



iSENTIA

Social Media Influencer Survey 2014



25% of all the time we spend online in Australia and New Zealand, we spend on social media.



That's **15 in every 60** minutes



As individuals, we are **using social media more and more.**



So do we as communicators **value the channel?**

What lessons can we learn from one another?

How can we change the way we communicate **through social media?**

How do we as communicators interact with social media channels?

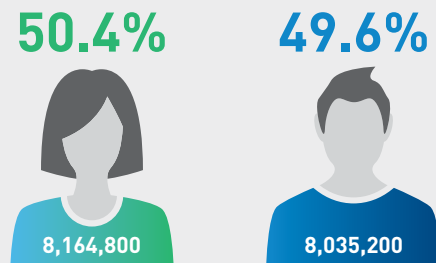


SOCIAL MEDIA USE

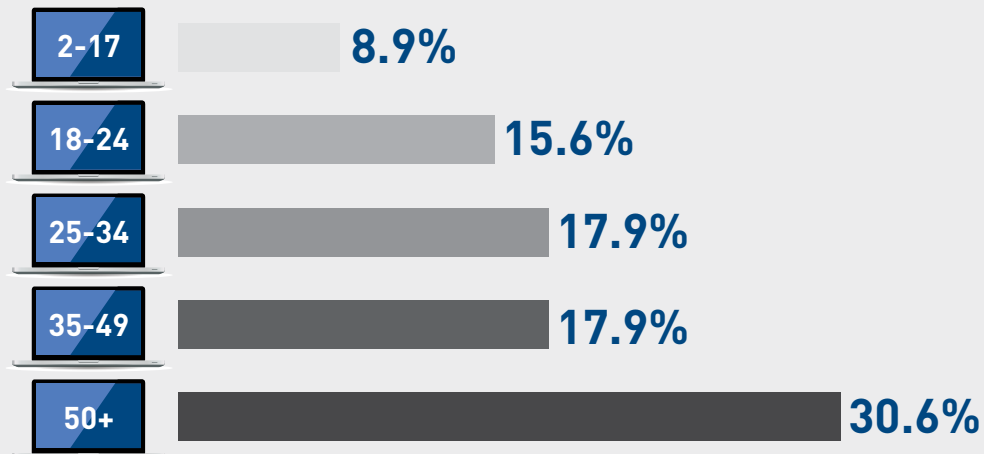
Use of social Media and social networks across Australia is increasing exponentially as more and more Australians turn to social channels to connect to friends and family, to engage with products, service and brand and crucially, more and more, to get their news.

Internet Users

Who are they?



Age demographic % breakdown
% of online Australian



Source: Nielsen Online Landscape Review, 2013

YouTube is the second largest search engine in the world processing 3 billion searches a month



3^{BN} searches

Sources: AdvocateDigitalMedia, 2014 and Internet Live Stats, 2014

Instagram users post an average of **1.4 videos** and **2.8 photos** each week

1.4 x



x 2.8

MON

SUN

Source: The Works and University of Technology Sydney, 2014



25% of all online time
is spent on Social Media.
That's 15 in every 60 minutes.

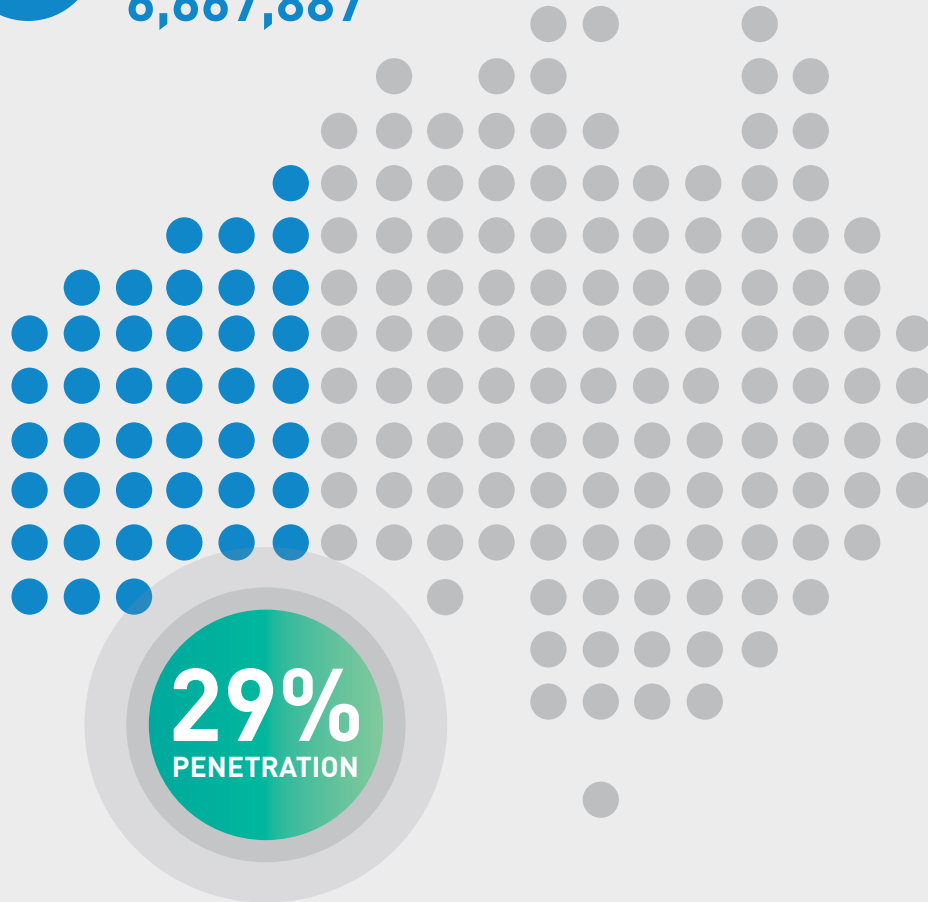
Source: The Works and University of Technology Sydney, 2014

