socialfresh
the business of social media

THE **2012**
COMMUNITY
MANAGER REPORT

CM

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I. Introduction

One year ago, Social Fresh conducted a survey to get some basic information on community managers. The response yielded great data that we enjoyed sharing with the Social Fresh community.

This year we gathered more information from more community managers. We surveyed 304 community managers between January 5th and January 20th.

All numbers specifically attributed to "community managers" exclude other job titles and community managers not working more than 20 hours per week on community management, unless otherwise stated.

To see higher resolution versions of the graphs included within this document, please view them on the Social Fresh Flickr account here: http://sofre.sh/06F.

II. Demographics

1. Gender:

The community manager role is still dominated by female professionals. In 2011 we found a 68% female to 32% male ratio. We saw slight change this year to 65% female and 35% male. However, the size of the audience surveyed this year was twice as large, so the difference between this year and last year is more likely an improvement in the data and sample size, and not an industry trend.

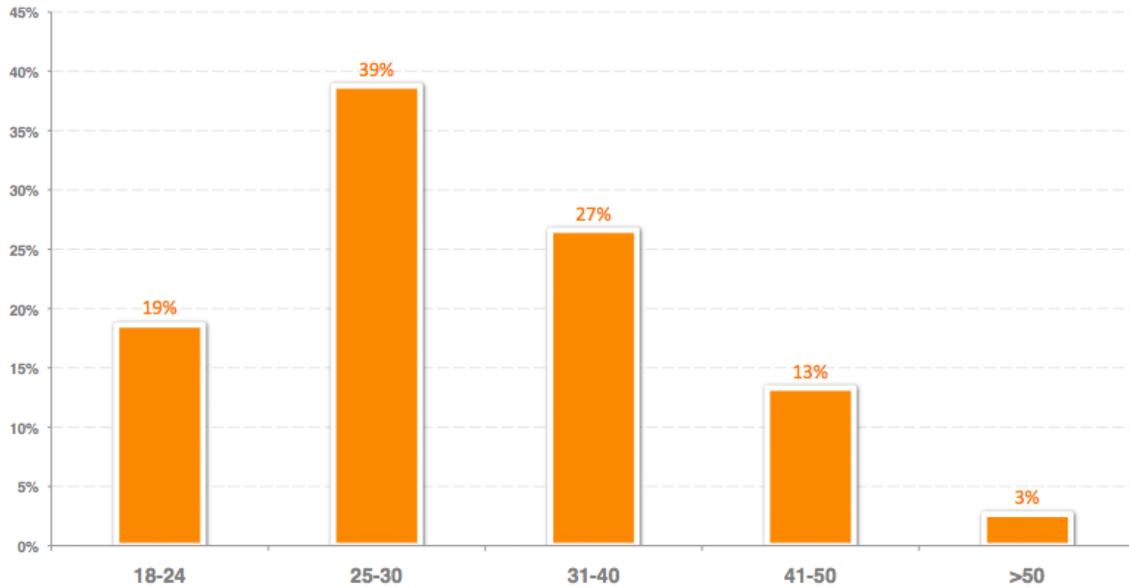## Community Managers: Female vs Male
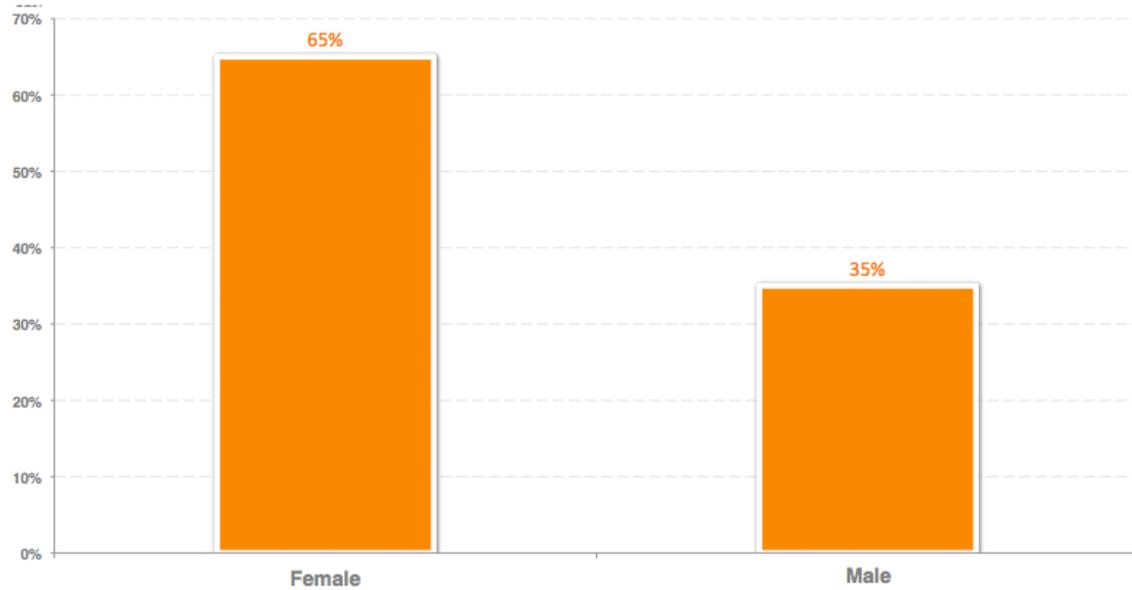
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2. Age:

The average age for a community manager in 2011 was 30 years old. We found the exact same result in 2012. The range in age of community managers is still quite large, from 18 to 54.

Average Community Manager Age

Age	Percentage
18-24	19%
25-30	39%
31-40	27%
41-50	13%
>50	3%

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3. Geography:

We saw a large range in geography this year. As a result we expanded the top cities list from five cities in 2011 to ten total cities for 2012. The 2011 top cities list included:
1. New York City
2. San Francisco
3. Boston
4. Denver
5. Austin

Notably, 8% of community managers surveyed lived outside large metropolitan areas this year, up from 4% last year. 17% live outside of the United States. And two cities, London (5th) and Toronto (6th), were in the top 10 cities listed by those community managers surveyed.

Other cities new to the top list since 2011 include Los Angeles (4th), Chicago (7th), Washington DC (9th), and Miami (10th).

The northeast region of the United States still dominates with the most community managers. New York City (18%) alone claims almost one in every five community managers surveyed. NYC, Boston, and Washington DC combine for 31% of all community managers surveyed.
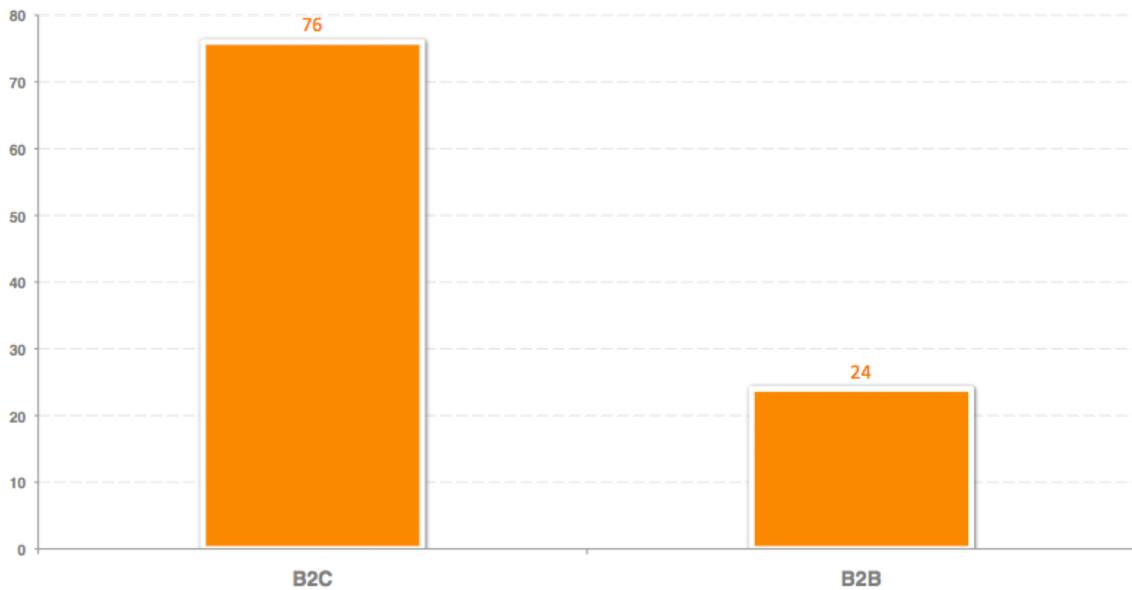

