

2022 SOCIAL MEDIA MARKETING INDUSTRY REPORT

*How Marketers Are Using
Social Media to Grow
Their Businesses*

MAY 2022

BY MICHAEL A. STELZNER



SocialMedia
Examiner

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Letter from the author...

Hello, fellow marketer!

Welcome to our **14th annual report!** This is the longest-running social media marketing study—and yes, social media marketing is still changing.

This **39-page report** contains easy-to-digest insights into how marketers are currently using social media and their future plans.

If you're in charge of marketing your business, you'll want to closely **examine the 50+ charts** on the following pages. I'll reveal the "not-so-obvious" findings in this data-rich content.

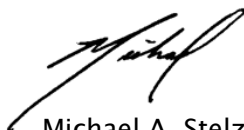
The report covers all of the major social platforms, organic and paid activities, video marketing, and much more.

More than 2,800 of your fellow marketers provided the kinds of insights you won't find elsewhere.

I hope you enjoy it! **If you find value in this report, please let your peers know about it.**

You can find the original page for the report here:
<https://www.socialmediaexaminer.com/report2022/>

All my best!



Michael A. Stelzner
Founder, Social Media Examiner
Host, Social Media Marketing podcast



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Executive summary

This study surveyed more than 2,800 marketers with the goal of understanding how they're using social media to grow and promote their businesses. On the following pages, you'll discover:

- **The top social media questions marketers want answered:** We reveal the big questions today's marketing pros want answered.
- **The benefits of social media marketing:** This section of our study reveals all of the major advantages marketers are achieving with their social media efforts. We also look at how years of experience affect the results and which platforms provide the top benefits.
- **Most-used social media platforms:** Discover which platforms marketers are using now and how their usage will change over the next 12 months. We also examine which platforms experienced marketers are using and the most important platforms for marketers.
- **Organic social plans:** We explore how marketers plan on changing their future organic activities by platform.
- **Video marketing use and plans:** We reveal the video platforms most popular with marketers, the most important video formats, and how marketers plan on changing their video marketing by platform over the next 12 months.
- **Social ad use:** We reveal the social advertising platforms marketers are using and which ad platforms they want to learn more about.

Major findings

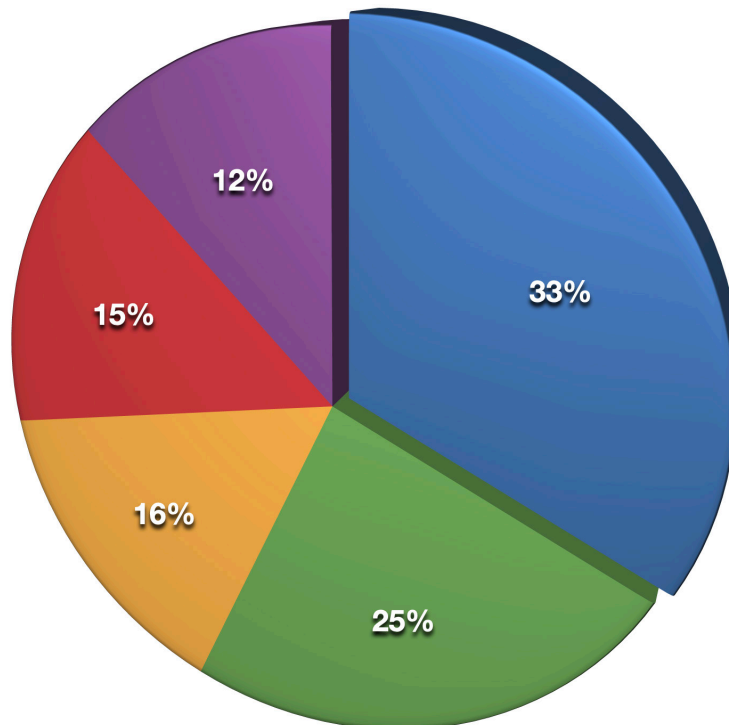
Here's a quick summary of some of our more interesting findings:

