



Simply Measured

THE STATE OF SOCIAL MARKETING

2016 ANNUAL REPORT

A LETTER FROM THE AUTHORS

When many of us first started experimenting with social media marketing, it was an unproven way of interacting with an audience that was mainly comprised of early adopters.

In 2016, the landscape is completely different. More than 2.2 billion people use social media, making it the marketing channel with the most potential. Unfortunately, much of that potential is untapped.

Content sharing is transitioning to dark channels and messaging services, attribution is difficult, audiences are more disparate, and tactics more diverse. Marketers from every industry are pushing to keep up, innovate, and make the most of this massive opportunity.

Social media has a unique ability to impact any stage of the buyer's journey, depending on how its leveraged, but many marketers still lack the ability to understand its impact, so they aren't able to focus resources where they will add the most value.

According to an [April 2016 eMarketer report](#), social network ad revenue is expected to hit \$32.91 billion in 2016, growing 30.9% over 2015.

As paid and earned strategies become more and more intertwined for social marketers and CMOs alike, the focus on structure, integration, and strategy has been placed under a microscope.

This report is designed to serve as a resource for marketing teams that use social media to drive results, pulling together data from different Simply Measured studies and surveys, as well as other sources, to identify key trends in the social marketing industry, such as:

- Where social marketers struggle
- What social marketers are focused on
- How best-in-class social marketing teams operate
- What social marketers need to be successful
- How the biggest networks are evolving

Whether you're a CMO with the goal of integrating social media into broader marketing initiatives, a social marketing leader looking for continued education, or a community manager trying to broaden your understanding of the market, this report aims to provide context to your professional world.

Cheers!

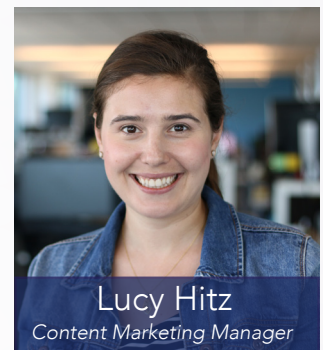


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EXECUTIVE SUMMARY

This report includes a survey of over 350 social marketing professionals, research and analysis of the top brands in the world spanning major social networks (using Simply Measured's world-class analytics platform), and insight from interviews with dozens of industry experts and best-in-class social media marketers. In this report, you'll learn:

Key Topics

- How companies of all sizes build their social media teams: Which roles and functions are important, which currently exist, and which are emerging as common trends.
- What challenges social media marketers face: Which are the biggest problems that social media teams have in 2016?
- What the functional needs that social media teams have in 2016: By mapping social strategy to the buyer's journey, sophisticated social marketers are able to develop a framework for success in both the social marketing process and for their social analysis.
- Which social media networks have the most activity: Where are people most active, and where are brands engaging with them?
- What are the network-specific trends in 2016: Looking at the largest social networks in the U.S., what trends stand out for each one and what can brands learn?

Key Findings

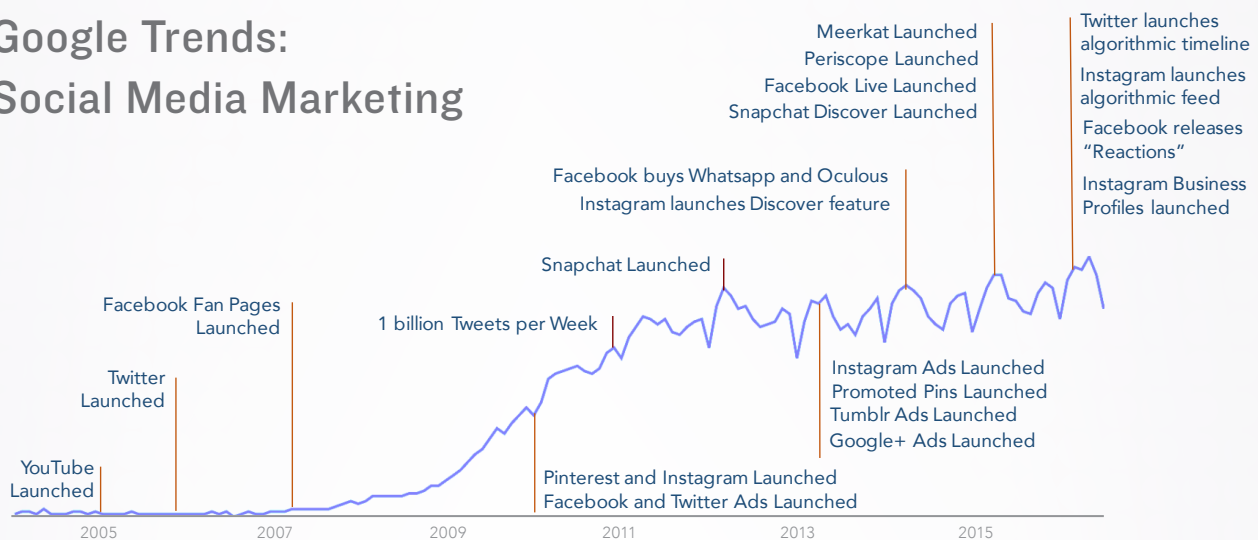
- Social media is a growing focus for marketing teams: The percentage of social media teams that live within the marketing organization has grown from 49% in 2015 to 63.2% in 2016.
- Marketing teams have two distinct functions: To be stewards of the brand, and to drive revenue and demand.
- Measuring ROI is a massive problem: 61.1% of marketers identified "Measuring ROI" as their top challenge, and only 9.4% said that they're able to quantify revenue driven by social.
- Social media marketers don't have the budget they need for analytics software: 76.5% of marketers say they aren't getting the budget they need to do their best work, and 43% cite analytics software as their biggest need.
- Instagram adoption is nearing complete penetration among brands: 94% of top brands have profiles, and 86% posted to the network in May.
- 100% of top brands have Twitter profiles, and 99% posted in the month of May.

SOCIAL BUSINESS

When social media marketing first emerged as a category, there weren't standards for experience or expertise. Companies hired young staff and interns to "tweet and post to Facebook," but had no goals, process, or understanding of the networks they were using.

Social media has grown exponentially over the last decade, with new networks, components, features, and technologies.

Google Trends: Social Media Marketing



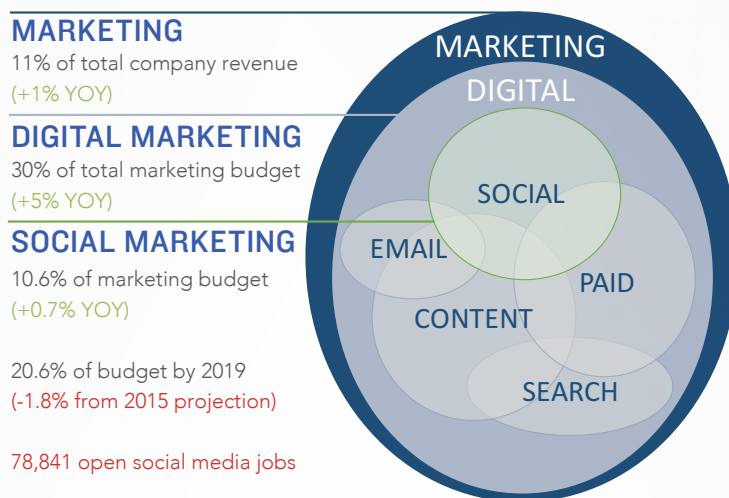
As a result, social media teams, professional tenures, and levels of expertise have grown. Social media has developed into a marketing function, and with that comes more clarity and greater budgets. According to indeed.com, over 78,000 currently-posted jobs mention "social media" in the description. At this same time in 2015, that figure was only 54,000.

The following section will identify the common traits of social media organizations, how they're structured, the challenges they face, and the needs they have.

SOCIAL BUSINESS

The State of the Social Media Organization

Social media is now an important marketing channel, recognized by CMOs as an indispensable way to interact with customers and shoppers. In many organizations, social is becoming integrated closely with many other marketing activities. While it still has plenty of room to grow, social's share of attention, budget, and staffing needs are only continuing to grow. Social media is integrating tighter and tighter with content, email, paid media, and other marketing channels, and is poised to become the connective tissue for the marketing organization.



Sources: Gartner and CMOSurvey.com

For this report, we interviewed and surveyed over 350 social media professionals. In many areas, structure and roles are being standardized.

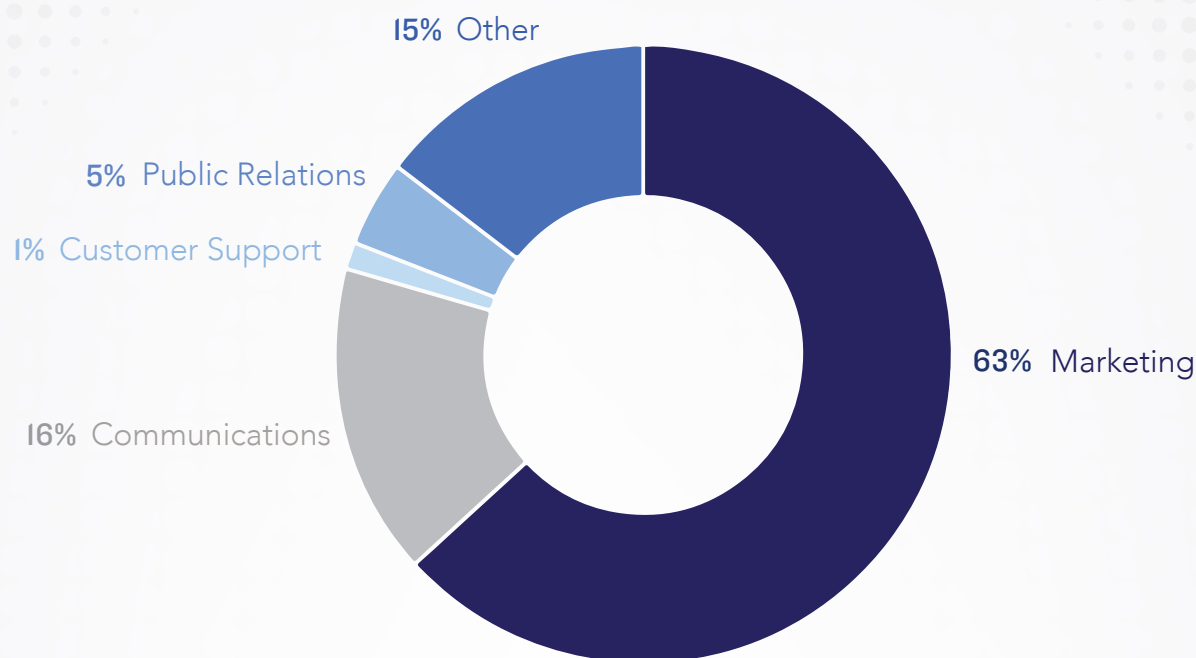
63.2% of social media teams live within the marketing organization, up from 57% in 2015:

Social media is being cemented as a marketing function in most organizations. There was also a slight growth in companies that include social media as a part of the communications team, growing from 13% in 2015 to 16.5% in 2016.

Very few social teams are focused on customer service, and only 4.5% of companies roll social media up to the public relations team (down from 9% in 2015).

SOCIAL BUSINESS

Which Department Does Social Media Live in?



26.3% of respondents have the title of “social media manager”:

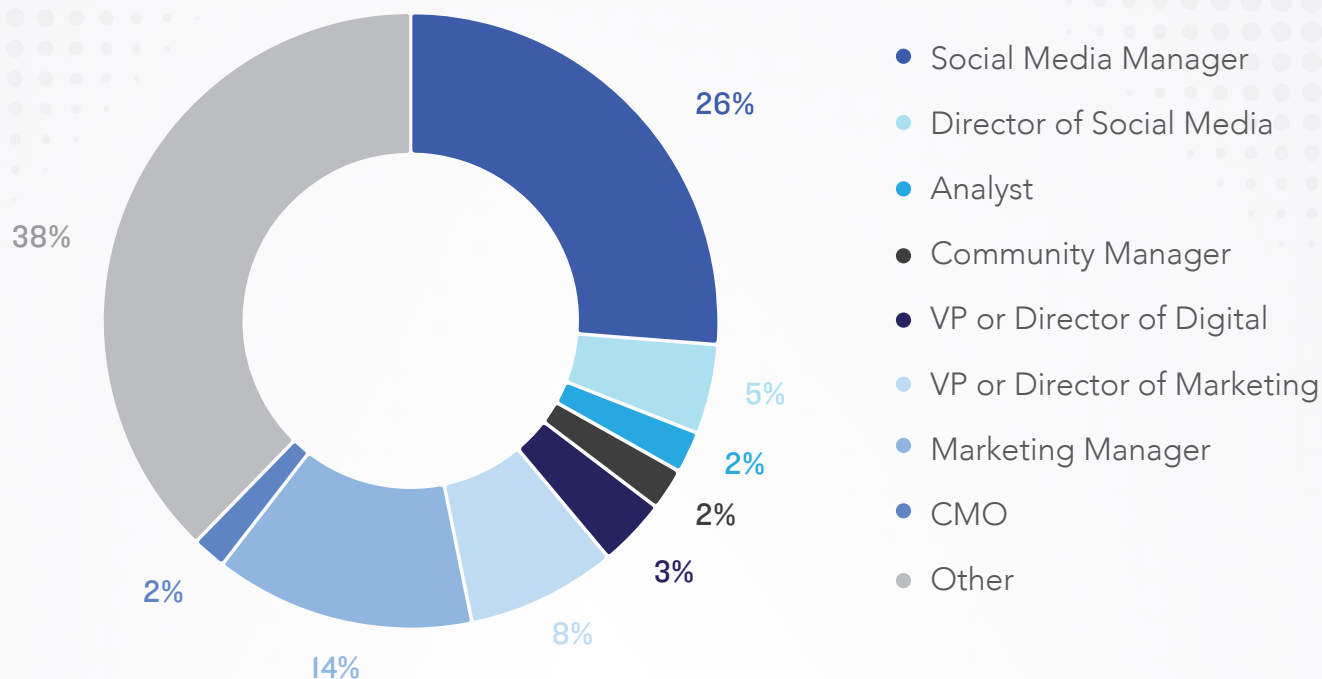
The social media manager is the most common role, with 60% of teams noting that this is a role within their company.

