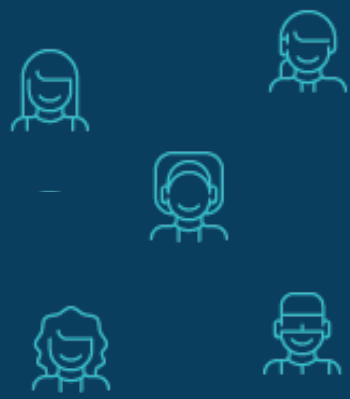




2025 STATE OF ENTERPRISE SOCIAL MEDIA



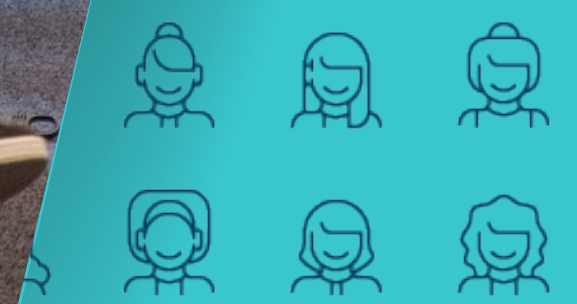
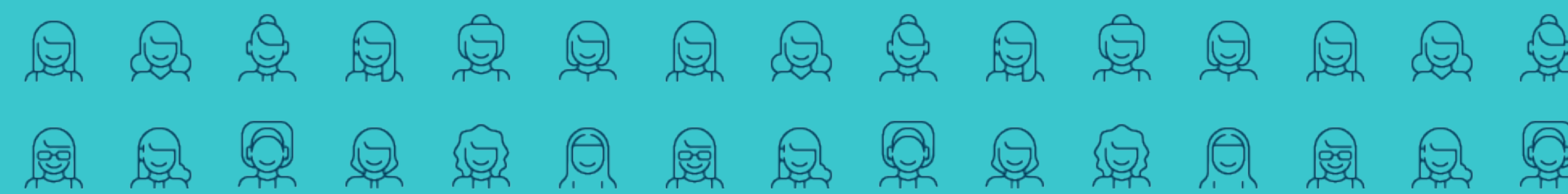


Methodology

We asked social media leaders at the world's largest brands what they're expecting for 2025 in terms of budget, staffing, priorities, AI, and C-suite support.

From September 18 to October 10, 2024, we collected answers from 170 participants and got a compelling preview of what's on the horizon.

Please note that SocialMedia.org is not a research organization, and the purpose of this document is to provide informal benchmarks for social media leaders to compare their social media strategy with their peers in the enterprise space.

