



Global State of Social Media 2025



Introduction

Social media moves fast. With evolving tools, changing platform trends, and the rise of AI, a social media manager's day is never boring. But what are the primary areas of focus, goals, and challenges for social media teams as we head into 2025? Meltwater's 2025 State of Social Media report aims to answer that very question.

We surveyed 1,000+ professionals from around the globe to uncover the practices, preferences, and perspectives that are driving decisions and shaping the landscape of social media for today's businesses.

This report serves as a pulse check providing valuable insights into how your peers are viewing social media, and aims to equip you with knowledge and perspectives that will empower your marketing team.

Key Questions Answered:

- What are a social media team's biggest challenges?
- Are marketing teams increasing social media budgets?
- Which platforms are leading the charge as areas of focus?
- How are brands leveraging social listening?



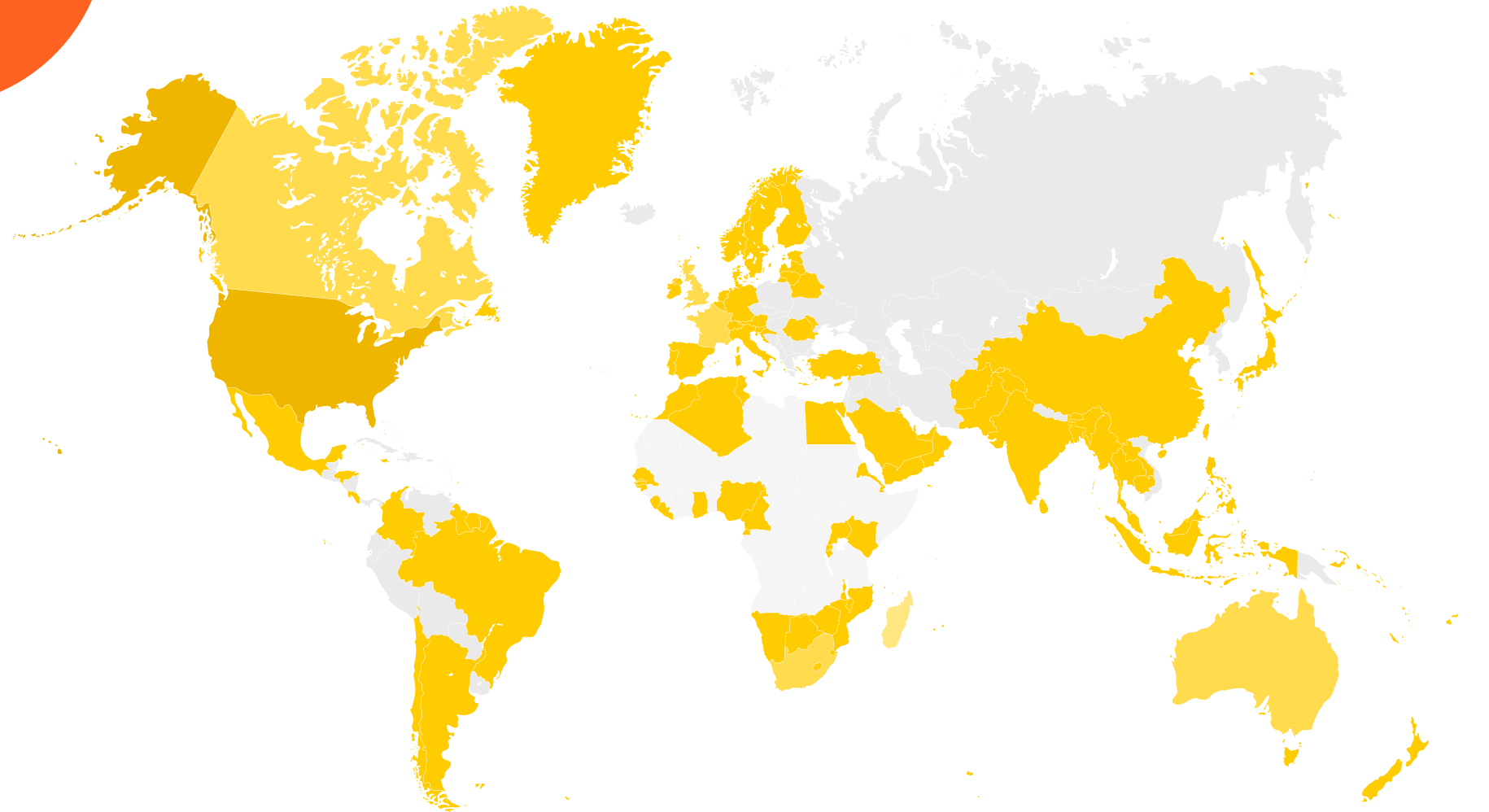
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Global Survey Coverage

To gather as comprehensive an understanding of the global state of social media as possible, we invited marketers from around the world to participate.

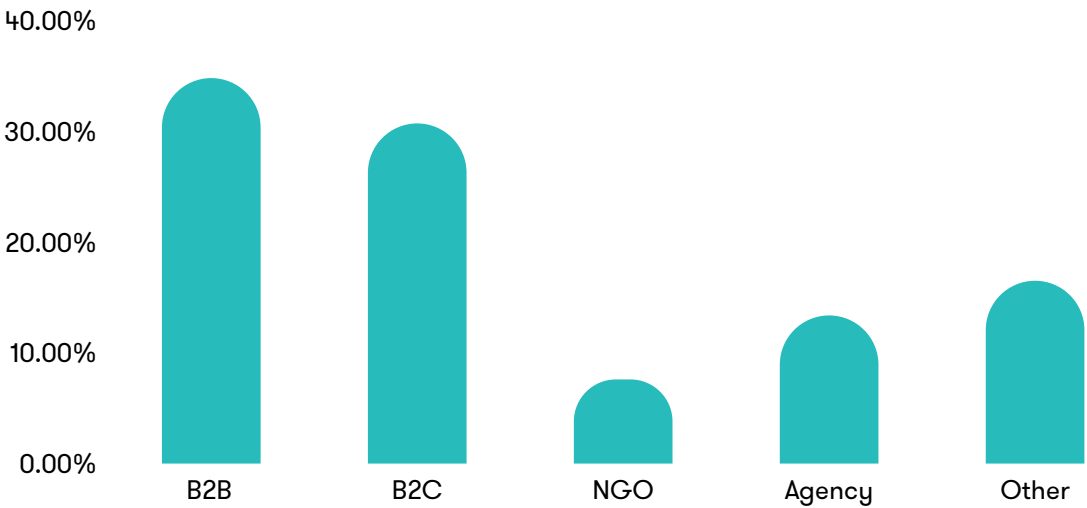
Around 1,000 marketing professionals completed the survey.



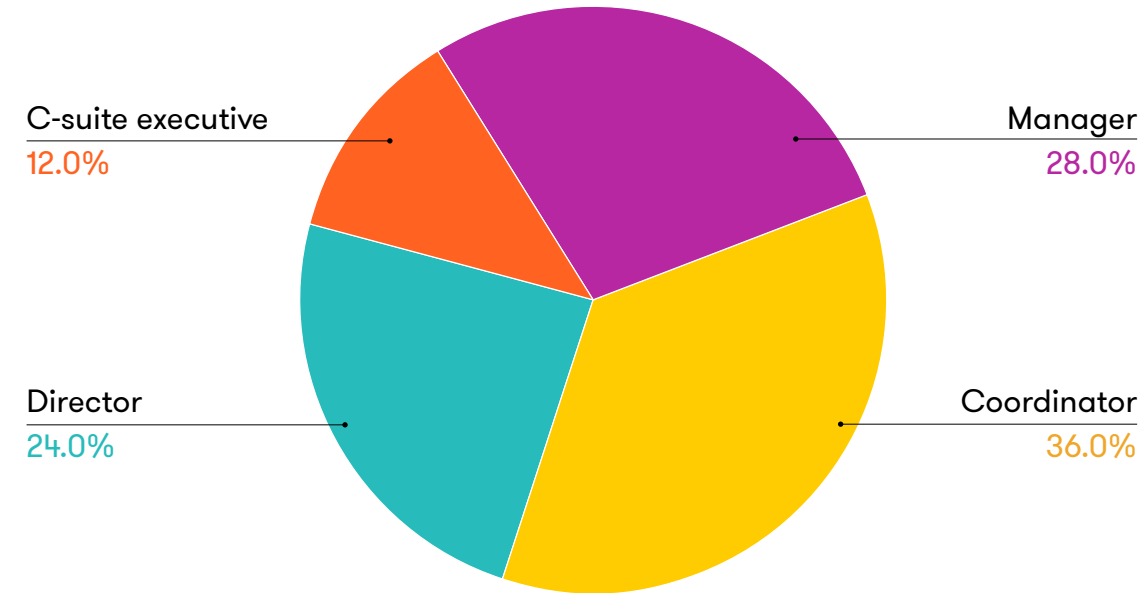
Company Type & Role Breakdown

Responses came from a range of company types and a variety of seniority levels. The largest number of respondents work at B2B organizations in a Coordinator role.

What best describes the type of organization you work for?



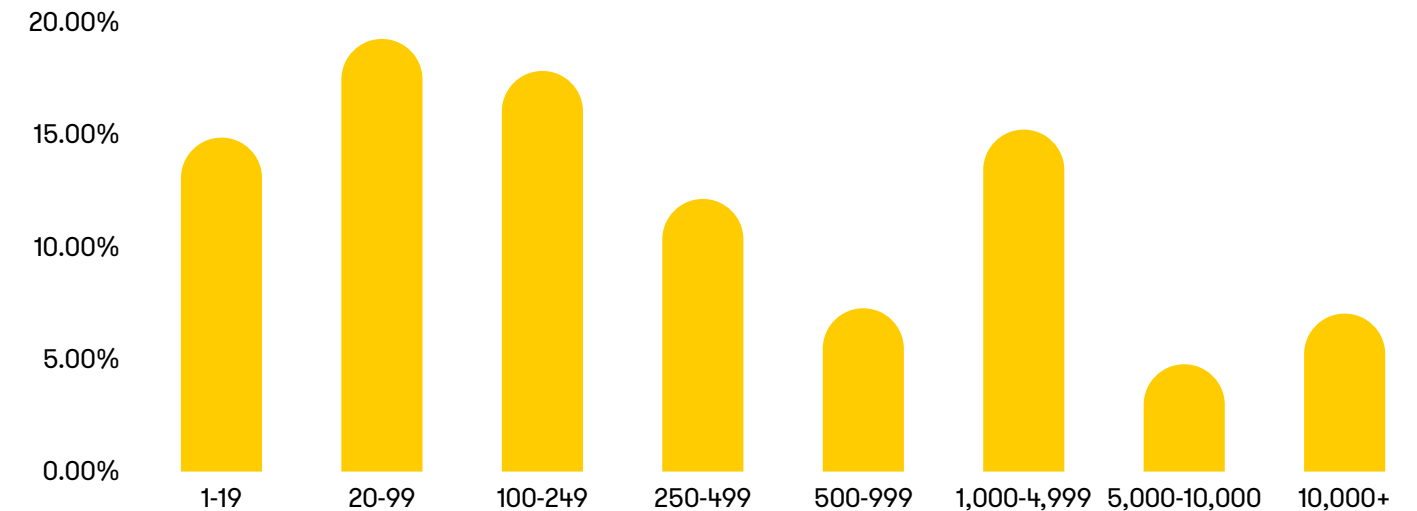
What is your job level?



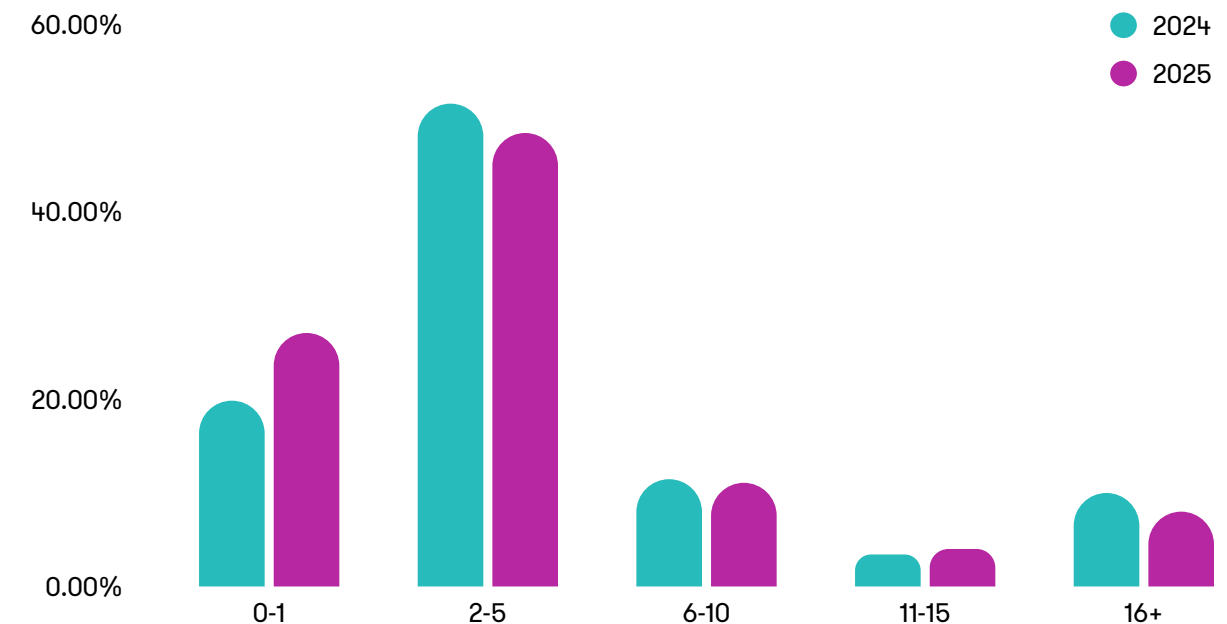
Social Media Team Size

While respondents' company size varied, the majority of survey respondents are operating with small social media teams (2-5 members). This is consistent with our findings from last year, indicating that social media, while important, is not taking a front seat when it comes to increasing manpower in this role. And, interestingly, this means that regardless of company size fewer resources are being allocated toward running a robust social program.

