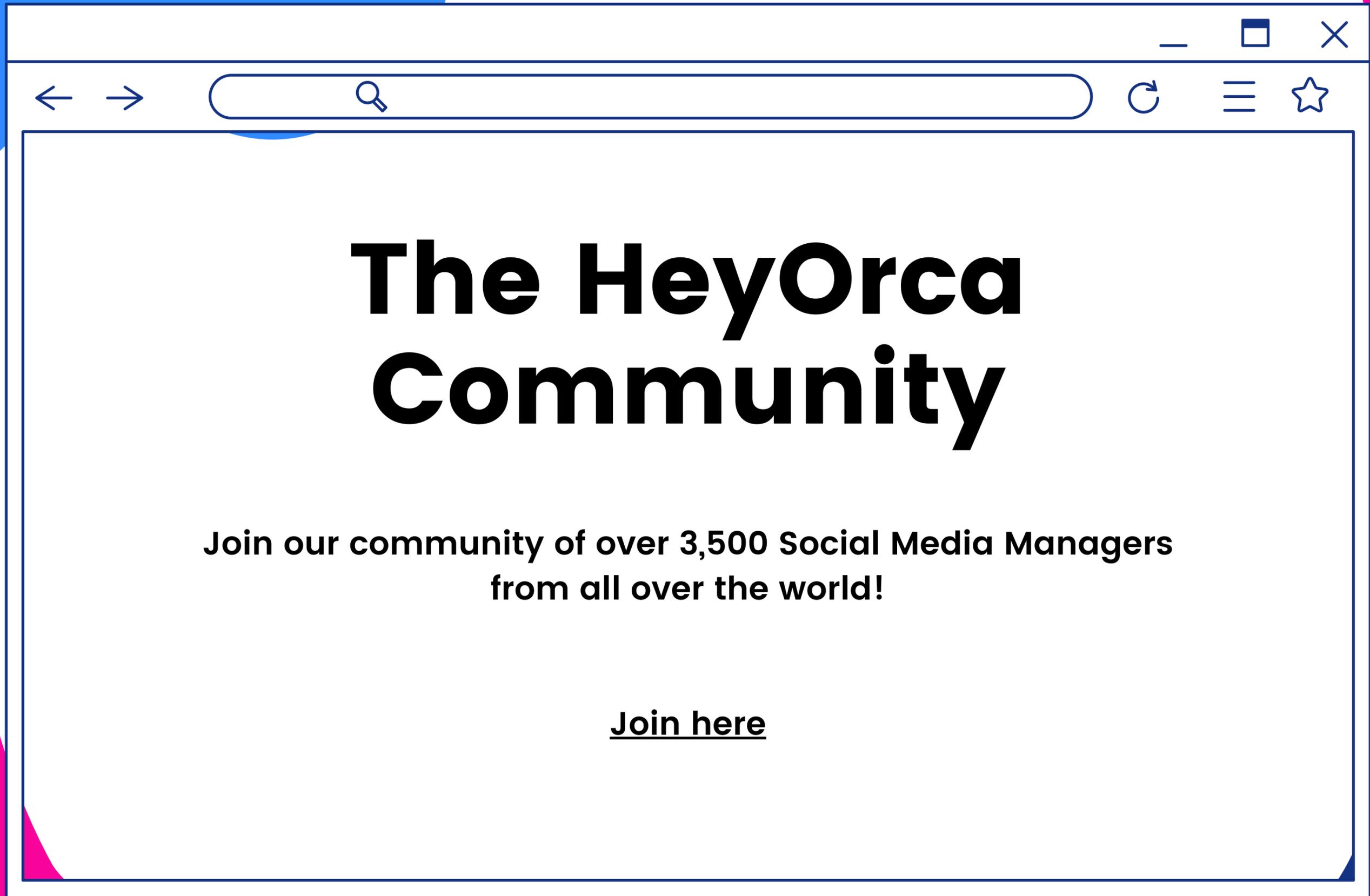


# Social Media Manager Role Predictions for 2023

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# The HeyOrca Community

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# Why we conducted this survey

At HeyOrca, it's our mission to stay on top of what the trends are for Social Media Managers. Our goal is to always create content that will make your lives easier so that you can take back your day.

We wanted to reflect on the past year and see where Social Media Managers were at and also what the new year may hold.

In this survey you will learn about average salaries, raises, and skills from 2022 and what skills and trends will be popular in 2023.