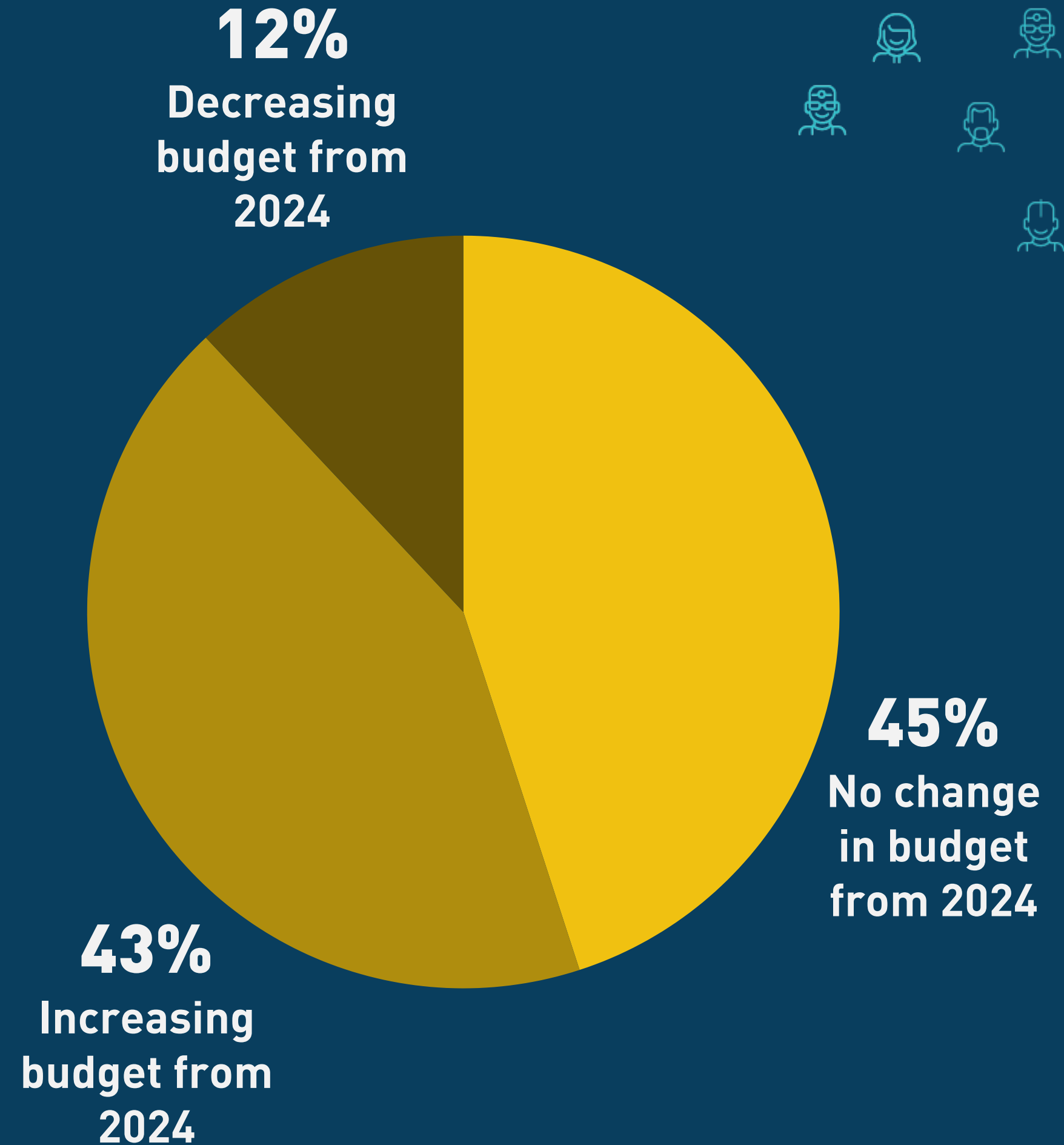




Social Media Budget

Most social media leaders anticipate either an increase or stability in their budgets for the upcoming year.

Notably, there has been a significant shift in budget expectations compared to 2024. Last year, 29% of leaders expected a budget