How many employees does your company have?



How many people work in social media at your organization?



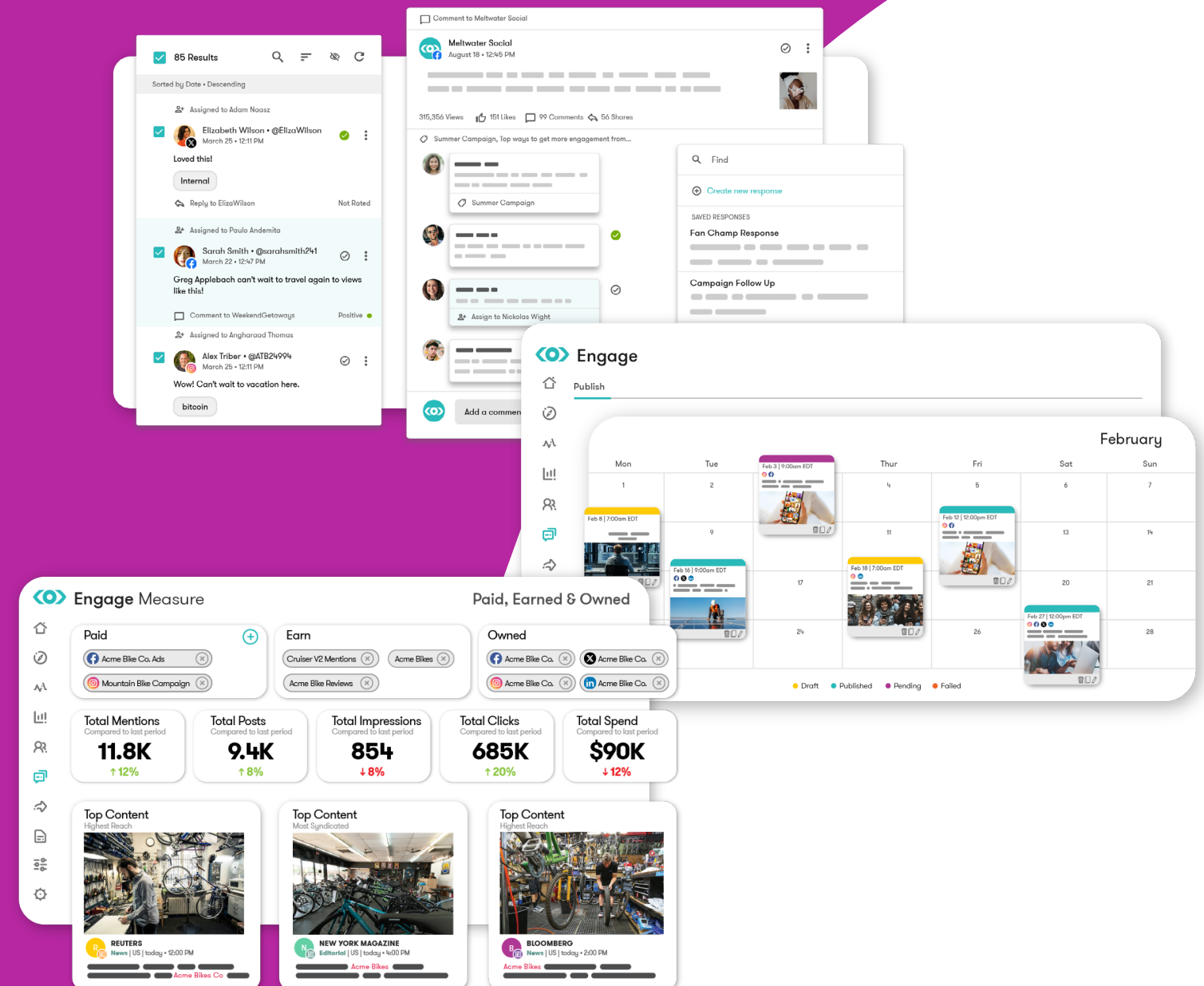
Streamline your social

Realize your social media goals with powerful scheduling, community management, and analytics capabilities all in one place.

With **Meltwater's social media management** solution you can transform social media activity and insights into real growth, driving your business forward.

Learn how in a demo with one of our product experts.

[Request a demo](#)



Survey Results: **Social Media**

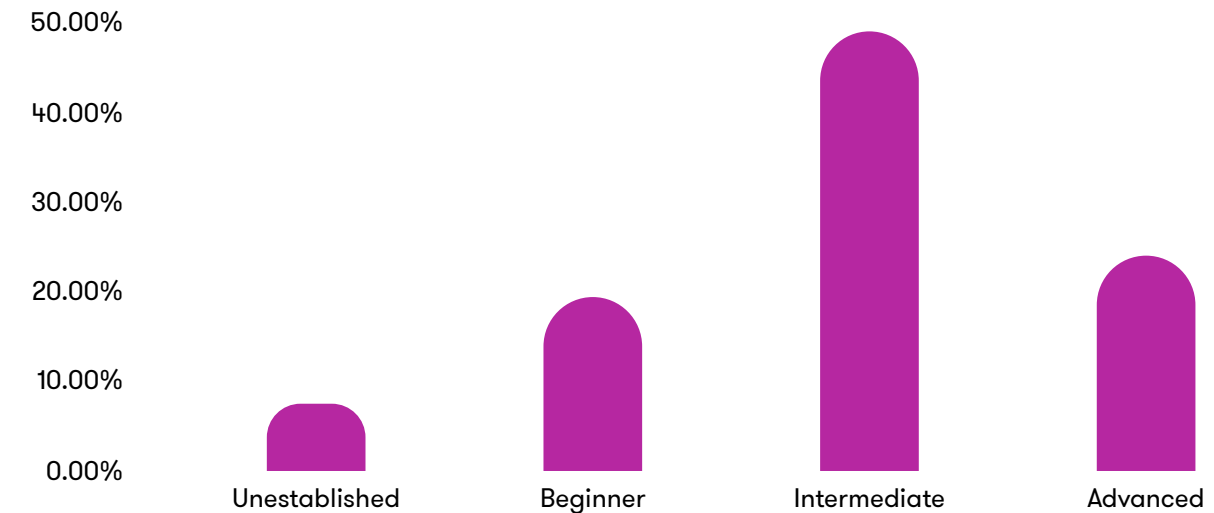
Social Program Status

We asked survey participants how they would categorize their social program:

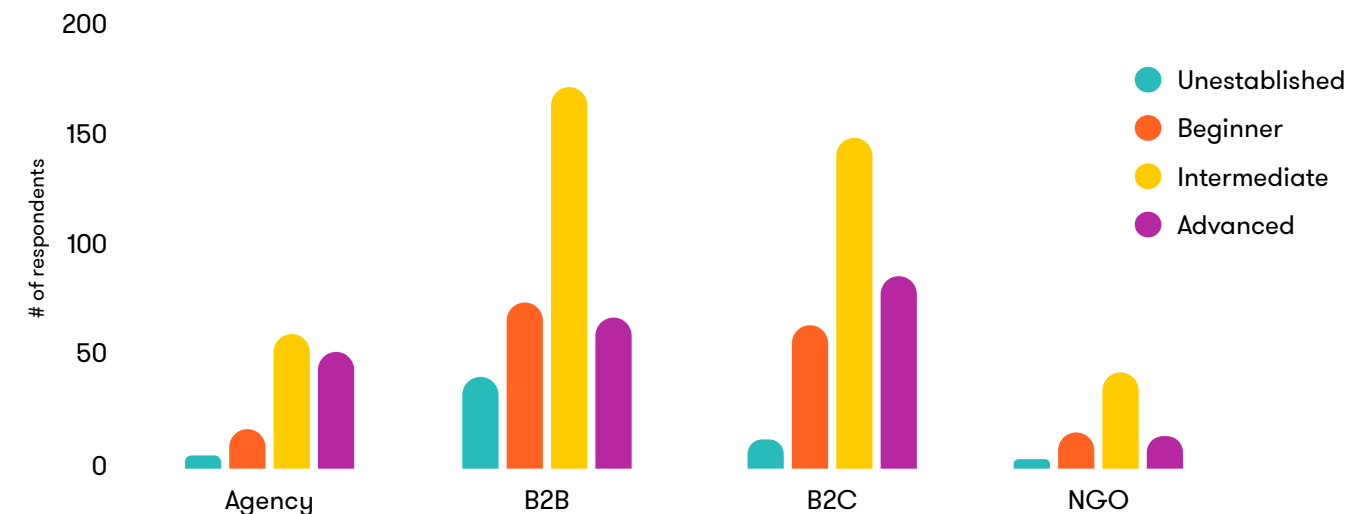
- **Unestablished:** We don't have a dedicated social media team
- **Beginner:** We have a team but are still defining our strategy
- **Intermediate:** We have a strategy but lack the resources needed to execute it
- **Advanced:** We have a full team and strategy mapped out

A majority (49%) said "Intermediate." These business have strategic goals and ideas but lack the resources needed to execute them. B2C companies tend to have more advanced social programs overall, while the trend in the B2B space shows more beginner and intermediate programs.

How established would you say your social media program is?



How established would you say your social media program is? (By company type)

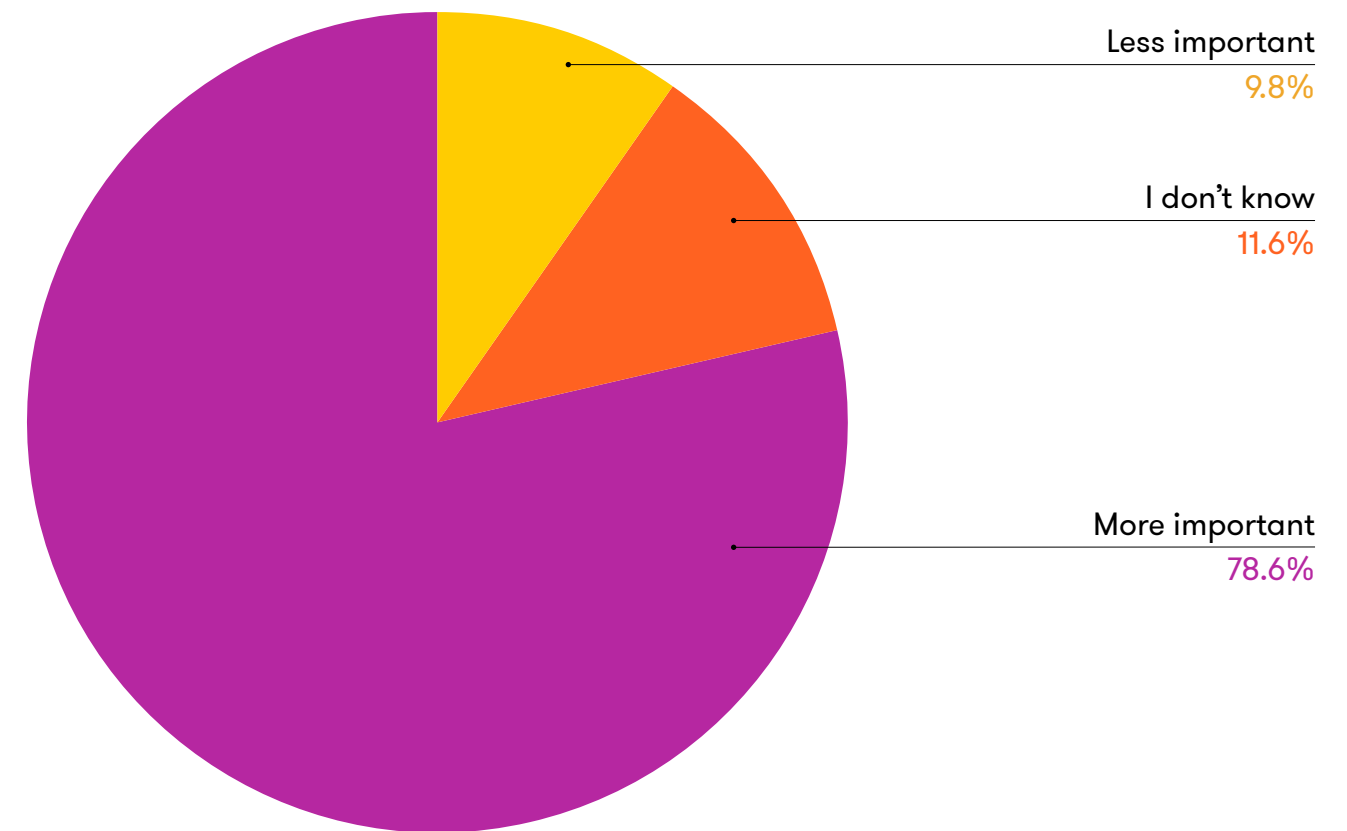


The Role of Social Media in 2025

A majority of companies believe that social will play a more important role in the coming year.

While this speaks to an ongoing recognition of social media's importance, when compared to the fact that team size and resource allocation don't appear to be growing, it also speaks to an unwillingness (or inability) to invest concerted time and budget on social media.

How do you see the role of organic social media developing at your organization in 2025?