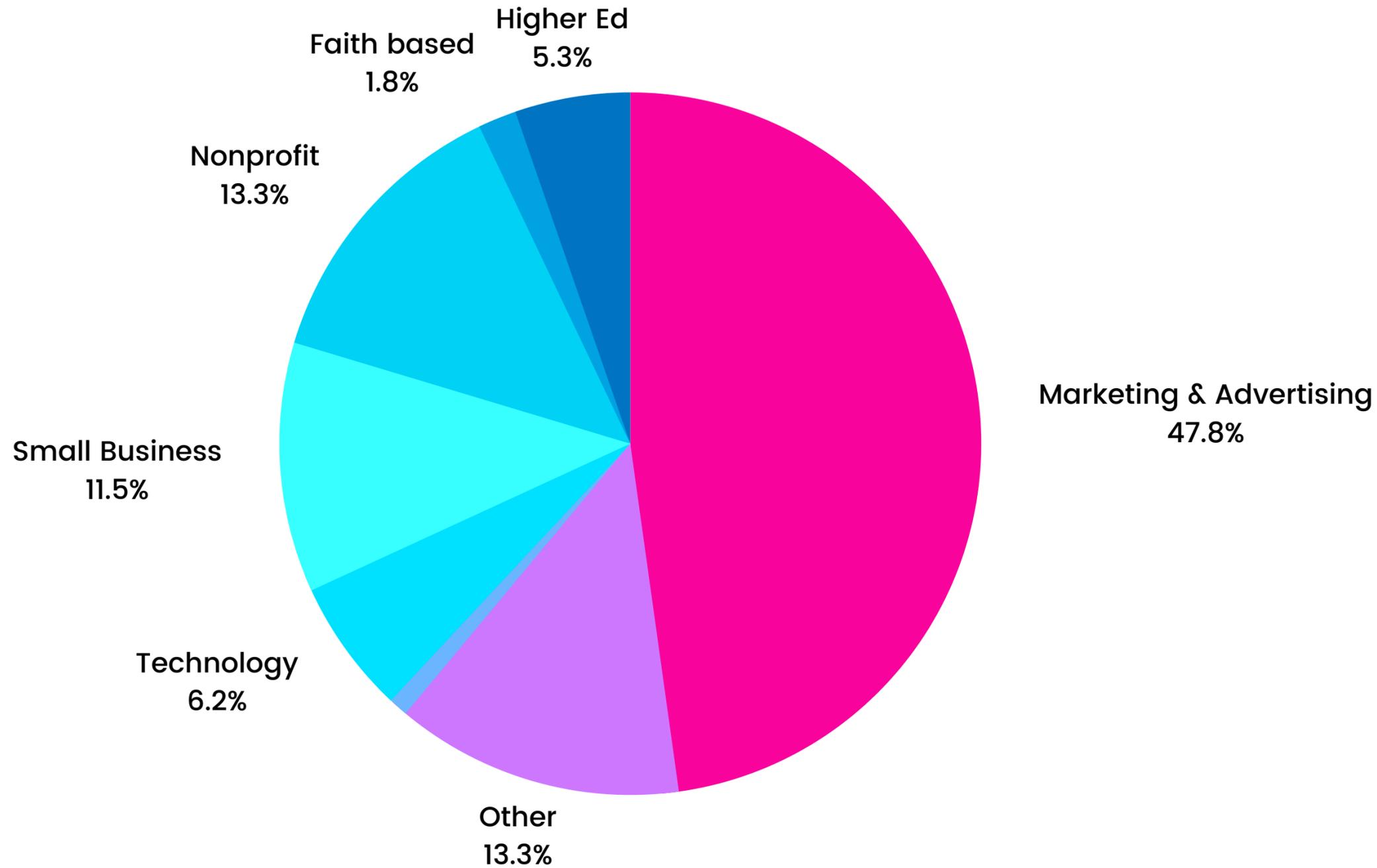
# Summary

We recently surveyed 113 Social Media Managers to better understand what was important in their role in 2022 and what they're expecting in 2023. Here are the highlights:

- 48.1% work on a social team with just themselves and 29.6% have a team of 2-3.
- The average salary of a Social Media Manager is anywhere between \$36,000 - \$55,000 a year with an average yearly salary increase of 0%-2%.
- The top 3 biggest barriers Social Media Managers faced in 2022 were keeping up with the algorithm and new features, declining organic reach and proving ROI.
- The top 4 skills that will be more relevant in 2023 include video editing, storytelling, community building and influencer marketing.



# Top Industries Surveyed

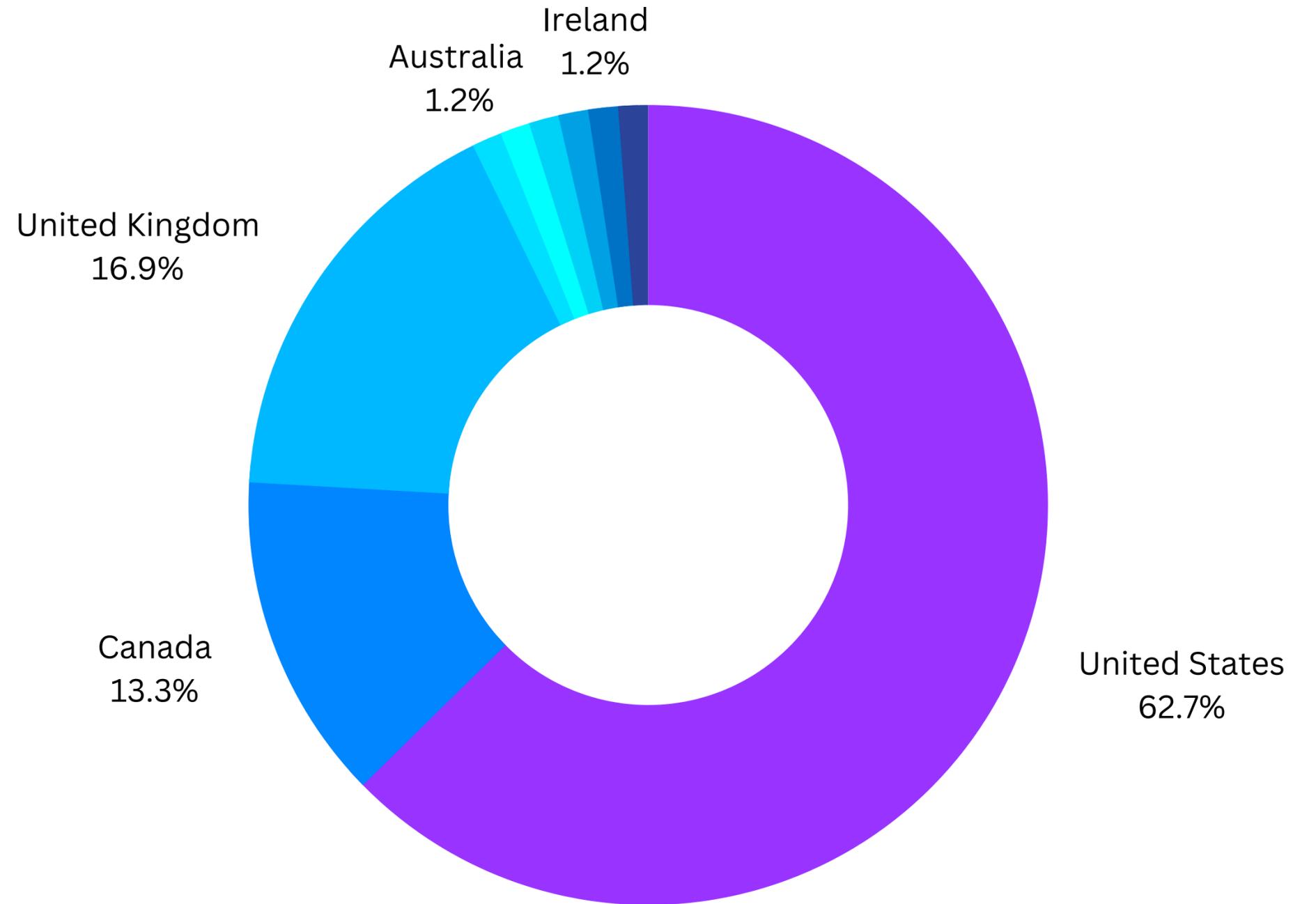


- 113 people were surveyed
- The top 4 industries include; marketing & advertising, other, nonprofit and small business