increase, whereas this year, that figure has risen to 43%, highlighting a growing emphasis on social media investment.



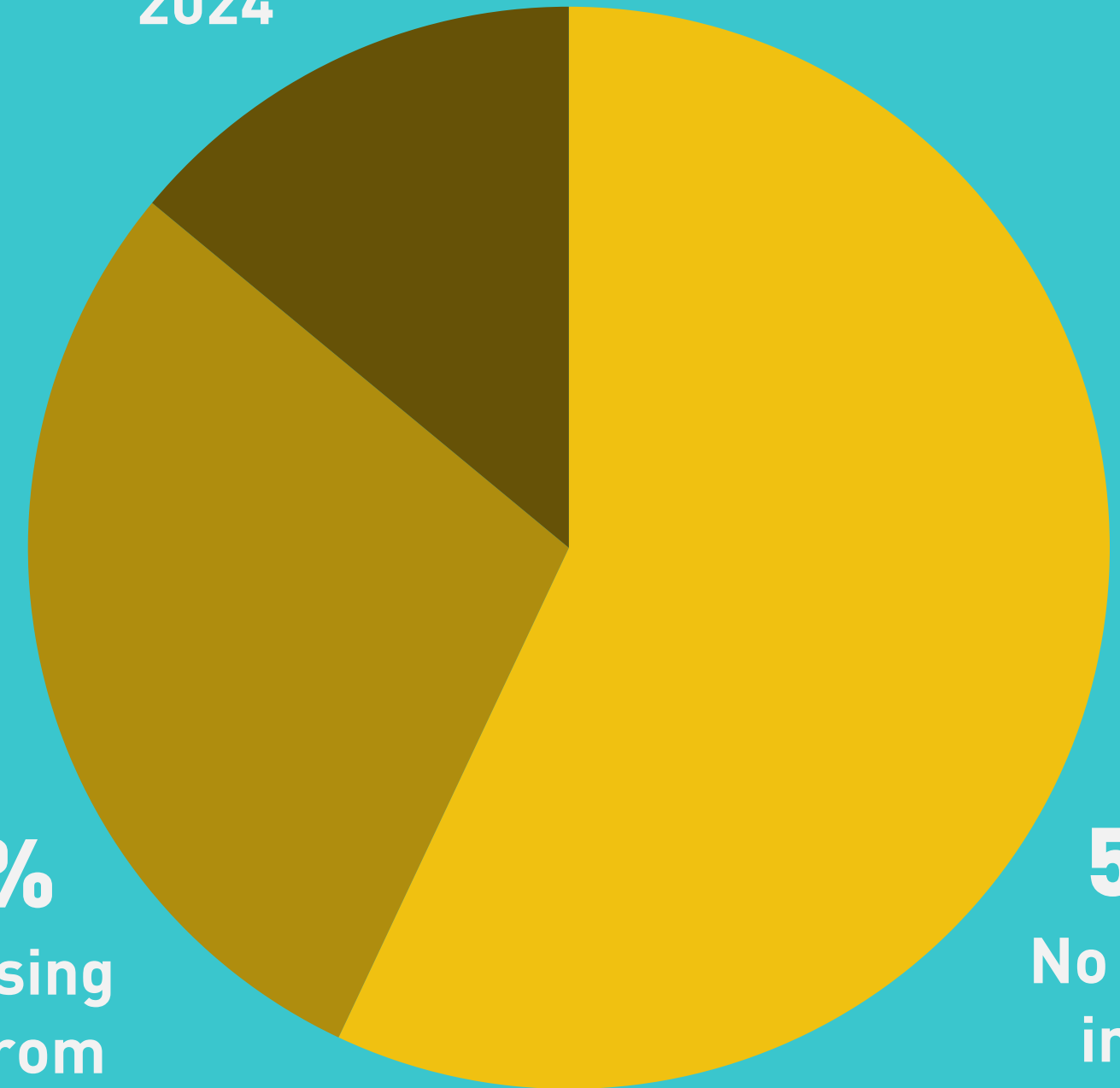


Social Media Team Staff

When it comes to staffing, most social media leaders expect their teams to remain largely unchanged in 2025.