13.7% of respondents are marketing managers, and 7.9% identified as VPs or Directors of Marketing, which shows an increased interest in social at the leadership level.

The 37.8% of respondents that fall into the “other” bucket mainly self-identified as social strategists, social media coordinators, and content producers. This catch-all bucket has grown from 30.1% in 2015, demonstrating the need for more nuanced roles and broader skill sets on social media teams.

SOCIAL BUSINESS

What is Your Job Title?

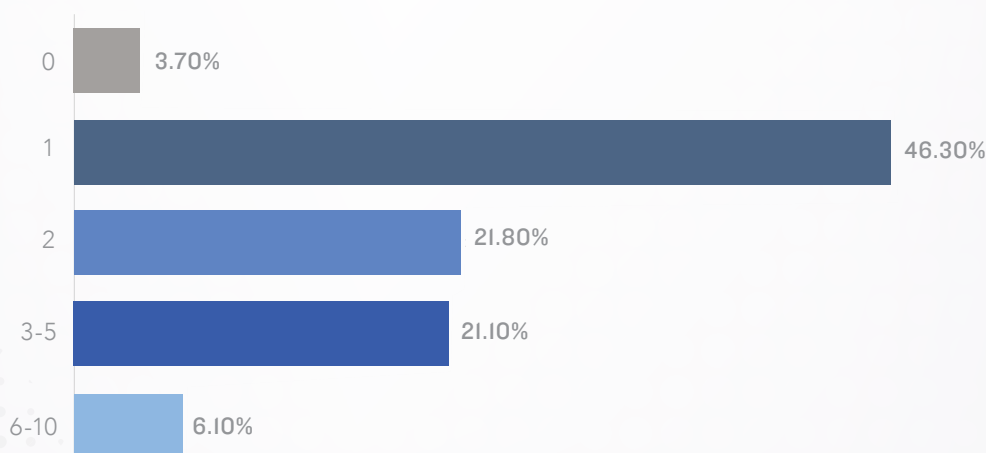


68% of social media teams have 1-2 people dedicated to social media:

While social media is growing, team sizes have stayed small. Most teams have only one or two people focused on social media.

The percentage of companies with 3-5 social employees has grown from 18* to 21.1% since 2015.

How Many People Are On Your Social Team?



SOCIAL BUSINESS

Social's Potential Impact

Across the board, social marketers and CMOs alike view social as the marketing channel with the greatest ability to impact both of the major directives of any marketing team:

To be a steward of the brand: Creating brand awareness and protecting the brand's reputation

To drive demand: Generating revenue opportunities and retention of current customers

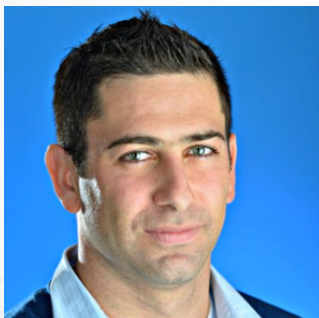
BRAND: To be a steward of the brand and its reputation.



DEMAND: To allocate budget where it adds the most value.



In order for social to successfully fuel these components, marketers need to understand exactly where and how social media can contribute. This must be a priority.



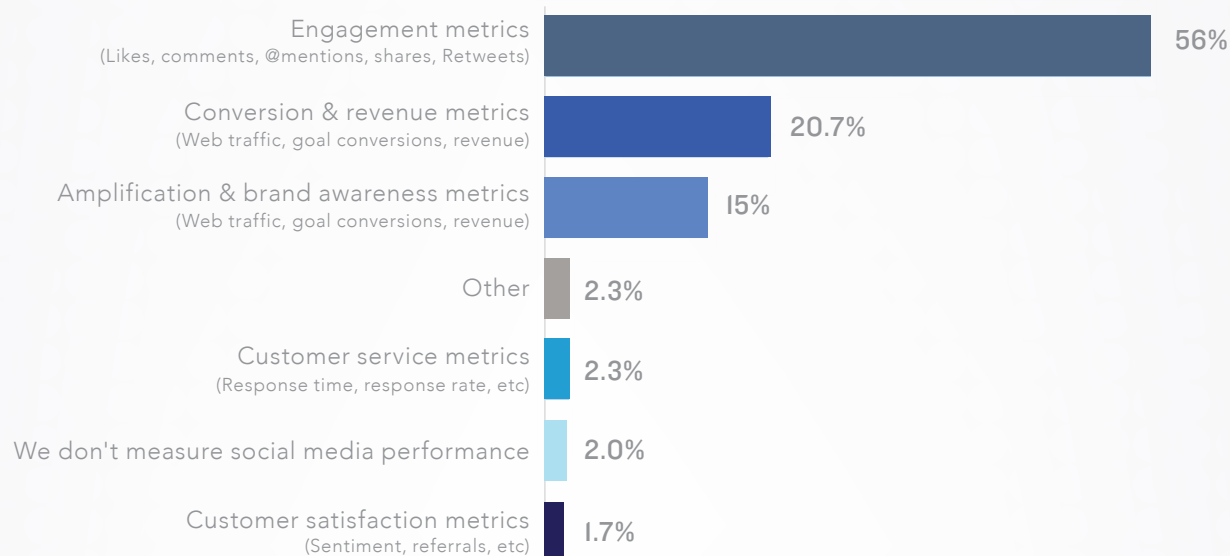
"For years, marketers have used 'engagement' as a proxy for success on social media because that's all they were able to measure. This has led to social living in a silo, because no other marketing channel focuses on engagement. Now that we have the technology to uncover and understand the impact social has throughout the buyer's journey, we're able to unleash plans and tactics that add value in new ways."

- Uri Bar-Joseph, VP of Marketing for Simply Measured

SOCIAL BUSINESS

In our survey, we found that engagement is still a focus for social media marketers, with 56% of marketers citing engagement as their standard metric. Only 20.7% of marketers said conversion and revenue metrics were a focus. This is a major source of the disconnect between social media and other marketing channels.

Which Metrics Do You Use More Often to Measure the Success of Social Media?



The [CMOSurvey](#) recently asked marketers to rate how effectively social media is linked to their firms' marketing strategies on a 1-7 scale, where 1=not at all integrated and 7=very integrated. Marketing leaders reported an average score of 4.2. Although higher than 3.8 from 4 years ago, this number is still too low to get the best returns on social media investments.

In order for social to become the connective tissue of the marketing organization, social marketers must understand where they make an impact, and how their strategy aligns with the buyer's journey.

SOCIAL BUSINESS

Once social marketers are able to quantify social's area of impact, they can solve the issue of integration, which our survey highlighted as a major challenge.

Social Metrics Map

BUYER'S JOURNEY	OBJECTIVE	SOCIAL MEDIA STRATEGY	SOCIAL ACTIVITY	SOCIAL KPI'S	BUSINESS IMPACT
AWARENESS	Create awareness	Expose target audience to brand content	Posts, promotions (boosts)	Impressions, reach	SOV, ToMA
CONSIDERATION	Generate demand	Generate engagement of target audience with brand content	Posts, responses	# of engagements, types of engagements	Visitors/traffic (online or offline)
DECISION	Drive conversion	Drive target audience to brand offers	Posts, promotions	Link clicks	Conversions (purchases, lead submissions, app downloads)
ADOPTION	Delight customers	Drive engagement with brand product/services	Responses (i.e. social customer care)	(positive) earned mentions, customer care metrics (responses, times, & qty)	Sentiment and satisfaction
ADVOCACY	Inspire evangelism	Activate customer influencers	Posts, outreach to influencers, reshares	Earned impressions, earned reach, social UGC	Referrals, influencer activity, positive word of mouth, NPS

BUYER'S JOURNEY STAGE ➤ A person relative position to a buying decision

MARKETING OBJECTIVE ➤ The brand's desired outcome from a marketing activity

SOCIAL MEDIA STRATEGY ➤ The brand's plan of action to achieve the marketing objective

SOCIAL ACTIVITY ➤ The social actions the brand must take to execute strategy

SOCIAL KPI'S ➤ The results of the social actions taken

BUSINESS IMPACT ➤ The downstream effect of the social results on the business

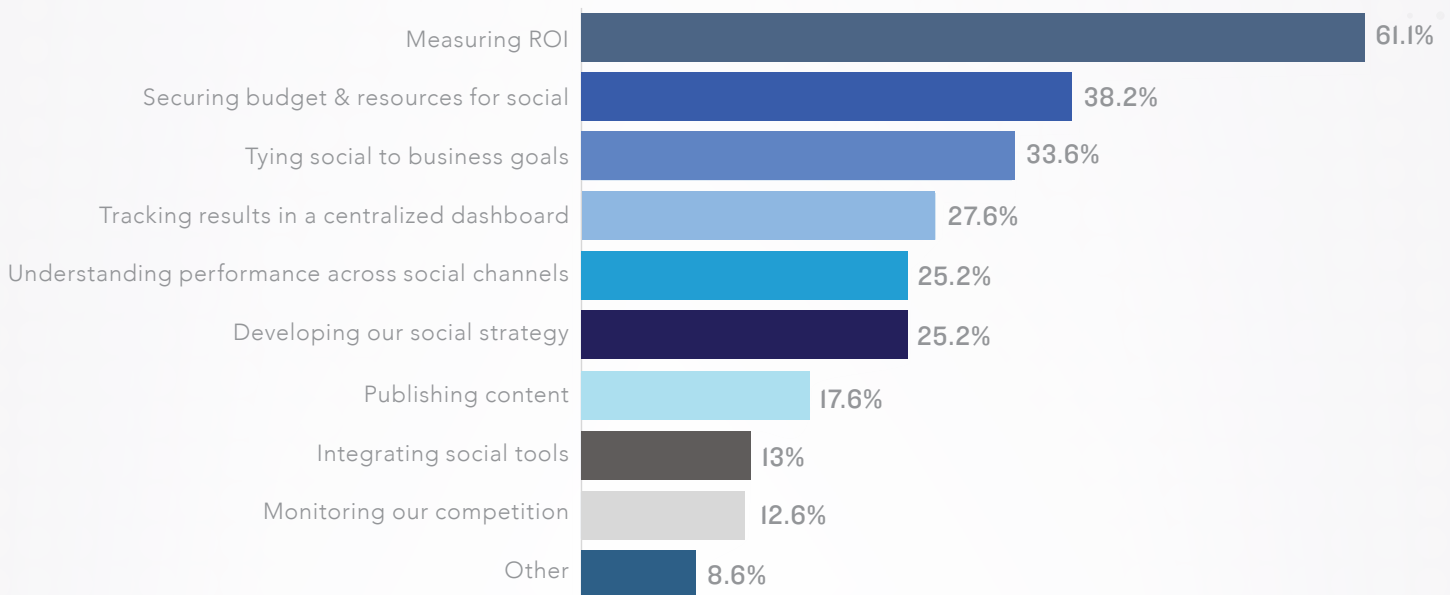
PRESENTED BY:  Simply Measured

SOCIAL BUSINESS

The Challenges Social Marketers Face in 2016

We asked marketers what their biggest challenges were, and again, measuring ROI and connecting the dots between social media and broader marketing goals was a major theme.

The biggest challenge for social marketers is measuring ROI:

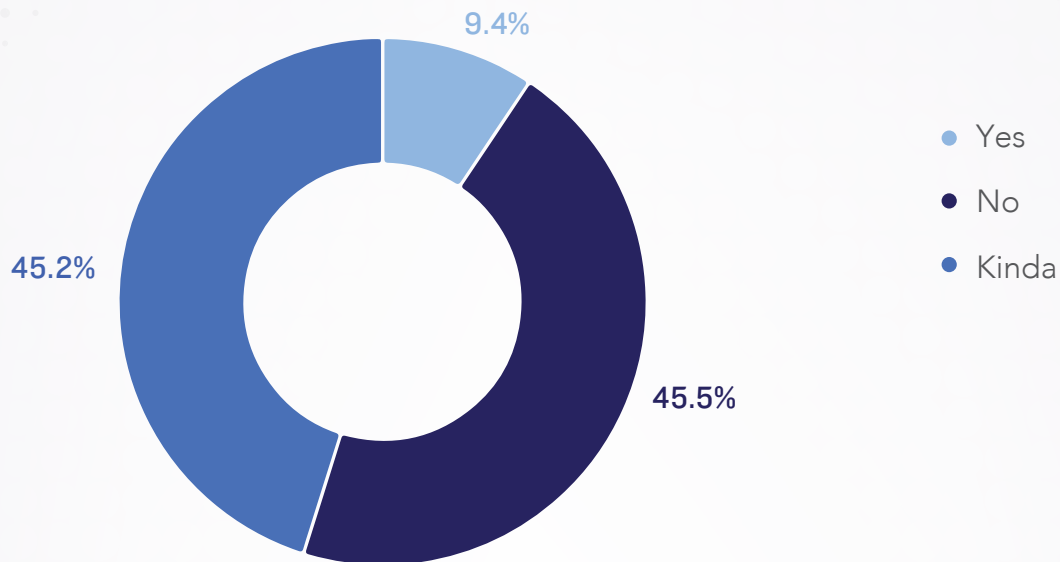


Measuring ROI was the number one challenge for social marketers, with 61.1% citing this as their top challenge. This is up slightly from 60% in 2015.