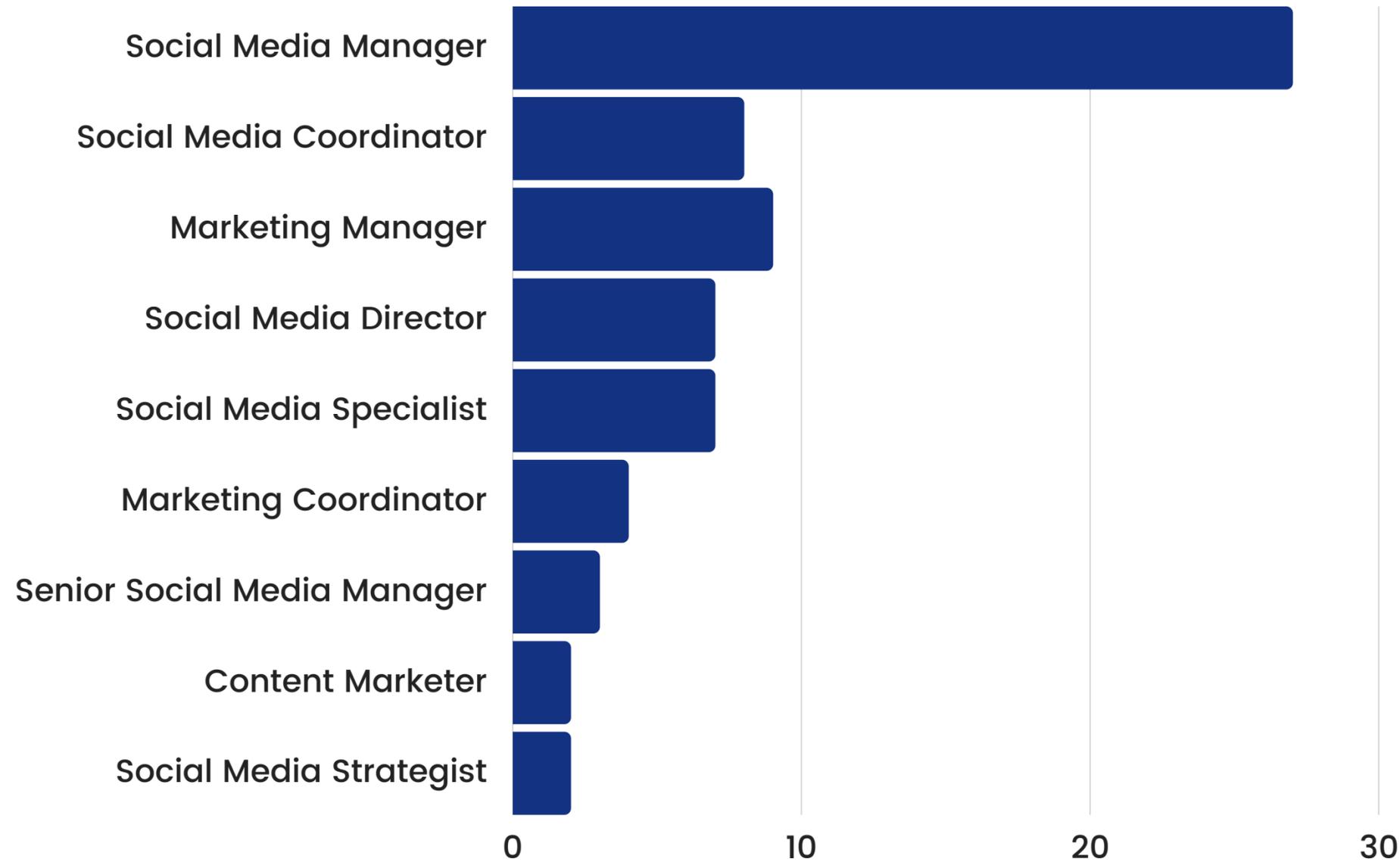


# Top Countries Surveyed

- The top 3 countries that surveyors were from based out of include the United States, Canada and the United Kingdom