LINKEDIN AND FACEBOOK USAGE ACROSS AUSTRALIA



LinkedIn
Australian
Profiles

6,667,887

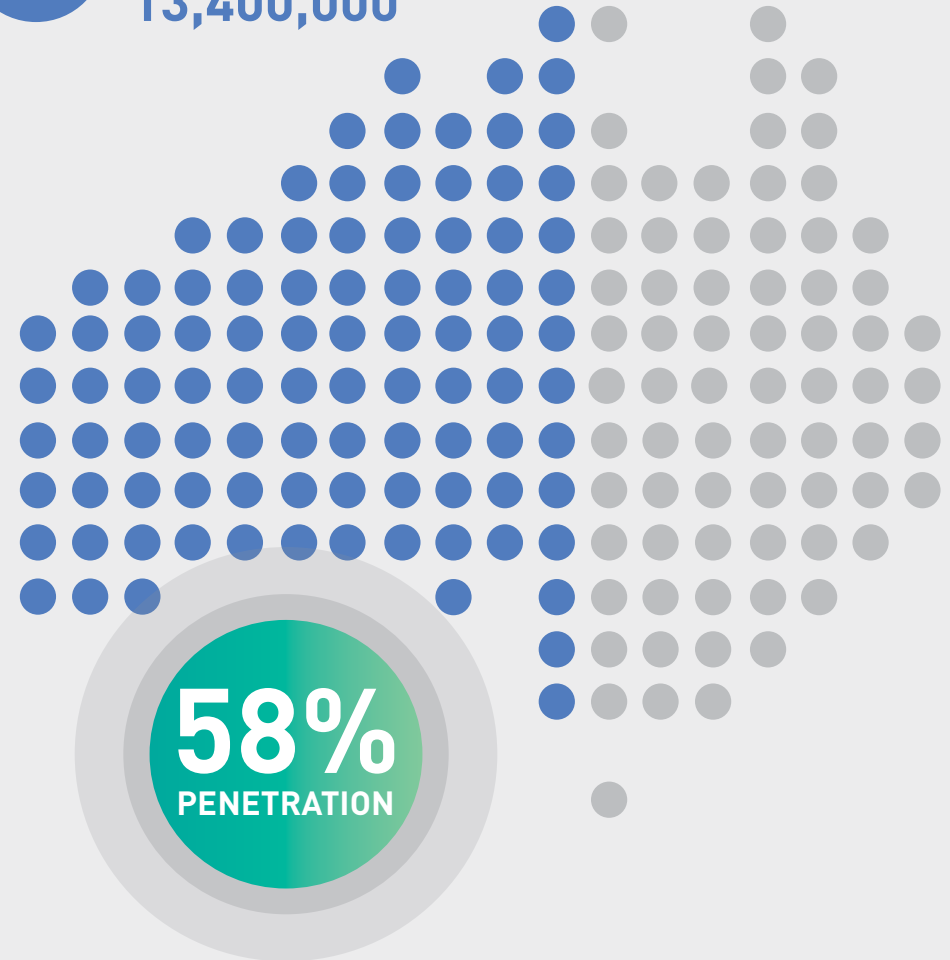


29% Penetration of the population as a whole



Facebook
Australian
Profiles

13,400,000



58% Penetration of the population as a whole

ISENTIA SOCIAL MEDIA REPORT 2014

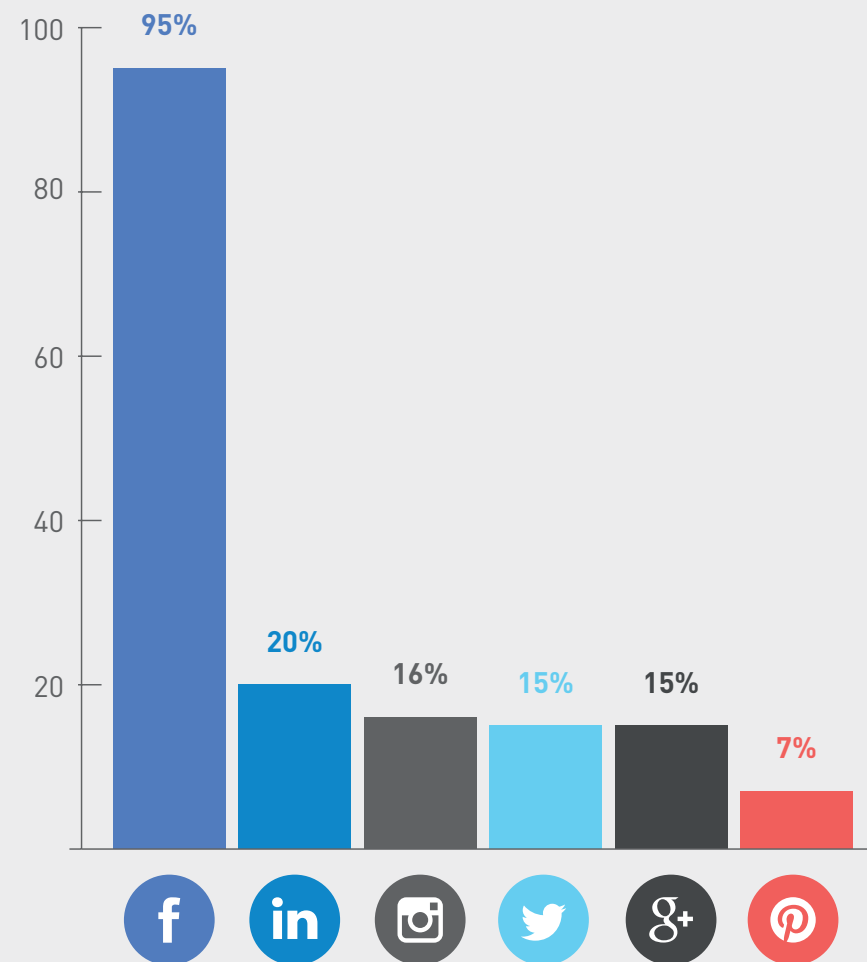
Social media has rapidly become less of a place to share photos and more of an essential business tool for communicating to your target audience. With this in mind iSentia conducted a survey amongst a wide range of our clients across Australia and New Zealand, to get a pulse check on where and how you are using social media.

This report explores the use of social media across a wide range of the region's businesses from the ASX 100 players to the small PR/Comms team to give you an idea of what everyone is doing and how they feel about social media now.

This is what you told us...

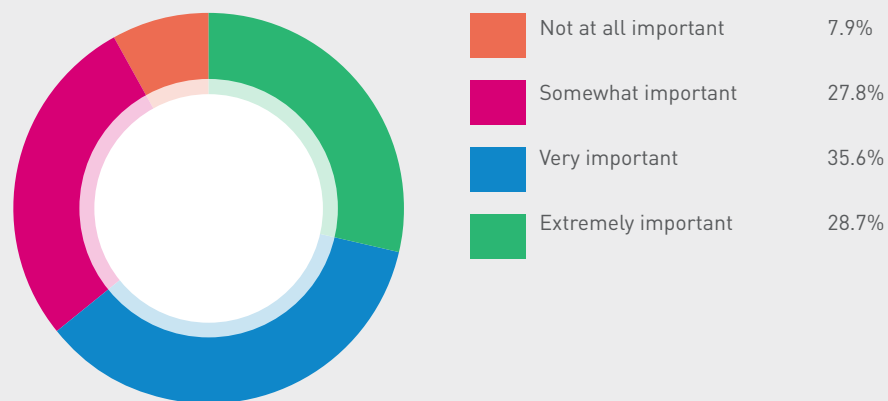
Social Media sites used

Primary social networks actively used by responding marketing and communications teams in organisations across Australia.



MEDIA INFLUENCERS AND SOCIAL MEDIA

How important is it to monitor traditional media influencers through social channels?



40% of journalists said social media is very important to their work



1/3 said they spend up to 60 minutes each day on social networks.



Source: Indiana University School of Journalism, 2014



“Twitter has really helped the Guardian - we're at the heart of breaking news. Twitter is the fastest way to break news now. So core to what we do and core to what we do on a daily basis.”

Andrew Miller, Guardian News & Media CEO

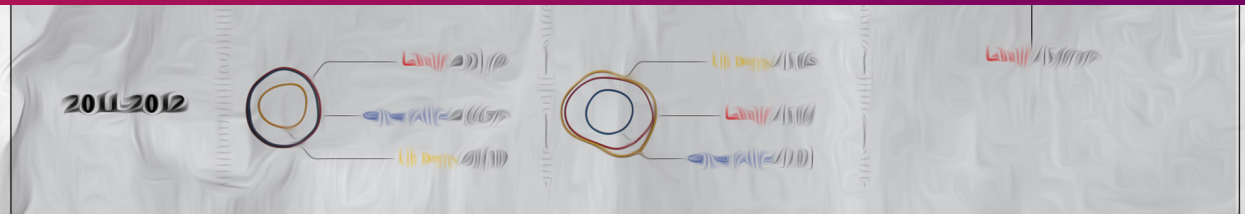
MPs claimed £1m in expenses in the first four months after the general election, including £12,709.00 on hotels but just £32.01 for their entire hospitality bill, the first publication of their claims since the new system began revealed today.