- **Facebook declining:** Marketers have been diversifying away from Facebook steadily since 2019. When asked to select their single most important platform, only 47% selected Facebook, down from 67% in 2018. Thirteen percent of marketers indicated they'll be decreasing their organic marketing on Facebook and only 41% of marketers plan on increasing their organic activities on the platform.
- **Instagram is hot:** Seventy-nine percent of marketers are using Instagram. It's the second most important social platform for marketing (behind Facebook). A significant 61% of marketers plan on increasing their Instagram organic activities over the next 12 months. Instagram is the number-one platform marketers want to learn more about.
- **Looping short-form video use is on the rise:** Short-form video formats like Reels are growing. Nearly one in four marketers say those are their most important video formats.
- **YouTube interest is high:** A significant 67% of marketers plan on increasing their use of YouTube video and 69% want to learn more about organic video marketing on the platform.
- **TikTok adoption is rapidly growing:** While only 18% of marketers are using TikTok, 37% plan to increase their activity on the platform and a significant 47% are interested in learning more about TikTok.
- **Facebook dominance is still strong:** A very significant 90% of marketers use Facebook (followed by Instagram at 79%). Forty-seven percent of marketers claim Facebook is their most important social platform. Facebook ads are used by 70% of marketers and 51% find the Facebook platform the most important for ads.

The above summary is just a taste of what's in this report. On the following pages, you'll find 50+ charts that visually convey some of our fascinating findings.

Most important question social media marketers want answered

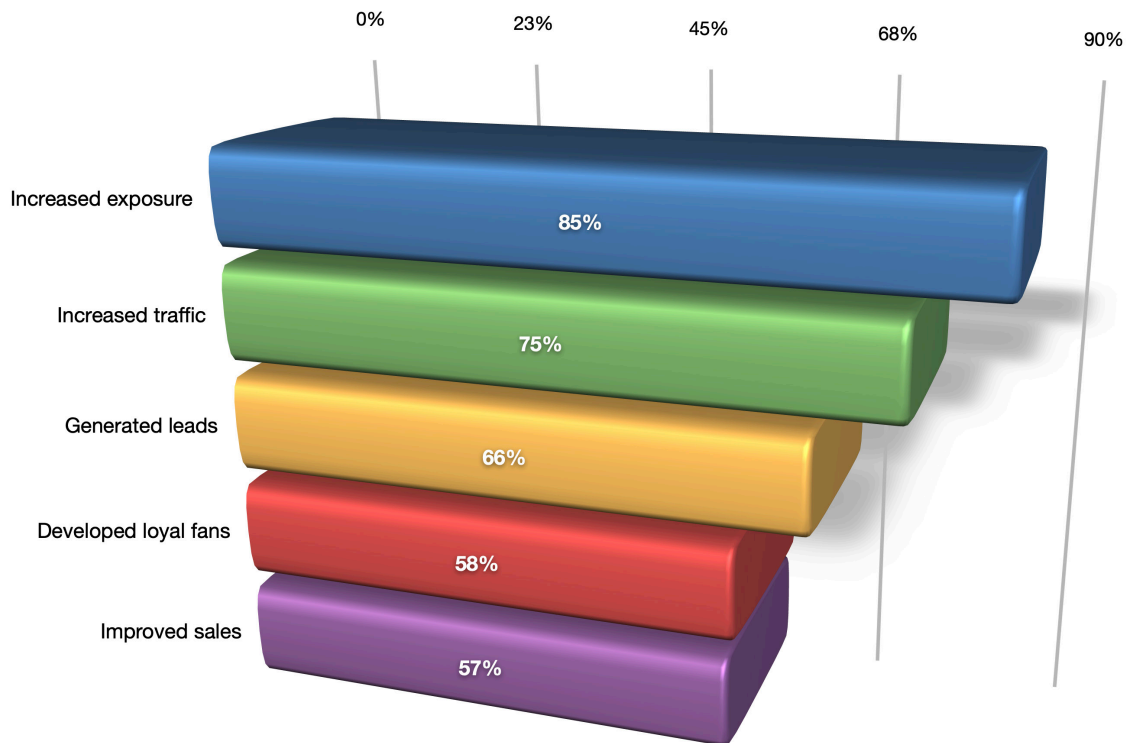
We asked marketers to select the single most important question they want answered among a broad range of social marketing questions. Here's what they said:



- What are the best ways to improve sales?
- What are the best ways to generate leads?
- What are the best ways to increase exposure?
- What are the best ways to develop loyal fans?
- What are the best ways to increase traffic?

