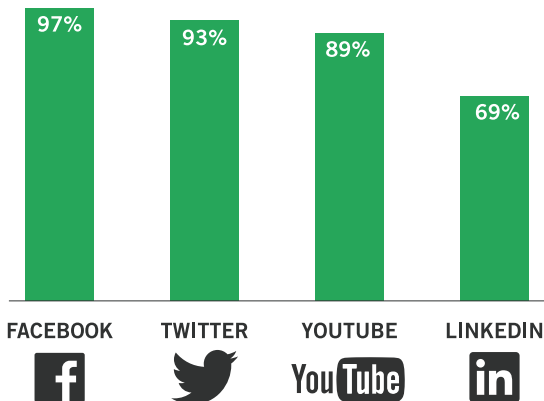


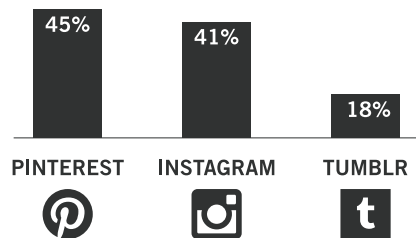
# HAVING A SOCIAL MEDIA PRESENCE IS UBIQUITOUS AMONG BRANDS.

## SOCIAL MEDIA PLATFORMS USED BY BRANDS

### MOST POPULAR PLATFORMS

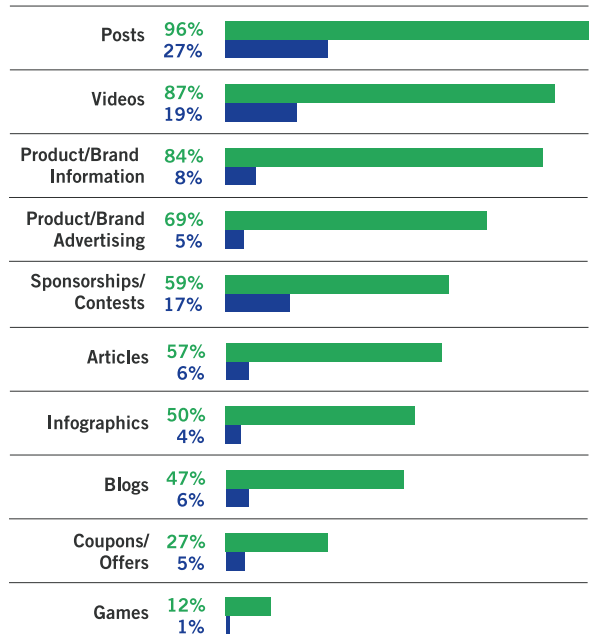


### OTHER PLATFORMS



# POSTS ARE THE MOST WIDELY USED AND MOST SUCCESSFUL TYPE OF SOCIAL MEDIA CONTENT BRANDS DEVELOP.

■ Social Media Content Produced  
■ Most Successful Social Media Content



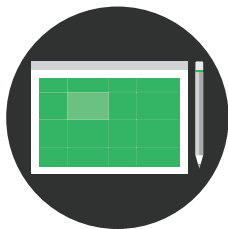
# BRANDS RELY ON MULTIPLE SOURCES FOR THEIR SOCIAL MEDIA CONTENT DEVELOPMENT.



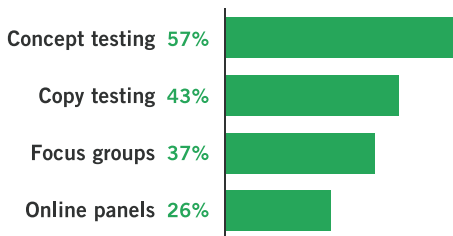
## RESOURCES USED WHEN DEVELOPING SOCIAL MEDIA CONTENT

<b>44%</b>	<b>Designated social media leader</b>	<b>37%</b>	<b>Dedicated social media team</b>
<b>42%</b>	<b>Public relations department</b>	<b>27%</b>	<b>In-house agency</b>
<b>42%</b>	<b>External agency</b>	<b>12%</b>	<b>Media department</b>

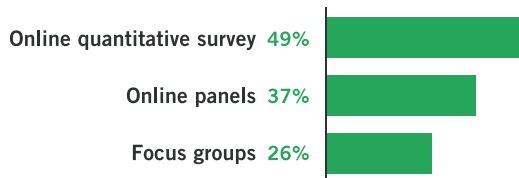
# MOST BRANDS DO NOT CONDUCT CONSUMER RESEARCH TO PLAN OR TEST THEIR SOCIAL MEDIA CONTENT.



## PLANNING SOCIAL MEDIA CONTENT



## TESTING SOCIAL MEDIA CONTENT



# BRANDS ACTIVELY MEASURE THE EFFECTIVENESS OF THEIR SOCIAL MEDIA CONTENT.



measure the effectiveness of their content



## MOST POPULAR METRICS USED

Social Media Metrics	89%	Likes
	87%	Click-throughs
	81%	Retweets
Usage Statistics	66%	Daily or monthly active users
	66%	Reach
	52%	Conversation volume
	41%	Influence
Business Ramifications	27%	Advocacy
	24%	Sales
	23%	ROI
	18%	Cost per conversation
	5%	Cost per sale