Community Managers: Top Cities

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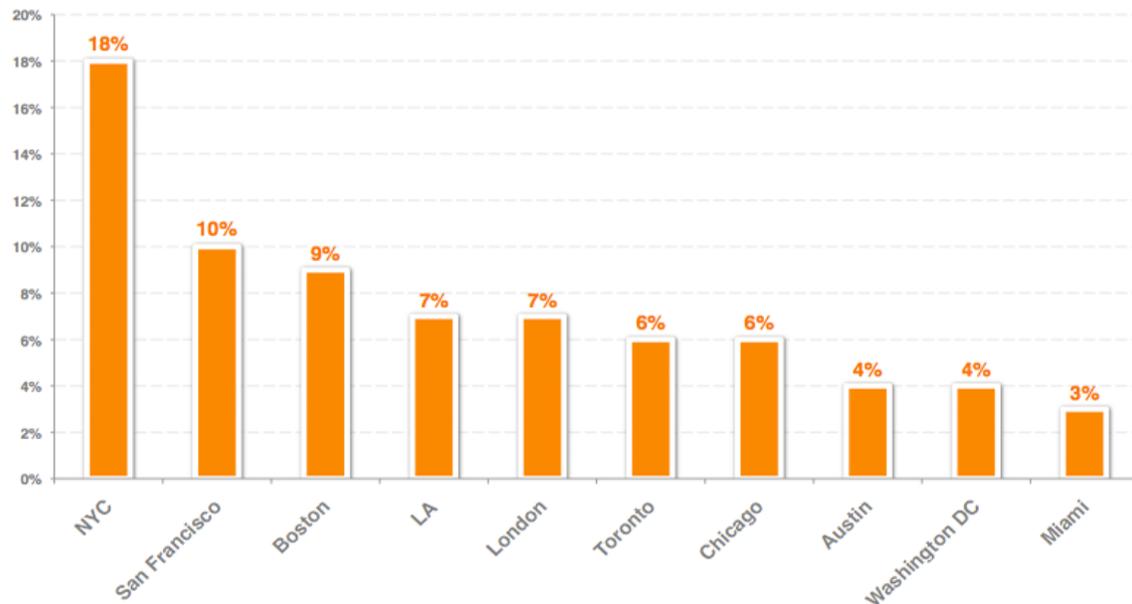
III. Community and Industry

We explored some of the community demographics: B2B vs. B2C, agency vs. brand managed, and top industries.

1. B2C vs. B2B

Community managers are three times as likely to be working on behalf of a consumer focused brand (B2C) than a business customer focused brand (B2B).
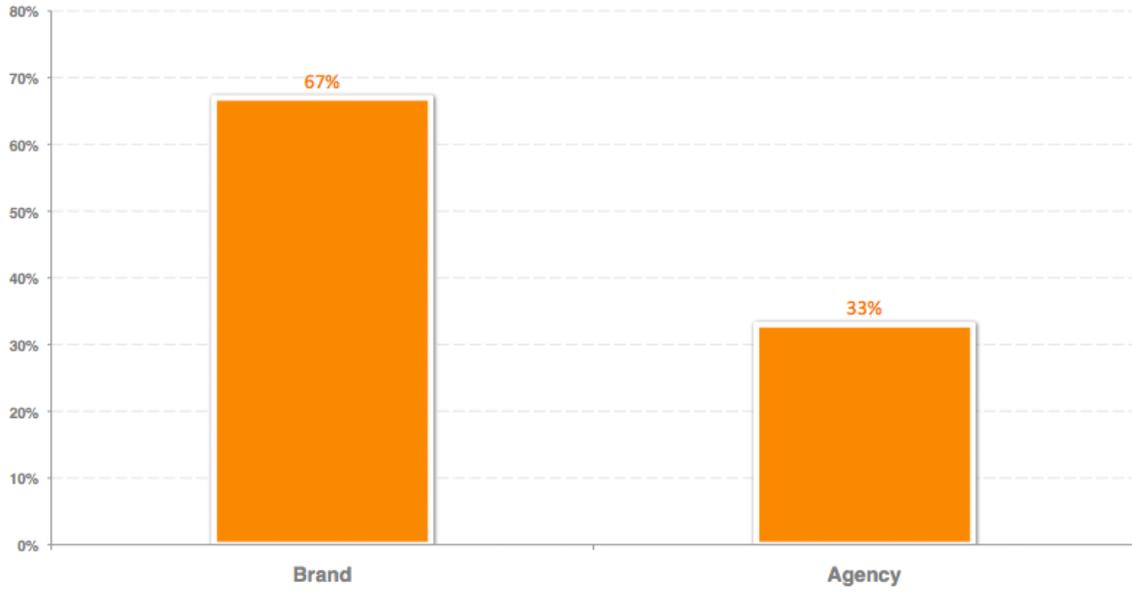
Community Managers: B2C vs B2B