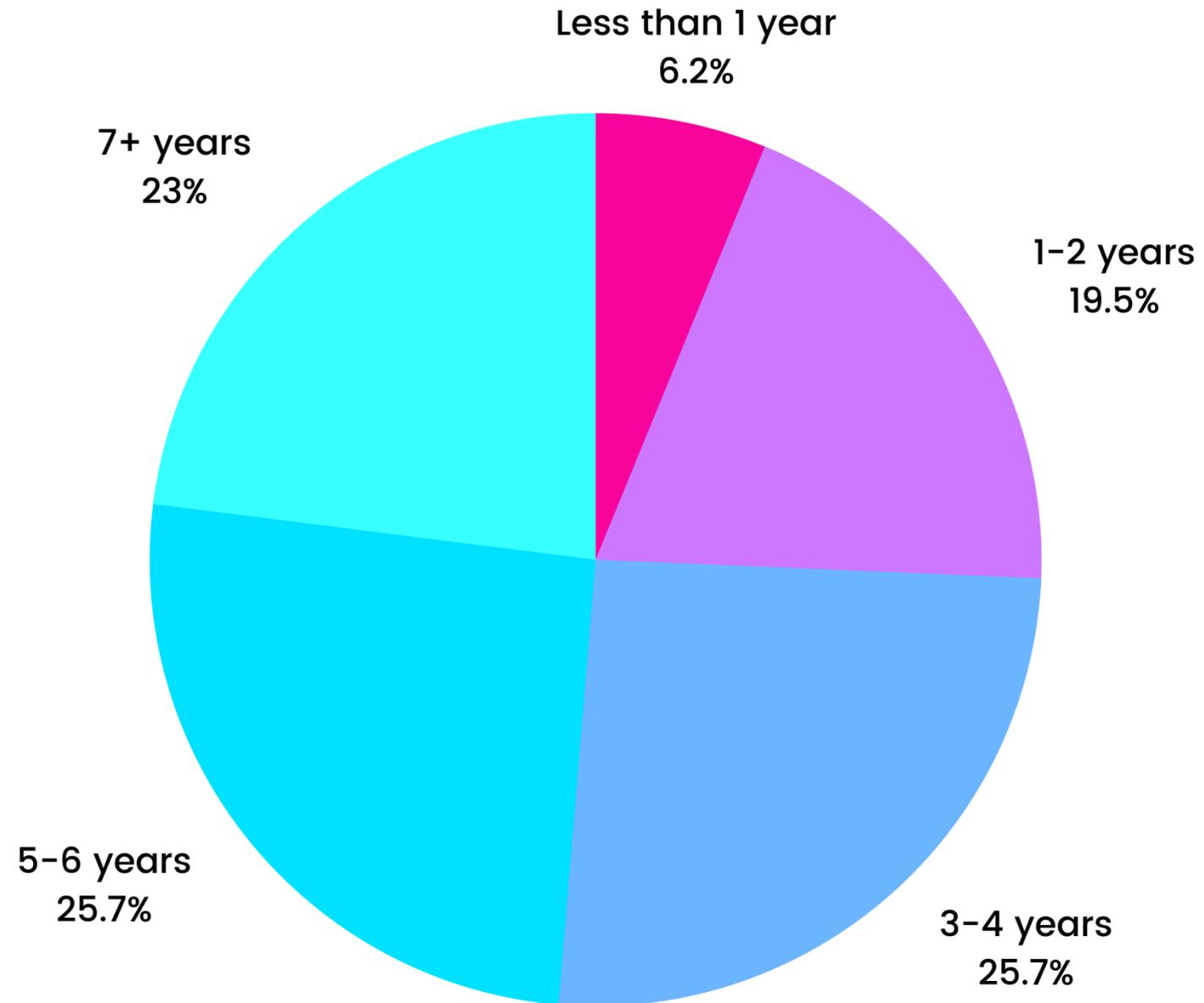
# Most Common Job Title



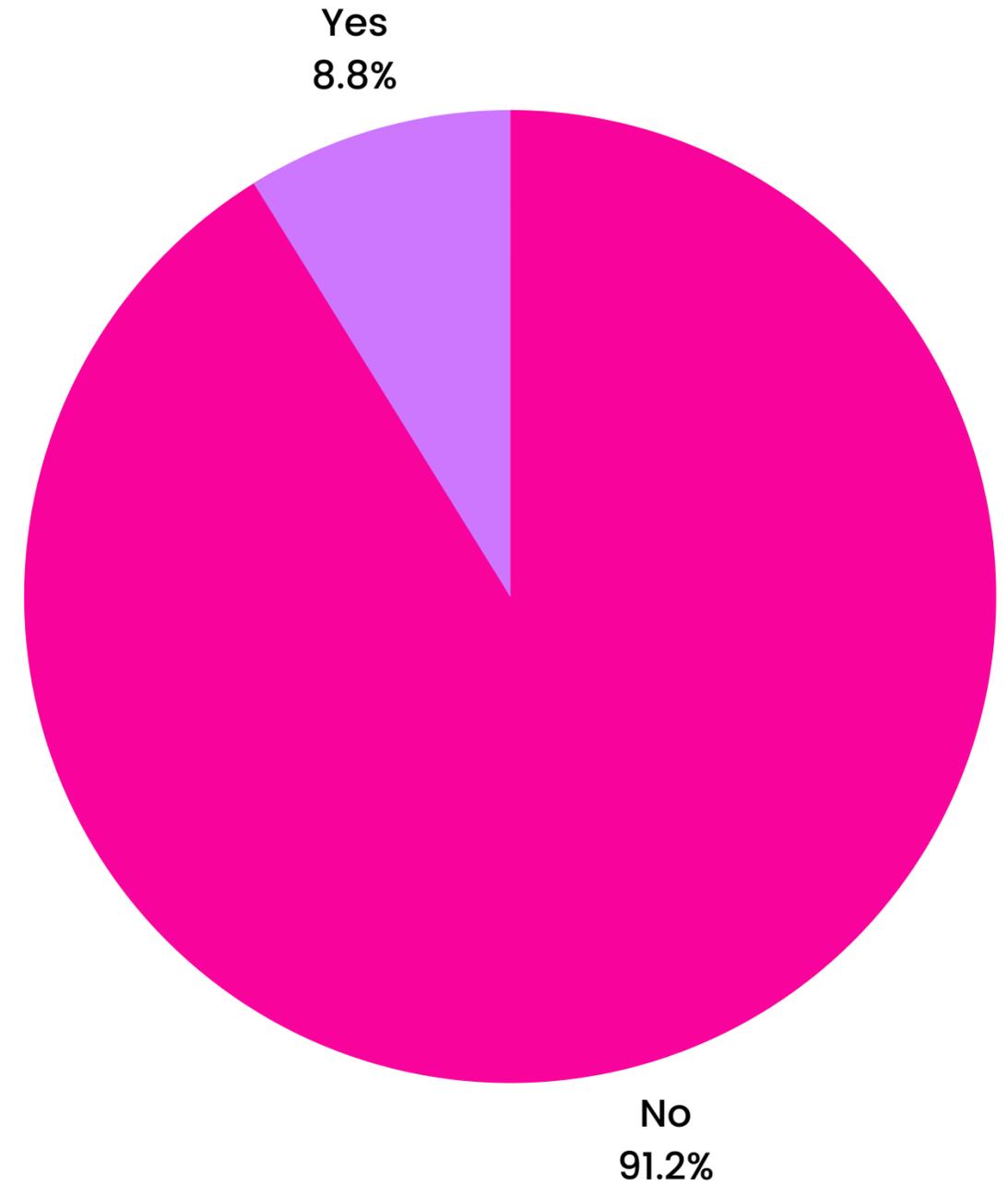
- Other titles included Digital Marketing Manager, Social Media Lead, Social Media Executive, Content Manager, Digital Storyteller, Creative Director (and lots more)