The highest claimer overall was Keith Simpson, the Conservative MP for Mid Norfolk who was reimbursed £20,752, followed by Craig Whitaker, the Tory MP for Calder Valley (£18,207.71), and Andrew Dingham, the Conservative MP for High Peak in Derbyshire (£17,483.4).

rious claims as had been the case under the previous system. "It's our assessment that MPs are being thoughtful and careful in the use of the system," he said.

Embarrassingly, the website set up to host the database of MPs' expenses claims appeared to have crashed within an hour of going live for the first time at 10am.

Ipsos initially blamed "unprecedented" demand for the technical problem. It later emerged that the website received 10,000 hits in the first hour and a half, according to



An infographic of what each of the main parties spent on office running costs in 2 years

• Danny Alexander, the chief secretary to the Treasury, claimed £1,905.73. That included payments of £1,742.60 and £1,359.61 on renting an office in his Inverness Dornoch and Strathpey constituency. He made claims of £35,300

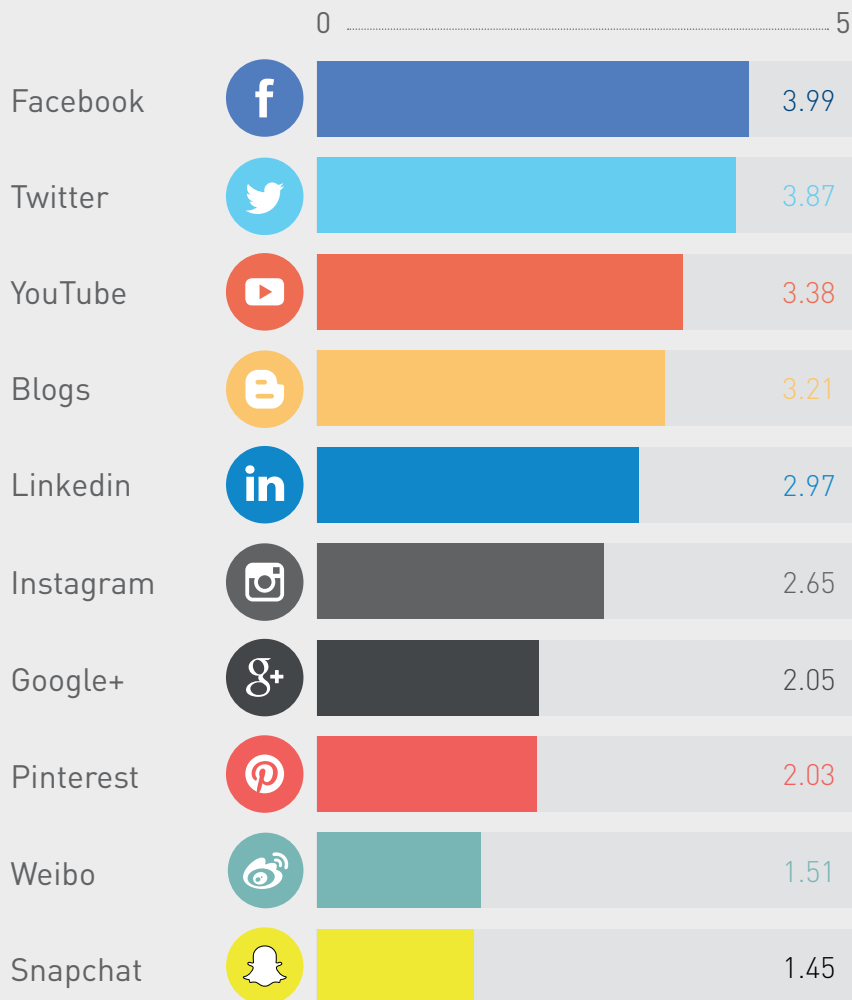
Amid the claims for hospitality was the £82 for Russell's toilet paper, while Hugh Bayley, Labour MP for York Central, spent £60 on a staff away day. The Lib Dem transport minister Norman Baker claimed £40 for a bag of sugar.

leader of the Commons to warn Kennedy that the House "will not be bullied".

iSentia Social Media Influence Survey 2014
In the UK, 30% of MPs have been contacting members of the lobby journalists covering the

ONLINE AND SOCIAL MEDIA USE 2014

We asked marketing and communications managers which social network they considered to be the most useful:



Facebook

Source: www.socialbakers.com

Page	Local Fans	Fans
Skittles	994,266	26,433,137
McDonald's Australia	990,525	1,081,297
Pringles	984,588	27,594,939
Pringles	983,697	1,112,115
Domino's Pizza - Australia	953,914	1,037,781

YouTube

Source: www.socialbakers.com

Channel	Subscribers	Uploaded video views
Samsung Australia	9,943	18,383,925
Telstra	12,417	18,368,634
Gumtree Australia	1,028	12,480,998
Kia Australia	3,552	10,686,903
Toyota Australia	10,292	10,336,782

Twitter

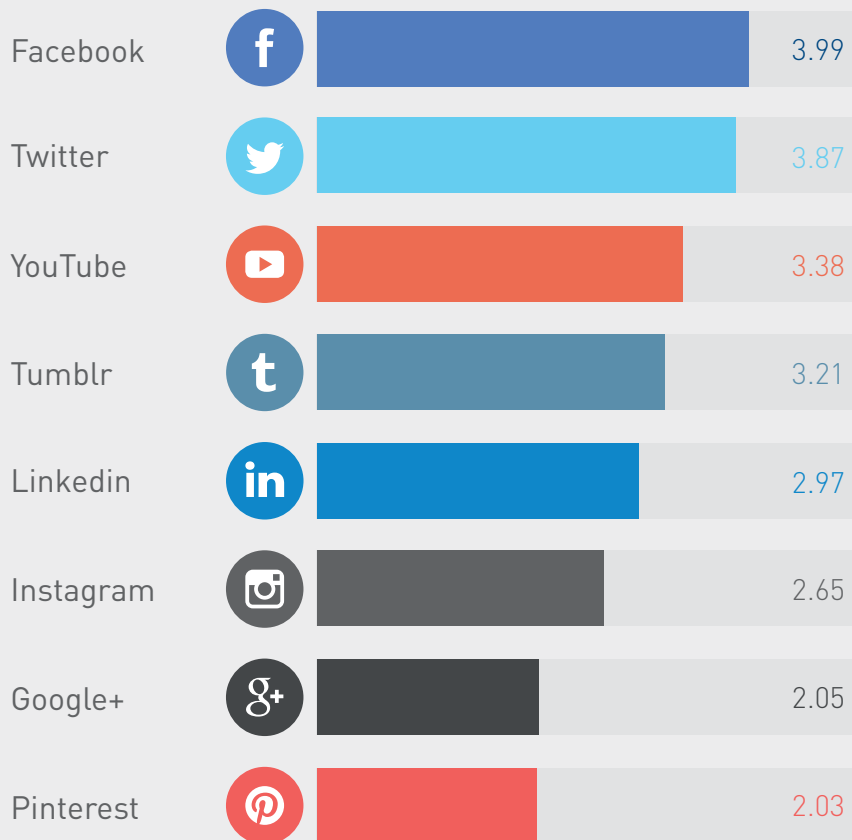
Source: www.socialbakers.com

Profile	Following	Followers
Qantas (@Qantas)	3,983	214,577
Virgin Australia (@VirginAustralia)	8,953	152,279
popcherryfashion (@popcherryfasion)	71	117,545
Sportsbet.com.au (@sportsbet.com.au)	3,092	91,892
jetstar Airways (@JetstarAirways)	22,958	80,816