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2. Brand vs. Agency:

Community managers are twice as likely to be working directly for the brand as compared to an agency on behalf of said brand.

Community Managers: Brand vs Agency

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3. Industries:

We categorized all the community managers surveyed into their corresponding industries. Software, marketing, and retail were the most common industries listed.

Industry	Community Managers
Software/Tech	40
Marketing/Communication	27
Retail	25
Philanthropy	15
Healthcare/Pharmaceuticals	15
Media/Publishing	15
Gaming	14
Food & Beverage	14
Entertainment & Hospitality	13
Education	11
Travel	10
Finance	8
Consumer Goods	8
Government/Municipal	7
Automotive	7
Electronics	7
Services	7
Real Estate	6
Beauty	6
Advertising	4
Website	4
Energy	4
Telecom	3
Ecommerce	3

IV. Compensation

Before we dive into some great numbers on average compensation for community manager roles, we wanted to find out how the community managers were measured. How is their success determined?

The two top factors that determined success were engagement metrics (50%) and community growth metrics (25%).

## Community Managers: How Success Is Measured
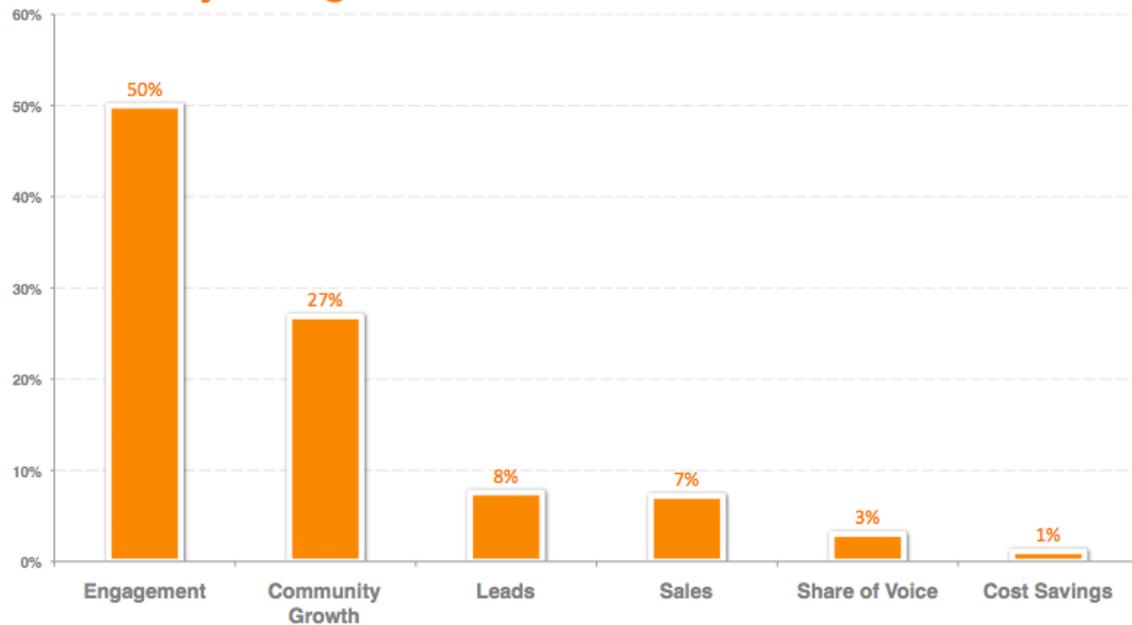
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1. Age

