

A Survey of Social Media Practitioners: “How to Buy Social Media Services”

*Conducted in 2011,
via Survey Monkey,
by the Social Media Club,
Hawaii chapter.*


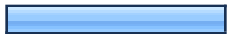


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1. Before we start the actual survey, what do you believe is the most important thing we as professionals can do to raise awareness of social media best practices?

	Response Count
	80
answered question	80
skipped question	9

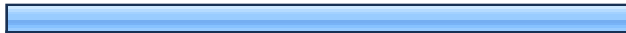



2. How long have you been a full time social media professional?

		Response Percent	Response Count
5+ years		13.1%	11
3-4 years		19.0%	16
1-3 years		48.8%	41
less than 1 year		19.0%	16
		answered question	84
		skipped question	5




3. Prior to being a social media professional, what field were you in:

		Response Percent	Response Count
Digital Asset Development (technical, coding, websites, etc.)		10.8%	9
Internet Marketing (SEO, PPC, email marketing)		10.8%	9
Marketing and Communications (advertising, events, etc.)		21.7%	18
PR (events, media outreach, story generation)		13.3%	11
Other (please specify)		43.4%	36
		answered question	83
		skipped question	6

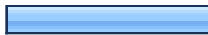


4. Where do you live? (We welcome all responses and are also preparing a snapshot of our local market here in Hawaii.)

		Response Percent	Response Count
Hawaii		54.3%	44
North America		39.5%	32
South America		0.0%	0
Europe		3.7%	3
Asia		0.0%	0
Oceania		2.5%	2
Africa		0.0%	0
answered question			81
skipped question			8




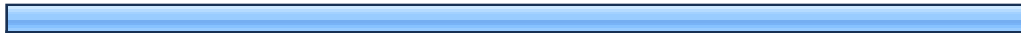


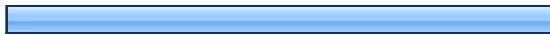
5. How would you describe the community where you provide the majority of your services?

		Response Percent	Response Count
Urban		70.0%	56
Suburban		20.0%	16
Rural		10.0%	8
answered question			80
skipped question			9




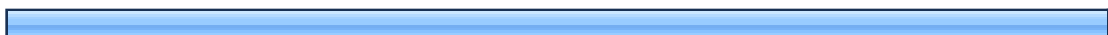










6. What is your highest level of education?

		Response Percent	Response Count
High School Diploma		17.5%	14
College Degree		67.5%	54
Post Graduate Degree		15.0%	12
answered question			80
skipped question			9

7. Regardless of whether you are a consultant or an employee, please tell us which services you provide to YOUR CLIENTS or EMPLOYER.

		Response Percent	Response Count
Social Media Strategy		92.5%	74
Platform Programmer and Integration (Facebook, WordPress, etc)		61.3%	49
Social Media Training/Best Practices		76.3%	61
Social Media Implementation		88.8%	71
Community Development/Management		56.3%	45
Content Development		76.3%	61
Social Media ROI		47.5%	38
	Other (please specify)		8
answered question			80
skipped question			9


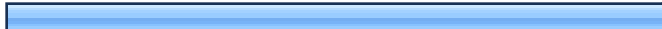
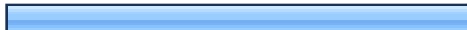
8. Which social platforms and new media do you currently use for YOUR CLIENTS or YOUR EMPLOYER? Select all that apply.

		Response Percent	Response Count
Blog		77.8%	63
Facebook		97.5%	79
LinkedIn		75.3%	61
Twitter		96.3%	78
YouTube		85.2%	69
uStream		14.8%	12
Tout		0.0%	0
Video Podcasting		14.8%	12
BlogTalkRadio		7.4%	6
Audio Podcasting		17.3%	14
Flickr		50.6%	41
FourSquare		49.4%	40
Gowalla		12.3%	10
Empire Avenue		4.9%	4
Namesake		4.9%	4
	Other (please specify)		14

answered question 81

skipped question 8

9. When it comes to social media, would you say the majority of your clients or employer:

		Response Percent	Response Count
Really gets it! (I can hardly keep up with their requests and feel very supported.)		2.4%	2
Mostly gets it. (We are proceeding at a thoughtful pace with adequate support.)		57.3%	47
Barely gets it. (I have to explain and justify initiatives, and struggle for support.)		40.2%	33
		answered question	82
		skipped question	7




10. Regarding your compensation, in thinking about the value you provide do you believe you are:

		Response Percent	Response Count
Mostly overpaid		0.0%	0
Mostly fairly paid		50.0%	40
Mostly underpaid		50.0%	40
answered question			80
skipped question			9

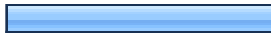




11. Are you an independent social media professional or do you provide social media services as part of your salaried job?

		Response Percent	Response Count
I am an independent social media consultant.		67.9%	57
I provide social media services as part of my salaried job.		32.1%	27
answered question			84
skipped question			5

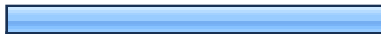









12. As an EMPLOYED social media practitioner, what percent of your time do you spend on social media activities in your job?

		Response Percent	Response Count
Full time social media position		37.0%	10
Roughly 50% of my time		18.5%	5
25% or less of my time		44.4%	12
		answered question	27
		skipped question	62

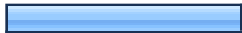



13. What is your current annual salary?

		Response Percent	Response Count
More than \$100,000		23.1%	6
\$75,000 - \$99,000		7.7%	2
\$50,000 - \$74,000		38.5%	10
\$25,000 - \$49,000		23.1%	6
Less than \$25,000		7.7%	2
		answered question	26
		skipped question	63







14. Which of the following activities do you regularly engage in to promote YOUR BUSINESS (not your clients)?

		Response Percent	Response Count
Paid Speaking Engagements		32.7%	17
Free Speaking Engagements		57.7%	30
Blogging		73.1%	38
Vlogging		17.3%	9
Podcasting		5.8%	3
Twitter		88.5%	46
Facebook Page		80.8%	42
Facebook Profile		59.6%	31
Paying Member of Professional Organization		44.2%	23
Other (please specify)		25.0%	13
		answered question	52
		skipped question	37

15. As an independent consultant, how do you charge for social media engagements?

		Response Percent	Response Count
Hourly		20.4%	11
By the Project		37.0%	20
Retainer-Based		18.5%	10
All of the above, depending on client needs.		53.7%	29
		answered question	54
		skipped question	35

16. What is your average hourly rate?

		Response Percent	Response Count
Less than \$25/hour		5.6%	3
\$25-\$49/hour		22.2%	12
\$50-\$74/hour		13.0%	7
\$75-\$99/hour		24.1%	13
\$100-\$149/hour		31.5%	17
More than \$150/hour		3.7%	2
		answered question	54
		skipped question	35