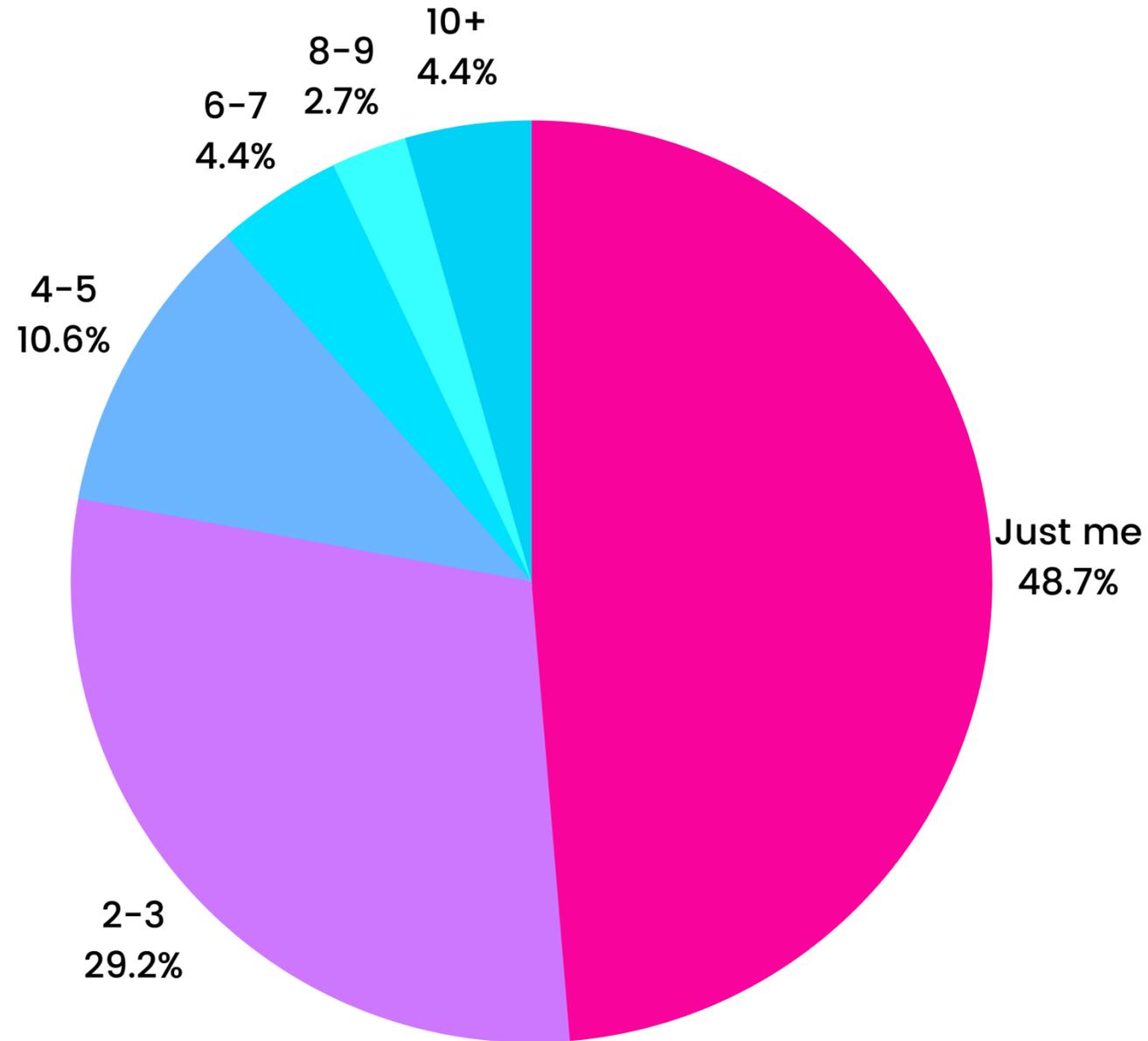
# Most Common Years of Experience



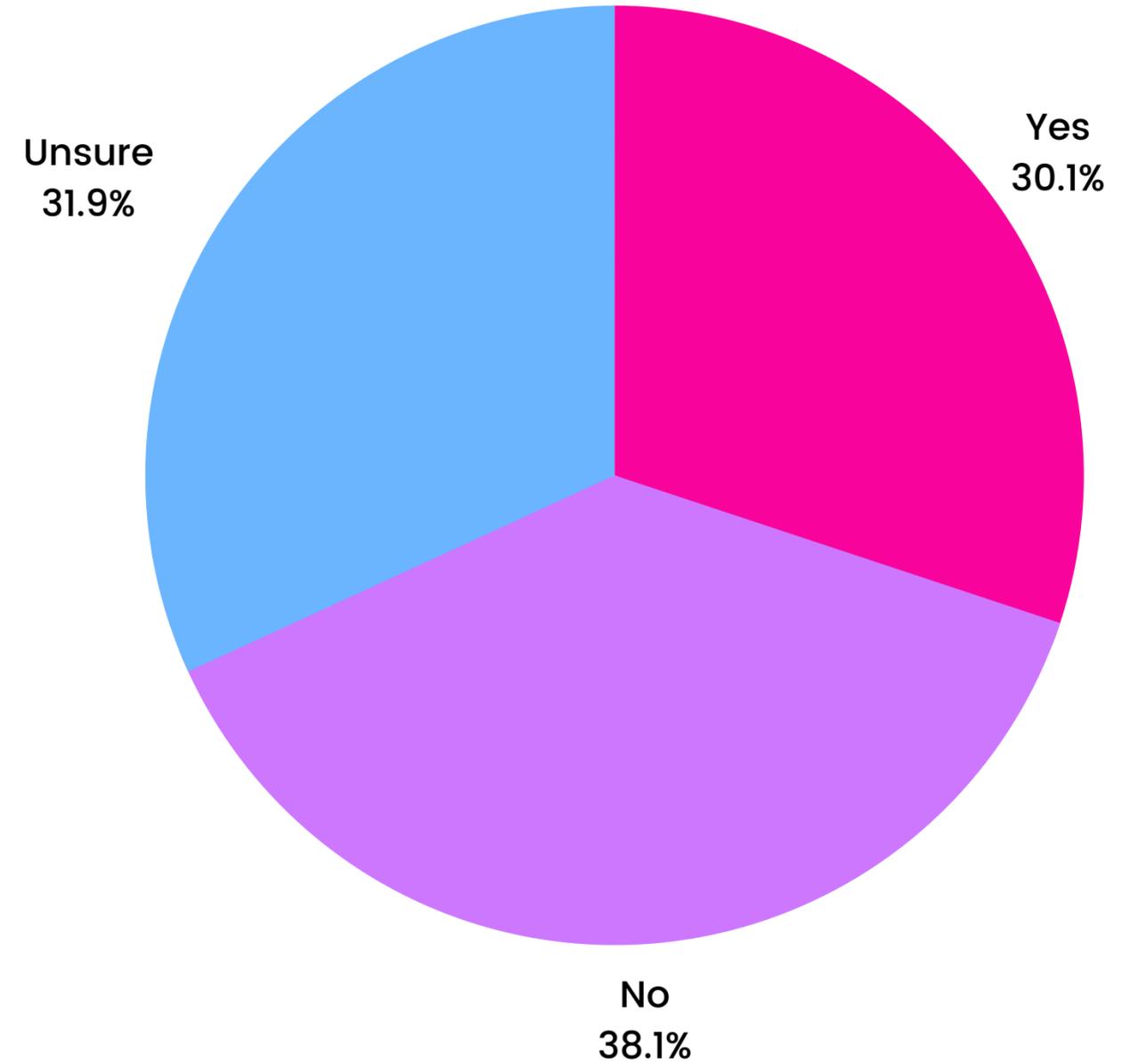
# People Affected by Tech Layoffs



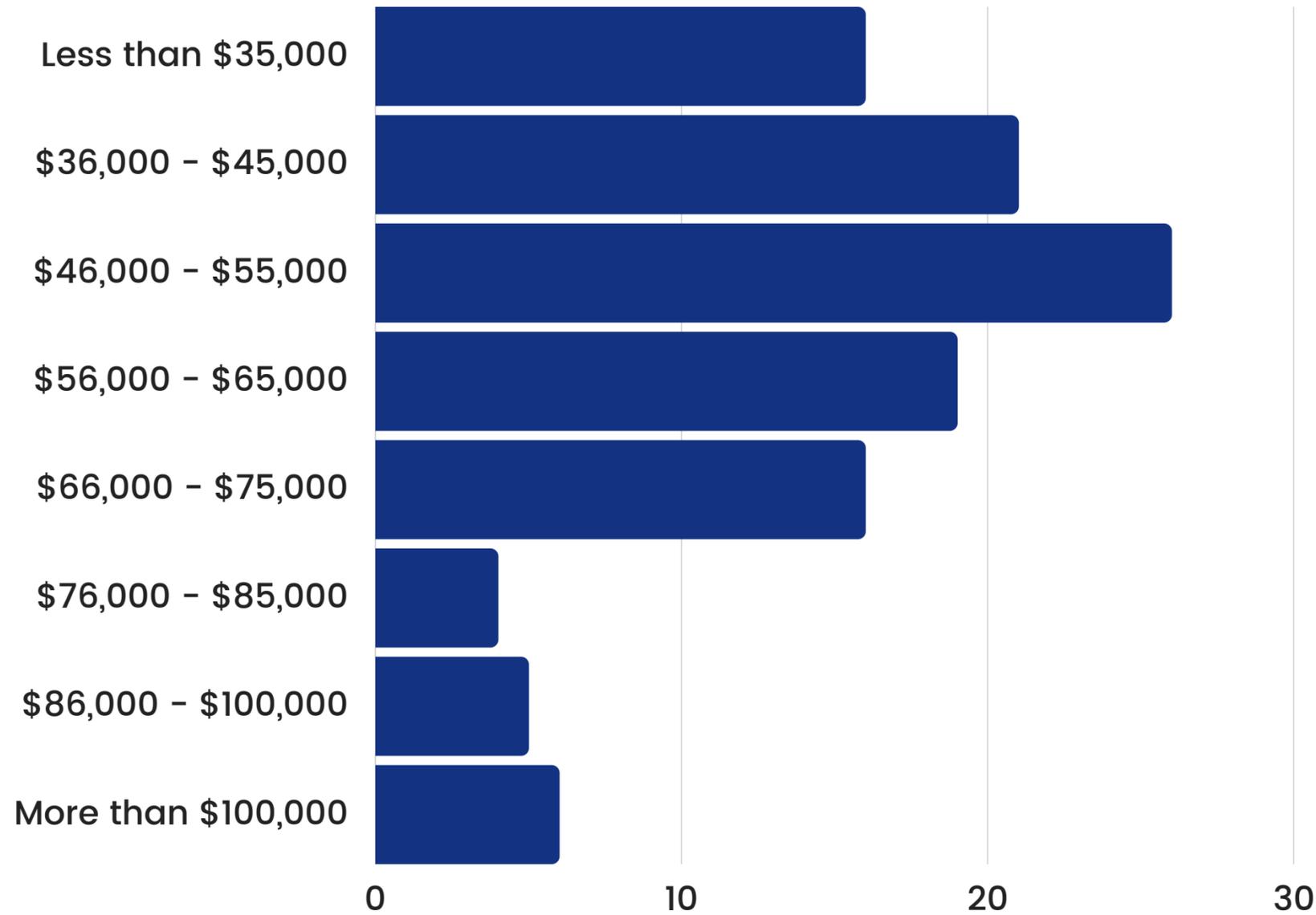
# How Big Is Your Social Team?