SOCIAL BUSINESS

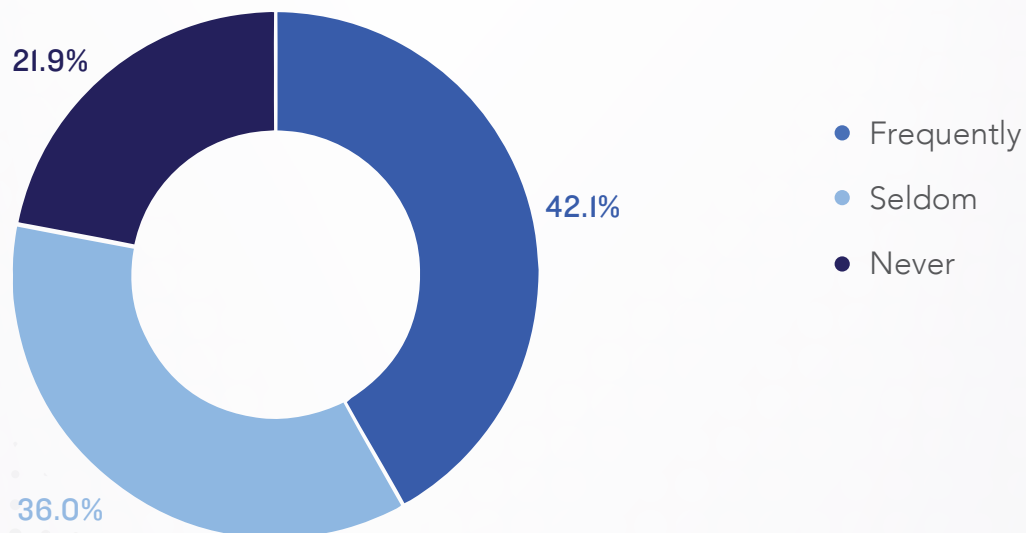
In fact, only 9.4% of marketers say they're able to quantify the revenue driven by social media.

Are you able to quantify the revenue driven by social?



This is a problem, since 78.1% of respondents say they're having conversations with their boss about social media ROI.

How often do you have conversations with your boss about social ROI?



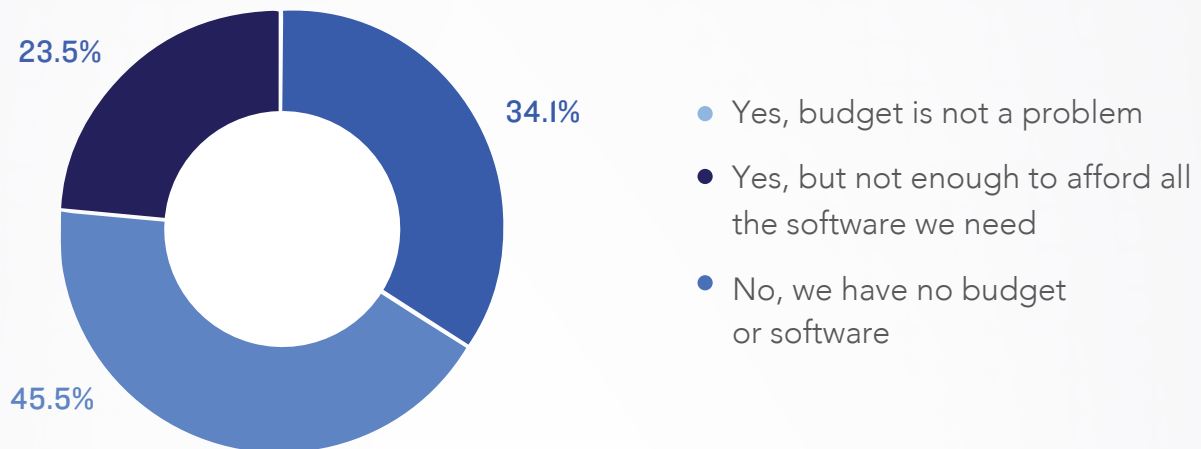
SOCIAL BUSINESS

Budget constraints are holding social marketers back.

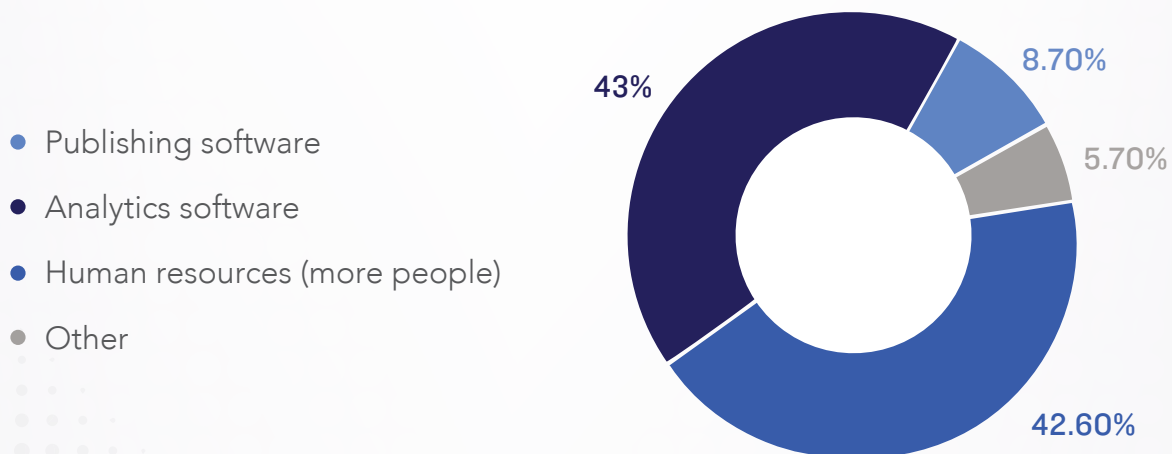
38.2% of respondents call out budget and resources as a challenge. This is amplified when it comes to budget for software (i.e. analytics, content creation, publishing).

Only 23.5% of social marketers say budget for software is not a problem. 42.4% say they have budget, but not enough for the software they need, so they're forced to use sub-par analytics, creation, and publishing products. Even worse, 34.1% say they don't have any budget for software at all.

Do you have the budget you need for social media software?



What additional resources would you need to do your best work?



In fact, analytics software was called out as the most-needed resource to help marketers do their best work.

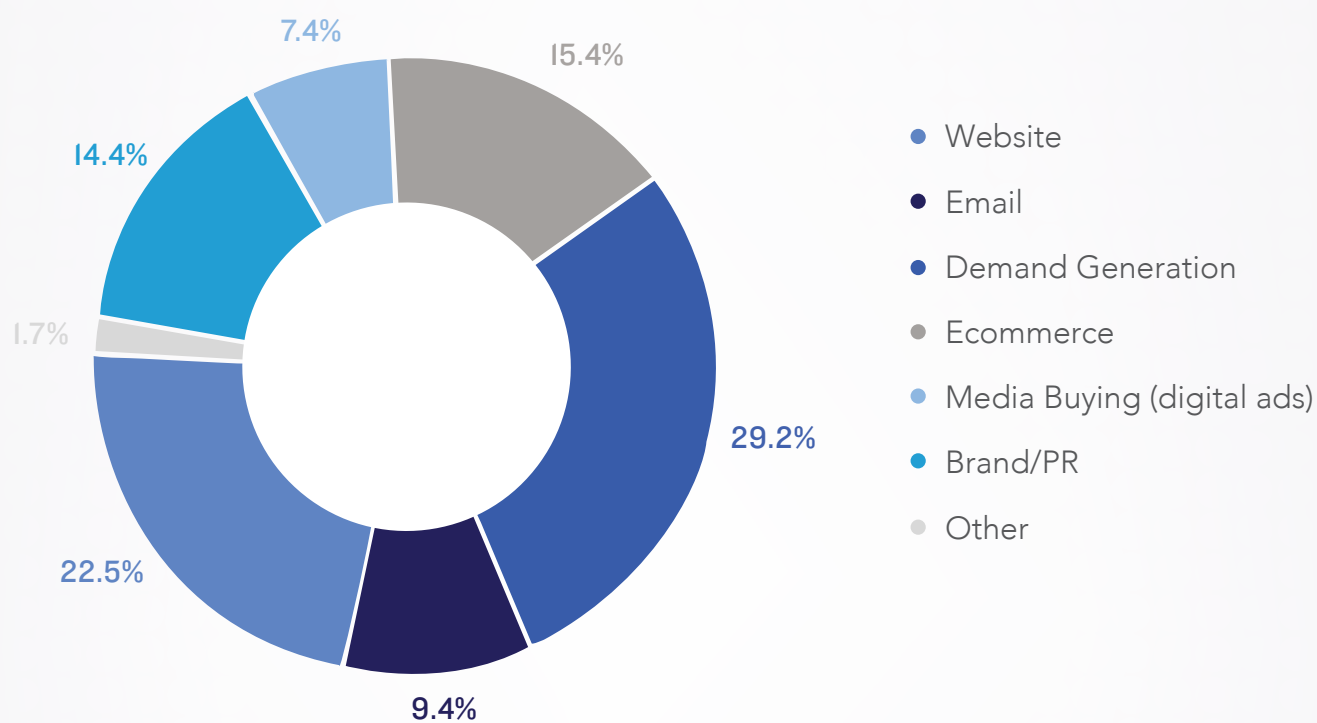
SOCIAL BUSINESS

Social isn't integrated with other marketing channels:

33.6% of marketers say "tying social to business goals" is one of their top challenges as well.

Combined, these challenges highlight the disconnect between social and other marketing channels.

We asked which marketing channel the social team wishes they had more insight into, and the answers were spread across the board, highlighting the lack of integration and connection to business goals.

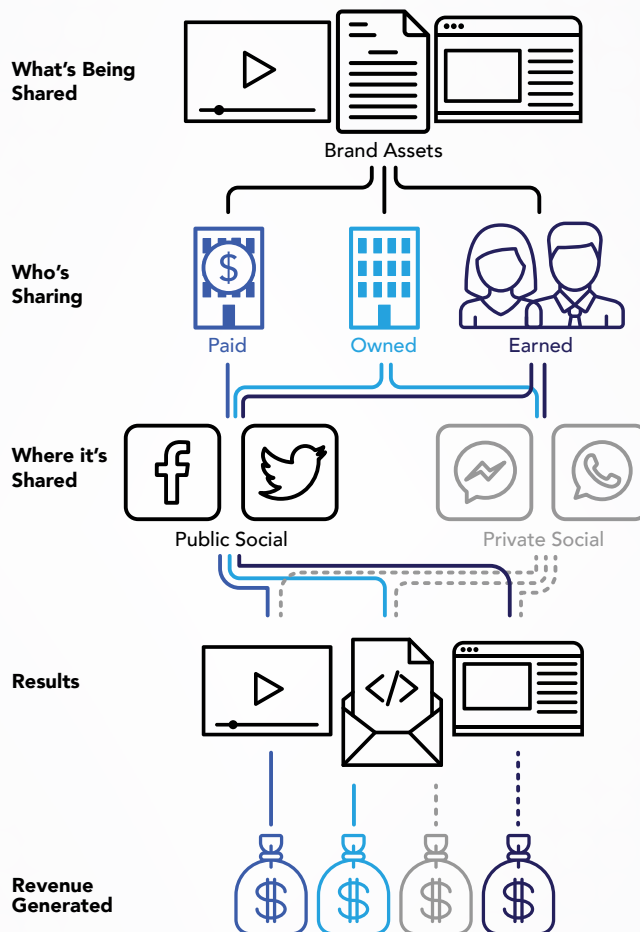


SOCIAL BUSINESS

Dark Social and Attribution

One challenge that is beginning to surface for social marketers is dark social, or sharing that happens via private messaging channels like Slack, Facebook Messenger, or text.

In many cases, we've found that 70% of social sharing and 50% of social traffic is happening on dark channels, which means it's being attributed as "direct" traffic in web analytics and social marketers aren't properly attributed for this sharing. What's more, for ecommerce companies, 50% of social sales aren't attributed to social either.



Dark social is emerging as a critical component of social strategies for companies with web properties, and is a direct cause of the ROI and budget challenges outlined earlier.

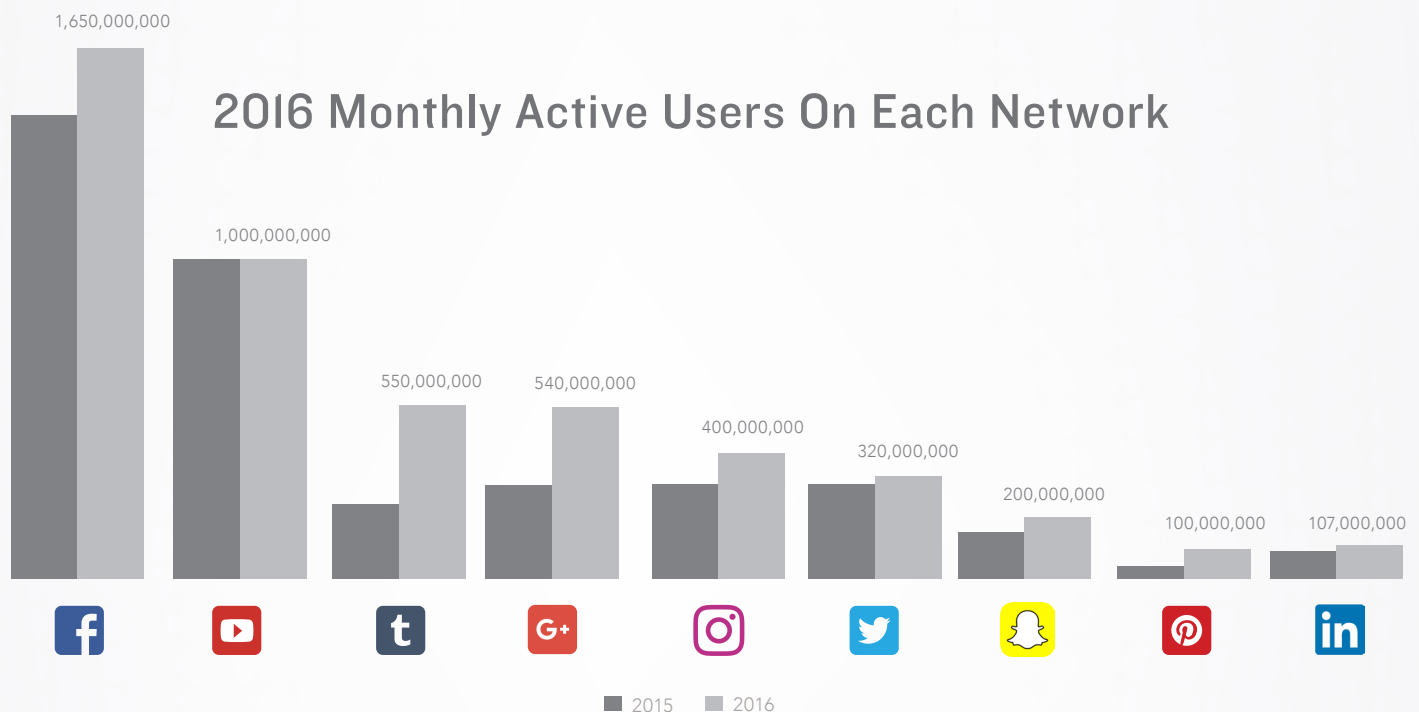
When sharing, traffic, and revenue aren't being attributed to social, resources aren't being assigned where they should.