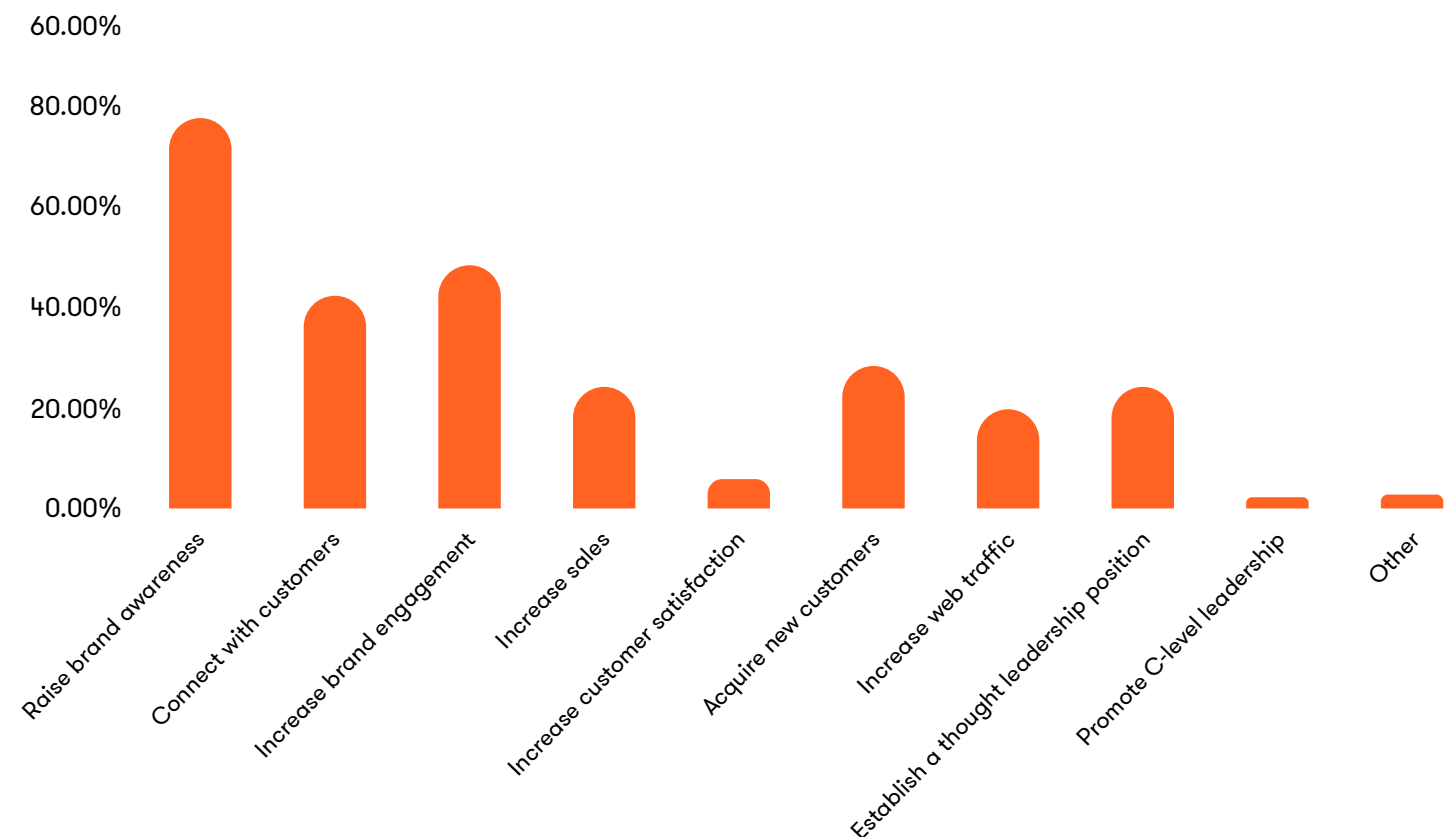
Social Media Goals in 2025

The biggest reason that companies are interested in using social media is to raise brand awareness. Social is uniquely suited to this goal, especially if you approach it strategically — with clear KPIs in place.

The second most common reason is to increase brand engagement. Raising awareness is one thing, but it doesn't do you much good without engagement. These two goals feed each other — it's close to impossible to have one without the other.

The third most common answer is to connect with customers. Social is often where customers go to ask questions, voice grievances, or share their experience with your product in reviews or other kinds of UGC.

What is the primary reason that you use social media at your organization?



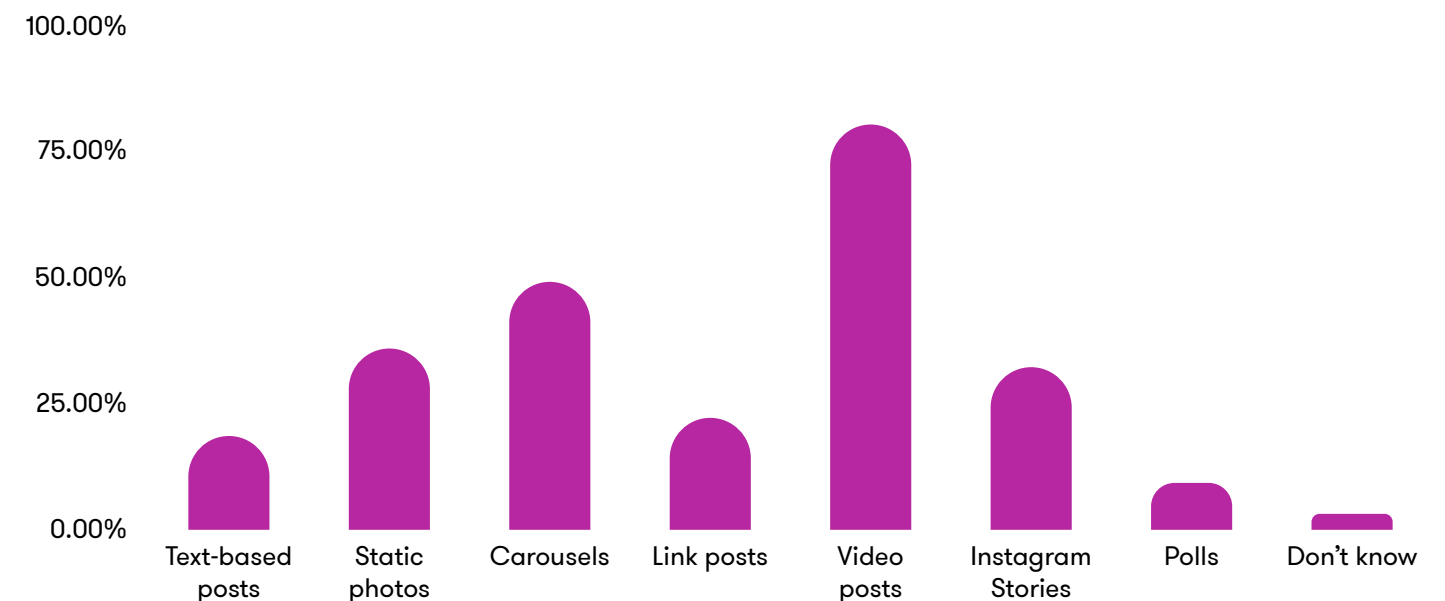
Social Program Management

A majority (80%) of companies that responded to our survey are prioritizing video posts for their social content, which statistically perform better than still imagery. Following that are carousel posts at 49%. Carousels, which are now available on both Instagram and TikTok, typically do better than single-image posts.

Interestingly, link posts are taking a back seat, with 21% saying this is the 5th most important area of focus.

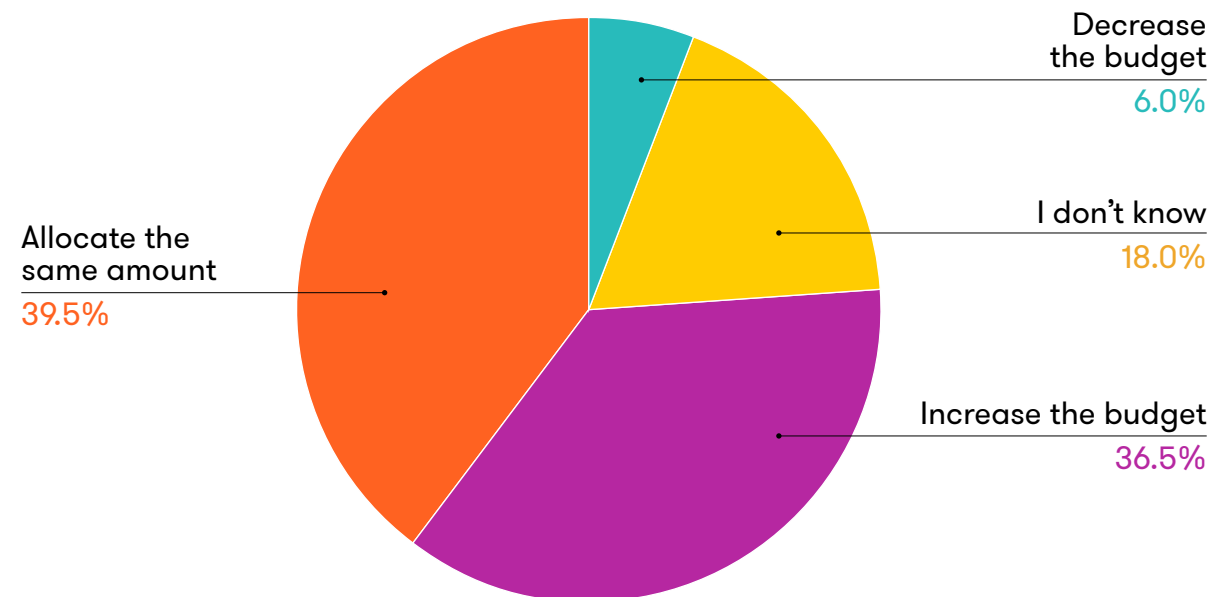
This could speak to a larger trend of social-first marketing, with less emphasis on clicks and more on brand awareness initiatives. This is reinforced by the fact that fewer respondents (20%) indicated web traffic as a primary goal of social media.

Which of these content formats are you prioritizing for your social media marketing?



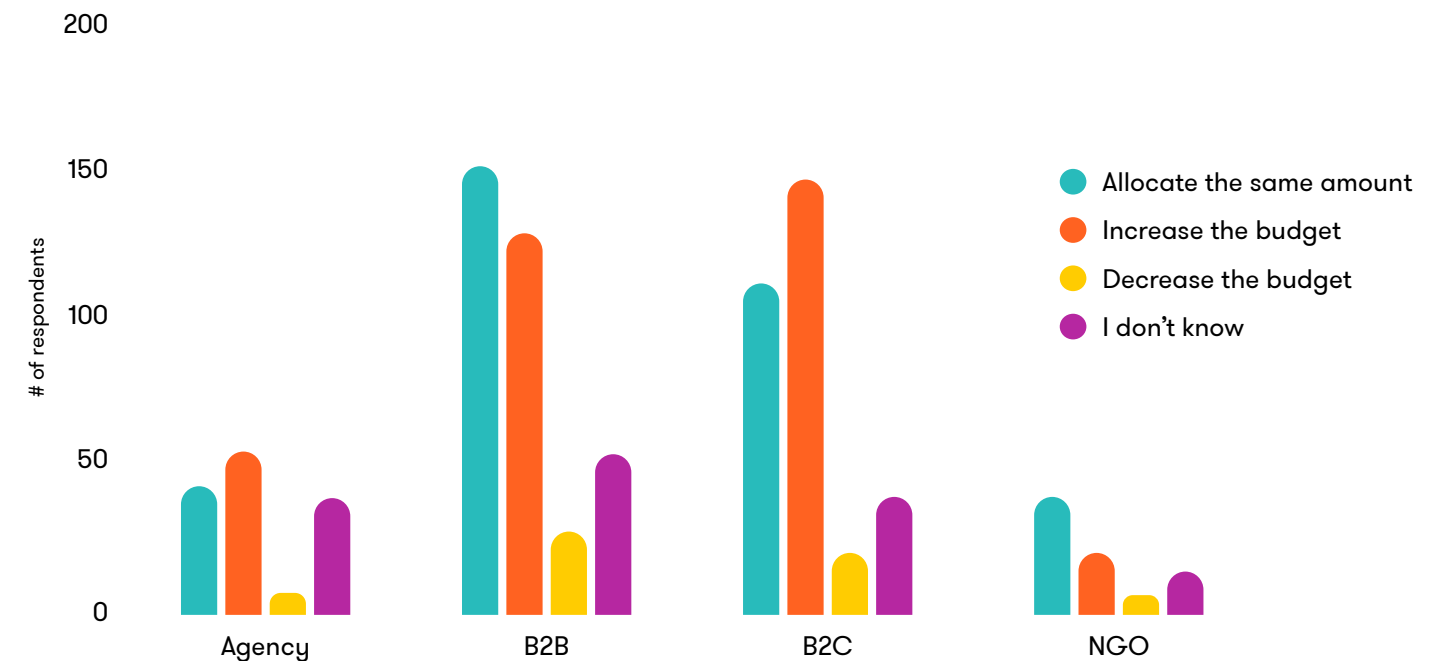
Social Media Budgets

When it comes to budgeting for your 2025 social media marketing program, are you planning to:



Most businesses seem keen to either increase or allocate the same amount of marketing budget to social media efforts. Broken down by company type, B2B companies are the most interested in keeping current budgets the same, while B2C companies and agencies are favoring a more aggressive approach with increasing their social media budgets in 2025.

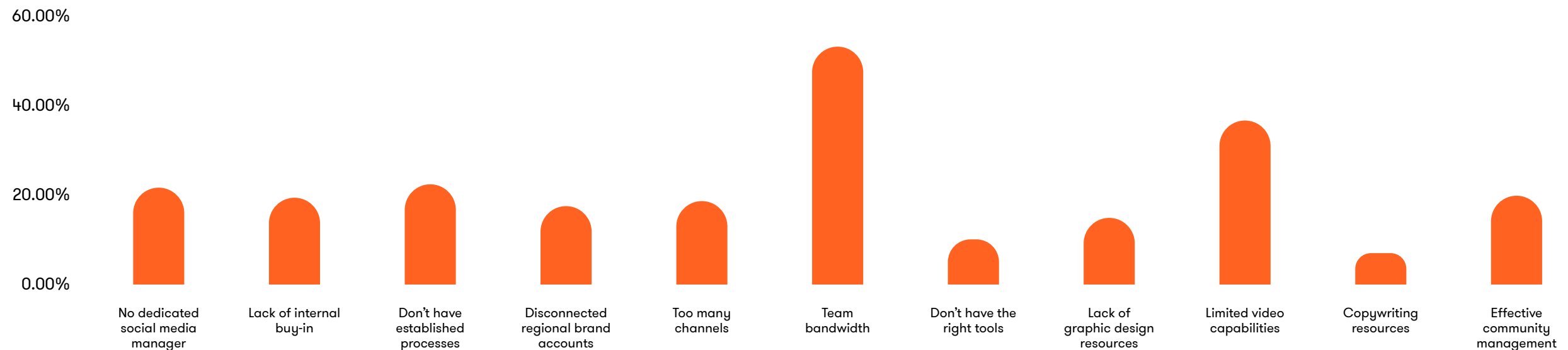
Social media budgets by company type



Social Media Challenges

When it comes to defining the roadblocks challenging the establishment and execution of a robust social media program and strategy, most companies agree that team bandwidth is one of the biggest obstacles. The second biggest struggle is limited video capabilities — reinforcing the fact that video is highly regarded as an important content type to drive engagement. Nearly tied are the laments of no dedicated social manager or established processes in place. These would be essential. However, it seems they are stymied by a lack of internal buy-in when it comes to social media marketing and its benefits.