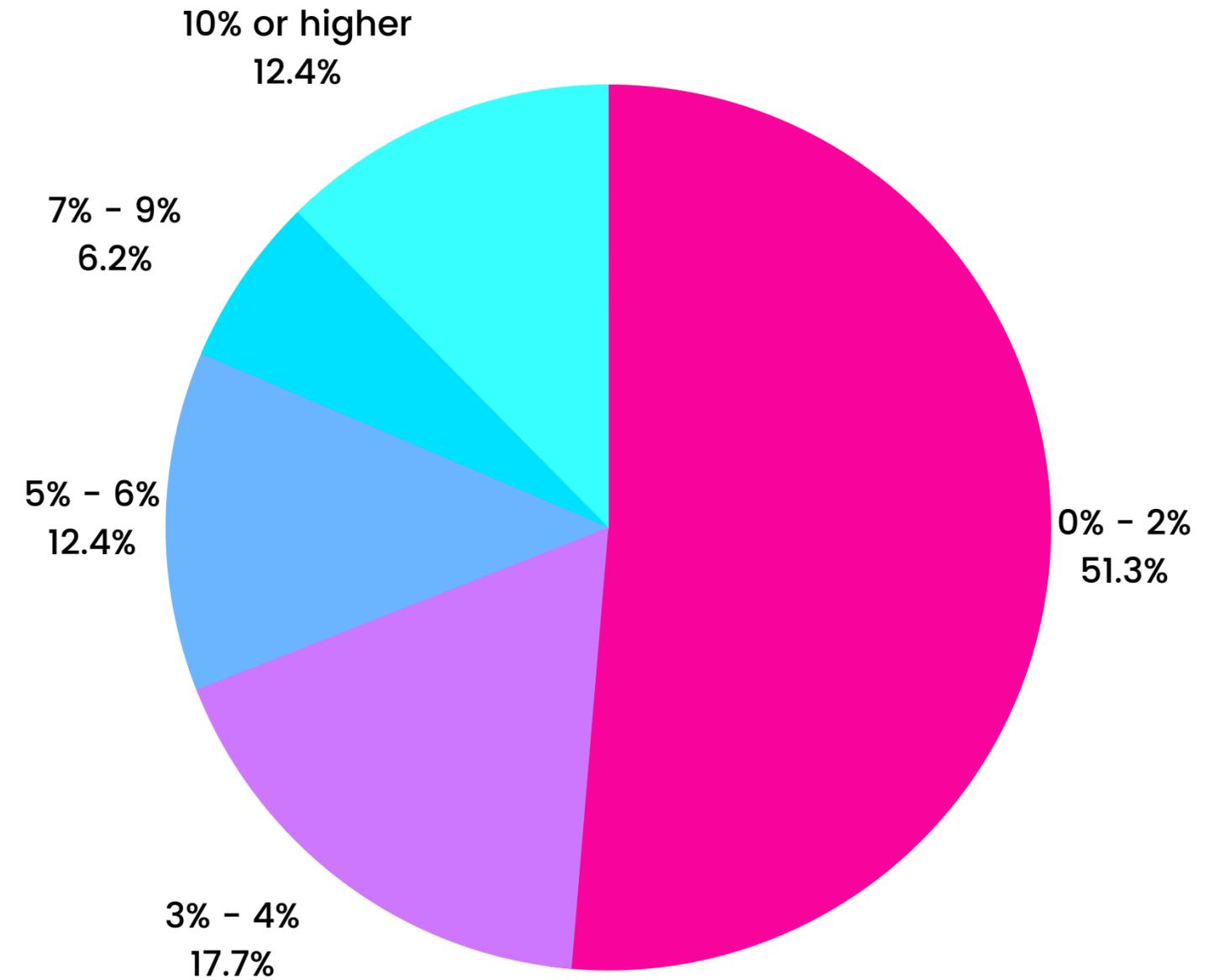
# Will Your Team Be Expanding In 2023?