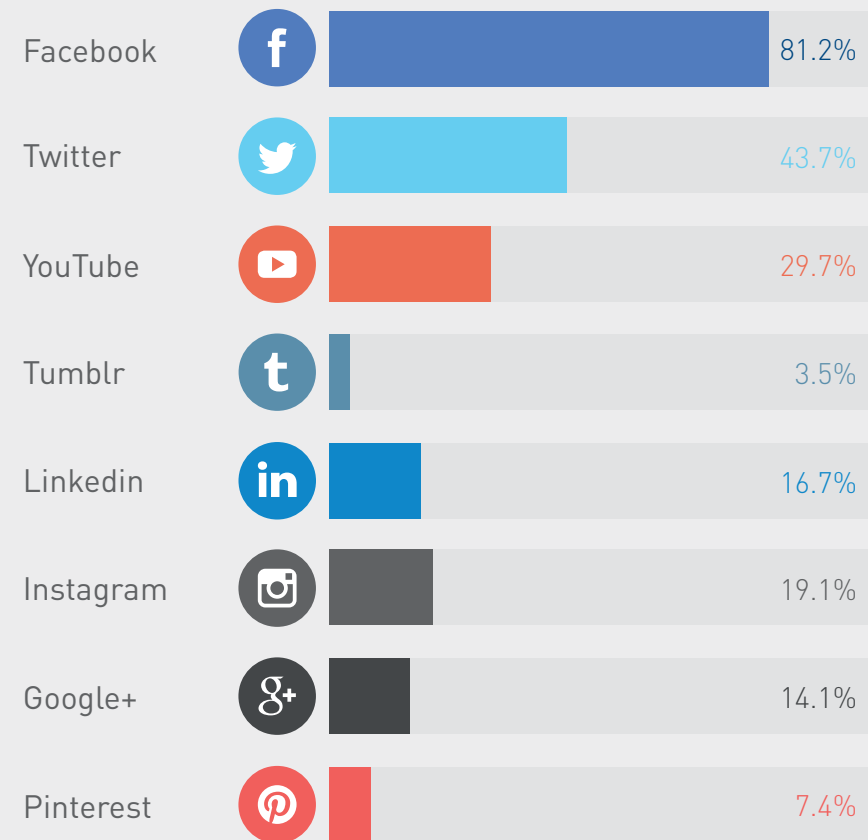
LIKELY TO BE A HIGH PRIORITY FOR FY2015

We asked marketing and communications managers which social network they considered to be the most useful and they responded that Facebook, Twitter and YouTube were their big three. Globally, marketing managers agreed with those three channels likely to attract the most marketing investment during FY2014.

Relative importance of channel



Social channel

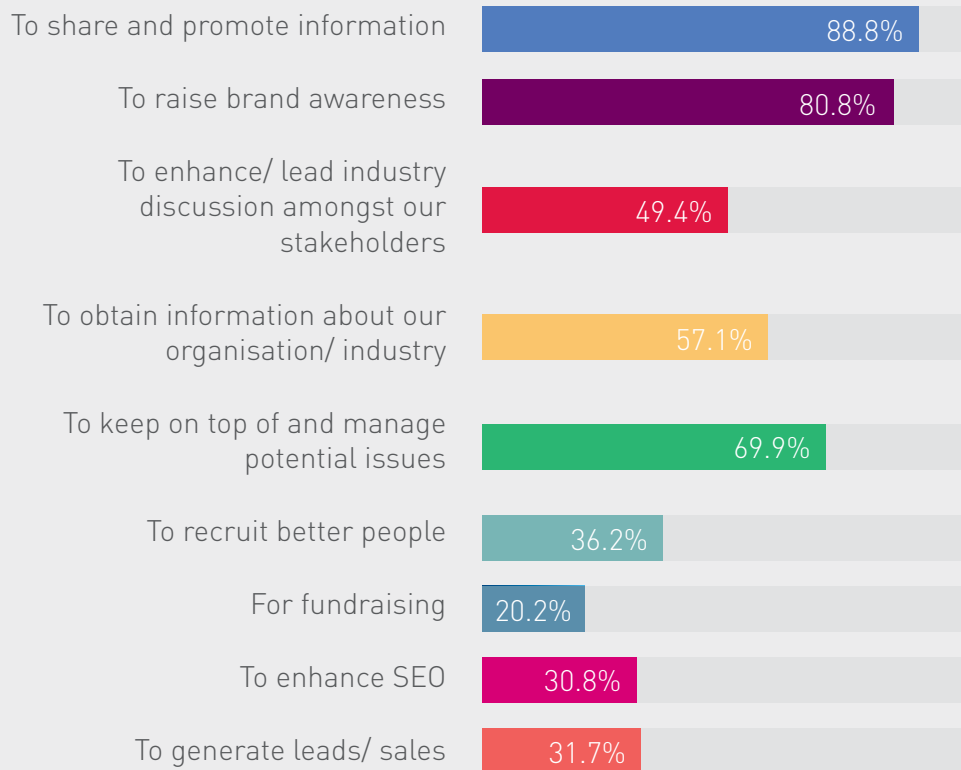


Source: www.socialbakers.com

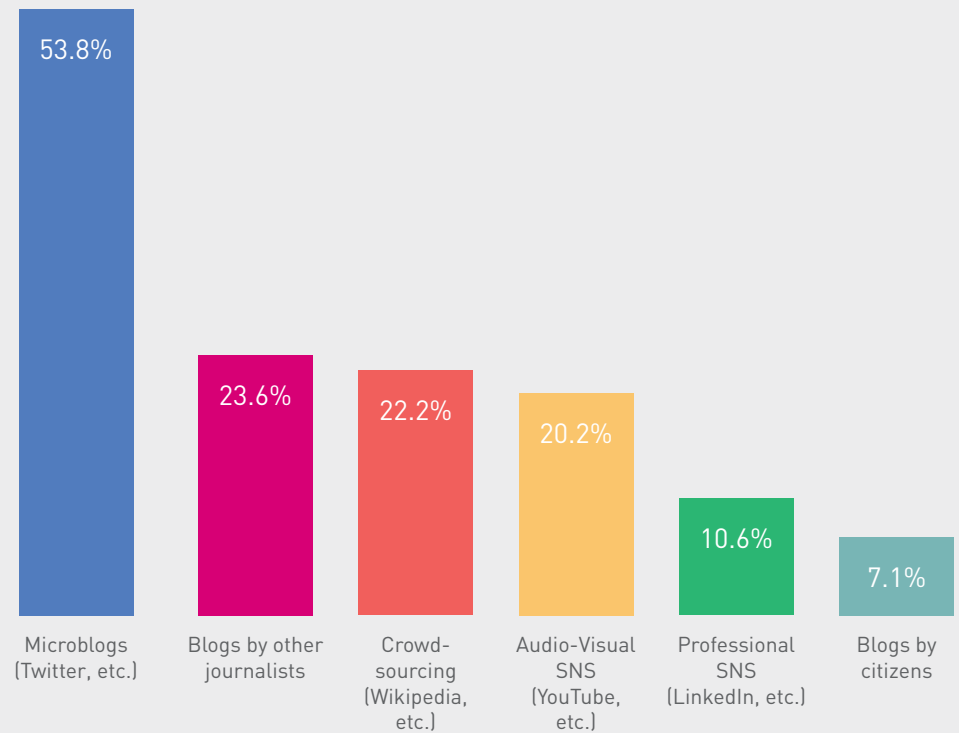
HOW AND WHY ARE JOURNALISTS USING SOCIAL MEDIA?

