsApp: 18% (Marketers) vs 39% (Consumers)
- Signal: 18% (Marketers) vs 29% (Consumers)
- Telegram: 25% (Marketers) vs 29% (Consumers)
- Mastodon: 23% (Marketers) vs 29% (Consumers)
- Reddit: 14% (Marketers) vs 17% (Consumers)

Visual social platforms are popular with younger consumers.

59% of consumers plan to use YouTube more next year.
The types of content consumers want to engage with

- Images: 68%
- Video: 50%
- Text-based posts: 30%
- Stories: 26%
- Polls: 26%

- Live video: 22%
- GIFs: 17%
- URLs/links to brand content: 16%
- Q&As or AMAs: 11%
- UGC: 10%

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If time or resources weren’t a factor, what platform would you look to spend more time in as a marketer?
Are there any brands that you see leveraging visual platforms particularly well?
When people are most likely to be on social media

- **50%** Personal milestones
- **45%** Sporting events
- **42%** Natural disasters
- **42%** Holidays

- **39%** Political events
- **38%** Pop culture moments
- **30%** Award shows

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Personal milestones send consumers straight to social

50% of consumers turn to social to celebrate personal milestones, big or small

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**Trends for 2020**

<table>
<thead>
<tr>
<th></th>
<th>What marketers plan on trying</th>
<th>What consumers want to see more of</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live video</td>
<td>56%</td>
<td>40%</td>
</tr>
<tr>
<td>Stories</td>
<td>48%</td>
<td>43%</td>
</tr>
<tr>
<td>Influencer marketing</td>
<td>42%</td>
<td>19%</td>
</tr>
<tr>
<td>User-generated content</td>
<td>41%</td>
<td>30%</td>
</tr>
<tr>
<td>Employee advocacy</td>
<td>35%</td>
<td>20%</td>
</tr>
<tr>
<td>Stickers, widgets, Q&amp;As, filters, etc.</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>Viral challenges</td>
<td>31%</td>
<td>10%</td>
</tr>
<tr>
<td>AMA sessions</td>
<td>24%</td>
<td>24%</td>
</tr>
</tbody>
</table>

**Live video and Instagram Stories continue their rise**

43% of consumers want to see more Instagram Stories.
Actions consumers take when they follow brands on social media:

- Visit the brand's website or application: 91%
- Buy from that brand: 89%
- Recommend that brand to a family or friend: 85%
- Choose that brand over a competitor: 84%
- Visit the brand's physical retail store: 84%
- Increase their spending with that brand: 75%
- Reach out for customer service or support: 74%
- Read that brand's blog or site content: 74%
- Engage with that brand on social media: 71%

Social media fuels bottomline growth: 89% of consumers buy from a brand that they follow on social media.

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trekbikes We’ve sliced buying a bike online into 5 simple steps! That way you can get back to the other important things in your life! See the online order steps here to linked in bio

5,478 likes
trekbikes Meet the all-new Verve+3: The electric bike for everyone! linked in bio

Liked by thebikesbr and 15,243 others
trekbikes Trek Bicycle

Big Battery
Big Speed
Big Fun
Shop Domane+ HP now: trek.bike/domanehp
**Van der Valk**

18 April at 20:28

Prepare to be enthralled as detective Van Der Valk and his team take on compelling new crime mysteries in the beautiful city of Amsterdam. Don't miss this brilliant new series coming soon to ITV.

ITV  Sunday 26th April  8pm

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**The Runaways - Feature film**

Published by Sprout Social  24 April at 18:20

Go on an adventure with Angie, Ben, and Polly in #TheRunawaysFilm. Beautifully shot in the North York Moors, this incredibly touching family film will bring a breath of fresh air into your home.

The Runaways is available to own on DVD NOW!

Purchase your copy from our website today: https://thearunawaysfilm/?page_id=452

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**Regent Street Cinema**

@RegentStCinema - 16 Apr

We're challenging YOU to recreate your favourite film poster with objects (6 people) in your home!

- Pick a poster
- Find items around your house
- Recreate the poster
- Share via #RegentFilmMogued
- Have fun & tag friends!

Thanks to @GettyMuseum for the inspiration!
We asked players 3 weeks ago if they knew what #TikTok was... @bcope51 has #SocialDistancing changed your mind yet?

(ft. @RSherman_25, Malik Reed, @cassojr, @mattkaskey78, Isaiah Johnson, @DDawkins66)
# SproutSocial - Sprout Social Index

## Social marketers' greatest challenges

<table>
<thead>
<tr>
<th>Rank</th>
<th>Challenge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Identifying &amp; reaching our target audience</td>
</tr>
<tr>
<td>2</td>
<td>Measuring ROI</td>
</tr>
<tr>
<td>3</td>
<td>Supporting overall business goals</td>
</tr>
<tr>
<td>4</td>
<td>Publishing content</td>
</tr>
<tr>
<td>5</td>
<td>Monitoring our competition</td>
</tr>
<tr>
<td>6</td>
<td>Securing budget &amp; resources for social</td>
</tr>
<tr>
<td>7</td>
<td>Aligning social strategy with other parts of the business</td>
</tr>
<tr>
<td>8</td>
<td>Demonstrating social's impact to other departments</td>
</tr>
<tr>
<td>9</td>
<td>Creating engaging &amp; innovative content</td>
</tr>
<tr>
<td>10</td>
<td>Team bandwidth &amp; time</td>
</tr>
</tbody>
</table>

## What gets in the way?

**#1**

Identifying and reaching our target audience
Resources social marketers need to make a greater business impact

- **47%**: Budget/financial resources
- **41%**: Time/ bandwidth
- **41%**: Buy-in from leadership
- **40%**: Resources for analytics
- **37%**: Resources for video
- **34%**: Support from other teams
- **34%**: Resources for graphic design
- **23%**: Resources for social execution

More budget, time, and buy-in, please

47% of social marketers need more budget to make bigger impact

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Takeaways
#SproutTips

**Build a product-specific report**
To support and share with other departments like product marketing and field marketing

**Use optimal send times**
Use Sprout's optimal send times feature to uplift your engagement

**Monitor with social listening**
Limit your content to no more than five to six lines at most for the optimal visual and presentation results in your slides

**Measure social video impact**
Measure the ROI on video-focused content across social networks, including Twitter, Facebook, and Instagram
Q&A: Ask us anything