THE STATE OF SOCIAL NETWORKS

This section of the report is focused on nine large U.S. social networks - Facebook, YouTube, Twitter, Instagram, Google+, Tumblr, Pinterest, LinkedIn and Snapchat - used by major Interbrand 100 and Fortune 500 companies to reach their target audience.

While many companies use other networks, the penetration, advertising, and brand activity on these networks offers a consistent framework for understanding what best-in-class companies are doing.

The monthly active users (the number of people who sign in each month) for each of these networks provides context into why brand interest is so high.

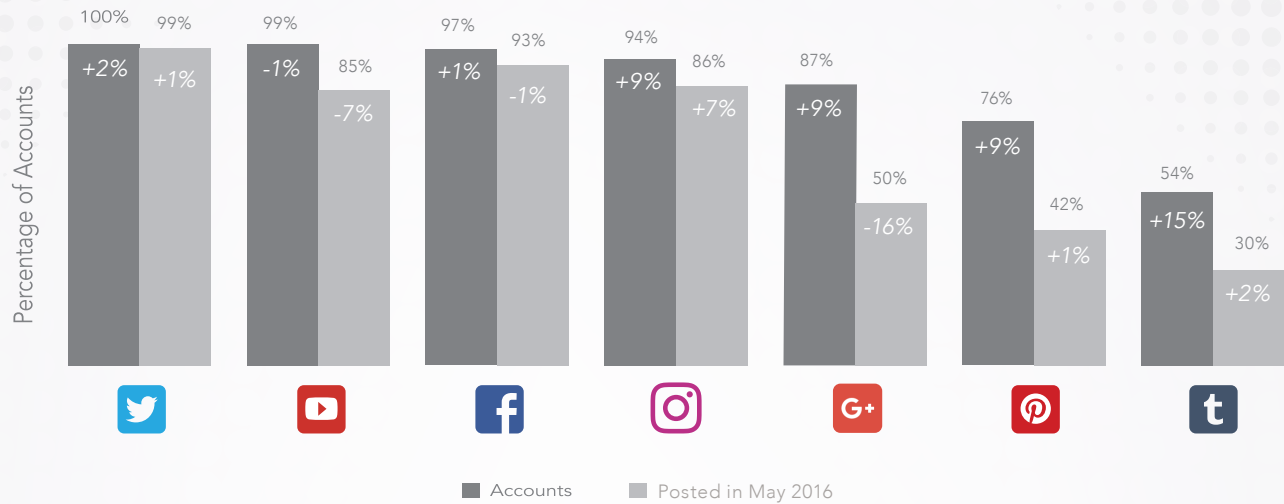


Facebook's 1.65-billion share of the 2.2 billion global social media users makes it the elephant in the room, and a big reason why so many companies consider Facebook to be central to their social marketing strategy. For consumption-based networks like YouTube and Pinterest, the monthly active users total doesn't include visitors who don't sign in, but still consume content.

To create a baseline of brand activity, this report analyzed the Interbrand Top 100 Global Brands to identify the percentage of brands present on each network, as well as the percentage that posted content during the month of May 2016. This list is limited to those brands with global or U.S. specific accounts.

THE STATE OF SOCIAL NETWORKS

Percentage of Interbrand 100 Companies Using Each Network



Twitter replaced YouTube as the only network with 100% adoption by the Interbrand 100 companies, garnering activity from 99% during the month of May.

Tumblr experienced the largest uptick in active brands, adding 15% over the previous year.

Facebook, Google+, and YouTube each dipped in terms of activity, with Google+ and YouTube seeing the steepest drop-offs at -16% and -7%, respectively.

THE STATE OF FACEBOOK



Over 1 billion people log into Facebook each day. As a hub for discovery, information, and fan interaction, Facebook is an extension of many brands' websites, and a core component of their social strategy. Since its launch in 2004, the network has grown and changed in many ways. What began as a tool for college students to connect with their classmates is now used by 1.65 billion people every month, and not just to engage with classmates or connect with friends. For many people, Facebook is a destination for news, trends, shopping, and entertainment. Because of this diversity of content, customization of the ad platform, and ability to reach many different segments, marketers and advertisers flock to Facebook.

In 2016, video is at the center of any conversation about Facebook marketing, with over 8 billion videos viewed on the network each day. This has shifted the focus for the massive (and growing) amount of ad content on the network. In 2015, Facebook's revenue was:

Facebook's Audience



1.09 MILLION
DAILY ACTIVE USERS



827 MILLION
DAILY MOBILE USERS



1.65 BILLION
MONTHLY ACTIVE USERS



1.51 BILLION
MONTHLY MOBILE USERS

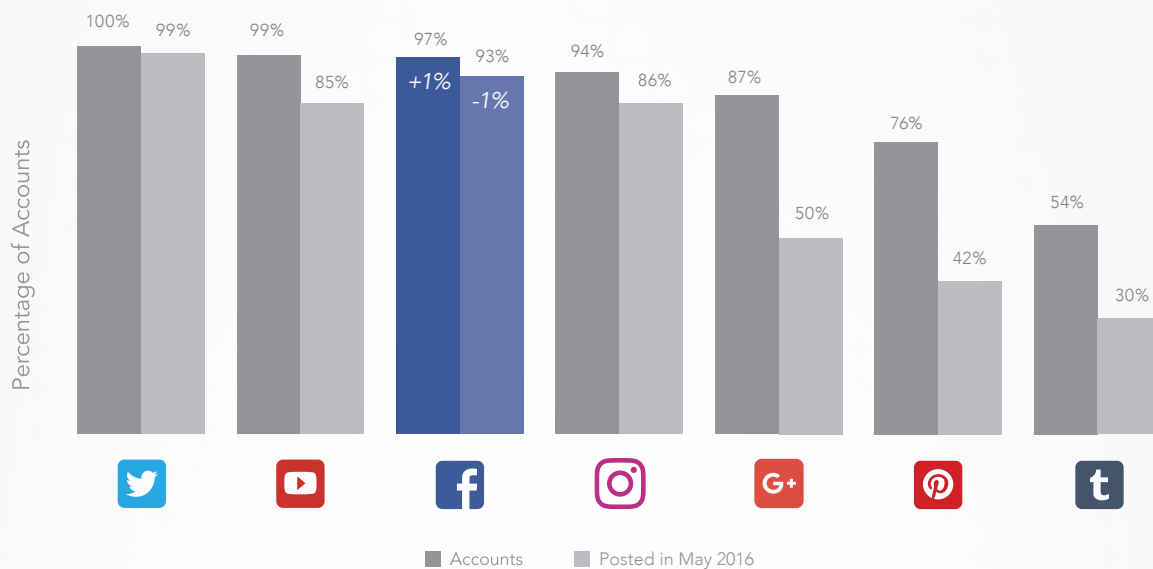
THE STATE OF FACEBOOK



Brand Adoption

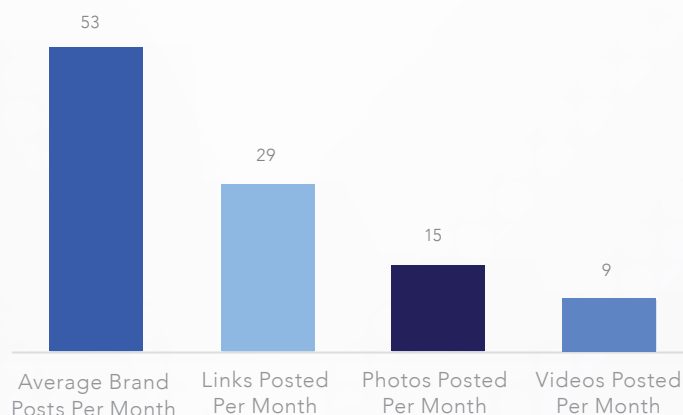
97% of the Interbrand Top 100 Global brands have dedicated Facebook accounts, and 93% posted content in the month of May.

Percentage of Interbrand 100 Companies Using Each Network



While video has become a popular topic in the media, and Facebook is tallying over 8 billion views, this is still the least popular content type for the top 100 brands in the world.

Facebook Content Breakdown: May, 2016

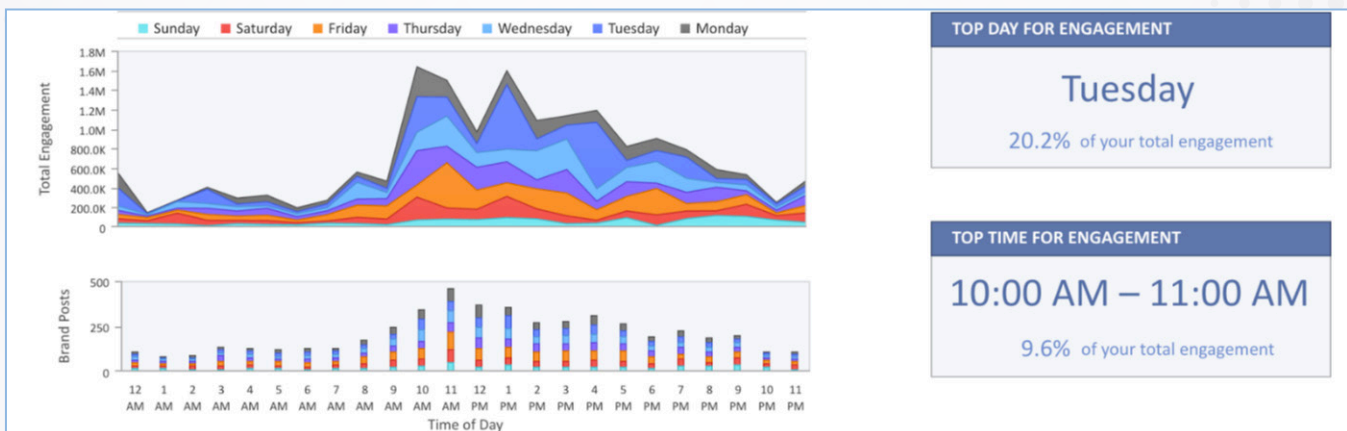


THE STATE OF FACEBOOK



Brands on the Interbrand 100 list averaged nine Facebook videos each during the month of May. A recent study from Bitly found that the best days to post are Thursdays and Fridays, and the best time to post for click-through is between 10AM - 12PM PT.

Distribution of Engagement by Day & Time



For the Interbrand 100 companies, 20.2% of total engagement actually came on Tuesdays, but the best time for engagement aligned with the best time for traffic, with the highest spike between 10AM - 11AM PT.

Tips for Brands

- **Adopt Facebook Live:** Facebook Live is becoming an engagement hub for big brands. If you're interested in attracting fans, hatching conversations, and creating rich-video content, add Facebook Live broadcasts to your content calendar.
- **Take advantage of the algorithm:** Facebook will begin showing more relevant content to you based on the time you spend viewing a post. In order to succeed within Facebook's new feed, brands need to promote content that holds readers' attention.
- **Facebook Reactions:** As a social marketer, you need the clearest and most accurate picture of what's going on across your social channels. Reactions give you a unique opportunity to gauge the way a piece of content resonates with your audience.

THE STATE OF FACEBOOK



Facebook's Timeline



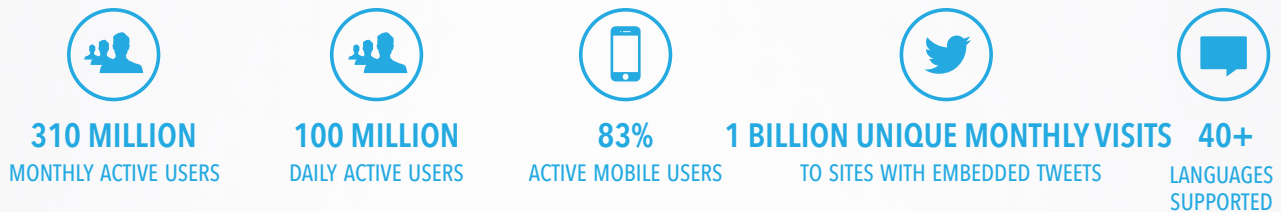
THE STATE OF TWITTER



Twitter is a premiere social hub for news, entertainment, and conversation, 140 characters at a time. This year, Twitter changed its iOS classification from “social network” to “news app” to solidify that position. Twitter is the first place for many users to turn – often on their mobile devices – for up-to-the-second updates on current events, sports, and entertainment.