More than half of the marketers we surveyed want to know the best ways to improve sales and generate leads.

Benefits of social media marketing



A significant 85% of all marketers we surveyed indicated that their social media efforts have generated more exposure for their businesses. Increased traffic was the second major benefit, with 75% reporting positive results. These benefits have remained in the top two spots for the last 8 years.

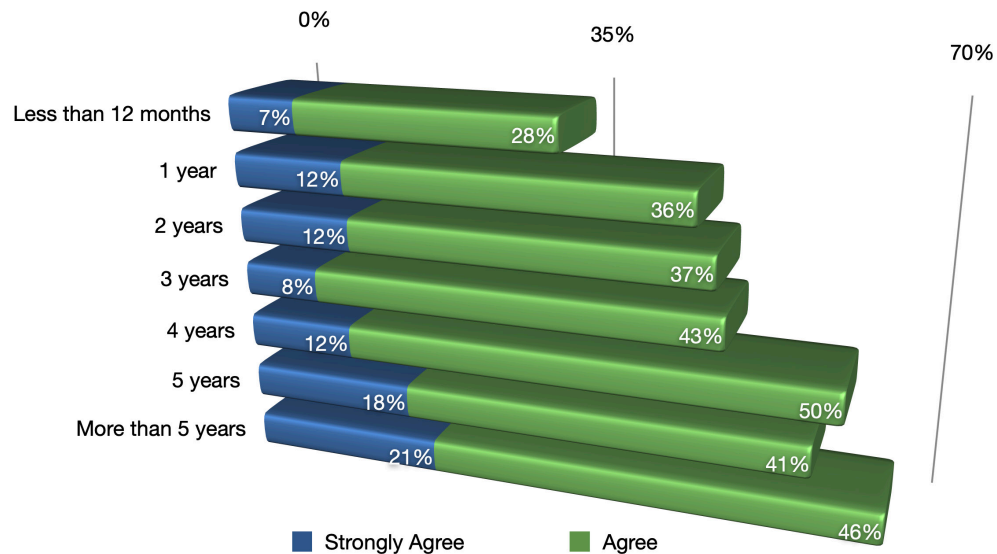
Two questions naturally emerge from the above chart:

- Are marketers who've been using social media for years achieving better results?
- Which platforms most contributed to these benefits?

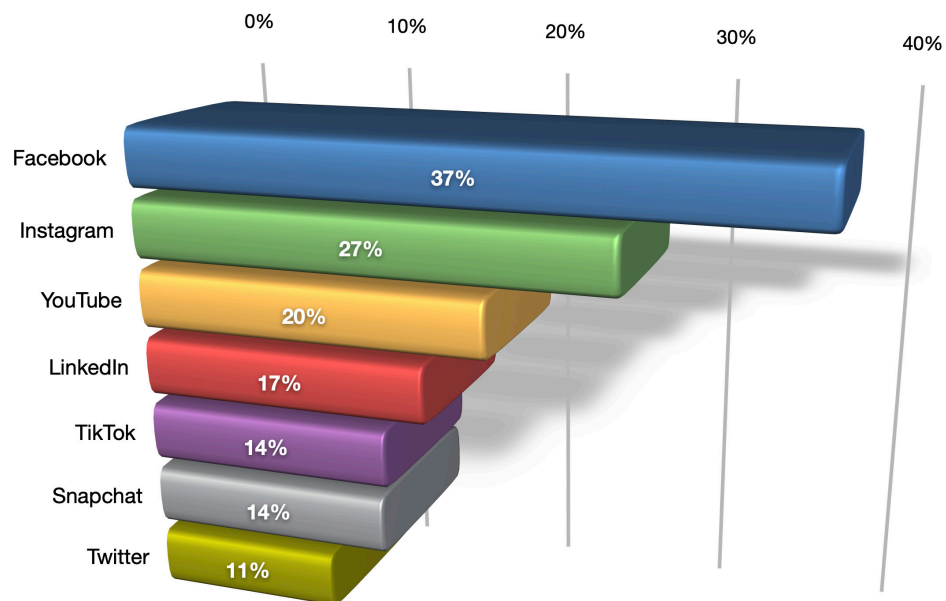
The following charts address these questions.