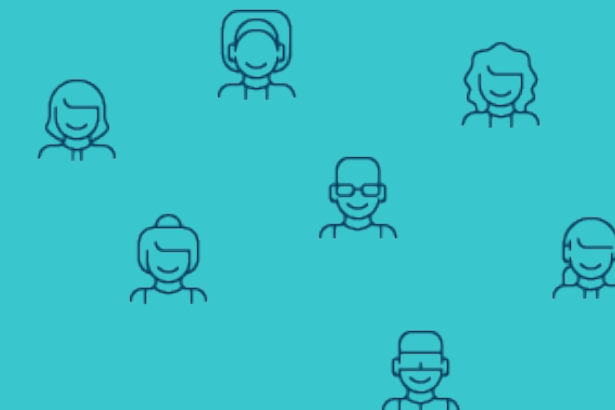
However, more leaders are now anticipating team reductions, with the percentage rising to 14%, compared to 8% in 2024.

14%
Decreasing
staff from
2024



57%
No change
in staff
from 2024

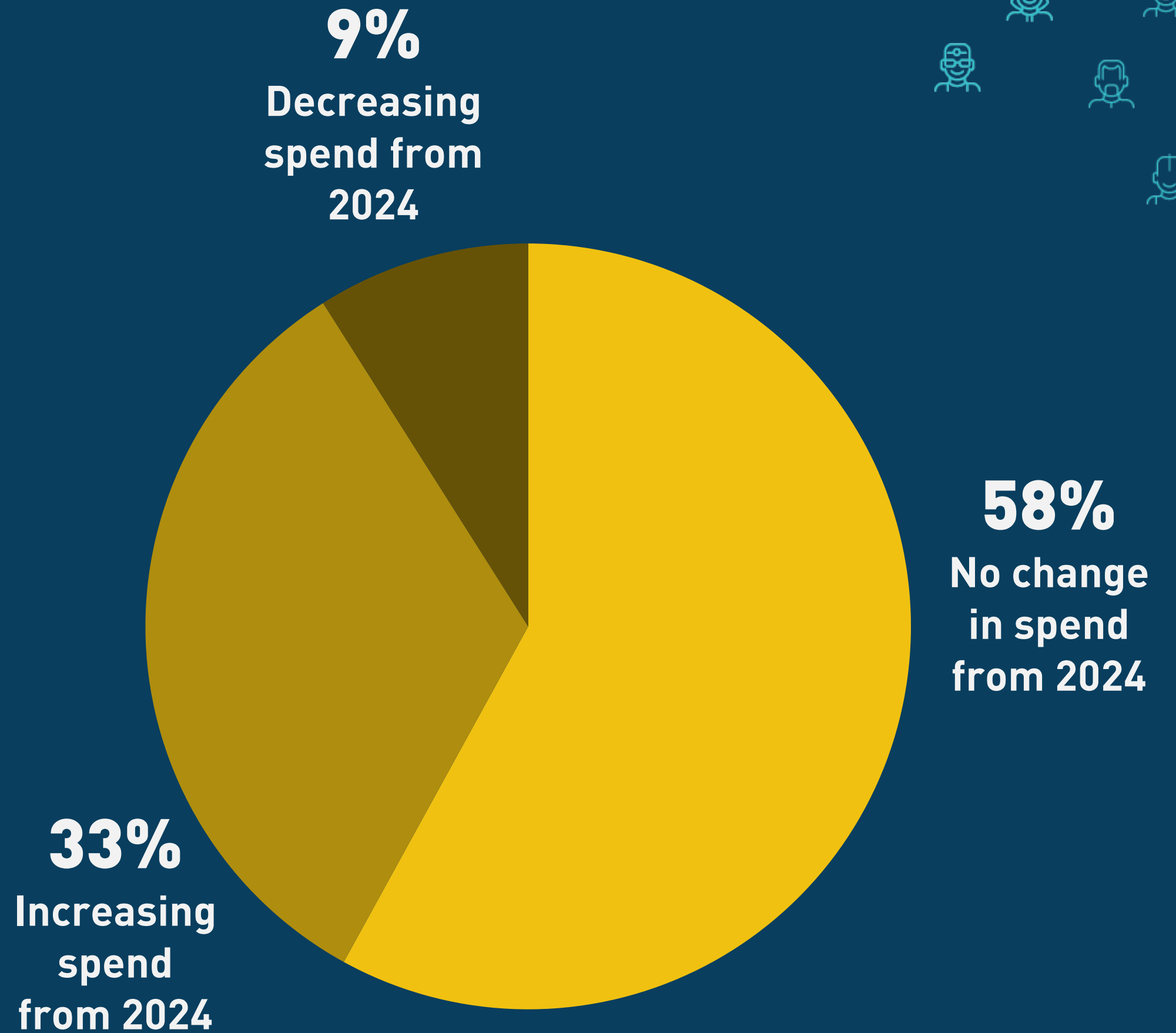
29%
Increasing