Twitter’s success is largely due to mobile usage, and the global nature of its brand. Eighty-three percent (83%) of active Twitter users are on mobile, and 79% of accounts are outside the U.S.

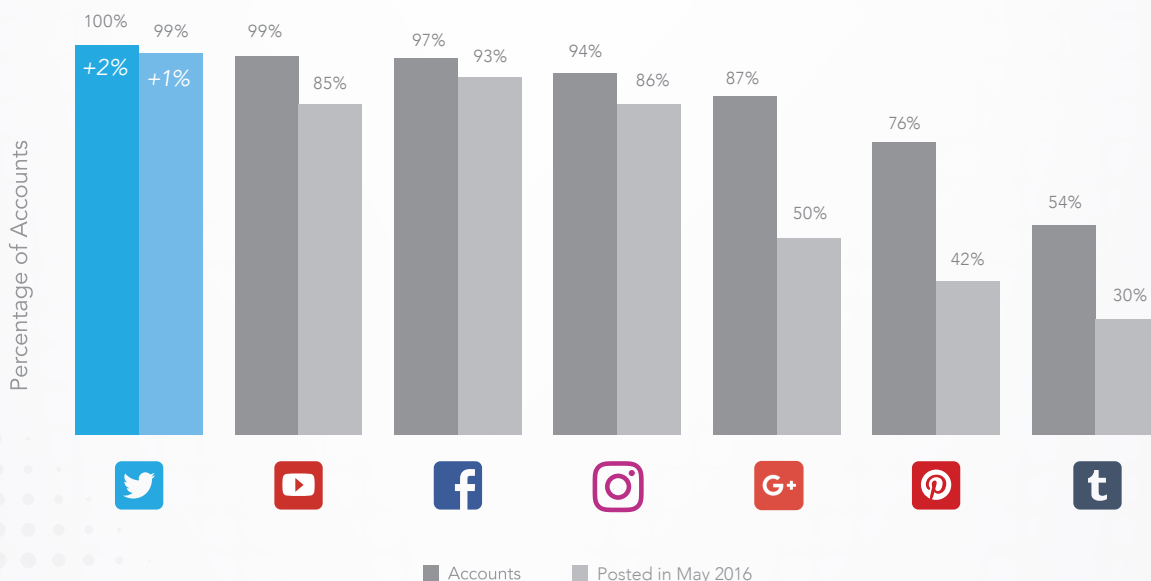
Twitter's Audience



Brand Adoption

Twitter is the only major network with 100% penetration of the Interbrand 100 list. All 100 of the companies have Twitter accounts, and 99% of them posted during the month of May.

Percentage of Interbrand 100 Companies Using Each Network

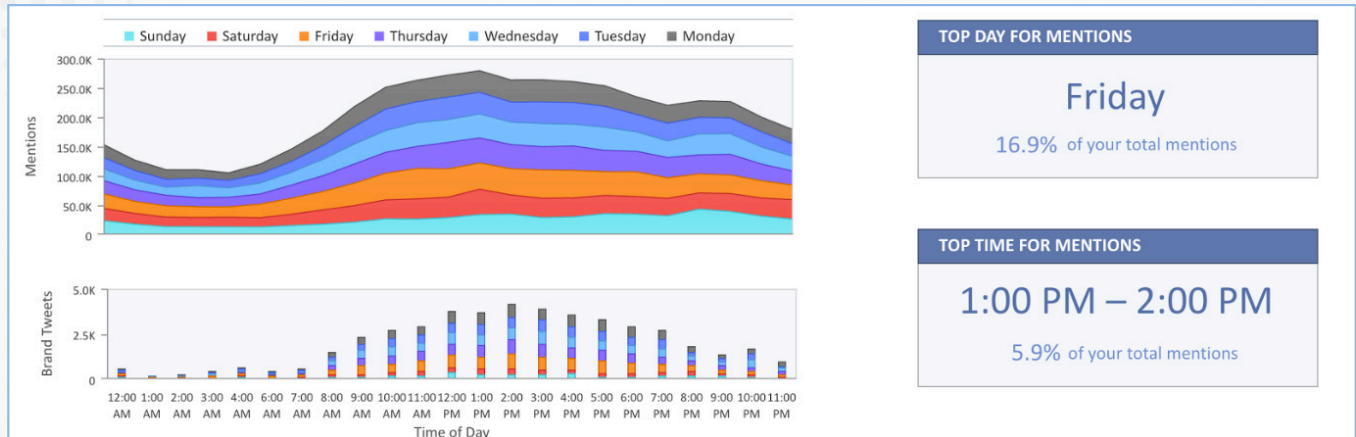


THE STATE OF TWITTER



Fridays are proving the most valuable for these brands on Twitter, but only by a small margin. The key is consistent content and regular 1-to-1 engagement with your audience.

Distribution of Engagement by Day & Time



Tips for Brands

- Embrace the new 140-character limit: Twitter's new 140-character limit will prove to be a fantastic opportunity and an interesting challenge for marketers. Since links will still count towards the limit, consider creating more in-stream content.
- Revamp your influencer strategy: It's time to sync some more time into your influencer marketing. Twitter says 47% of people have bought a product based on a influencer's recommendation.

THE STATE OF TWITTER



Twitter's Timeline

- 2006** Twitter launched by Jack Dorsey
- 2007** Twitter breaks through at SXSW Interactive, winning the SXSW Web Award. The hashtag (#) debuts on Twitter
- 2009** US Airways plane crash in NYC's Hudson River is shared on Twitter; the photo is the first from the scene, breaking the news before traditional media
- 2010** Twitter launches Promoted Tweets, Promoted Trends, and Promoted Accounts
- 2011** 1 billion Tweets are sent per week. Twitter now has 100 million monthly active users
- 2012** Twitter launches self-service advertising
- 2013** Twitter launches Vine. 500 million Tweets are sent per day
- 2015** Twitter launches Periscope
- JAN 2016** Twitter introduces Conversational Ads | Fan Tweets are now eligible to become ads
Periscope videos are integrated into Tweets
- FEB 2016** Twitter introduces GIF search
- MAR 2016** Twitter's 10th birthday
- APR 2016** Twitter adds the Message button to Tweets, making it simple to share a Tweet via Direct Message and spark a private conversation
- MAY 2016** Twitter introduces the Connect tab | Twitter announces changes to what counts towards the 140-character limit
- JUNE 2016** Twitter debuts Twitter Insiders, a program designed as a one-stop shop for advertisers to recruit, create, and collect live research

THE STATE OF INSTAGRAM



Instagram is one of the fastest growing social networks in history. The mobile photo- and video-sharing app, which launched in October of 2010, now boasts over 400 million monthly active users, 80 million photos posted each day, and 3.5 billion Likes per day.

Instagram has become the go-to platform for users interested in both sharing visual stories and consuming them. Instagram has made a point of enabling creators. Already in 2016, the network has added 60-second videos, added video to carousel ads, simplified their interface to highlight shared content better, and adopted an algorithmic feed.

Instagram's Audience



80 MILLION
PHOTOS POSTED
PER DAY



75% OF USERS
OUTSIDE OF THE U.S.



400 MILLION
MONTHLY ACTIVE USERS



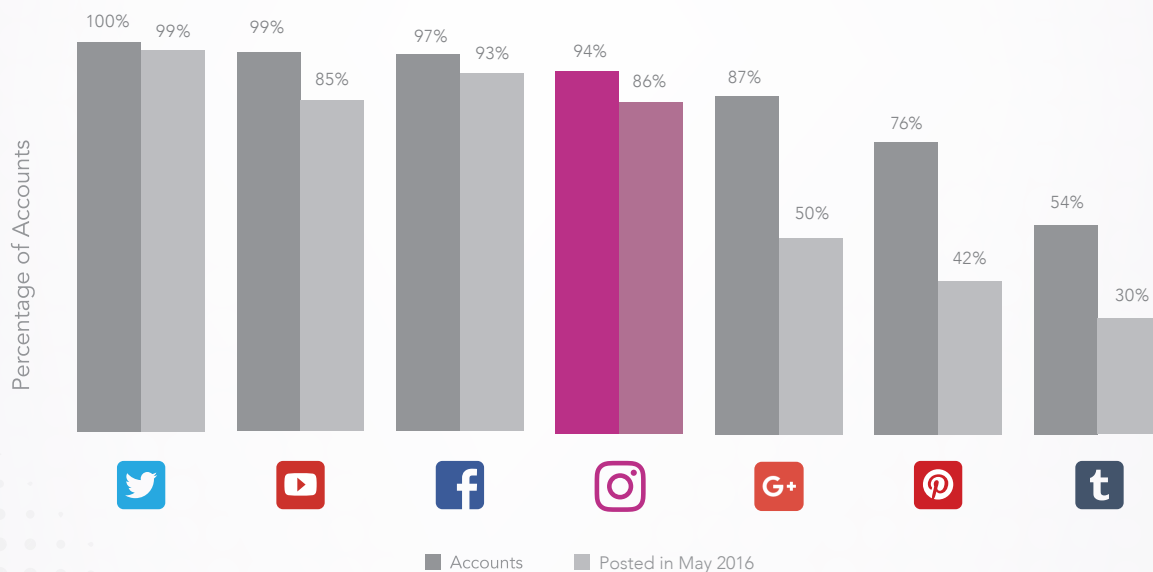
40+ BILLION
PHOTOS SHARED



3.5 BILLION
PHOTOS OR VIDEOS
LIKED DAILY

Brand Adoption

Percentage of Interbrand 100 Companies Using Each Network

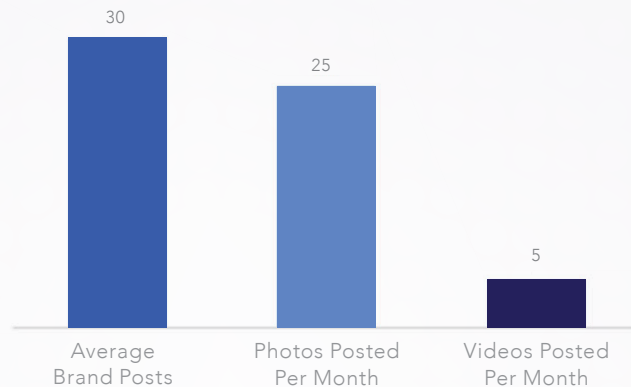


Instagram has grown into an integral component for most consumer-facing marketing teams. The 86% of top brands who actively post each month average a post per day.

THE STATE OF INSTAGRAM

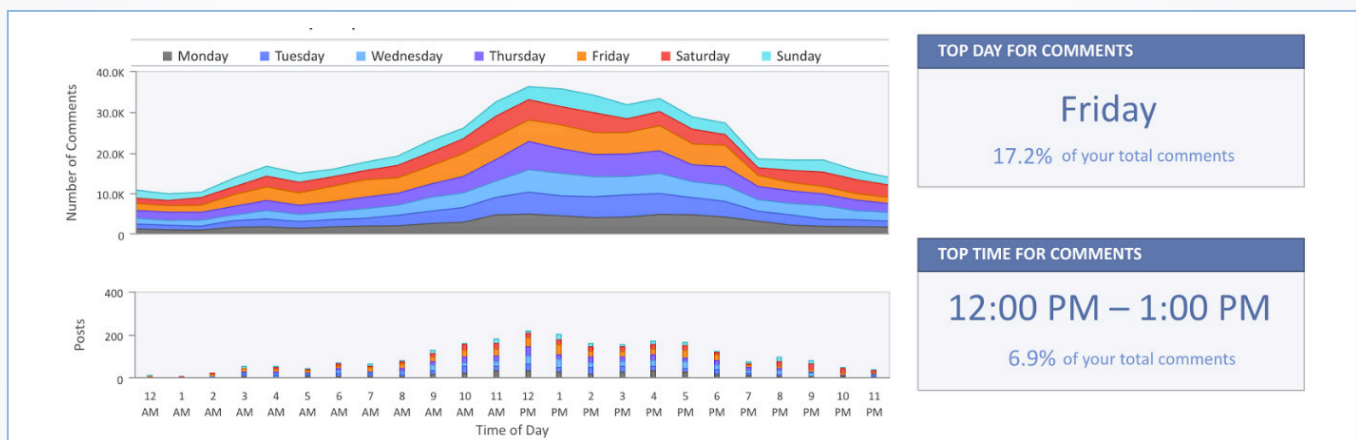


Most posts are still photos, but brands are also averaging five videos per month.



Similar to Twitter, brands are seeing slightly higher engagement on Friday afternoons.

Distribution of Engagement by Day & Time



The vast majority of engagement on Instagram comes in the form of Likes. Comments make up only 0.5% of engagement for top brands.

Tips for Brands

- Adjust to the new algorithm: The free ride is over on Instagram! As Instagram switches to an algorithmic feed, to ensure that their posts are seen, brands need to turn their focus to creating content that resonates with your audience
- Re-imagine your video format: Instagram is now allowing brands to tell richer stories, with the new video time limit being extended to 60 seconds long.
- Experiment with Instagram advertising: Instagram's ad offerings have diversified over the past year. Now marketers can opt for photo, video or carousel ads -- all with the option to link a website to learn more.