The increasing use of social media channels by marketing and communications professionals is matched by journalists who are also significantly increasing their use of the channel. 89 percent of Australian journalists believe that social channels spreads news faster and they are also actively using those channels to promote stories, research articles and editorial and drive brand awareness – both personal and masthead

Why are you using it?



Types of Social Media used



Source: Indiana University School of Journalism, 2014



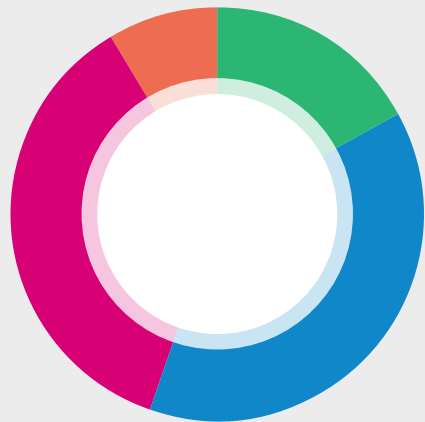
“89% of Australian journalists believe that social media spreads stories more quickly than ever before.”

Newsmaker Australian Media Survey, December 2013

WHO OWNS SOCIAL MEDIA AS A CHANNEL?

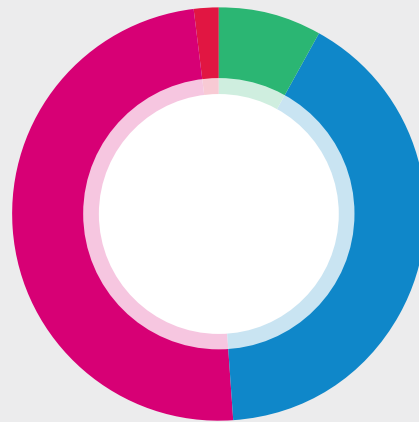
With regard the now familiar debate on who should own the social media channel inside an organisation, almost half of those surveyed believe that responsibility for the channel should be shared between marketing and communications despite the fact that nearly three quarters of all respondents were drawn from the communications or media departments of the organisation. There was wide acceptance within communications professionals that social media channels are not owned by the organisation and are in fact a direct conduit to a range of stakeholders which requires input from a wide range of departments to manage effectively. In addition to marketing and communications teams, key functions within organisations that respondents felt should have an input into social media management include, senior management, human resource and customer service.

Who currently operates your social media presence?



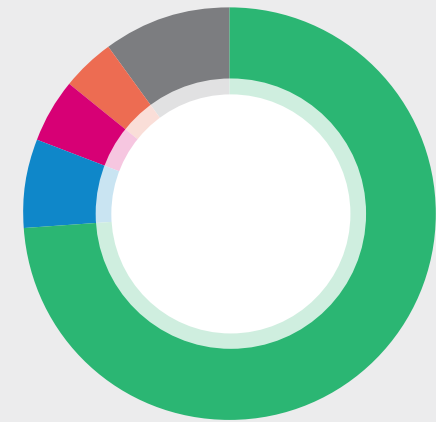
Undefined/ no one	8.5%
Shared between Marketing and Comms/PR	36.0%
Communications/ PR	38.5%
Marketing	17.0%

Who should operate your social media presence?



No one (it's not important)	1.9%
It should be a shared responsibility	49.2%
Communications/ PR	40.7%
Marketing	8.2%

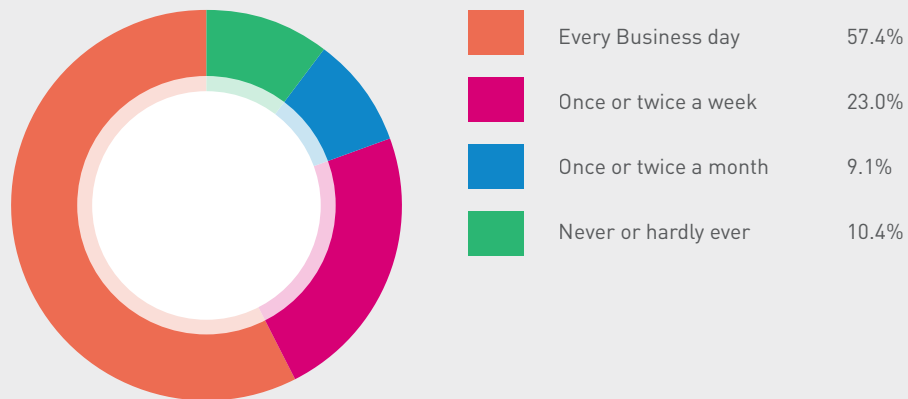
Surveyed job titles



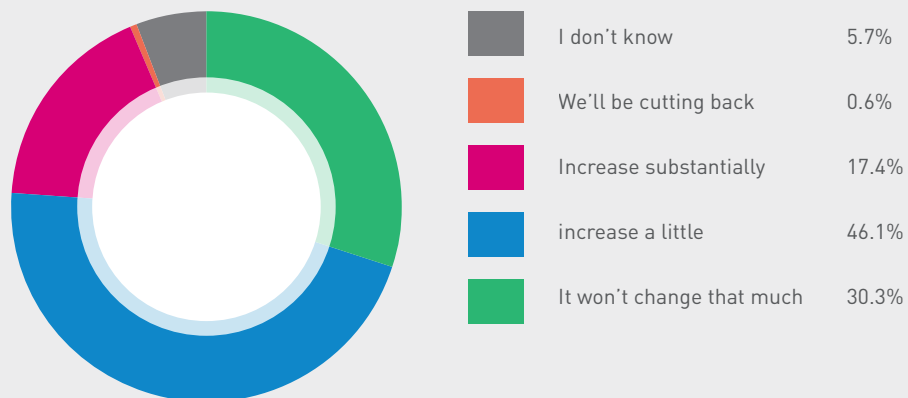
Other	10%
Social Media	4%
Digital	5%
Marketing	7%
Communications and media	74%

IS CONTENT KING?

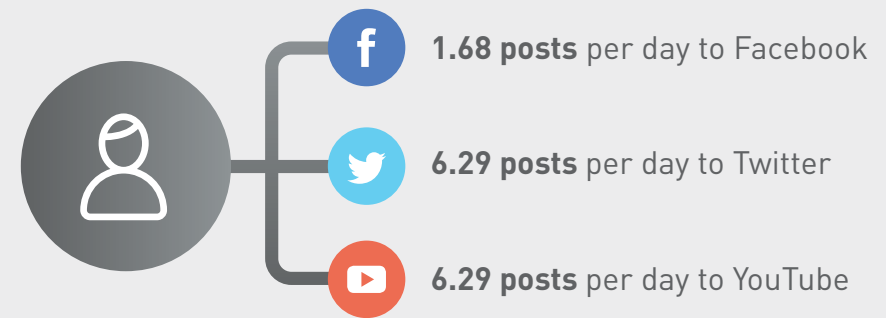
How often does your organisation post content to social media channels?



How do you think that will change over the next 12 months?