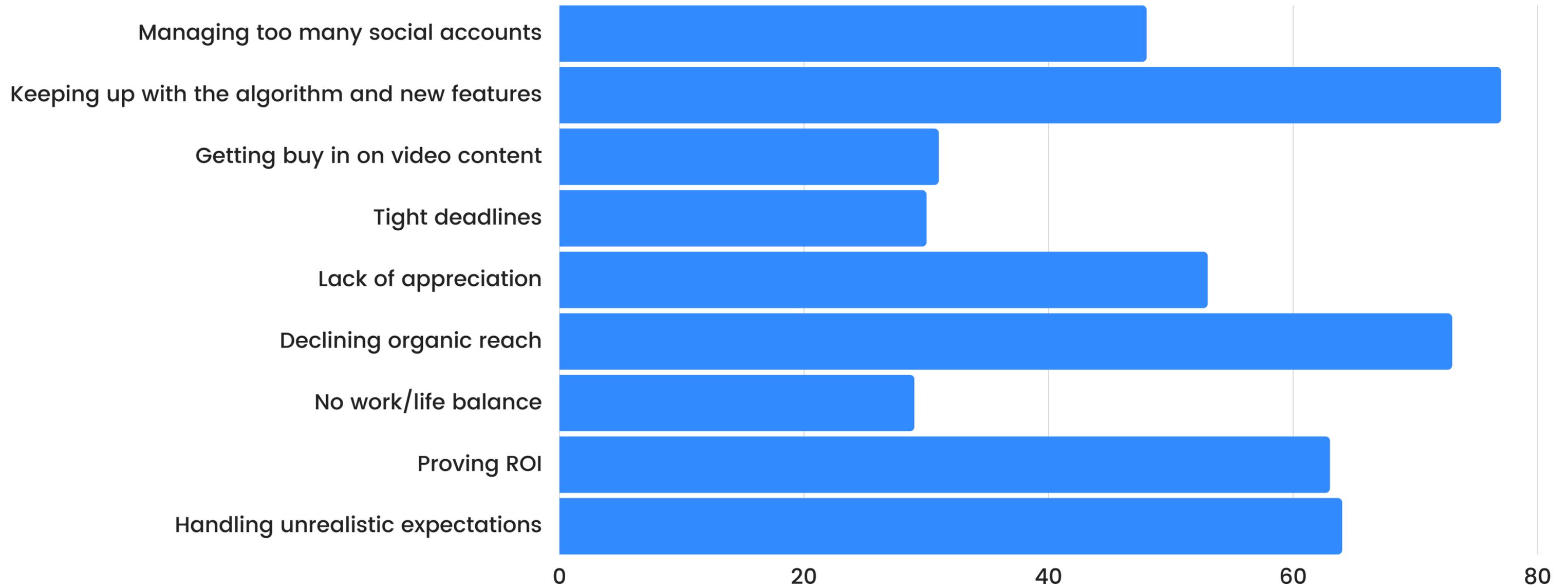
# Average Salary



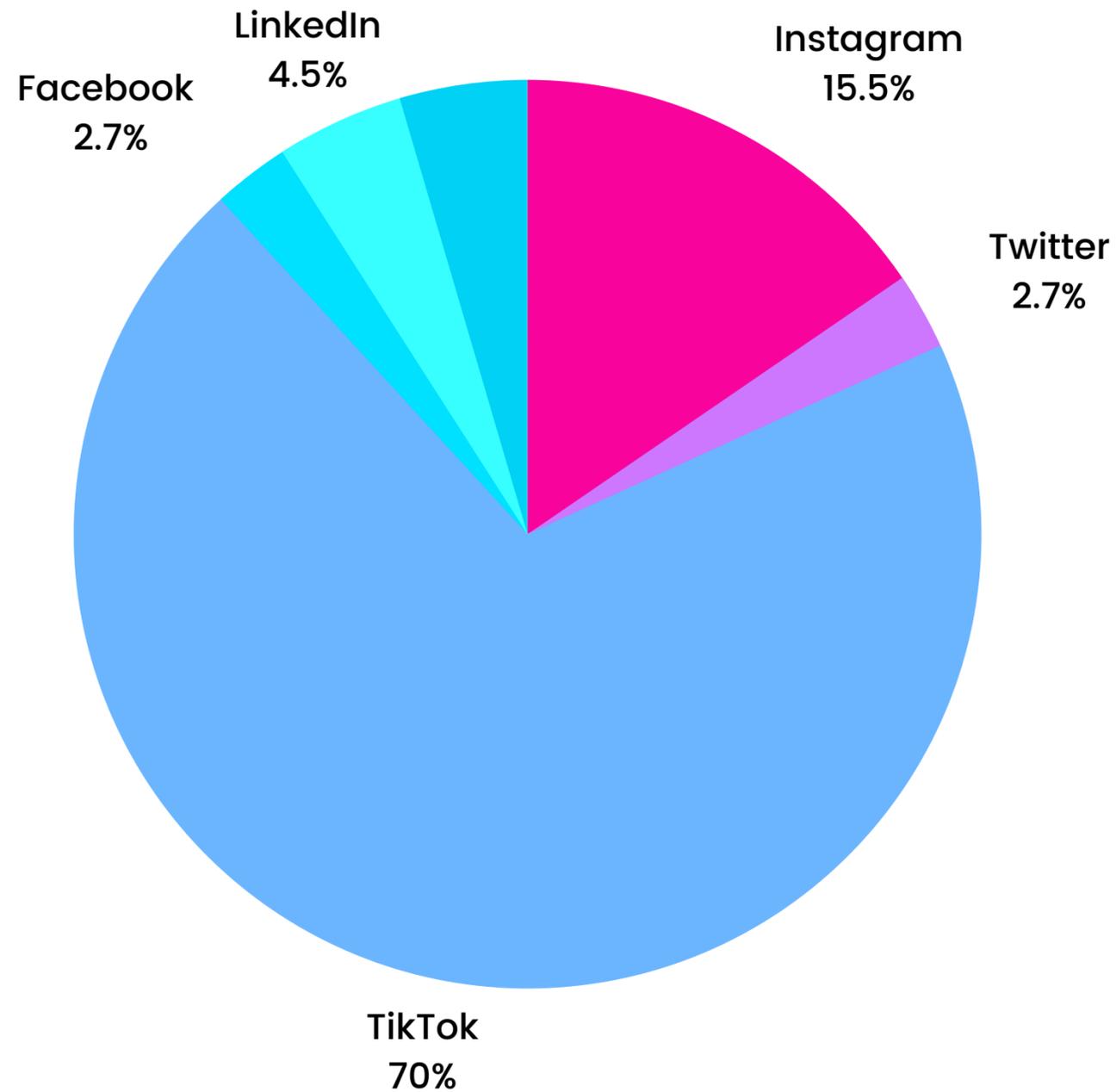
# Average Yearly Raise



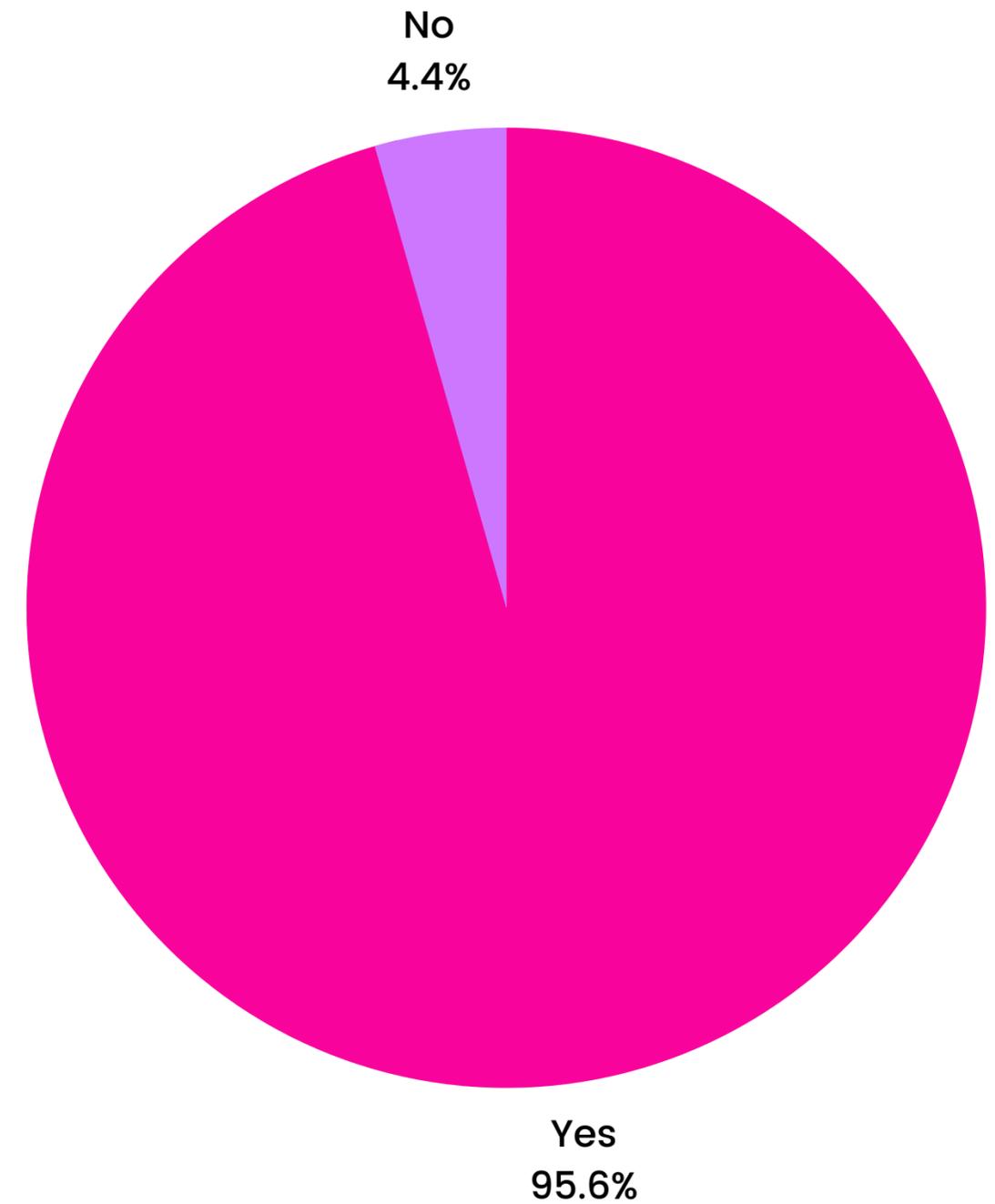
# Biggest Barriers Social Media Managers Faced in 2022



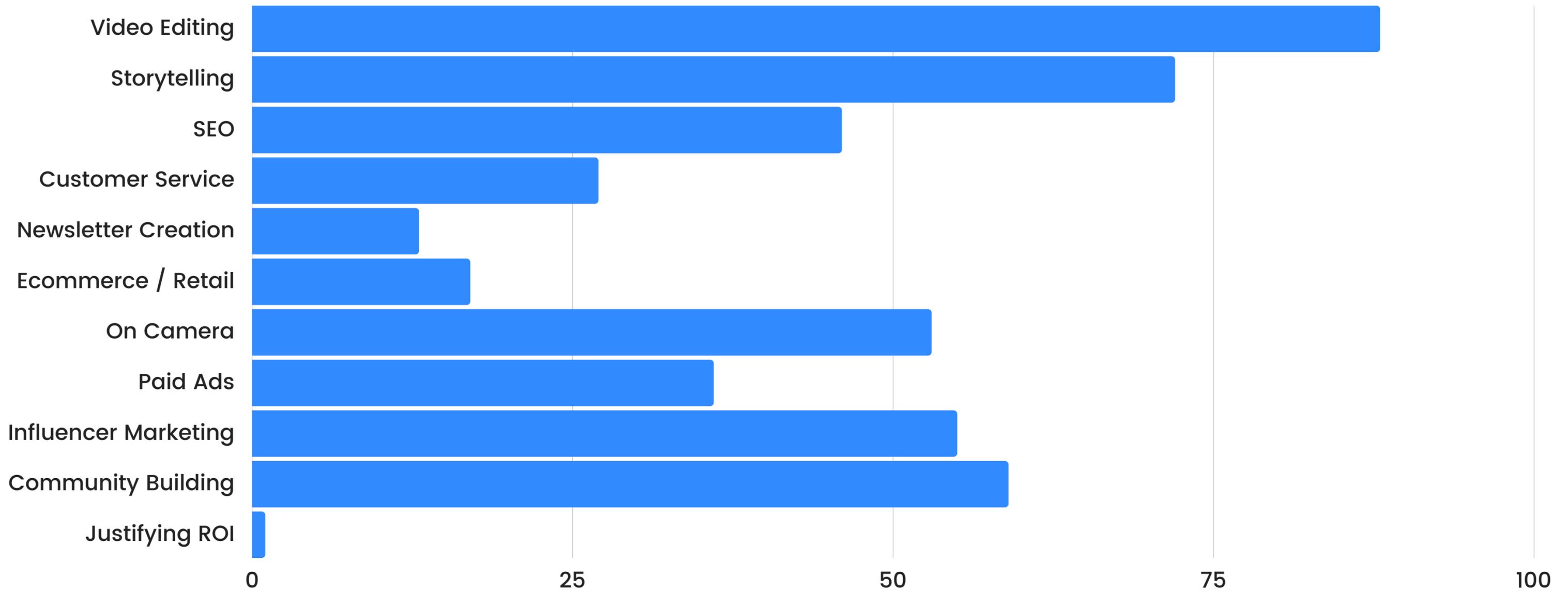
# Which Platform Will Dominate 2023?



# Will You Be Creating More Video Content in 2023?



# What SMM Skills Will Be More Relevant In 2023?



# How Do You See Your Role As A SMM Changing?

Becoming more valued

Getting clients/team members on board with video

Bigger teams

More focus on ads

More video production/editing to keep up with the visual shift happening across channels

More community building

More strategy based

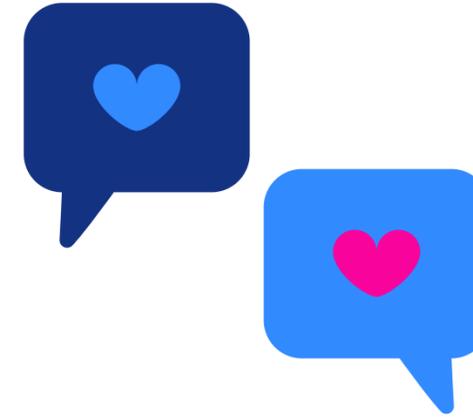
Less social more media

More appreciation for the amount of work we do

Wearing more hats like PR and Customer Service



# Thank You



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