THE STATE OF INSTAGRAM



Instagram's Timeline

- 2010** Instagram launches as an iOS app, and reaches 1 million users in under a year
- 2011** Over 150 million Instagram photos posted by 10 million users
- 2012** Instagram launches Android app, and is acquired by Facebook. Instagram launches web profiles
- 2013** Instagram launches web feed, video, and has 100 million monthly active users. Instagram launches sponsored photos and videos
- 2014** Instagram launches discovery, now has 300 million monthly active users
- 2015** Instagram launches Layout, a collage app
- FEB 2016** Instagram adds video view counts
- MAR 2016** Instagram announces changes to its feed algorithm. | Instagram begins rolling out longer videos, extending time limit to 60 seconds
- MAY 2016** Instagram's logo redesign goes live
- JUNE 2016** Instagram users on iOS can now share photos and videos without having to open the app

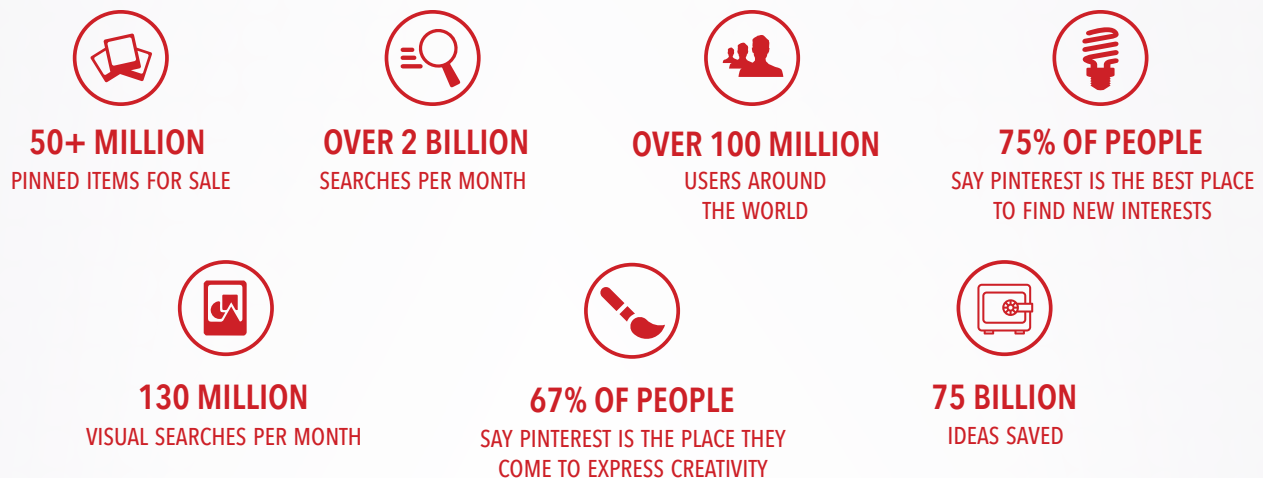
THE STATE OF PINTEREST



Pinterest is attractive to marketers due to its ability to connect social and commerce. Billed as “an online scrapbooking service,” Pinterest allows users to share and discover anything on the web, from recipes to products, linking directly to the catalog page. Over 50 billion items have been pinned to date by Pinterest’s 100 million monthly active users.

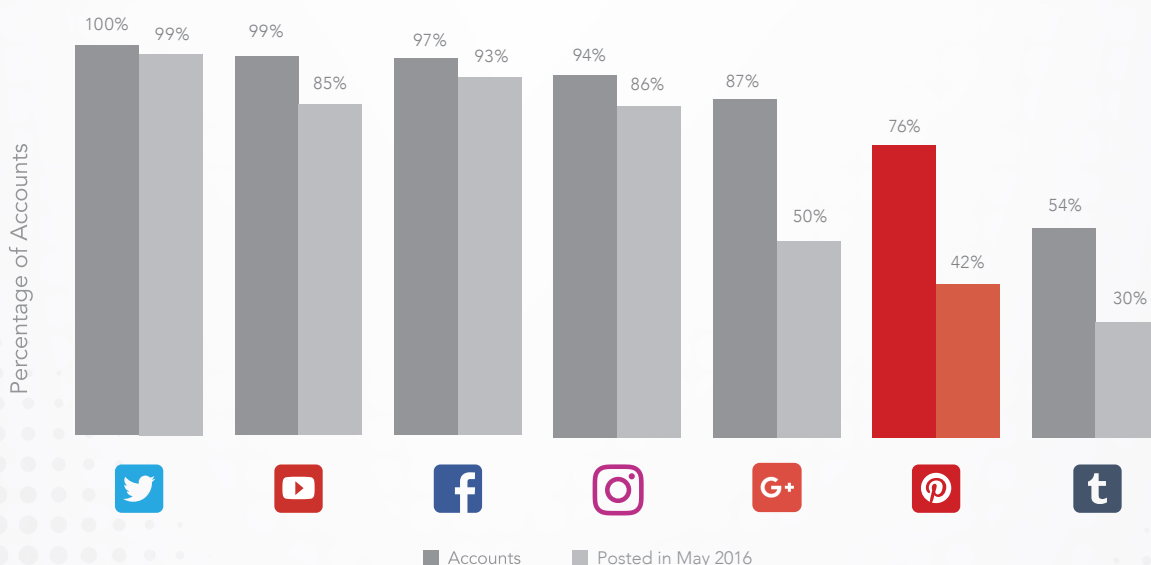
Pinterest’s ability to allow promotion in an organic and discovery-based way makes it a draw for both marketers, and the consumers who make 2 billion Pinterest searches per month.

Pinterest's Audience



Brand Adoption

Percentage of Interbrand 100 Companies Using Each Network



THE STATE OF PINTEREST



While Pinterest adoption has grown by 9% since last year's report, monthly activity only grew by 1%, which is a testament to Pinterest's organic nature. While Promoted Pins and other brand activities are attractive, many marketing teams are focused on encouraging organic sharing by their audience.

Tips for Brands

- Understand your target audience. That way, you'll reach more of the right people. Put yourself in your target audience's shoes: what would they be searching? Design your title and captions accordingly.
- Don't focus on followers. Pinterest is the only social network where followers really don't matter. It's all about re-pins, likes, and comments: basically, it's about the engagement.
- Pinterest is a powerful search engine: especially with new updates such as Smart Feed, Pinterest tailors the way pins are viewed on a user's feed to help provide more relevant content based on their Likes, Interests, and Boards they follow. This is a great way to optimize your content and give you a competitive edge (you can find out more about how it works [here](#) and [here](#).).

THE STATE OF PINTEREST



Pinterest's Timeline

- 2009** Pinterest is founded
- 2010** Beta status is closed. Pinterest is named "Best New Startup" by TechCrunch
- 2011** Named TIME's "50 Best Websites of 2011" and iPhone app is released
- 2012** Pinterest becomes the fastest site ever to break the 10-million unique visitor mark
- 2013** 48.7 million users globally
- 2014** Pinterest launches Promoted Pins.
- 2015** Pinterest reaches 1 million businesses worldwide
- MAR 2016** Pinterest opens Pinterest Ads Manager to all small- and medium-sized businesses in the U.S. | Pinterest adds Cinematic Pins
- APR 2016** Pinterest rolls out Featured Collections
- MAY 2016** Pinterest now allows affiliate links | A Pinterest study finds that 40% of people on Pinterest have discovered a new product and saved it on the network
- JUNE 2016** Pinterest replaces the Pin button with the Save button

THE STATE OF TUMBLR



Tumblr allows a creative flexibility that brand marketers can't find on other networks, and the platform enables that creativity in an impressive way. This is a focus that the network has held true to since being purchased by Yahoo, and while Yahoo is experiencing financial trouble and looking to sell off assets, Tumblr has found a home as a staple of creative internet culture.

"As a creative canvas, Tumblr empowers brands to tell their story unconstrained by text or cookie-cutter pages."

-Marissa Mayer, CEO of Yahoo

Tumblr has over 280.4 million blogs, with more than 129.7 billion posts to date, and has attracted some of the biggest brands in the world. This is largely due to the customization and creativity that Tumblr encourages. Brands on Tumblr can build a blog using one of the thousands of templates the network offers, or by designing their own in HTML. Few social networks allow this type of flexibility.

Tumblr's Audience



280.4 MILLION
BLOGS



129.7 BILLION
POSTS



550 MILLION
ACTIVE USERS



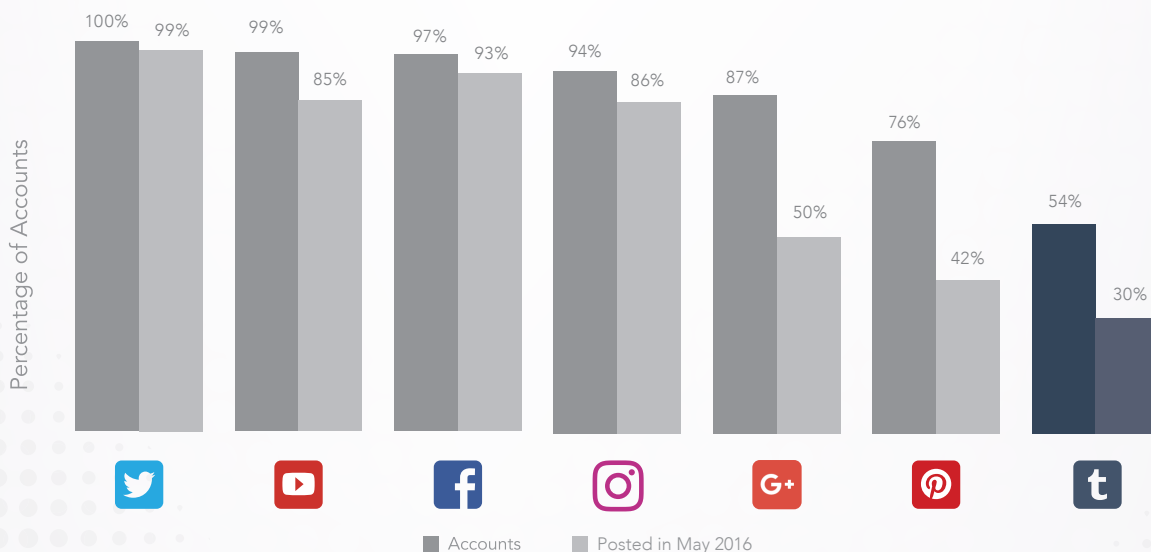
53.3 MILLION
POSTS PER DAY



42% OF TRAFFIC
COMES FROM THE U.S.

Brand Adoption

Percentage of Interbrand 100 Companies Using Each Network



THE STATE OF TUMBLR

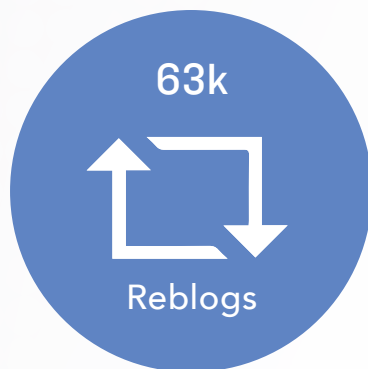


While it's fashionable to talk about Tumblr adoption dropping, the network has found a home as the creative platform for consumers and brands alike. In fact, brand adoption of the network grew by 15% since last year, due in part to Tumblr's customizability and focus on rich visual content.

Tips for Tumblr

- Think engagement over audience size. On many networks, growing your followers and fans is a primary concern, because audience size is the limiting factor for creating awareness and distributing your content.

How many times was
your content reblogged?



How many unique people
reblogged your content?



Tumblr is a network for discovery, where user reblogs amplify your content well beyond your own audience. Although you should work to build a following on Tumblr, when you think about audience, focus on the size of the audience reblogging your posts (your engaged audience).

- Focus on original, shareable content. The tendency for brand posts to get rebroadcast is what makes Tumblr such a powerful network, and what makes it imperative for brands to create original, shareable content.

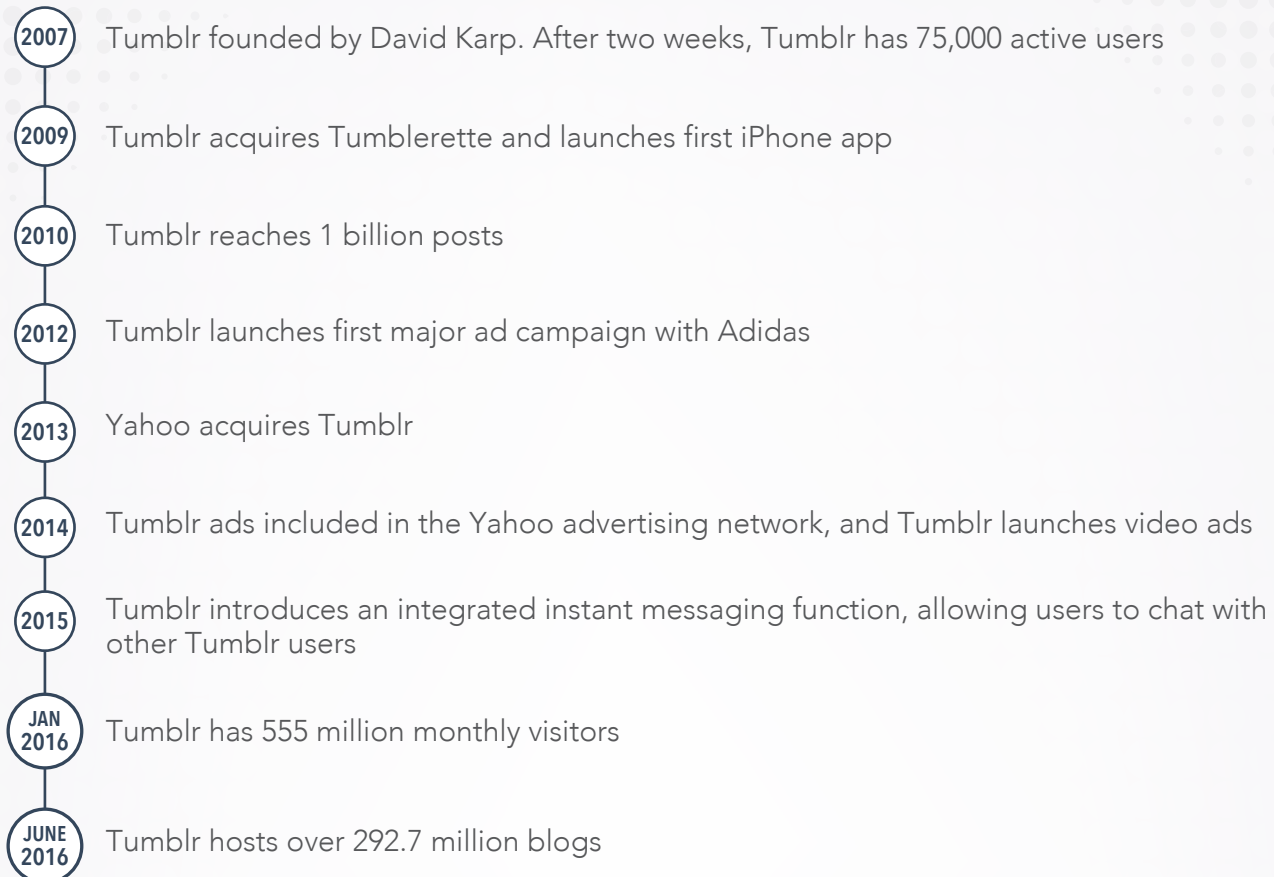
On Tumblr, it's not enough to just repurpose content, or curate third party content, because that will only serve your direct audience. More emphasis must be placed on creating original content that will continue to be associated with your brand when it appears on other users' blogs.