Improved sales: A large percentage of marketers find better sales results with more years of social media experience.

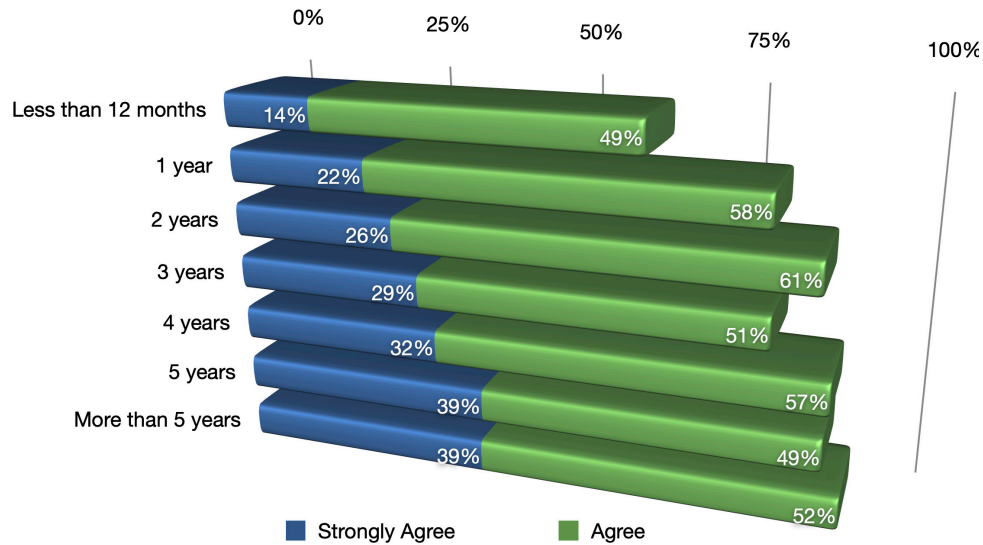
For example, more than half of marketers who've been using social media for 2 or more years report it helped them improve sales.



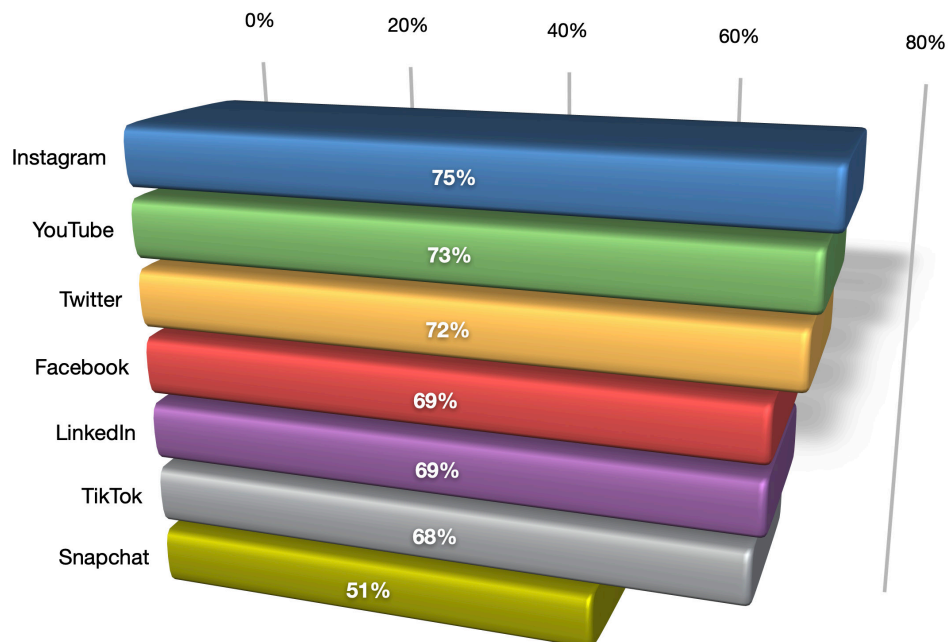
Facebook and Instagram contribute the most to sales for marketers.