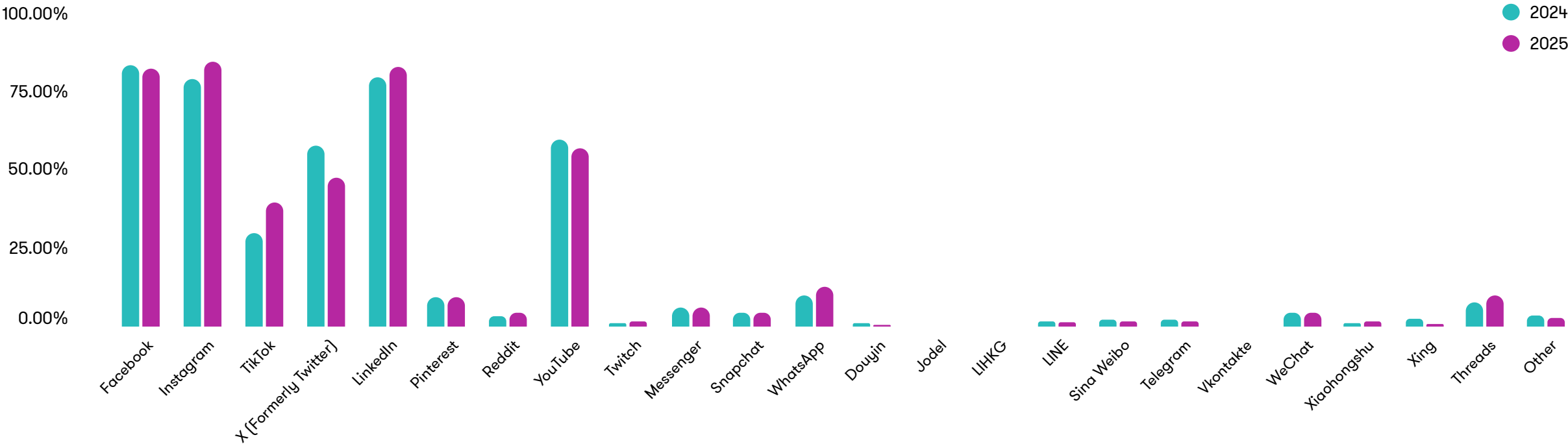
What are the main challenges you face when it comes to managing social media



Channel Usage

In a somewhat surprising shift from the previous year, Instagram beat out Facebook among our respondents when asked which channels they are currently using for organic social strategy. Facebook remains a strong contender at #3, following LinkedIn, which was similarly neck and neck with Instagram in the 2024 report.

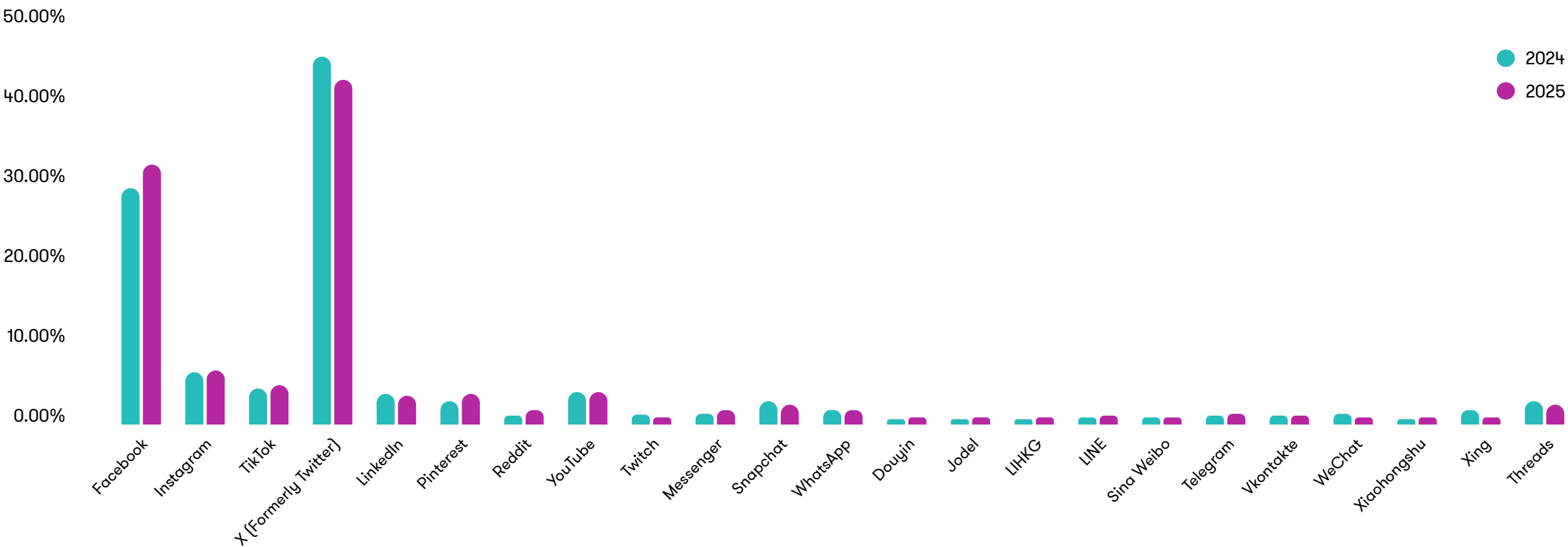
Which channel are you currently using for organic social strategy at your organization?



Priority Platforms

42% of respondents say that they plan to invest less time on X and direct more attention to Instagram and LinkedIn. This is consistent with the trend we saw beginning at the start of 2024 when 45% of respondents agreed that X would take lower priority over Instagram, LinkedIn, and TikTok — priorities mirrored as we go into 2025. A slightly higher percentage of respondents this year are less interested in Facebook as well.

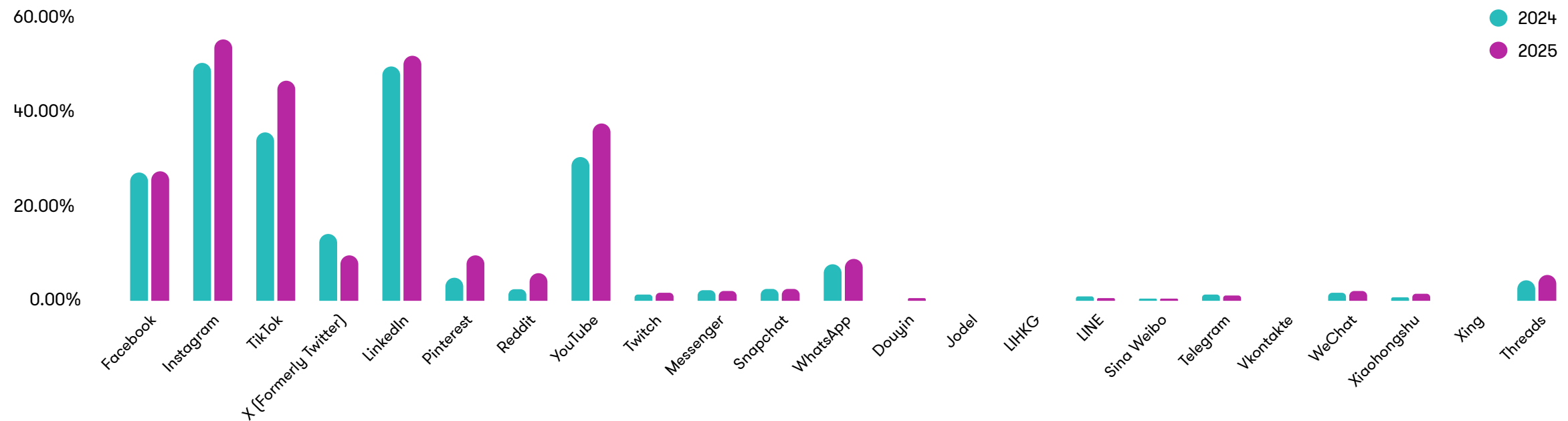
In 2025, which channels are you planning to invest less time in?



Priority Platforms (cont.)

Instagram surged ahead this year as a priority platform for brands. Its key rival, TikTok, is also growing in popularity, perhaps in response to the app's grip on younger generations. Companies also show growing interest in LinkedIn and YouTube as platforms to focus on in 2025.

In 2025, what channels are you planning to invest more time in?



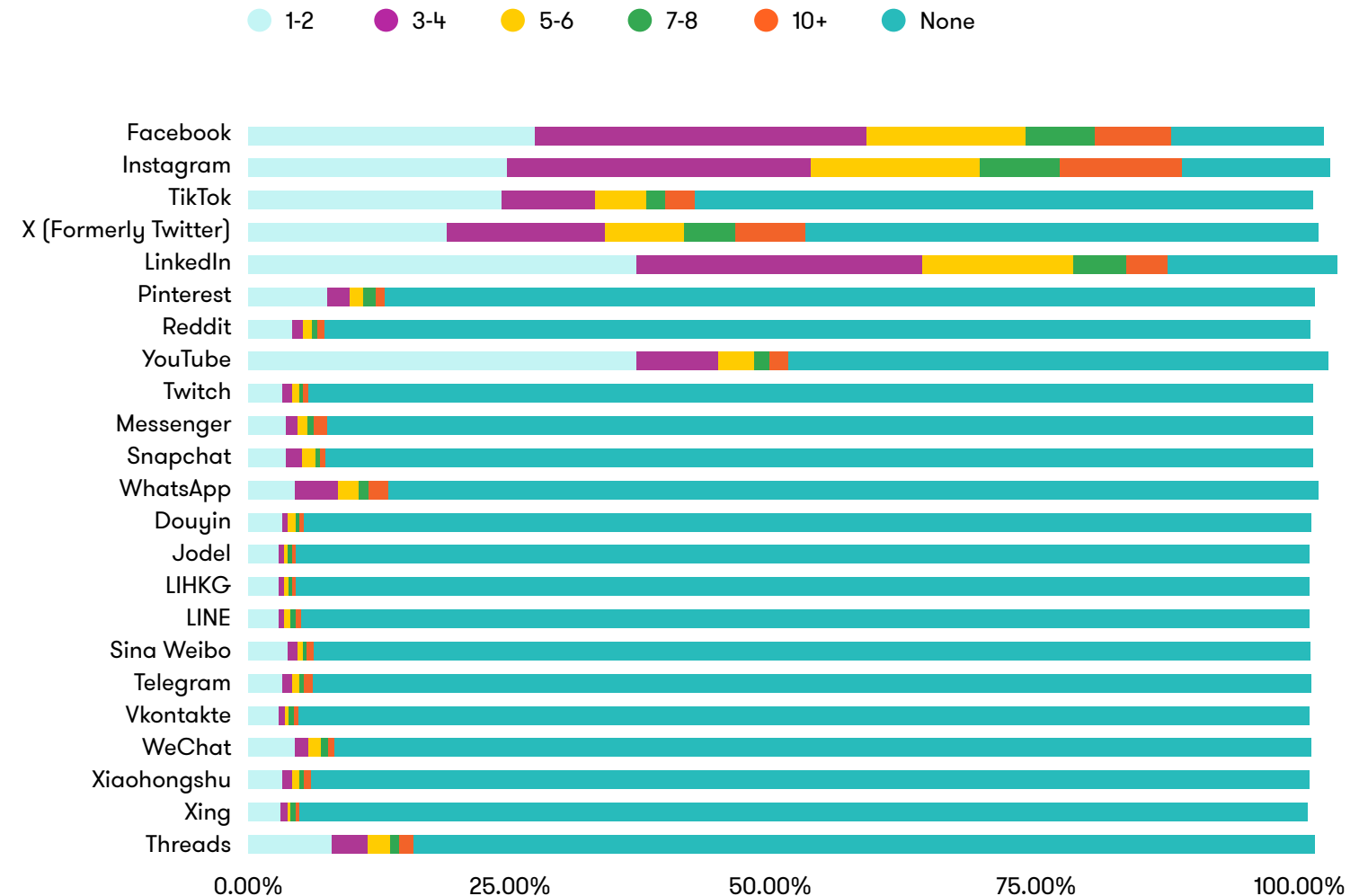
Posting Cadence & Priority

We asked survey respondents to share an estimate of how often they post on each major social media channel.

Excluding “None,” 1-2 and 3-4 times per week were the most common answers, which is consistent with most recommendations on the [best times to post](#).

The platforms with the most activity are Facebook, Instagram, LinkedIn, X, YouTube, and TikTok. We can also see Threads inching up, with 7% of respondents posting at least once per week.

How many times a week do you post per channel?



Posting Cadence & Priority: Reddit

It appears that brands are not posting on Reddit in any kind of statistically meaningful way, which could mean they're missing out.