Average posts per day by Australian brands

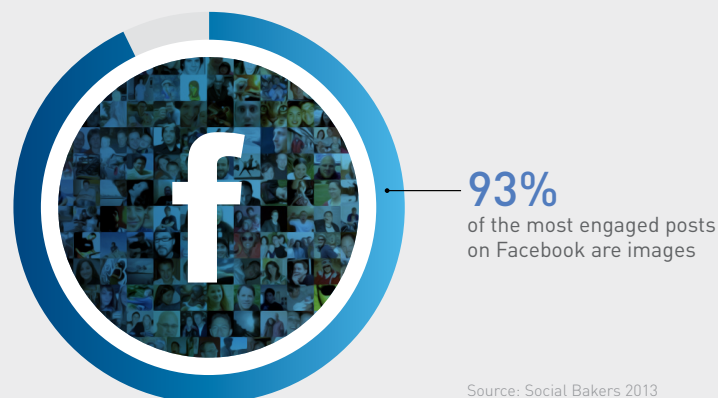
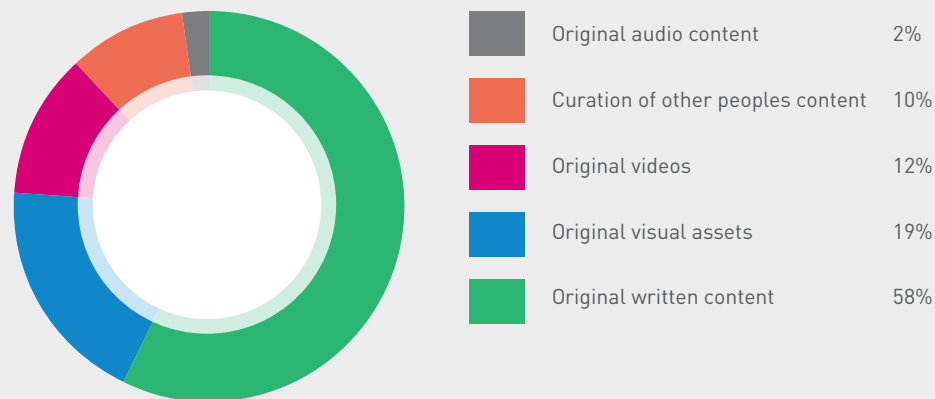


Source: www.socialbakers.com, September 2014

WHAT TYPE OF CONTENT IS KING?

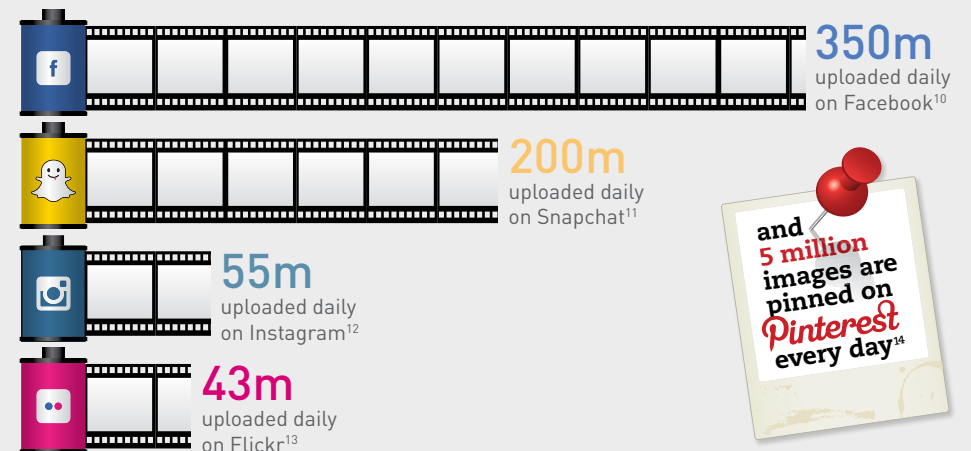
Nearly 60 percent of respondents considered original written content to be the most important form of content for social media channels, which is at odds with the rise of posted imagery and video content across the medium as a whole. Original visual assets and original video receiving less than 50 percent of the support shown to the written word.

What is the most important form of content for social media channels



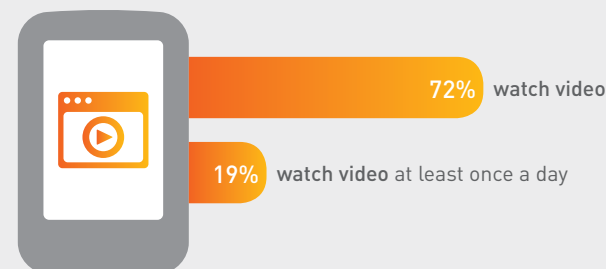
Source: Social Bakers 2013

Photos on social media



¹⁰ Digital Media Ramblings (Feb 2013), ¹¹ Tech Crunch (June 2013), ¹² Buffer (Oct 2013), ¹³ Flickr (Y/E 2012), ¹⁴ Digital Media Ramblings (Sep 2013)

Smartphone users are avid video watchers

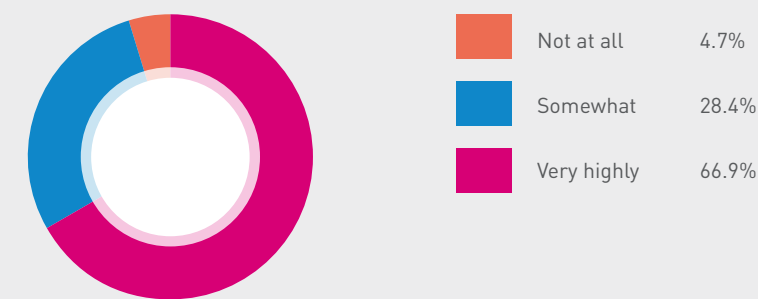


Source: Our mobile Planet, Google

HOW IMPORTANT IS SOCIAL MEDIA IN YOUR JOB?

Nearly two thirds of respondents believe that social media is important to their role and 78 percent try to stay up to date with current developments in the medium. However, 63 percent of all respondents still find it hard to measure ROI and/or a tangible result through social media.

Social Media is important in my role



How important is social media to the role of US based communicators?

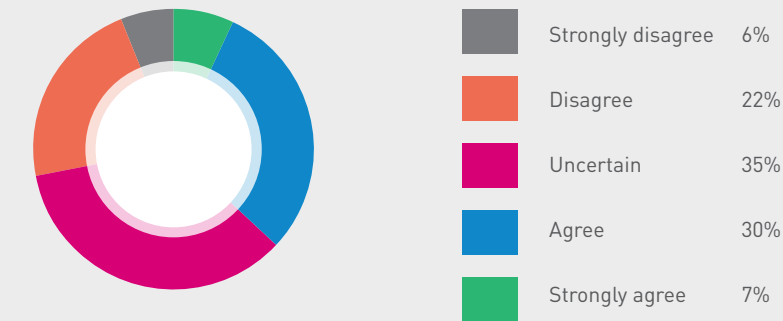


Source: Social Media Examiner

On a scale of 1 to 10 how important is it to your role that you stay up to date with Social media developments?