How does age impact the compensation of a community manager? More professional experience does equate to a larger average salary, to a point. We found that a ceiling is reached near $55,000.

Average Community Manager Salary By Age

Age	Average Salary
18-24	$36,969.00
25-30	$50,183.00
31-40	$56,236.00
> 40	$55,648.00

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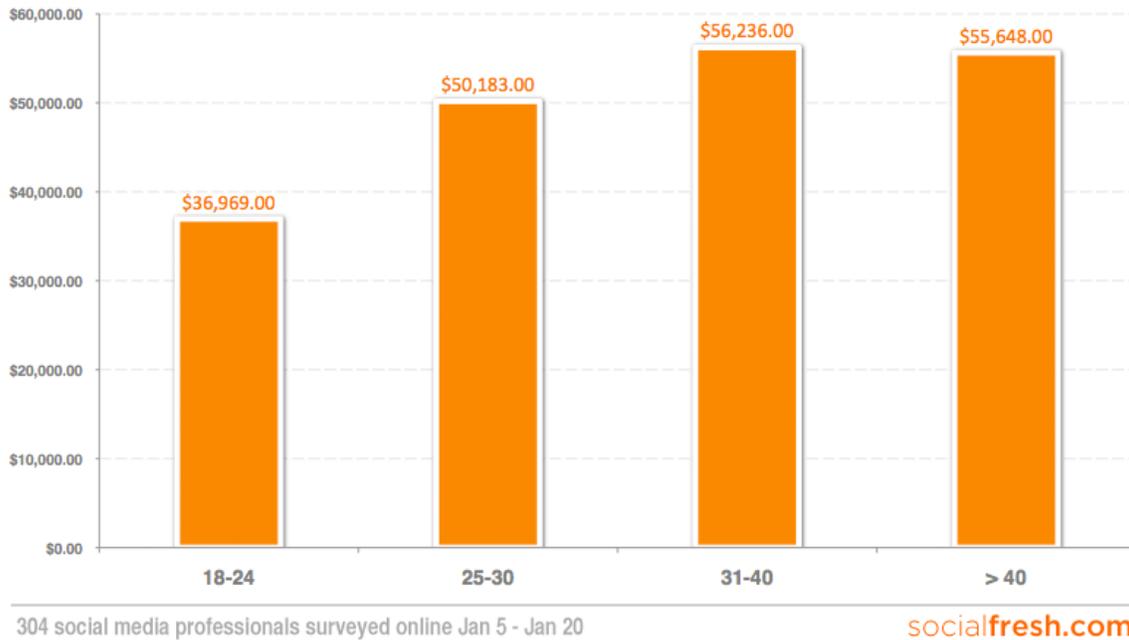
2. Gender

Does gender have a significant impact on the salary of a community manager? Yes. The average male community manager makes close to $4,000 more than the average female community manager.

Gender	Average Salary
Female	$50,400.00
Male	$54,880.00

3. Role

A wide range of definitions, responsibilities, and resources exist for the community manager role.

In addition, many social media professionals that hold the title "social media strategist" or "director of community management" are spending a majority of their time managing communities. Below is the breakdown in average salary for these three roles.

| Role	Average Salary
Community Manager	$51,647.00
Social Media Strategist	$55,806.00
Director of Community	$77,302.00

V. Execution

1. Hours On The Job:

The community manager position has a broad time commitment average. While the large majority of community managers, 61%, are spending 30+ hours per week managing communities — there are still a significant number of community managers working part time. Part time community managers fall into one of three categories:

- Freelancers hired by the hour
- Agency employees with limited hours for that client
- Brand side marketers with community management assigned as only a portion of their responsibilities