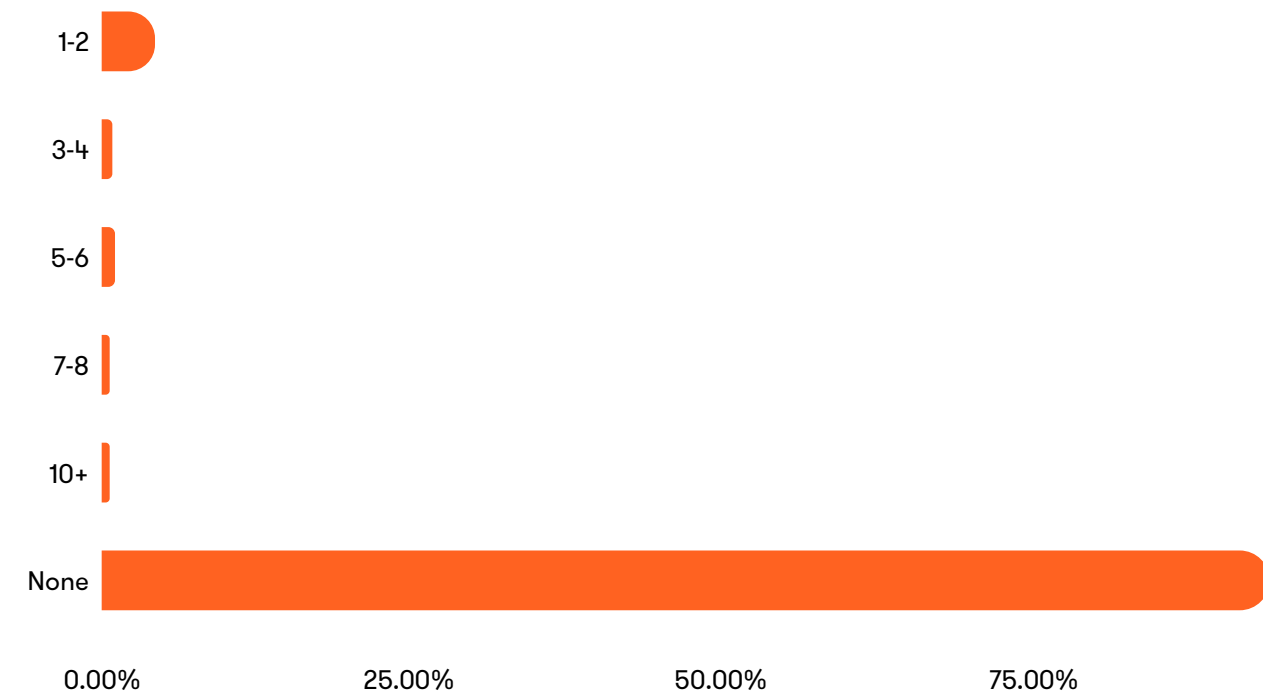
Considering Reddit's power from both an SEO and sheer usage numbers standpoint (1.2B MAU), it is perhaps surprising that so few companies are dedicating time there.

This could speak either to a knowledge gap in how the platform works, a hesitancy to establish a presence based on Reddit's reputation for reticence against brands or, based on this report's data, simply a lack of resources.

However, marketers could also view this as an opportunity to establish a presence on Reddit before key competitors wise up to its power.

See our [2025 Marketing Trends Report](#) for more on Reddit!

How often are teams posting on Reddit?



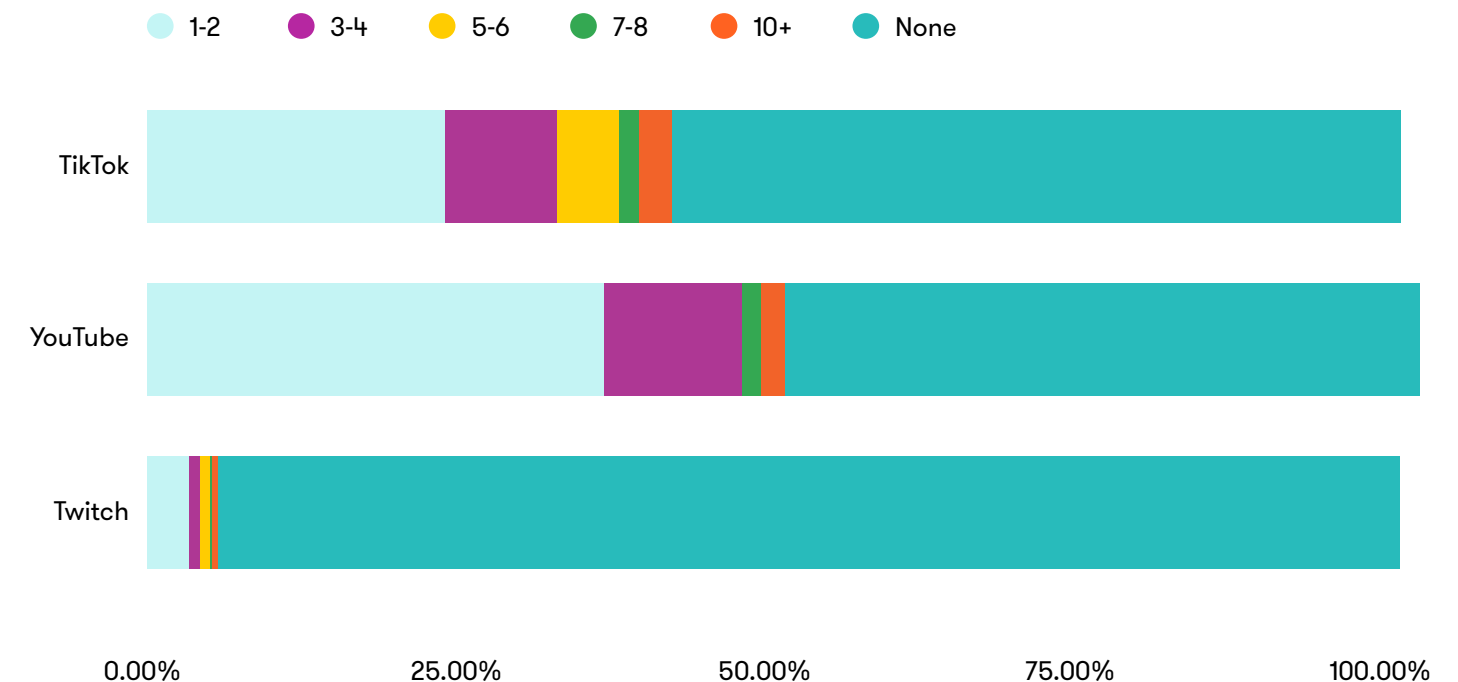
Posting Cadence & Priority: Video

Given the keen interest in video, the other thing that teams may want to keep an eye on for competitive advantage is how often companies are posting to major video and streaming platforms.

As primarily a platform associated with gaming, Twitch is certainly an outlier, not often included in social marketing discussions. But it has steadily been used by brands and influencers in some interesting ways over the past couple of years. It could be worth pursuing as a channel for building brand awareness, via influencer partnerships.

The heavy hitter in video among most brands we surveyed is YouTube. While it's unclear whether companies are posting short videos or more traditional long-form videos 1-2 times per week, it still shows a major dedication to keeping a solid presence on the platform.

How often are teams posting videos on TikTok, YouTube, and Twitch?

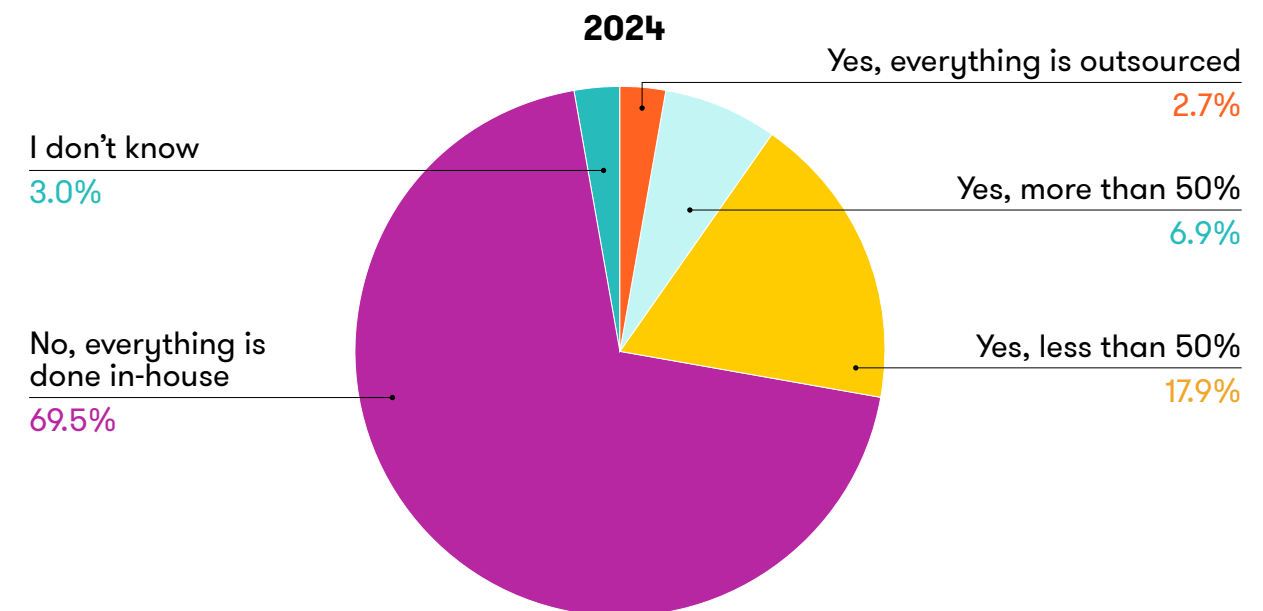
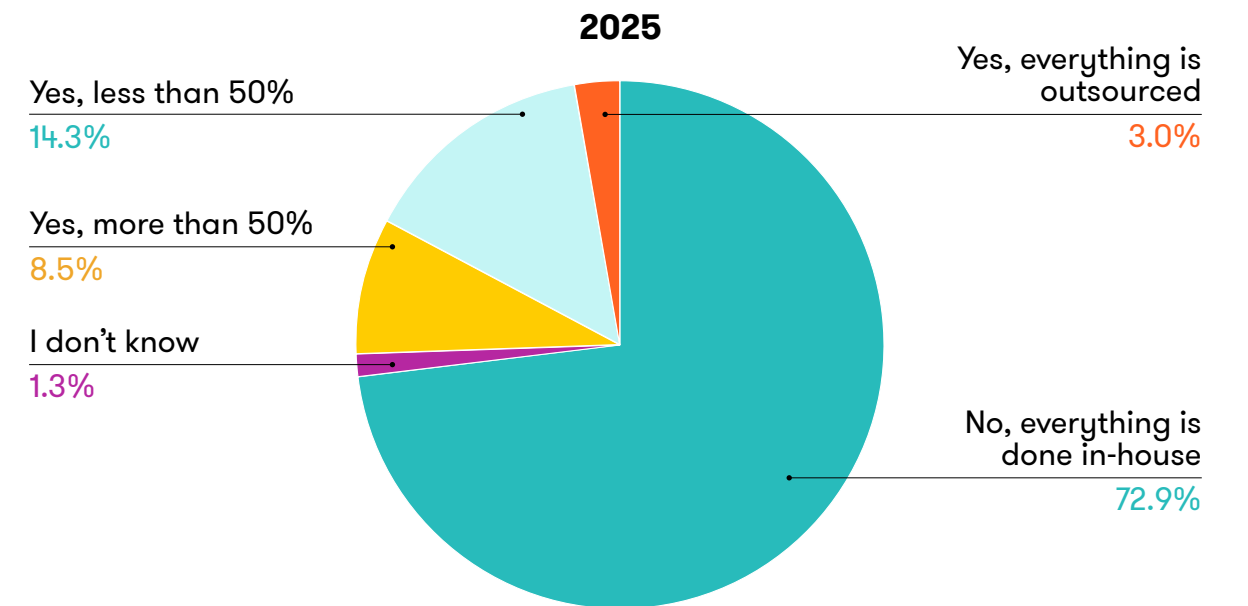


Outsourcing vs. In-House Social Management

In a similar trend to 2024, most companies are still preferring not to outsource any aspect of their social media management.

Of those that do, the top two services are content production and paid social (nearly tied at 17% and 16%), followed closely by video production (14%).

Do you outsource the management of your social media channels to a third party or agency?

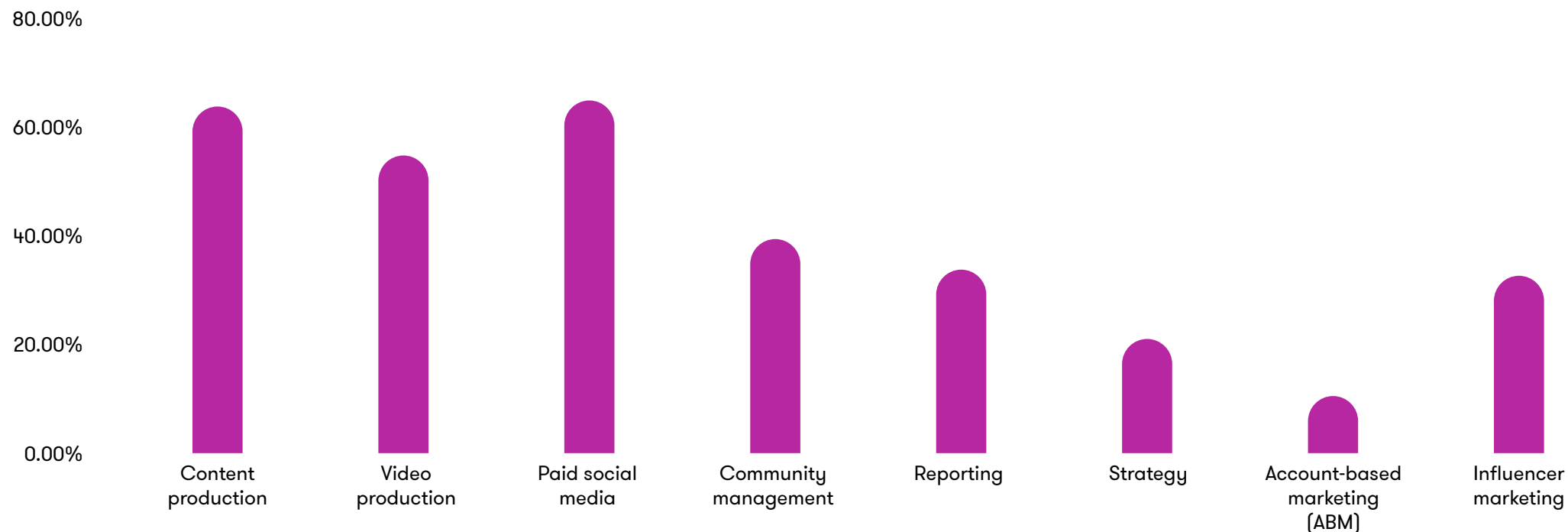


Social Media Services Outsourced

Notably, companies are favoring non-video content production when it comes to outsourcing. Last year, video was the most outsourced function whereas this year it's the 3rd most.