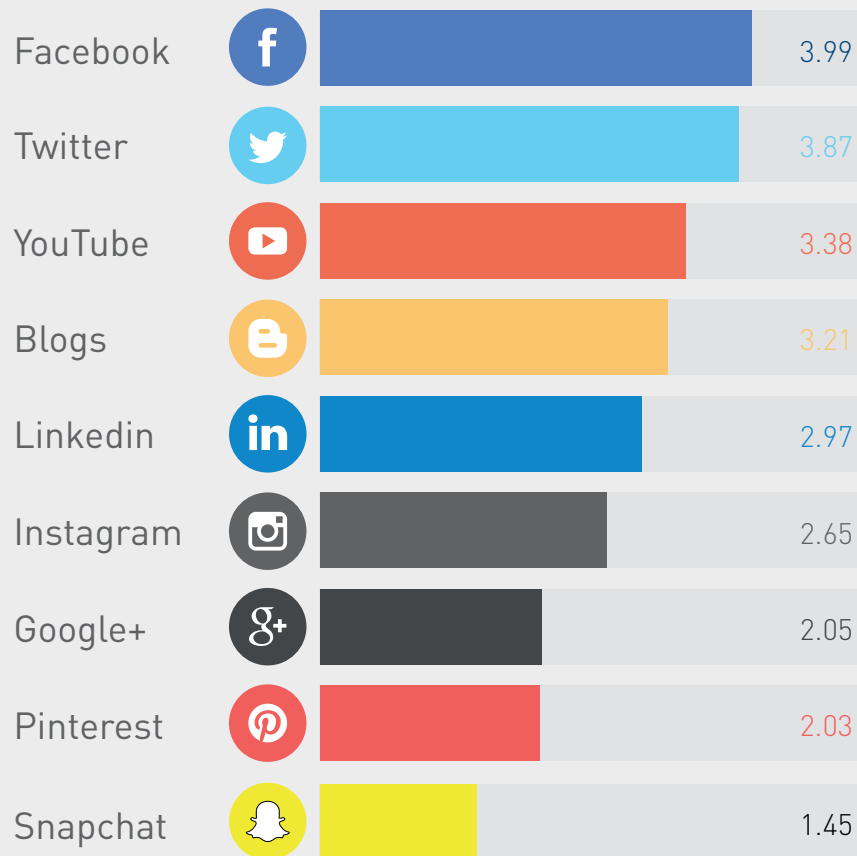
Are you able to measure ROI on your Social Media activity?



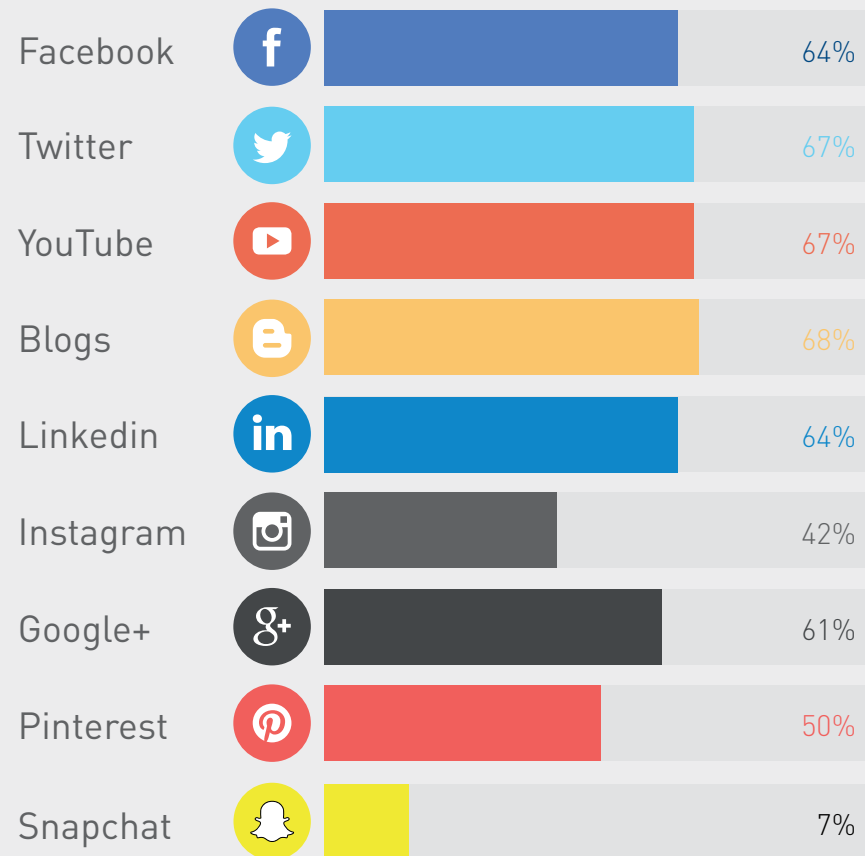
Source: Social Media Marketing Industry Report, 2014

THE COMPARISON OF PERCEIVED IMPORTANCE TO FUTURE INVESTMENT

Please rate the importance of each social media channel



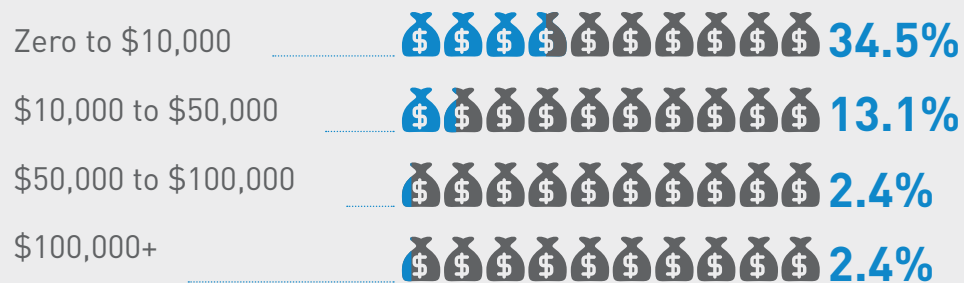
Do you plan to increase your use of this channel?



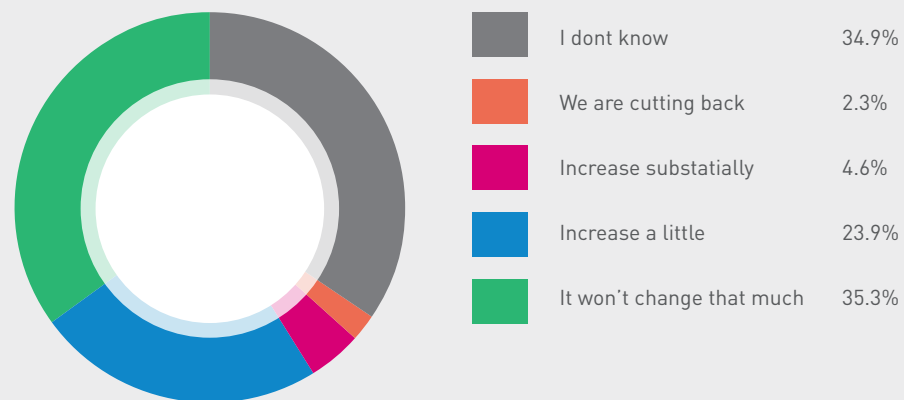
HOW MUCH BUDGET DO AUSTRALIAN ORGANISATIONS ALLOCATE TO SOCIAL MEDIA?

Of the respondents who were able to determine an exact figure for their social media budget for FY2014, the vast majority expect to spend less than \$50,000 but around 29% of Australian respondents expect that amount to increase next financial year. In comparison to international marketing and communications teams, Australian organisations appear to allocate around the same percentage of their budgets to this channel.

