



THE SOCIAL MEDIA STATS YOU NEED TO KNOW

The State of Social Media annual report by Meltwater shares social media findings, and this year's report includes responses from 1700 marketing and communications professionals from around the world.

See if your organisation's strategies align with the results:



When it comes to social media:

LinkedIn is the most important platform for B2Bs (63%)
Facebook is the most important platform for NGOs (44%)
Facebook is the most important platform in B2Cs (39%),
Trailed closely by Instagram (38%).



TikTok is the fastest growing channel, up almost 47% on this time last year.



Social media goals:

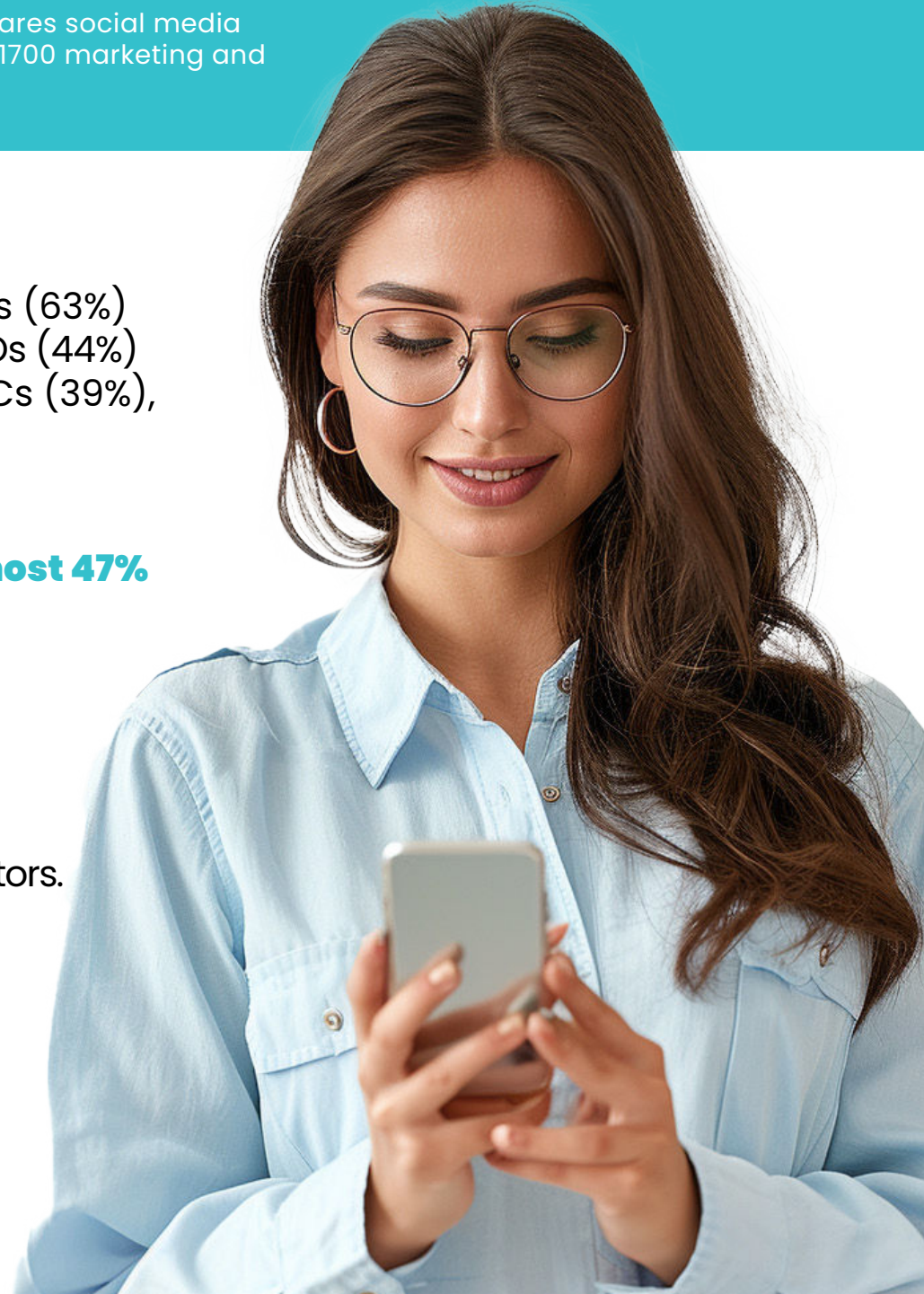
- Raising brand awareness (81%)
- Brand engagement (60%)
- Were the most popular responses across all sectors.



Metrics to measure success

The top three social media metrics were:

- Engagement (80%)
- Followers (65%)
- Website traffic (59%).





Social listening is a slow burn area

Only a third of respondents undertake social listening, with a further 13% planning on introducing it. The majority who use social listening do so to gain a better understanding of their audiences and target groups.

Influencer marketing is on the rise

In 2023, 71% of B2C organisations will use influencer marketing, which is a 7% rise from last year.

Employee advocacy is increasing

More than 19% of organisations have an employee advocacy social media program, with a further 12% planning on introducing this scheme.

Social media challenges

The main social media challenges were:
finding time and resources (49%)
measuring the impact of social media (46%)
growing social media following and engagement (40%).

Need help managing your social media?
Contact us – as a full-service digital marketing agency we keep up to date with news and trends so you don't have to.