Companies may be finding that reducing reliance on external sources for video is more cost-effective, especially with today's wide variety of video AI tools, increased smartphone camera quality, and low-cost editing software.

What social media services do you outsource?



Survey Results: **Social Listening**

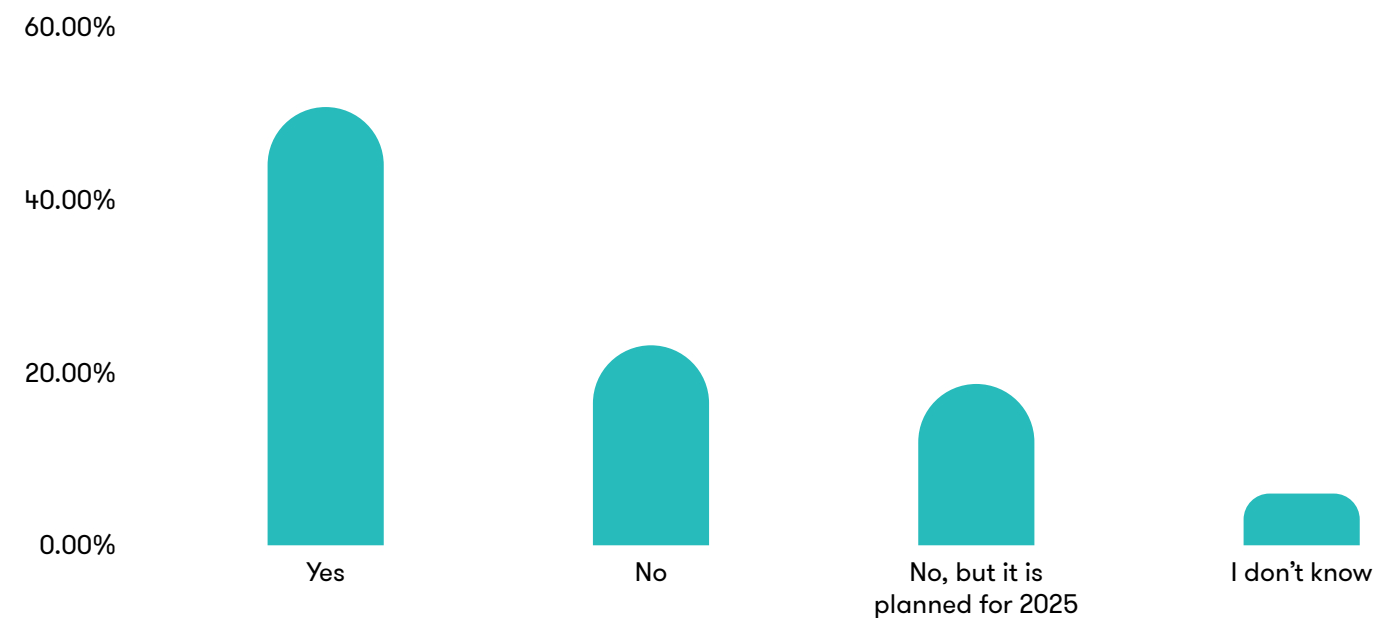
The Role of Social Listening

When asked if companies employed social listening as a part of their social media strategy, just over half (51%) said “yes,” while 23% said “no.” Slightly more than last year (18% compared to 13%) show interest in implementing social listening in the coming year, though they don’t currently use it. This indicates more recognition of the value of social listening.

The complexities of marketing in today’s environment make a clear case for using social listening in some form or another. Strong social presence is becoming

increasingly essential for maintaining audience growth, and social listening can help you hone in on valuable insights that help your strategy and reduce wasted effort in producing content that won’t resonate.

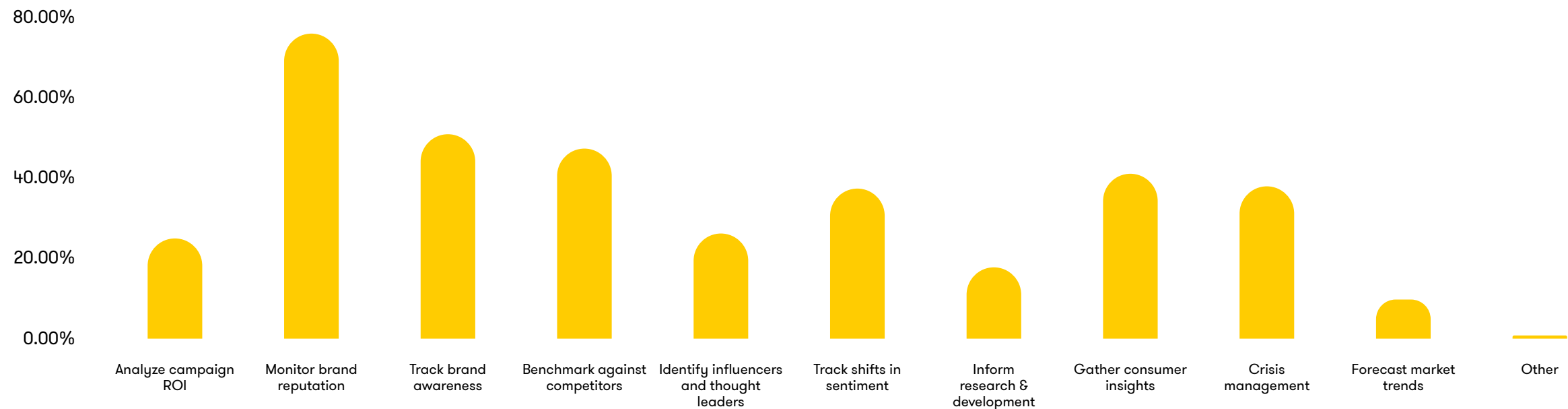
Is social listening currently part of your organization’s social media marketing strategy?



Why Companies Use Social Listening

Of the respondents who currently use social listening, 77% find it most useful for monitoring brand reputation, and 52% say they use it for tracking brand awareness. Benchmarking against competitors, gathering and analyzing consumer insights, and crisis management are among the other reasons companies take advantage of social listening tactics.

What are the primary goals of social listening at your organization?



Transform insights into action

Comprehensive **social listening software**, like Meltwater, can help you see the big picture and apply important audience insights to drive your strategy forward.

Save your team time with AI-powered insights that process over 1.3 billion social media posts, news articles, and blog posts every day.

With Meltwater, you can focus in on what's important, capture the mentions that matter and uncover the insights you've been missing.

Learn how in a demo with one of our product experts!

[Request a demo](#)

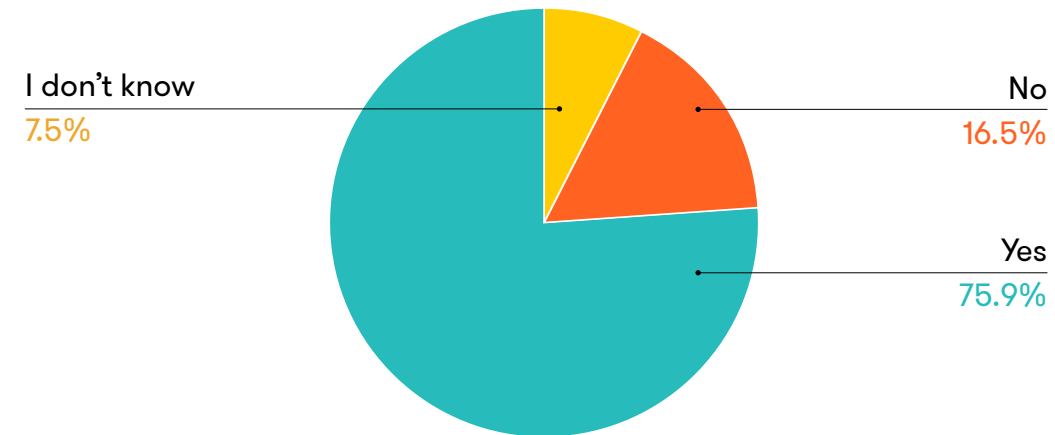


Ways of Conducting Social Listening

There are a number of ways that social listening can be conducted, though a software solution is the recommended route for the most comprehensive overview of your brand health and audience activity. This is how most companies choose to gather social listening insights. This year's results show a much higher software usage than last year, with 75% of respondents as opposed to 40% in 2024.*

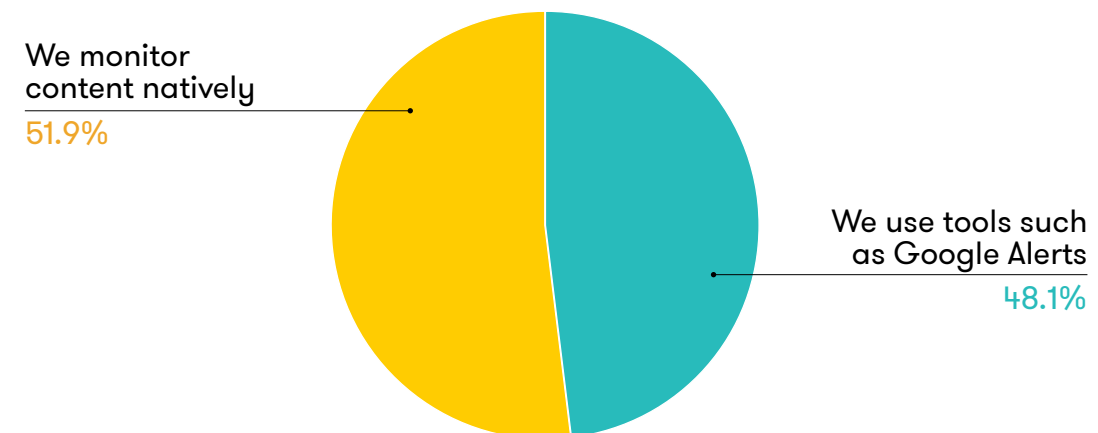
Those who use other means tend to prefer to monitor natively rather than using tools like Google Alerts. Native listening was also the preferred method in our 2024 report.

Are you currently using or planning to use social listening software?



*Note this question was phrased differently this year to include "or planning to use" so this year's higher percentage could be due to teams planning to implement software, but not already using it.

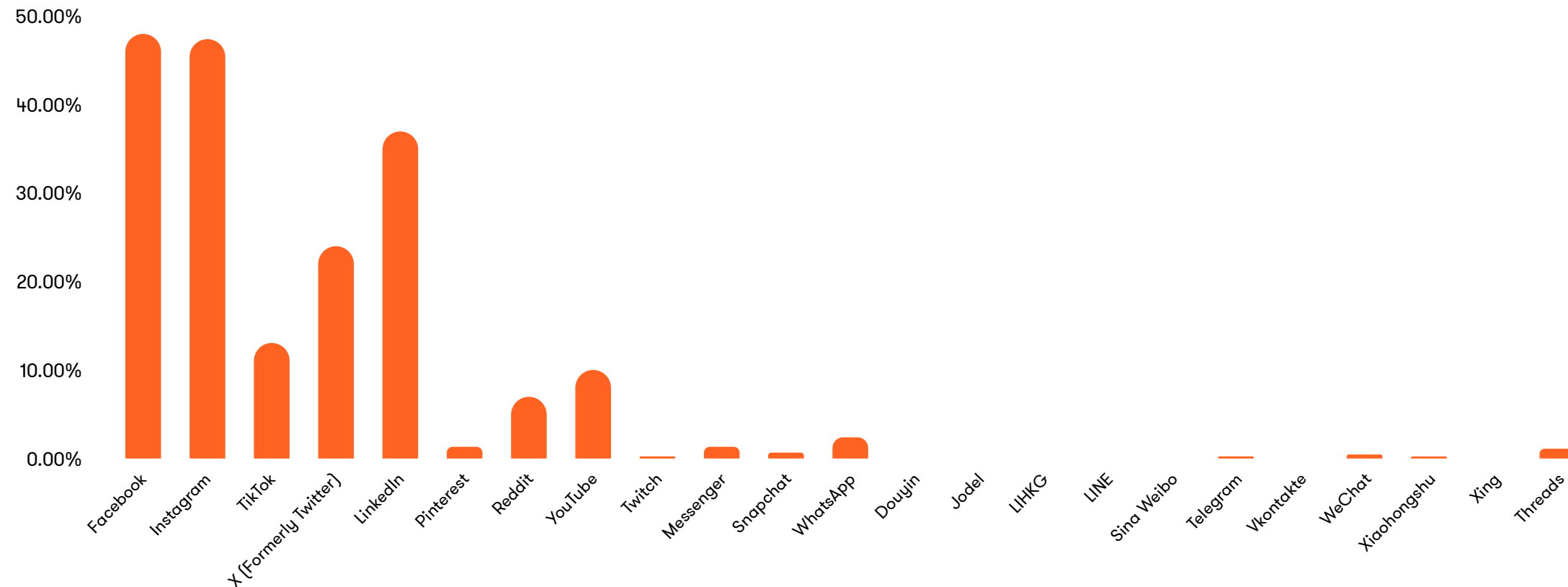
If not using software, how do you conduct social listening?



Best platforms for native social listening

According to our survey respondents, these platforms have the best data for natively tracking and gathering social listening insights.

Which social media platforms provide the best data in your social listening efforts?