staff from
2024





Tech/Services Spending

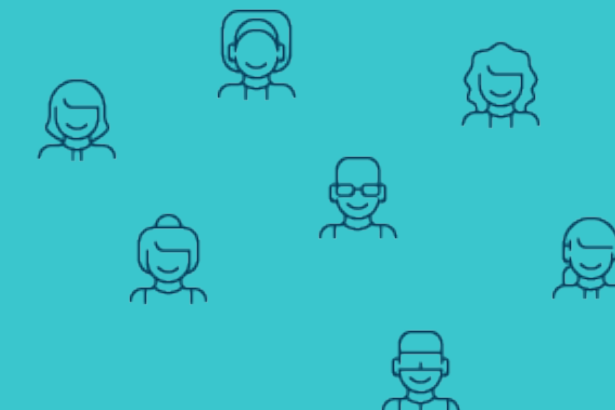
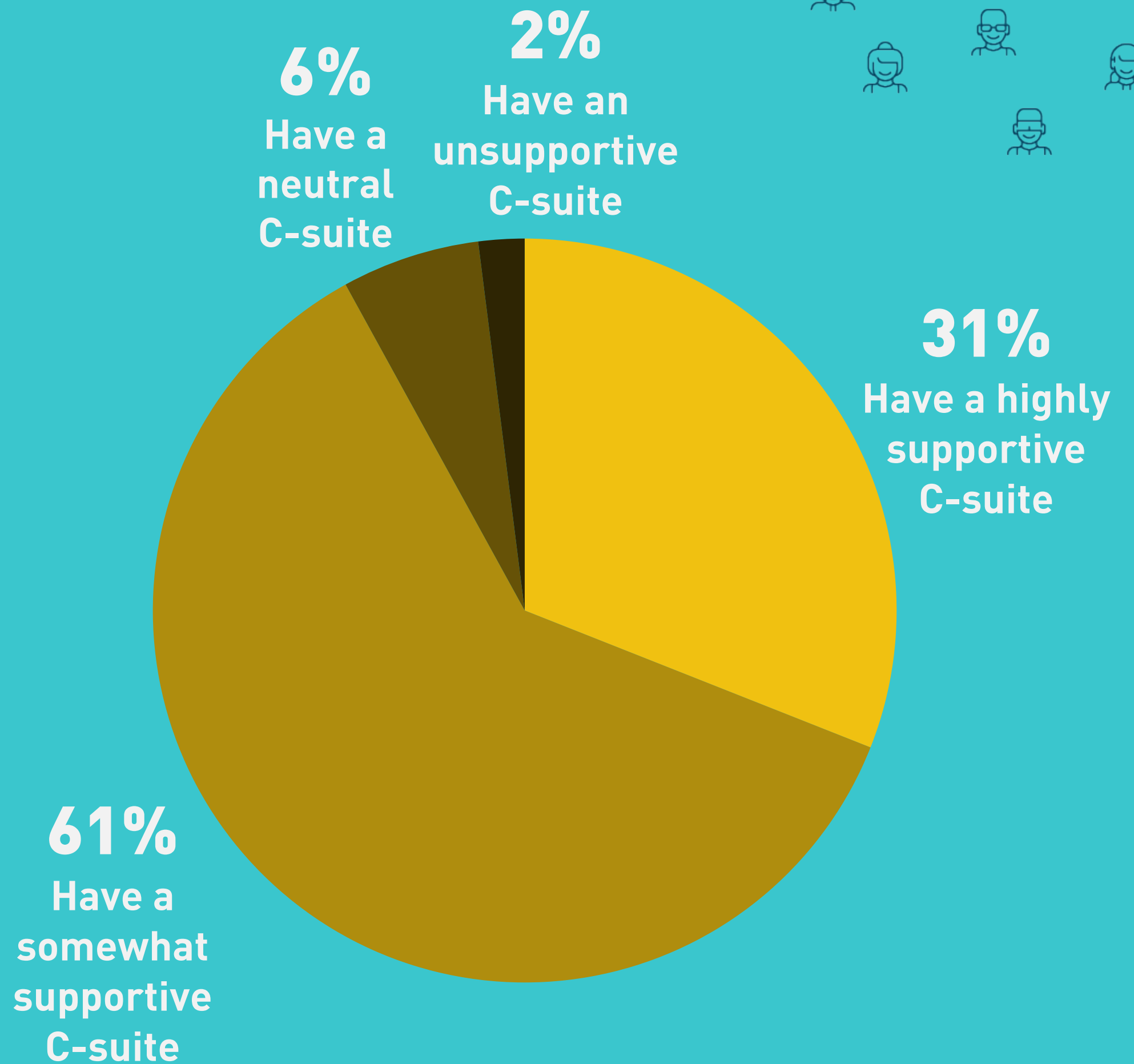
Over half of the responses showed that consultant and vendor spending will stay the same in 2025, which remains relatively consistent with our 2024 data.