- Deliver content creatively. The way that you package your content can be enough to capture users' attention. The creative delivery of visual content (custom theming, GIFs, etc.) can impact a post's shareability.

THE STATE OF TUMBLR



Tumblr's Timeline



THE STATE OF GOOGLE PLUS



Google+ may be the most powerful social network you never use. Integrated with YouTube, Gmail, and several other services, Google+ has over 2.2 billion registered users, but only 540 million monthly active users.

Google's mission is to organize the world's information and make it universally accessible and useful. This is pervasive across Google+, with a strong focus on accessibility and discovery. Google+ recently added a feature called "collections" that acts as a pin board to help make information accessible. This is the most recent in a long line of additions meant to bolster Google's overall mission. Despite criticism about declining adoption and low engagement, Google+ has attracted 87% of top brands, and 50% actively posted in the month of April. Brands have found that the audience that is on Google+ is interested in following and engaging with them.

Google Plus's Audience



540 MILLION
ACTIVE USERS



62% OF USERS
ARE B2B MARKETERS



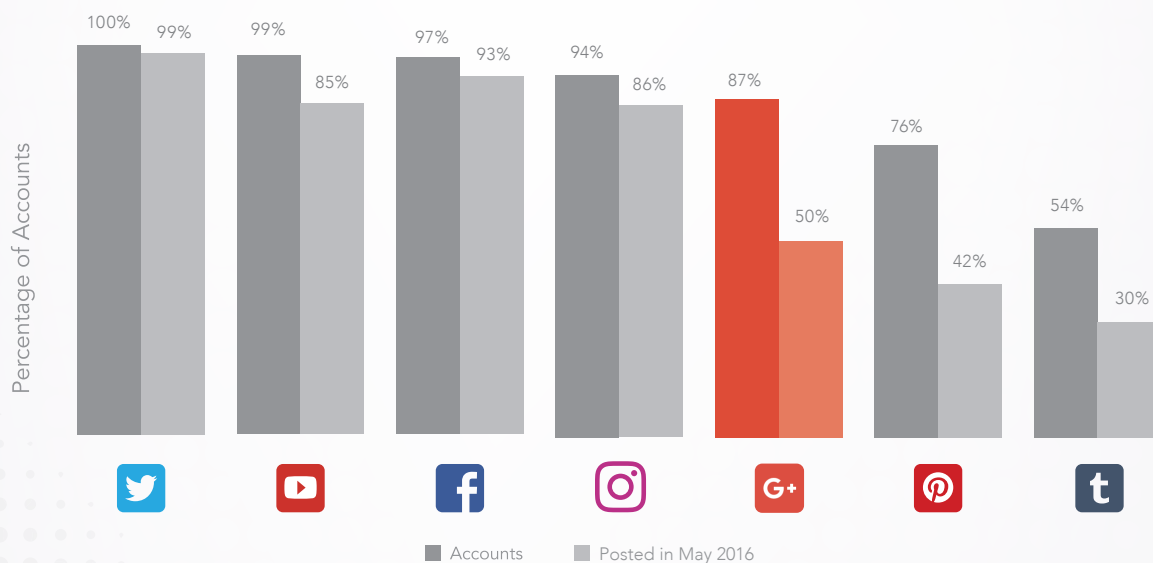
90% OF PROFILES
NEVER POSTED TO THE NETWORK



22% OF ADULTS
THAT ARE ONLINE, USE GOOGLE+
AT LEAST ONCE PER MONTH

Brand Adoption

Percentage of Interbrand 100 Companies Using Each Network

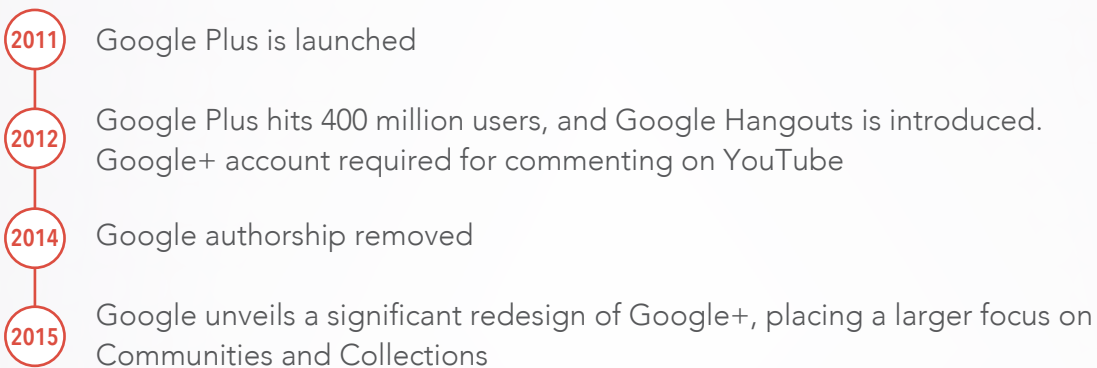


While brand adoption on Google+ has grown from 78% to 87%, the percentage of brands that post monthly has dropped from 66% to 50%.

Tips for Google Plus

- Focus on Communities and Collections. Google+ now puts Communities and Collections front and center. Focus on growing in these areas to grow on the network.
- Be mobile-friendly. In late 2015, Google+ got rebuilt across web, Android, and iOS for a fast and consistent experience. Make sure you've opted in to this new version of Google+ on the web to see the changes, and make sure that everything you link to on Google+ is mobile-friendly.
- Update Your Google My Business profile. This connects you directly with your customers when they are searching for your business (or a business of its kind) on Google, Google Maps, or Google+.

Google Plus's Timeline

- 
- 2011 Google Plus is launched
 - 2012 Google Plus hits 400 million users, and Google Hangouts is introduced.
Google+ account required for commenting on YouTube
 - 2014 Google authorship removed
 - 2015 Google unveils a significant redesign of Google+, placing a larger focus on Communities and Collections

THE STATE OF YOUTUBE



Every day, people watch millions of hours of video on YouTube. Watchtime on the network has increased by 50% year-over-year for three straight years.

While many visitors may ignore the engagement features on YouTube, the sharing aspect is unparalleled. Over 300 hours of video are uploaded to YouTube every minute, and generate billions of views each day.

YouTube's Audience



OVER 1 BILLION
YOUTUBE USERS



EVERY DAY PEOPLE WATCH
HUNDREDS OF MILLIONS OF
HOURS ON YOUTUBE & GENERATE
BILLIONS OF VIEWS



88 COUNTRIES
YOUTUBE IS LOCALIZED



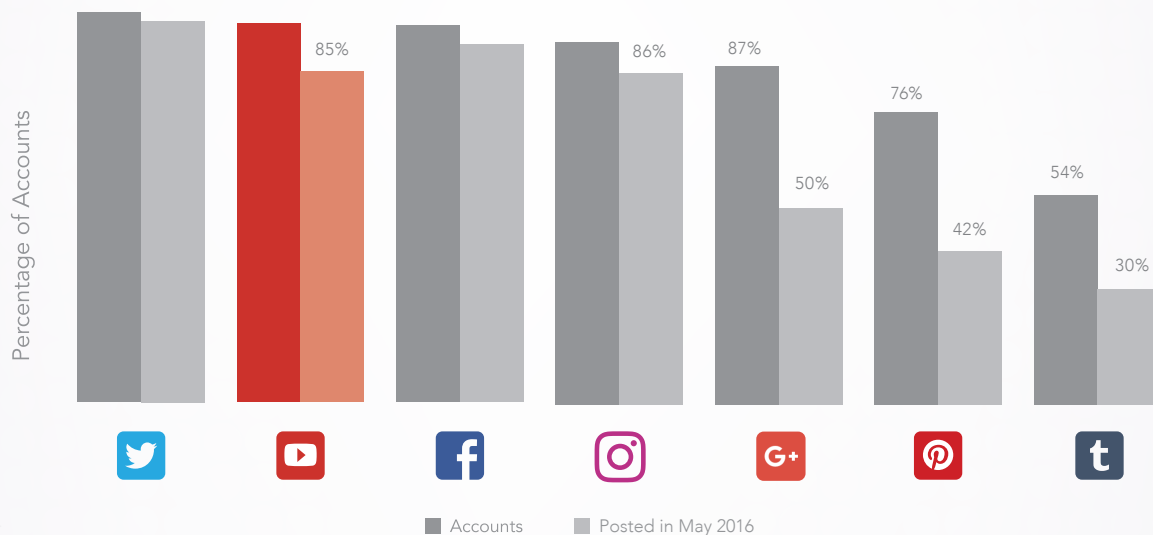
50% INCREASE
PARTNER REVENUE
YEAR-OVER-YEAR



REACHES MORE
18-34 & 18-49 YEAR-OLDS
THAN ANY CABLE NETWORK
IN THE U.S.

Brand Adoption

Percentage of Interbrand 100 Companies Using Each Network



Monthly posting by top brands dropped by 7% year-over-year. This seems natural with the rise of native video on Facebook, Instagram, and Twitter, but YouTube isn't slowing down, and is doubling down on enabling creative content from influencer partners.

THE STATE OF YOUTUBE



Tips for YouTube

- **Timely content resonates best.** It's all about timing. On YouTube, videos timed with an announcement or product release outperform scheduled and nuanced content. The standard search algorithm rules apply...a certain topic sees a spike in searches as a result of news, and more views for your video follow.
- **It's all about the playbacks.** The best way for your video to amass playbacks is for it to get good visibility within the YouTube platform itself. Obviously, promotion of your video will go a long way. However, YouTube's platform has the ability to resurface your video for interested viewers. Playback location is a crucial part of a video's success. Playback location is crucial for the reach and scope of your videos, as well as the popularity of your brand's channel as a whole. Keep an eye on this with every video you produce. Tips for YouTube
- **Optimize for SEO:** [You can optimize your videos to show up higher in YouTube's search](#), as well as in Google searches through a couple of simple techniques. If a video does well enough on YouTube, it will jump to page one on Google before you know it.

Instead of titling your videos what you want to title them or think they should be titled, see what people are searching for. Audit your YouTube channel, renaming videos based on the autocomplete feature in YouTube.

You can also use more conventional approaches to SEO, such as inserting 10-15 keywords in the tags section you want your video to rank for. Add a hefty description to the video, a transcription, and even name the file you upload what you're hoping to rank for. These are all pieces of metadata YouTube uses when ranking videos.

THE STATE OF YOUTUBE



YouTube's Timeline

- 2005** YouTube domain registered and first video posted
- 2006** 100 million views per day. Google purchases YouTube
- 2007** YouTube launches in nine countries around the world
- 2008** YouTube adds a high-quality mode, increasing resolution to 480×360 pixels
- 2009** YouTube adds auto-sharing features
- 2010** YouTube exceeds 2 billion views per day
- 2011** YouTube launches a new version of the site interface, with video channels displayed in a central column on the home page to mimic social networking sites
- 2012** YouTube deletes inactive subscribers to get more accurate counts
- 2013** YouTube launches pilot program, allowing channels to require paid subscriptions
- 2014** YouTube has 800 million unique users per month
- 2015** YouTube launches YouTube for Kids, a family-friendly app
- APR 2016** YouTube rolls out six-second "bumper ads"
- MAY 2016** YouTube begins rolling out "native sharing"
- JUNE 2016** YouTube has over a billion users per month

THE STATE OF LINKEDIN



LinkedIn is the quintessential network for business professionals, boasting a growing content platform, and a prime space for recruiting. While most consumer brands don't use LinkedIn in the same way they use other networks, the opportunity for thought leadership and recruiting content has attracted many brands.

In June, Microsoft purchased LinkedIn for \$26.2 billion. While it's unclear what this acquisition will mean for the network, the additional resources that Microsoft has at its disposal can't hurt.