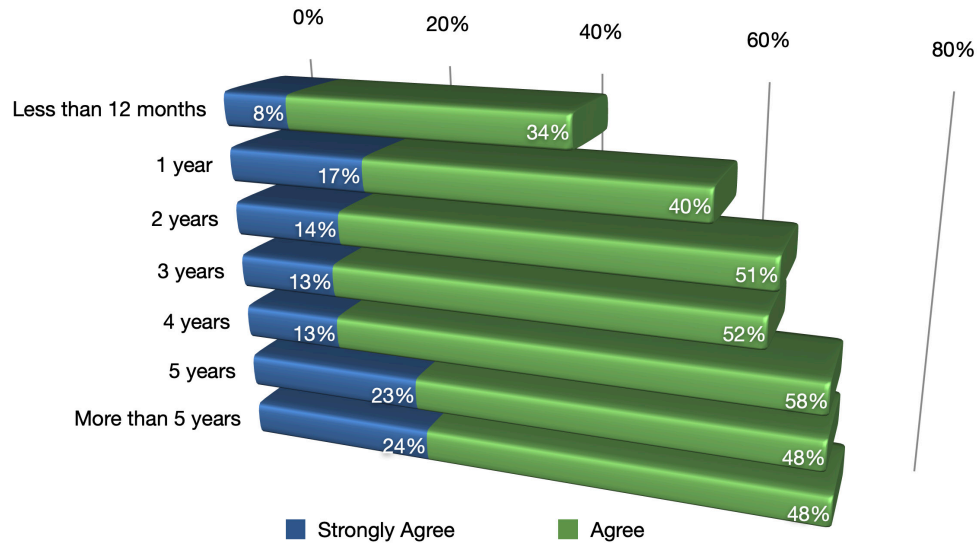
Increased exposure: Most marketers (83%+) who've been using social media marketing for 1 year or longer report it generates exposure for their businesses.



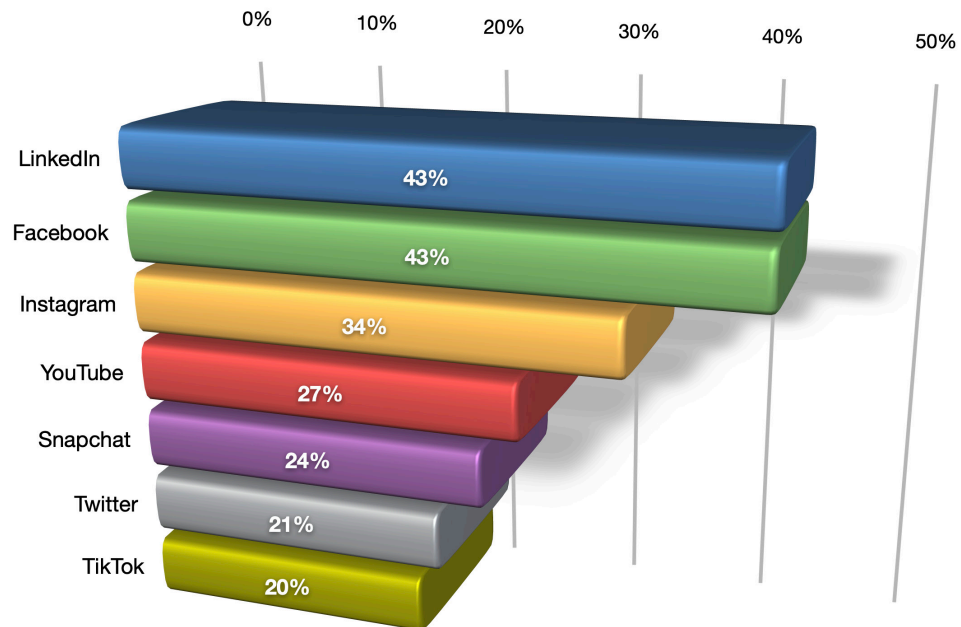
All of the major social platforms seem to have a big impact on exposure.