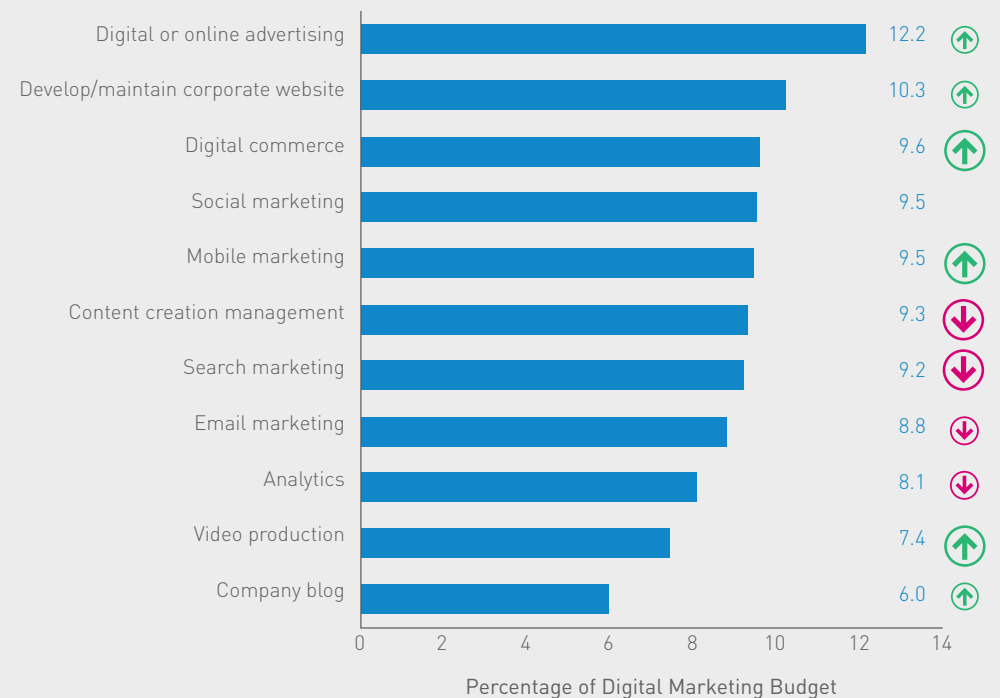
What is your organisation's budget for social media?



How do you expect your organisation's budget to change in FY15?



Where does your budget go?



ABOUT ISENTIA

Thank you

We hope that this report gives you some insight into how and why you and your competitors are using social media for business in 2014. Thank you to all of you for participating in the survey and if you have any questions about how to take your social media strategy to the next level please contact us here or through your Account Director.

About iSentia

iSentia is the Asia-Pacific region's leading business intelligence company, providing over 5,000 clients with media information, analysis and advice 24/7/365. iSentia has more than 1,100 employees across 15 countries filtering information from over 5,500 print, radio and television media outlets and over 250 million online conversations per month.

Our talented people, innovative search technology, comprehensive coverage and expert research provides the tools and insight to allow our clients to manage media relationships effectively, track and analyse issues of interest across all media, and discover and share valuable insights that drive smarter decisions.

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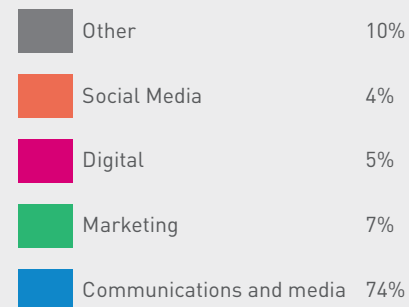
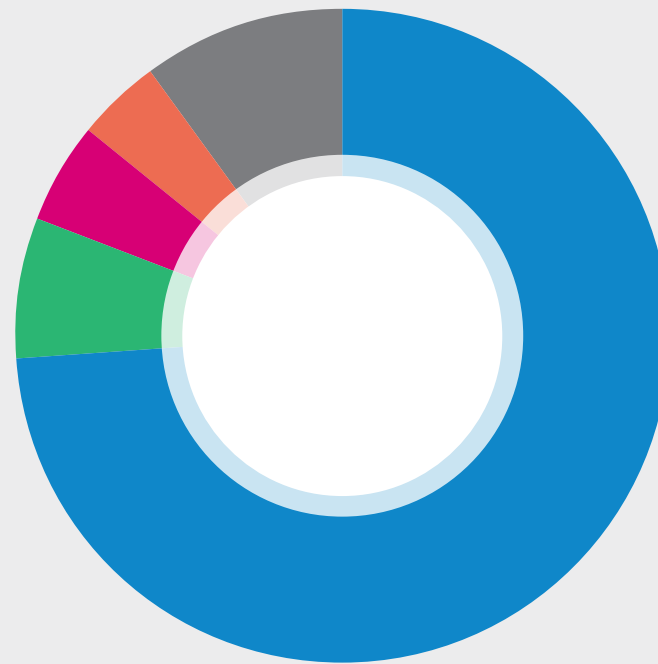


SURVEY DEMOGRAPHICS

About this survey

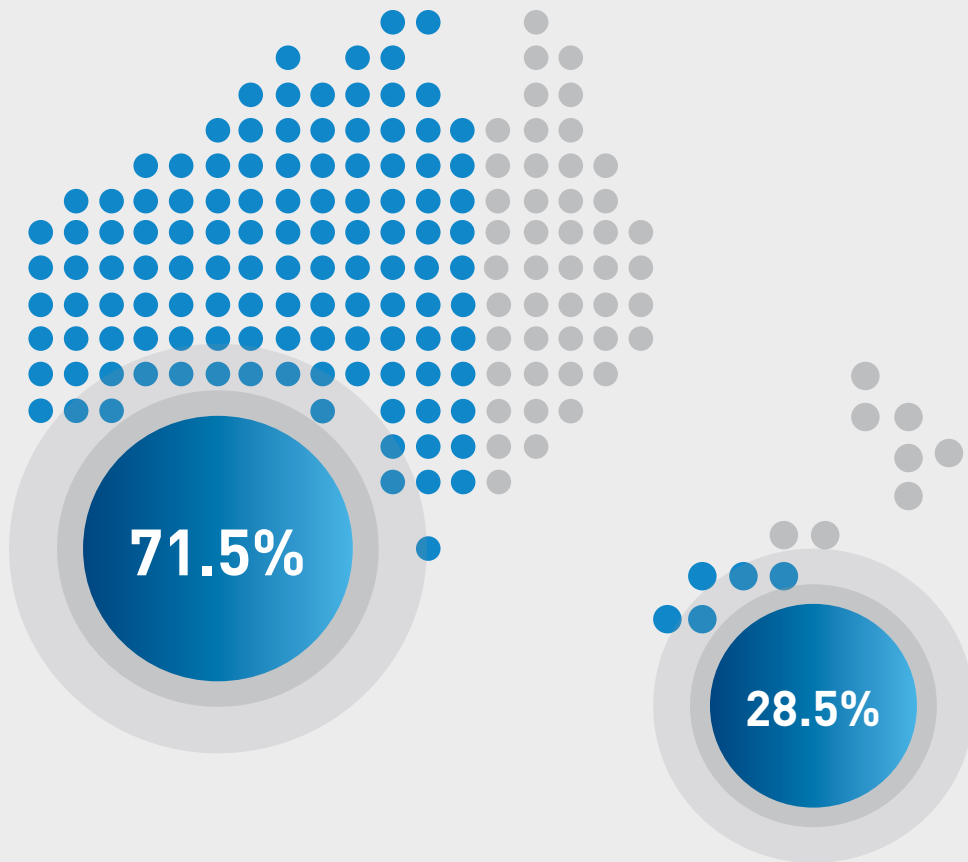
The results in this report are based on data from telephone interviews conducted by iSentia staff on 14 October 2014 among a sample of 439 iSentia client, aged 18 and older, working in either Australia or New Zealand. The telephone interviews were all conducted in English.

Current job title



SURVEY DEMOGRAPHICS

Current location



Current industry sector

Agriculture, forestry, fishing and hunting	5.7%
Mining	6.2%
Manufacturing	4.8%
Electricity, gas and water supply	4.6%
Construction	1.1%
Wholesale trade	1.1%
Retail trade	4.8%
Accommodation, Food Services	2.5%
Transport and storage	2.7%
Information Media and Telecommunications	4.6%
Finance and Insurance	5.2%
Rental, Hiring and Real Estate Services	1.1%
Professional, Scientific and Technical Services	2.1%
Administrative and Support Services	3.0%
Public Administration and Safety	5.7%
Education and Training	5.7%
Health Care and Social Assistance	6.8%
Arts and Recreation Services	3.6%



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