LinkedIn's Audience



OVER 433 MILLION
MEMBERS



**FASTEST GROWING
DEMOGRAPHIC IS STUDENTS**
40 MILLION STUDENTS & RECENT GRADS



65% OF REVENUE
COMES FROM TALENT
SOLUTIONS

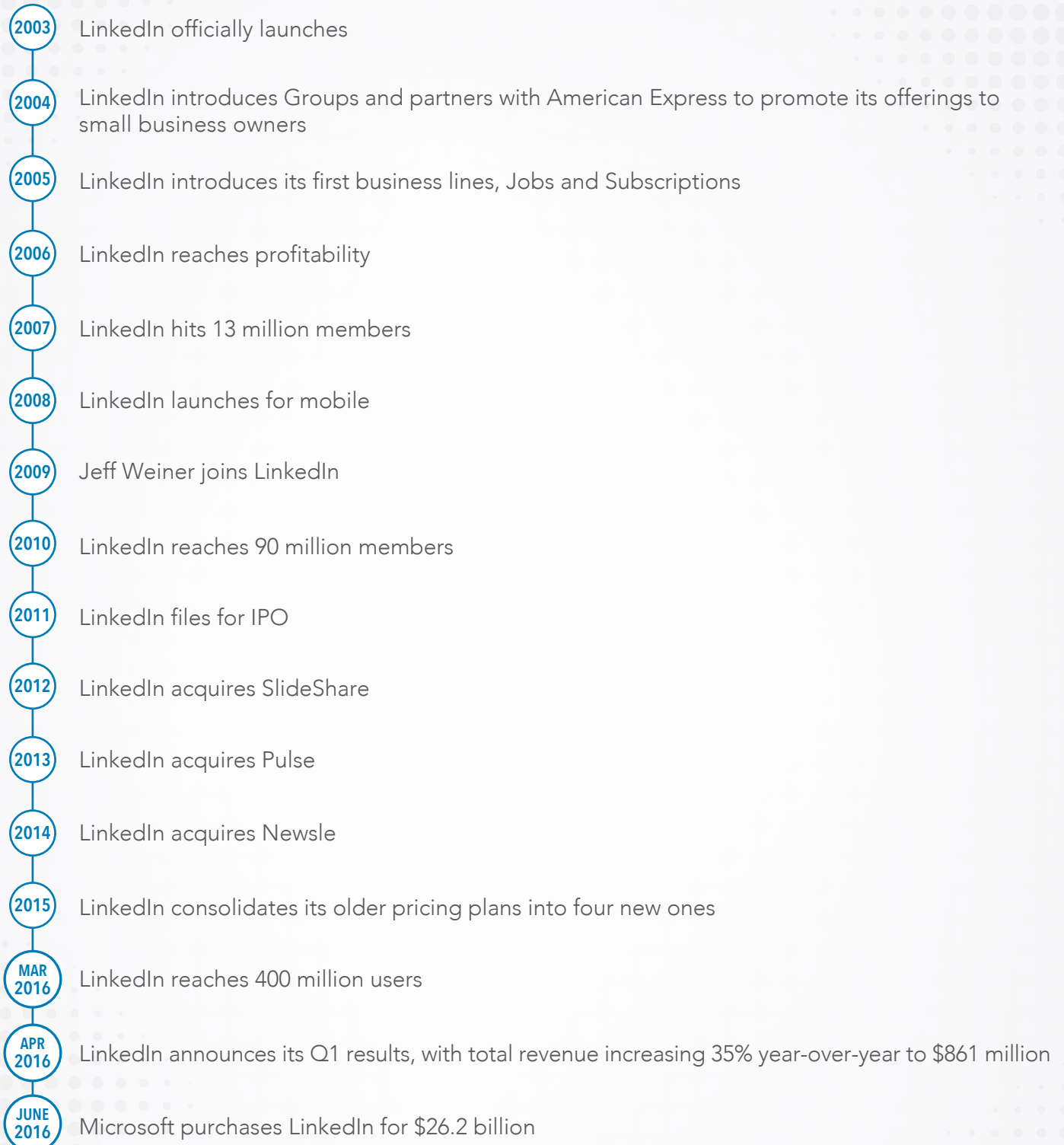
Tips for LinkedIn

- Identify and engage SME's in your organization. Get colleagues who understand customers' needs or have specific content creation skills (e.g., video production, infographic design) to commit to posting on LinkedIn on a regular basis.
- Theme your content. Start a themed series you can publish regularly to get followers turning to you reliably for insight.
- Build out your Products & Services page. According to LinkedIn, marketers who build out their Products & Services page have twice as many company followers.

THE STATE OF LINKEDIN



LinkedIn's Timeline



THE STATE OF SNAPCHAT



More than 60% of U.S. smartphone users aged 13 to 34 are Snapchatters. As a hub for robust brand content and discovery, event-based interaction, and visual communication, Snapchat is an extension of many brands' identities, and emerging as a core component of the social strategy for brands like Taco Bell, Coca Cola, and Louis Vuitton. Initially released in 2011, Snapchat has grown and changed in many ways. Its most recent evolution came in March 2016 with what the network deemed "Chat 2.0," including features like auto-advancing Stories, instant video, and audio chatting, and sticker enhancements (which made Snapchat's acquisition of Bitmoji earlier in the year make a lot more sense).

When Snapchat turned down a \$3 billion offer from Facebook in 2013, the general consensus was that the small team was crazy not to take the money and run. How wrong they all were. What began as a tool for young people to connect with their friends with erasable content is now used by 150 million people every day, and not just to engage with friends. For many people, Snapchat is a destination for news, trends, and entertainment from brands, especially on Snapchat's Discover feature. Because of this diversity of content, customization of the ad platform, and ability to reach a younger demographic, marketers and advertisers are flocking to Snapchat.

In 2016, Snapchat is dominating the conversation around social video, with over 10 billion videos viewed on the network each day. This massive captive audience has emboldened Snapchat. Its latest ad offering, as of March 2016, doubles prices for views of its new interactive videos, according to industry insiders.

Snapchat's Audience



150 MILLION
DAILY ACTIVE USERS



37% OF MONTHLY
USERS ARE BETWEEN 18-24



100% OF USERS
ARE MOBILE USERS

Tips for Brands

There are five keys to getting the most out of Snapchat for your brand:

- Do your research. What are other brands in your space (hint, hint: competitors) doing on Snapchat?
- Decide what you want out of Snapchat. You're going to reap different rewards from snapping coupons than snapping behind-the-scenes videos of your product launch.
- Regularly remind your social audience on more established channels like Facebook, Instagram,

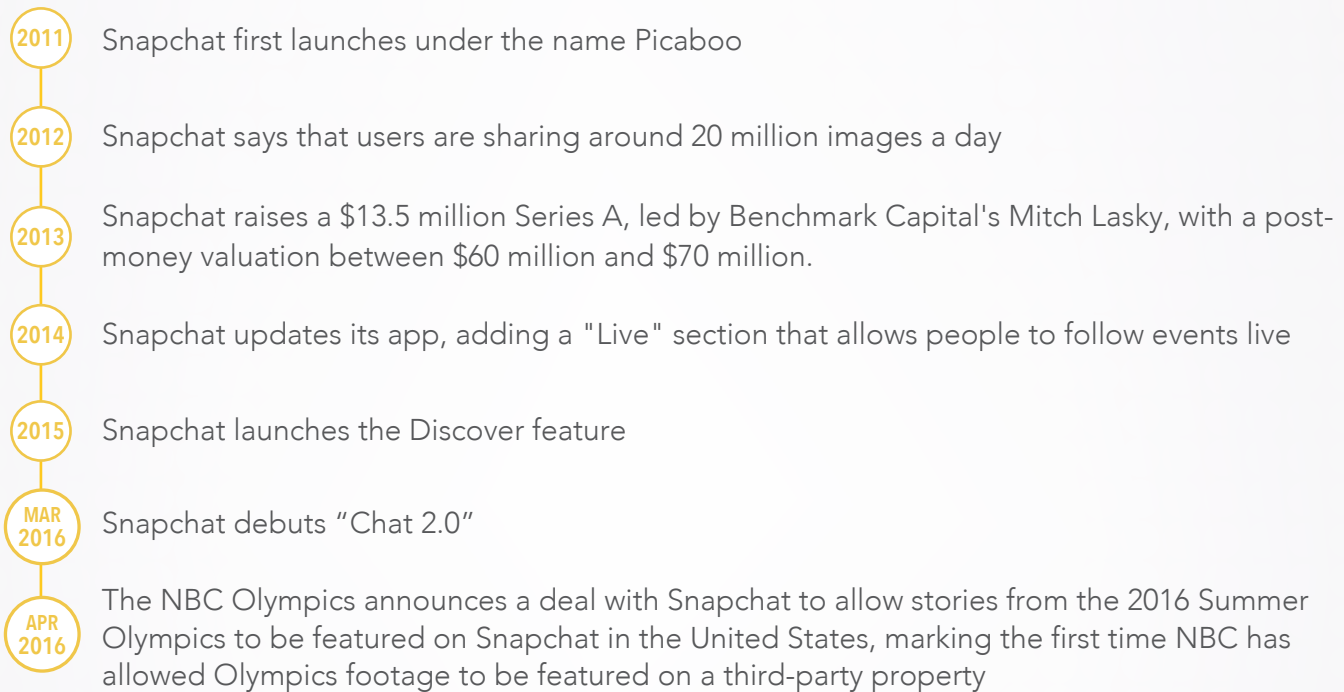
THE STATE OF SNAPCHAT



and Twitter that you're on Snapchat and doing cool things there. Offering exclusive content on Snapchat is a smart way to do this.

- Post frequently. If you want to stay on people's Snapchat radars, set a regular cadence and stick to it.
- Consider Ads. Despite a lofty price tag, Snapchat has advertising options – from geofilters to the Discover feature – that you might want to consider.

Snapchat Timeline



CONCLUSION

While the level of sophistication among social marketers has continued to grow, this greater sophistication doesn't mean its evolution is complete. Marketing programs constantly evolve, and social media is no exception. The real challenge will be for social marketers to understand the relationships and inter-workings of other digital marketing channels, develop a common language with other teams, and continue to measure and improve programs.

As the survey conducted for this report concluded, many marketers still struggle to identify the ROI of their social media programs. By connecting social media to the buyer's journey, and understanding the full impact of earned, owned, and dark social activity, social marketers will continue to prove and improve their impact on marketing programs throughout 2016 and beyond.

SOCIAL ANALYTICS

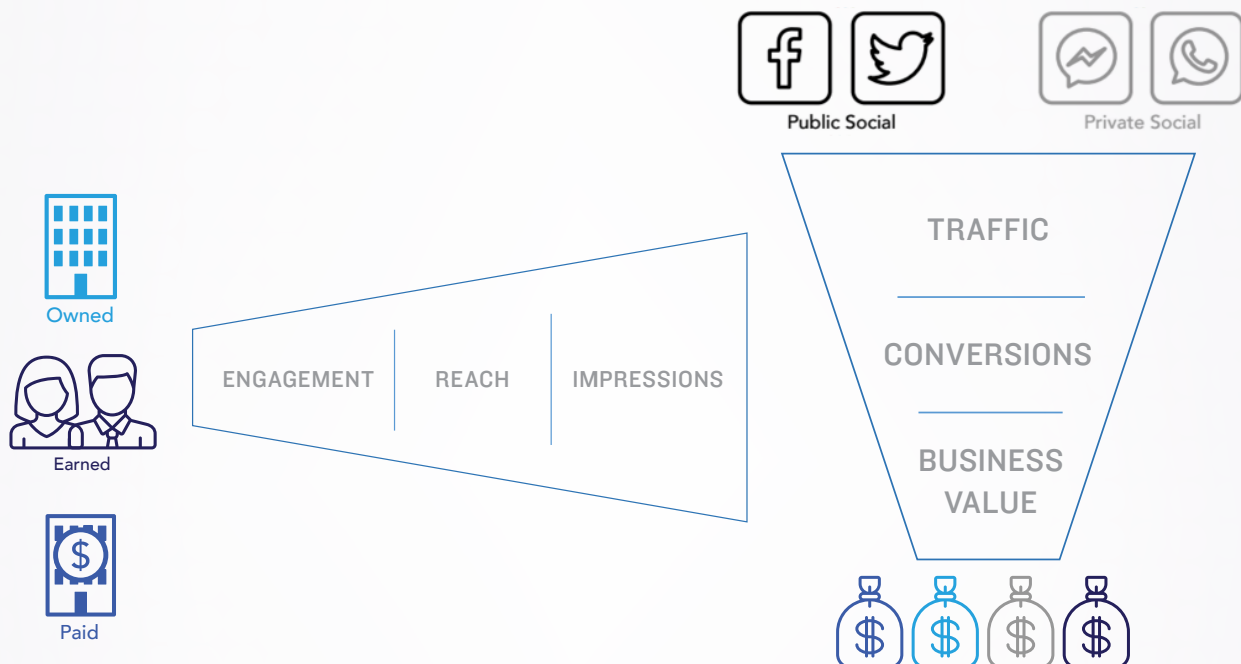
The Importance of Social Analytics

43% of marketers cited analytics software as a needed resource to do their best work. Social analytics should fuel the two marketing components we outlined at the beginning of this section:

To be a steward of the brand: Creating brand awareness and protecting the brand's reputation

To drive demand: Generating revenue opportunities and retention of current customers

With the right software, marketers are able to **prove value** and **improve performance** in both areas.





ABOUT SIMPLY MEASURED

Simply Measured is the most complete social analytics solution, empowering marketers with unmatched access to their social data to more clearly define their social strategy and to optimize their tactics for maximum impact.

Our goal is to put the tools to understand business data in the hands of business users. We think reporting should be simple, attractive, and accessible for everyone – not just data scientists. Our software streamlines the process from data to deliverables and eliminates the countless hours spent on everyday reporting tasks. We do this by putting cloud data sources at your fingertips, providing a marketplace of best practice reports, and allowing you to generate beautiful solutions on the web, in Excel, and in PowerPoint with a couple of clicks.

Want to try Simply Measured?

[Request a FREE Trial Today](#)



CITATIONS

<http://newsroom.fb.com/company-info/>

<https://about.twitter.com/company>

<https://instagram.com/press/>

<https://about.pinterest.com/en/press>

<https://www.tumblr.com/press>

<https://www.youtube.com/yt/press/statistics.html>

<https://press.linkedin.com/about-linkedin>

<http://gartner.com>

<http://cmosurvey.com>

<http://forrester.com>

<http://get.simplymeasured.com/rs/801-IXO-022/images/2015StateOfSocialMedia.pdf>

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<https://zephoria.com/top-15-valuable-facebook-statistics/>

<http://get.simplymeasured.com/rs/simplymeasured/images/2015FacebookIndustryReport.pdf>