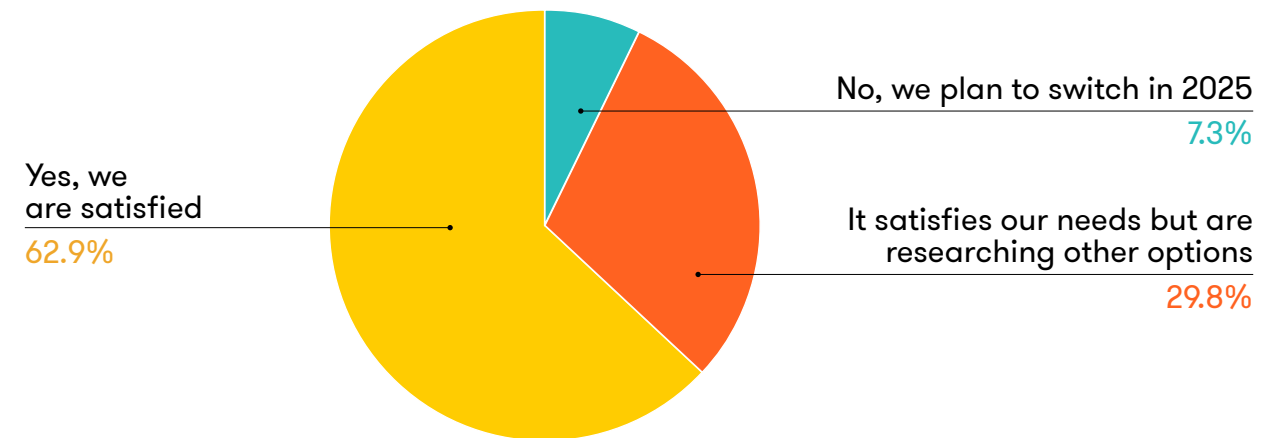


Effectiveness of Social Listening

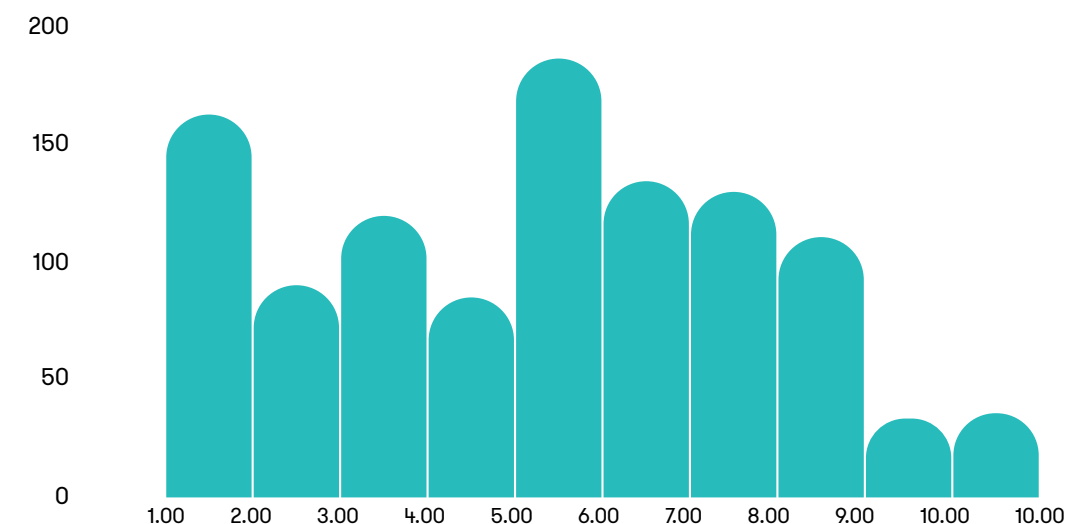
While monitoring natively can certainly yield some insights, it's far too time-intensive and susceptible to human error. Who can keep up with hundreds or even thousands of alerts weekly? Plus, the capabilities are limited, so tracking competitors, monitoring sentiment spikes, and following brand mentions or industry trends will be either impossible or far less effective when employing native social listening efforts.

While 62% of users are satisfied with their current software capabilities, most have average to low confidence that they are using those capabilities to the fullest extent.

Are you satisfied with the capabilities of your current social listening software?



On a scale of 1 (not confident) to 10 (very confident), how confident are you that you're using social listening capabilities to the fullest?

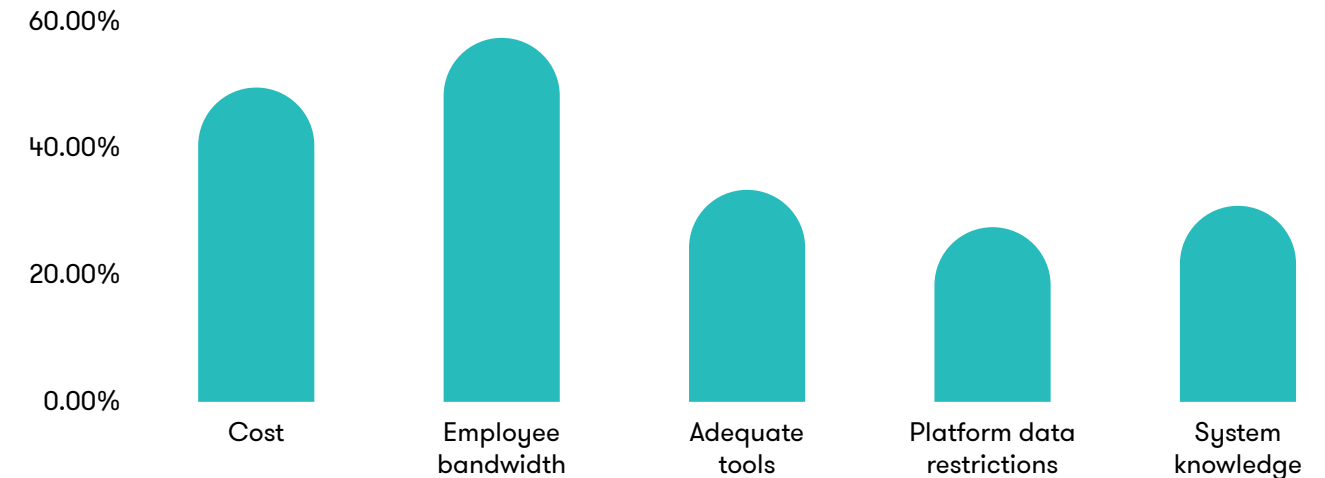


Investment in Social Listening

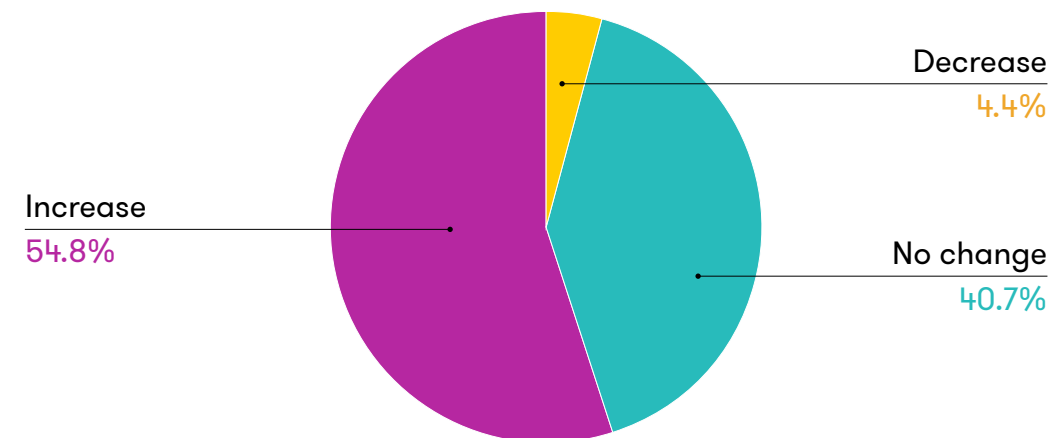
When it comes to maximizing the output of their social listening efforts, most companies cited employee bandwidth and cost as the biggest obstacles.

With the concerns about cost followed by a lack of adequate tools or system knowledge, it seems that smaller companies are aware of the need for capabilities beyond labor-intensive manual listening. However they don't have the means to devote to employee development and education to make it worthwhile. Given that most respondents plan to increase their social listening activity in the coming year, despite these restrictive factors, it would seem that the interest is there even if the means are not.

Which factors would you consider the most restrictive in terms of maximizing your use of social listening?



Do you expect to increase or decrease your time and resources dedicated to social listening in 2025?



Customer Story: W Hotels

W Hotels Singapore knew that their social media presence could make a huge difference to brand perception and future bookings. However they needed a way to simplify gathering data across their many profiles, and to gather useful insights about which of their programs yielded results.

“It was impossible for us to keep track of everything without Meltwater — we have a presence across Facebook, Twitter, Instagram and of course many people leave reviews on sites such as TripAdvisor. Meltwater captures all of this data into one place for us.” says **Jackson Sim, Associate Director of Digital Marketing**

Using Meltwater social listening on a regular basis, W Hotels was able to monitor social reach and sentiment, providing an improved understanding of audience trends. They were also able to better track UGC. These insights served to sharpen their marketing and messaging, resulting in a 200% increase in social engagement!

Ready to get started using Social Listening on your team? Schedule a demo with one of our product experts.

[Request a demo](#)

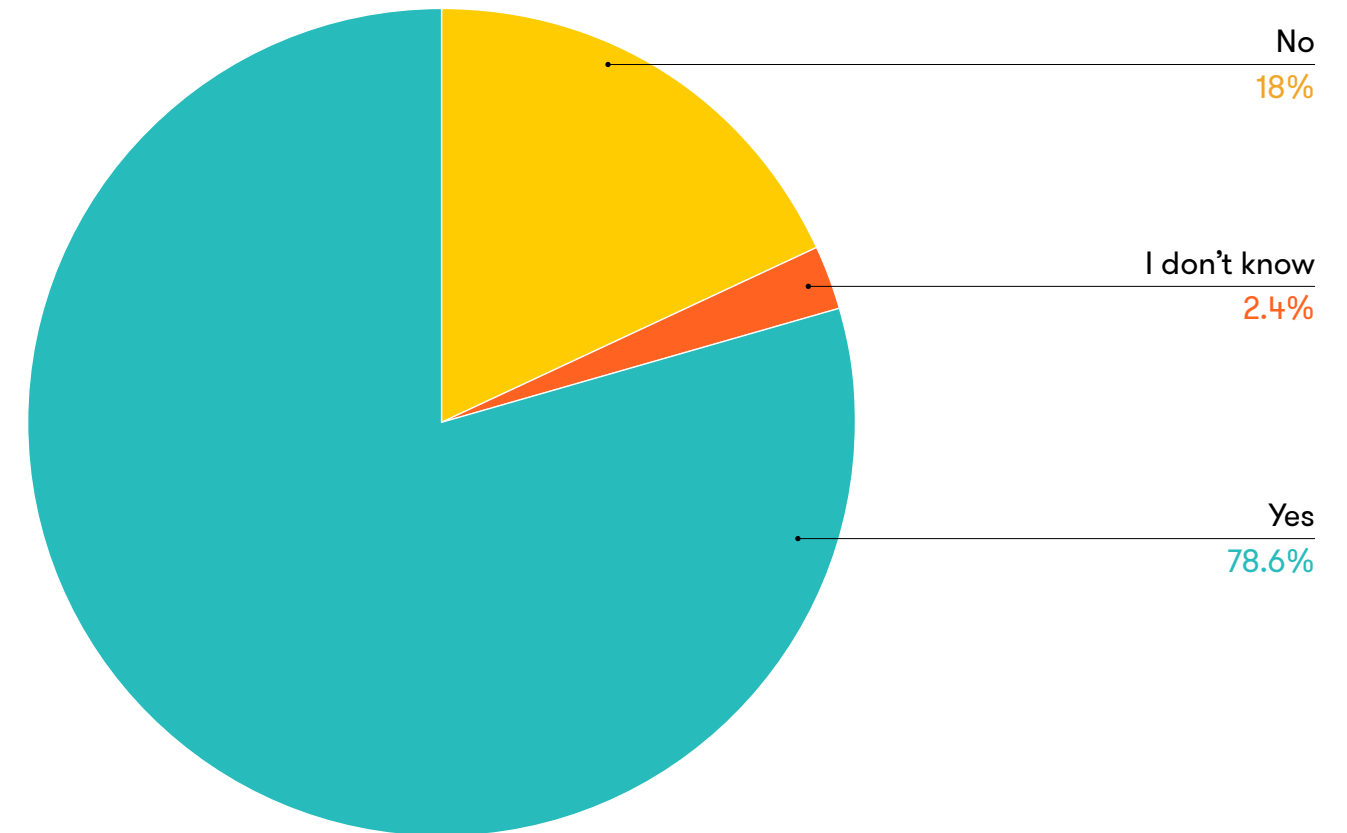


Survey Results: **Paid Social**

Paid Efforts On Social Media

A majority of businesses invest in paid ads on social media. Paid advertising and boosted posts are a great way to increase your reach at scale and get in front of relevant adjacent audiences who might not be aware of your brand, goods, or services.