Community Managers: Hours Per Week Working On CM
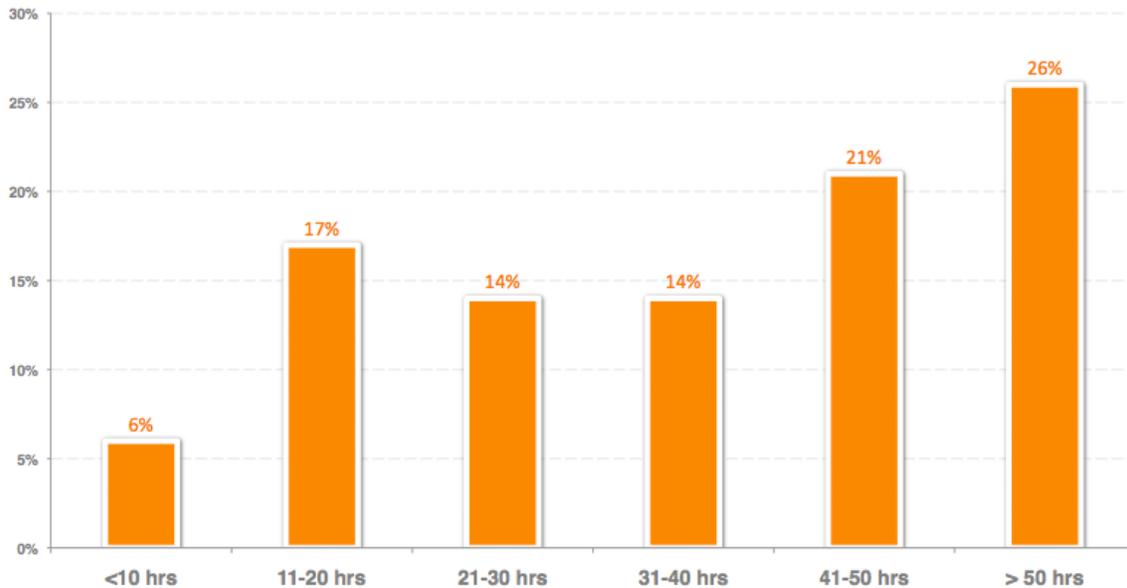
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2. Platforms and Tasks:

How are community managers spending their time while on the job? We asked two questions related to this execution side of the equation.

First, we wanted to know where community managers saw the most success. On which platform (Facebook, Blogs, Forums, etc) were they seeing the best results?

Community Managers: Platform For Best Results

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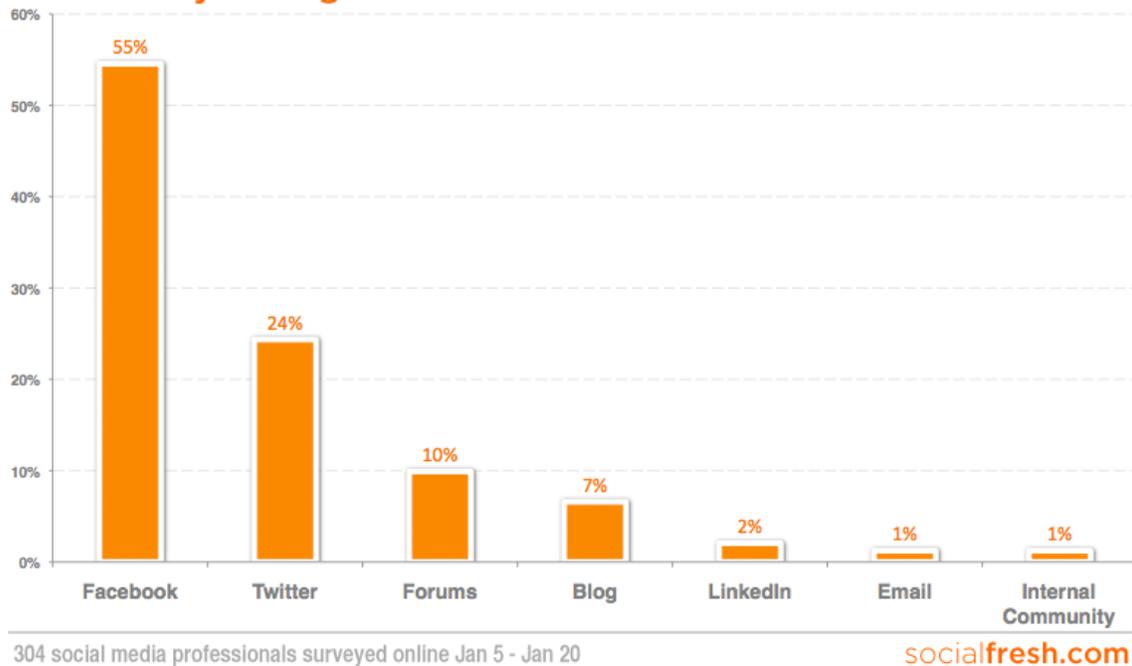
Facebook, Twitter, and blogs showed up in the top four and were expected. Third on the list, Forums, listed by 10% of the community managers surveyed, were a welcomed surprise. Forums continue to be an important platform of the community manager role. Facebook, not surprisingly, was the big winner with 55% of community managers listing it as the platform where they see the best results.