C-Suite Support

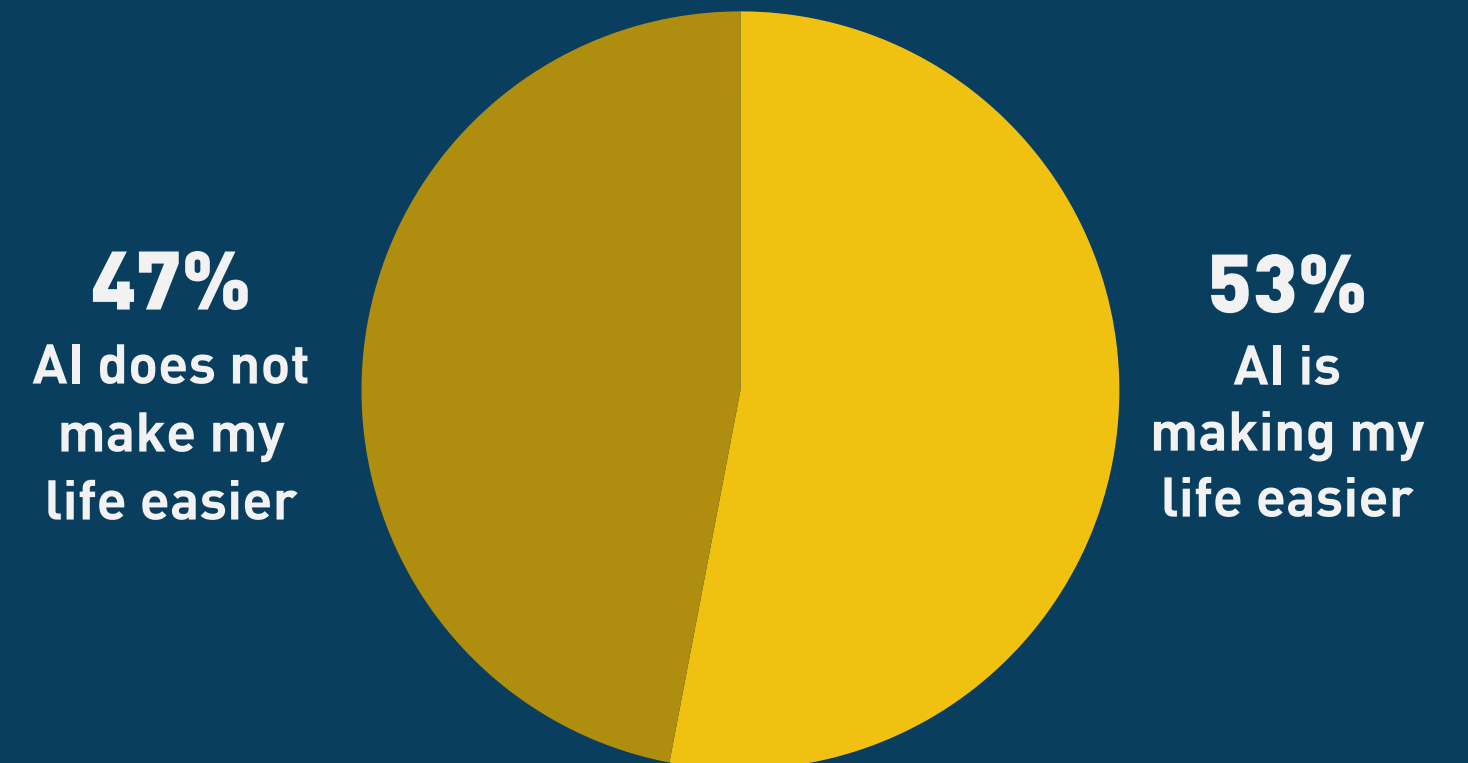
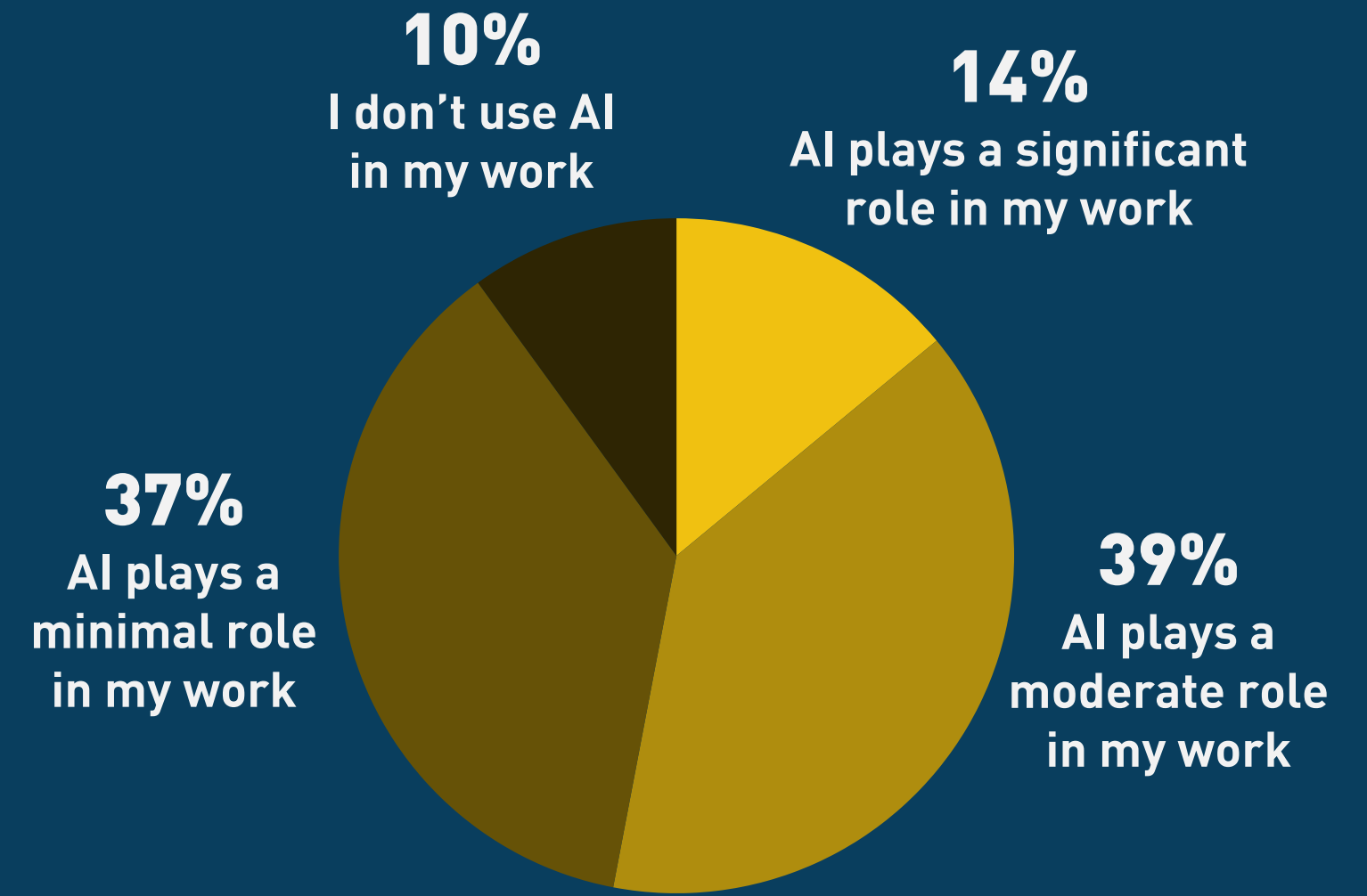
Overall, the results show that most social media leaders are receiving a moderate to high level of support for their social media efforts from their senior executives.