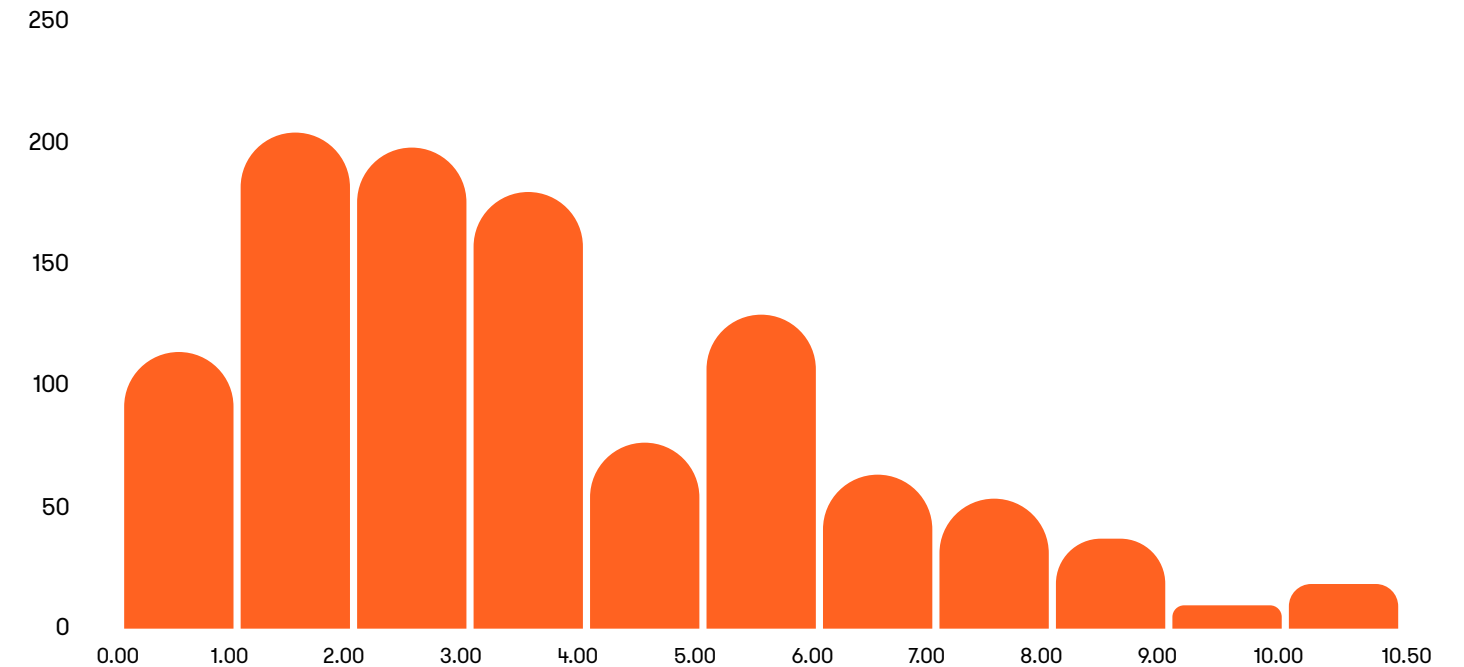
Does your business run social media ads?



Paid Social Budgets

In general, companies are currently allocating a fairly small percentage of their overall marketing budget towards paid social.

What percentage of your overall marketing budget is allocated for paid social?

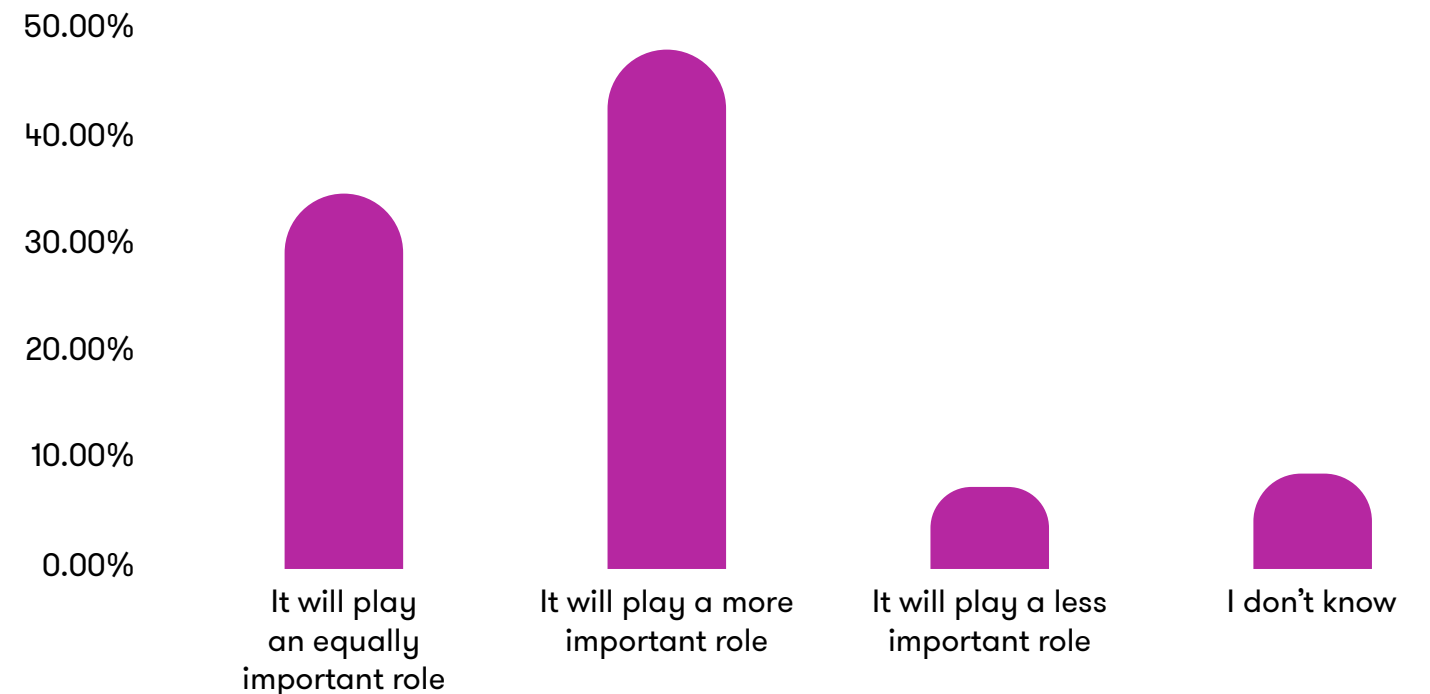


The Role of Paid Social in 2025

Most businesses are planning to either increase their investment in paid social media or keep it the same.

This year, a slightly smaller percentage than we saw going into 2024 (7% vs. 10%) indicate that they think paid efforts will be less important in the coming year. Given this trend, social media teams may want to assess the resources they are allocating to paid in order to stay competitive on social media.

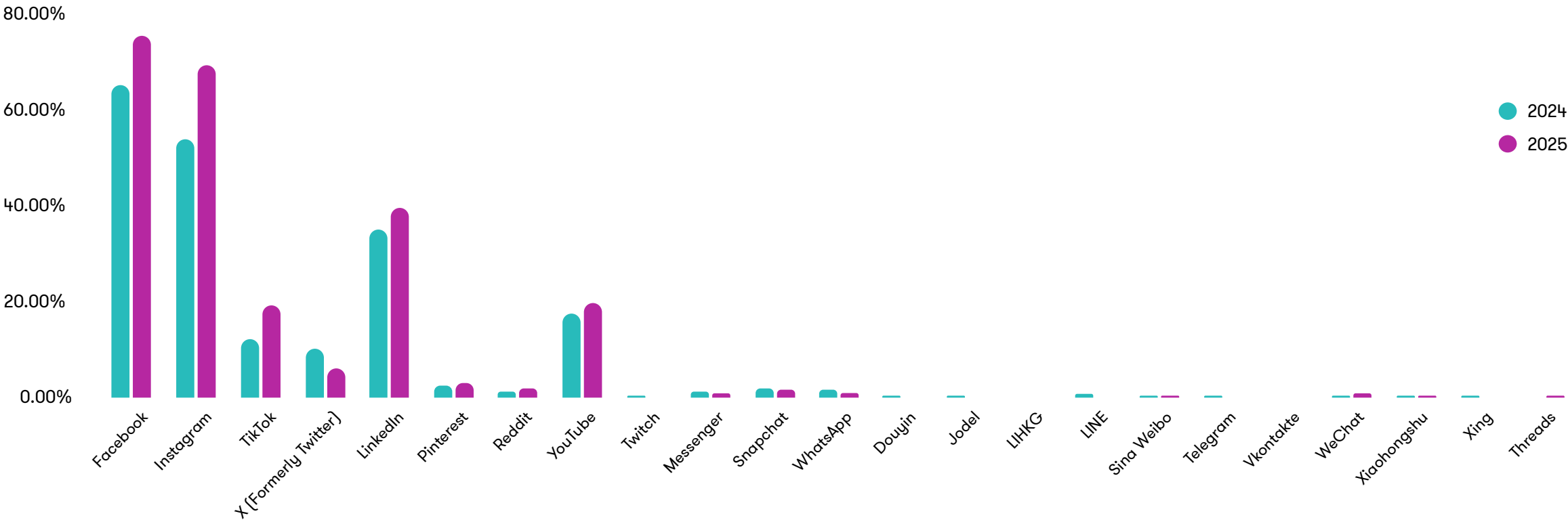
How do you see the role of paid social media developing at your organization in 2025?



The Biggest Players In Paid Social

Mirroring the top-used channels for organic, Facebook, Instagram, and LinkedIn see the most activity when it comes to paid social media. The biggest channel is Facebook, a trend we see continuing from last year’s report. However, the gap between Instagram and Facebook is closing. LinkedIn and YouTube remain popular platforms as well for paid ads.

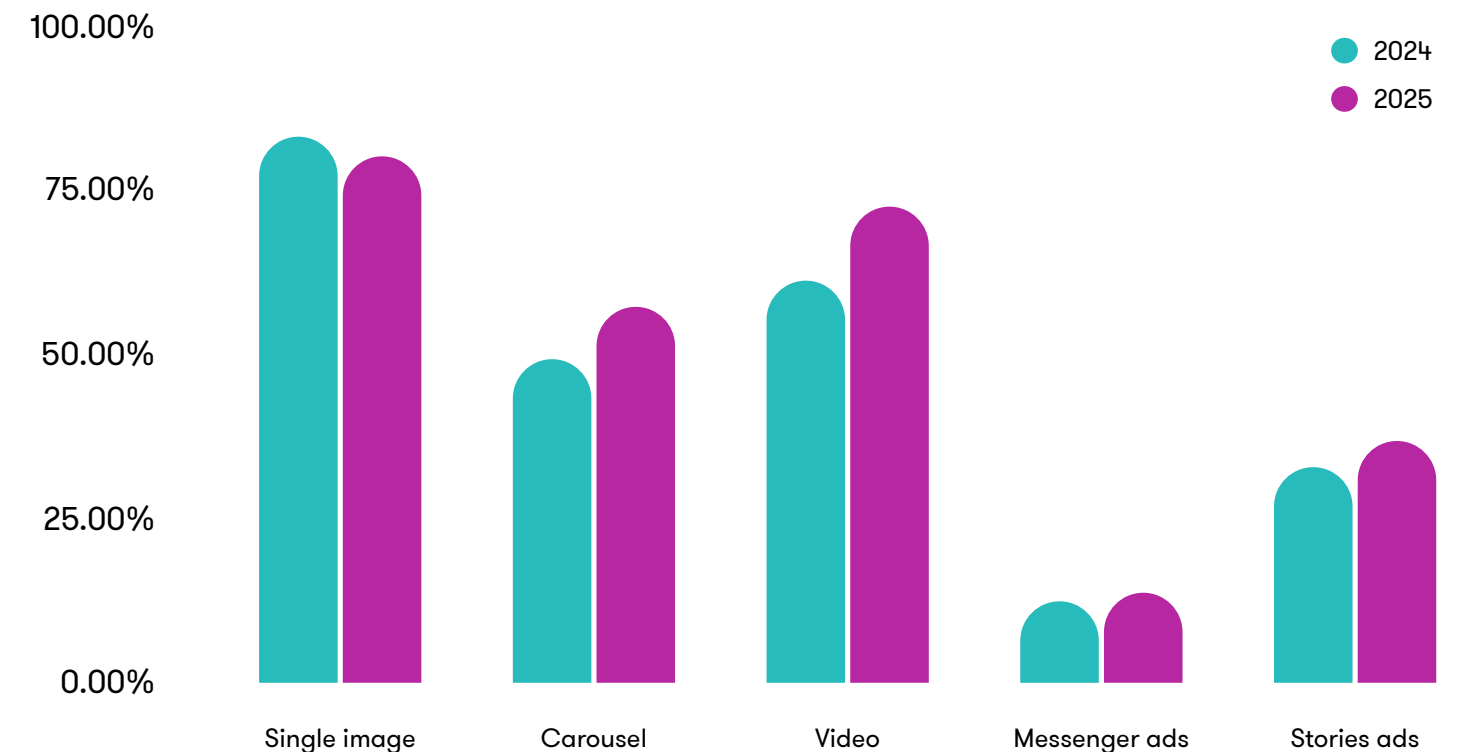
Where do you use paid social media the most?



Paid Social Formats

In an interesting shift from the preferred formats for organic posts, a higher percentage of respondents (80%) prefer single-image paid ads over video (72%). This is on trend with 2024 and could speak to a bandwidth issue and lower budgets available for investing in more involved advertising initiatives like video. Static images are easier and less of a time-suck to create, which could make them a preferred option for smaller teams strapped for time and budget.

What paid social ad formats do you use?



Conclusion

As we look ahead to 2025, it's clear that most companies continue to be interested in social media's ability to raise brand awareness and inspire engagement. However, a lack of resources — whether it be monetary, time, or manpower — makes achieving these social media goals a challenge.

That said, more brands recognize the value of **social listening tools** and strategies, without which it's a much tougher road. These tools allow for more clarity around your audience's activity and habits on social media, providing unique **consumer insights** to improve your marketing strategy.

To maintain a competitive advantage, companies should consider what their competitors are investing in and how they approach social media strategy. If your competitors are focusing less on link posts and web traffic, does that mean you edge in with more link posts or follow the trend? If your competitors are spending more time producing videos on YouTube, should you try to do the same?

Let the data from this report help you determine key areas for developing and improving your social media strategy in 2025.



Use social listening and consumer insights to learn more about your audiences preferences.

Request a demo to see how.



Our suite of social and media intelligence solutions provide customers with the insights they need to make better, more informed decisions.

Discover how our suite can help you succeed.

Request a Demo

Build Your Suite



Media
Intelligence



Social
Listening &
Analytics



Consumer
Intelligence



Media
Relations



Social Media
Management



Influencer
Marketing



Data & API
Integration



Sales
Intelligence