Then, to compare, we asked community managers what task took up most of their time.

Community Managers: Most Time Intensive Task
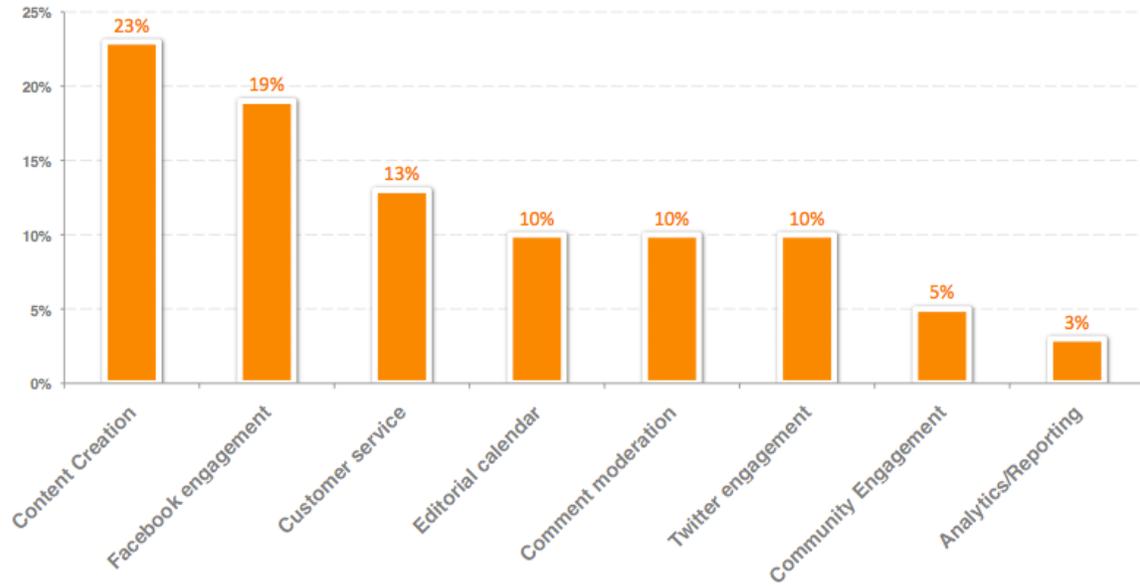
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Content creation, a task that is important in support of all platforms yet not crucial to managing communities, was listed as the most time intensive task. Another content related task, managing an editorial calendar, came in fourth on the list with 10%. Facebook and Twitter engagement also topped the list with 19% and 10%, as the most time intensive tasks. Customer service, comment moderation, general community engagement, and analytics/reporting were also listed.

VI. Closing Thoughts

The community manager role continues to evolve, segment, and mature. Junior employees are being used as support staff. Senior level social media professionals are managing staff, strategy, and analytics.

However, there also continues to be a large number of community managers with fewer hours and compensation than we expected. Many companies are testing the waters with part time community management.

We will continue to monitor the community manager role and report back on future trends.

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