The Role of AI in Our Companies

AI is used in some capacity by more than two-thirds of respondents, though the extent of its influence varies. Leaders are divided on the role AI plays, with mixed opinions on how much it actually helps in making social media tasks easier.

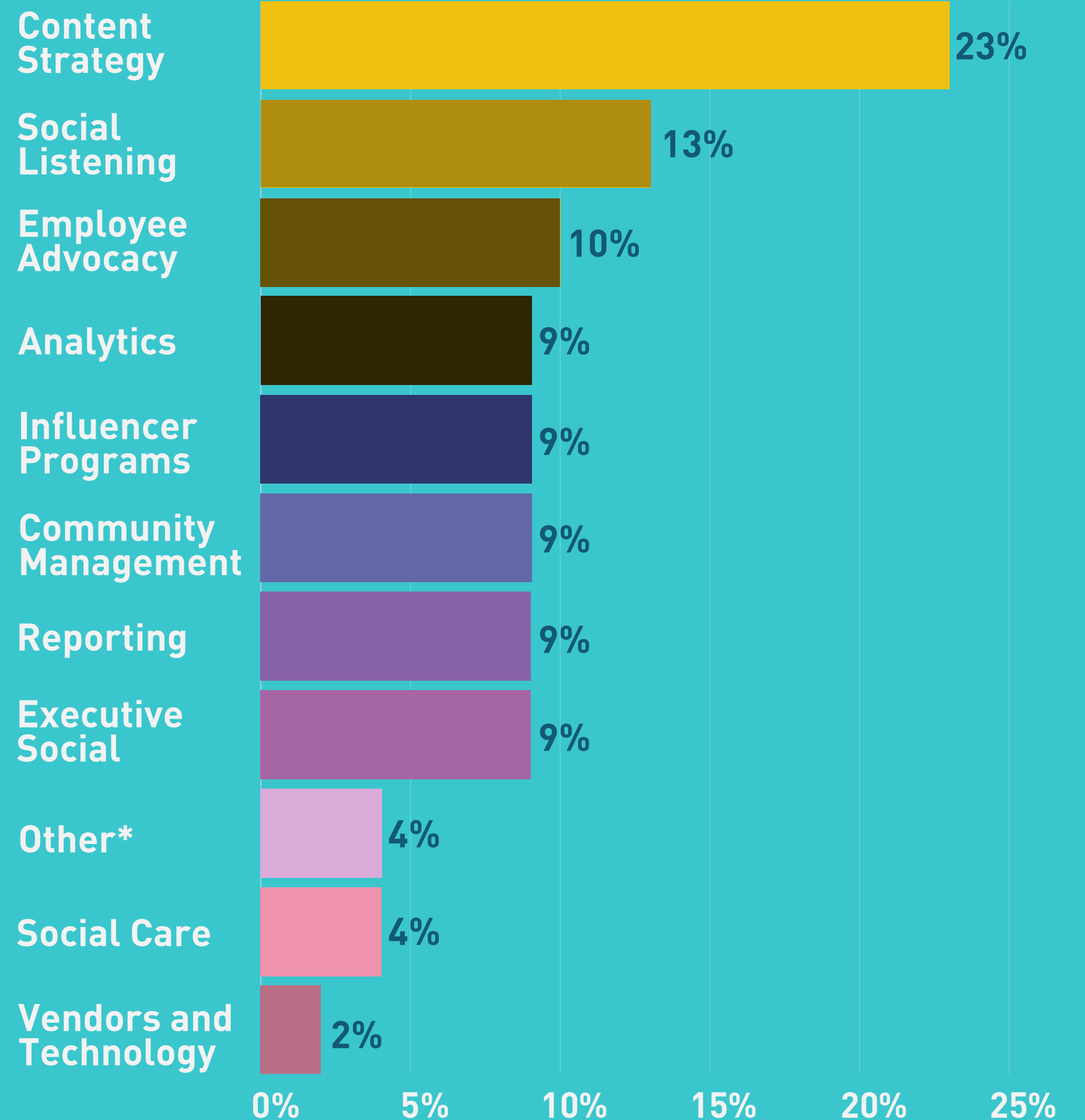




2025 Priorities

Most leaders are largely prioritizing content strategy and employee advocacy in the upcoming year. Last year's report found a similar interest in these two areas, however, social listening has seen a fair jump in prioritization.

**Other focuses include channel consolidation, corporate communications, and more.*

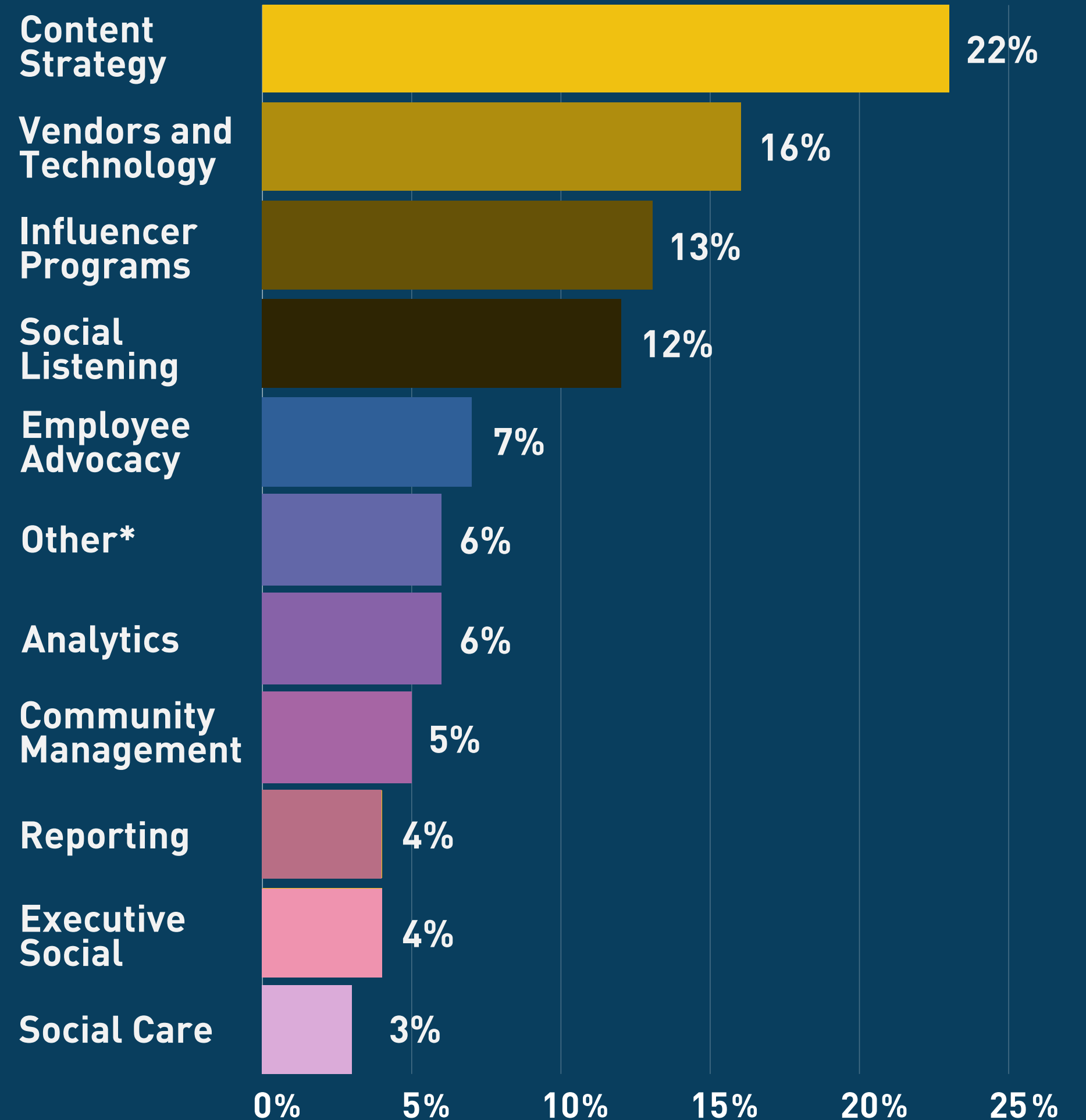




Areas of Planned Spend

Our primary focuses for the new year — content strategy, vendors and technology, and influencer programs — remain consistent with our spending priorities from the previous year.

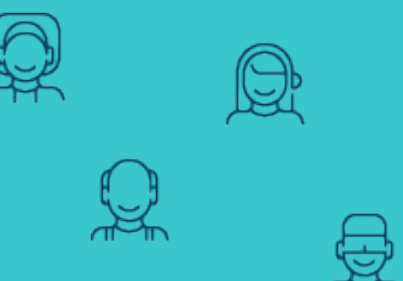
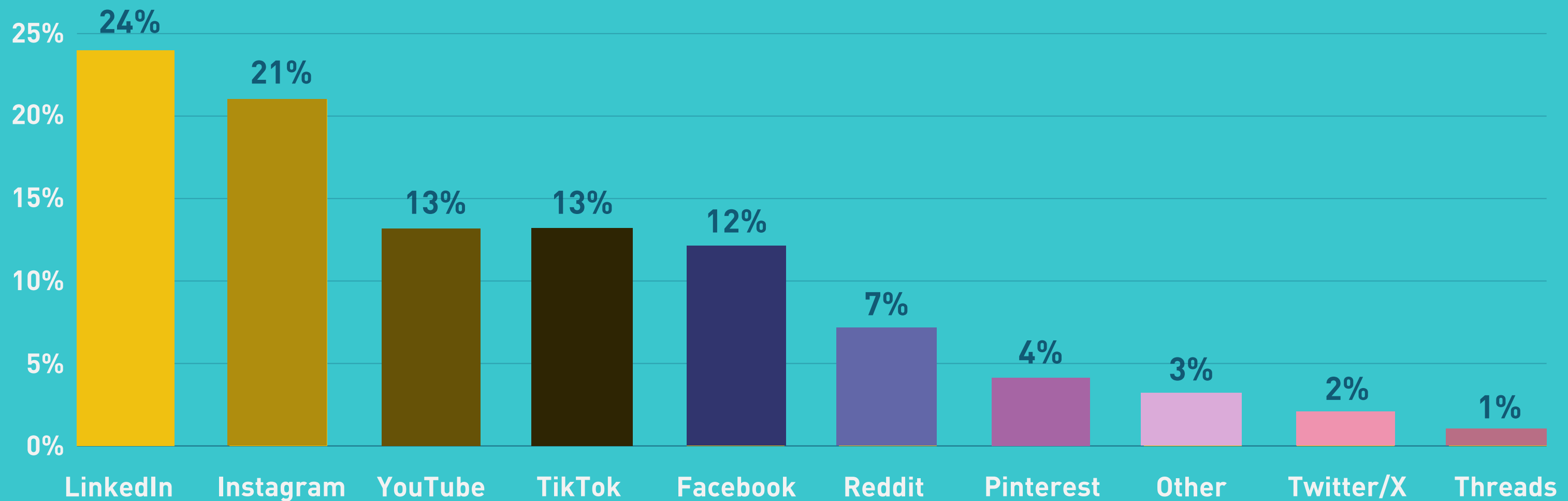
**Other focus areas include content creation, paid social, and brand awareness.*





Forecasted Spending Increases

Our top three platforms for spending in the upcoming year — LinkedIn, Instagram, and TikTok — remain unchanged from last year. Notably, Reddit has risen in priority, while Twitter/X continues to be a low priority for increased spending for the second consecutive year.





About SocialMedia.org

SocialMedia.org delivers unbiased peer insights from a trusted community — led by expert advisors — that help social media leaders and their teams at big companies quickly make informed strategic decisions.

Leaders from more than 300 large enterprises have relied on SocialMedia.org for more than a decade to discuss paid and organic social strategy, crisis communications and planning, social listening, social customer care, employee advocacy, influencers, platforms, vendors, tools, and more.

With no vendors and no selling allowed, members get honest answers from true peers — who don't have an agenda. And because we enforce strict confidentiality rules, members get information they can't get anywhere else.

Our service is fast, unlimited, and on-demand – with dedicated, full-time advisors who don't stop until members have the answers they need. All members have to do is ask, we take care of everything else.

Learn more at socialmedia.org/community.