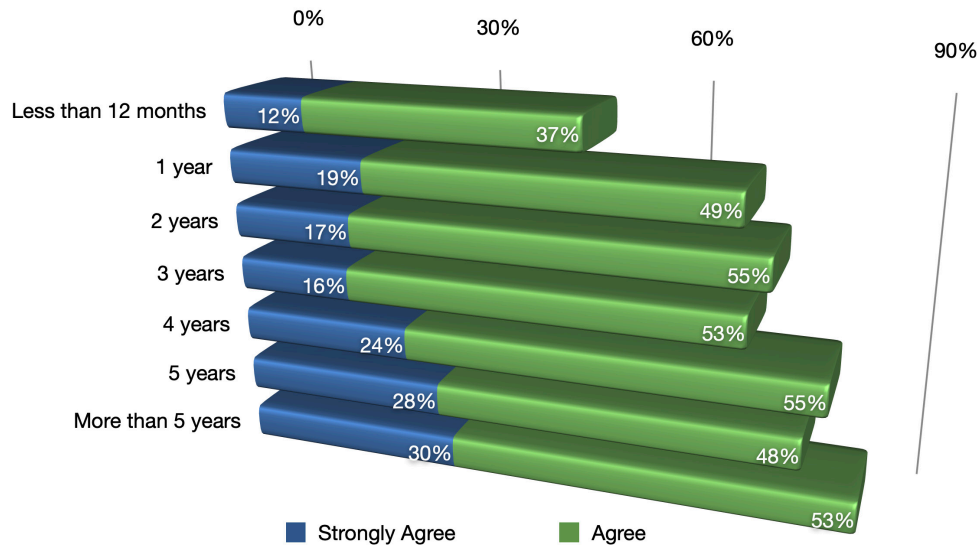
Generated leads: This chart shows that marketers get more proficient at generating leads via social platforms with more experience.



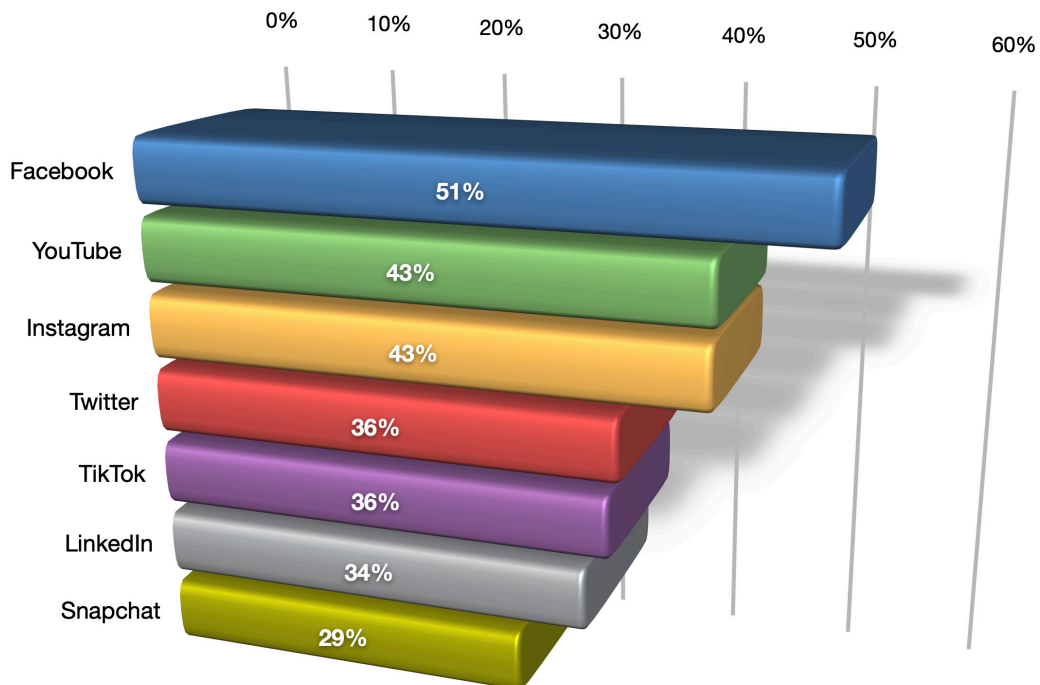
LinkedIn and Facebook contribute the most leads for marketers.



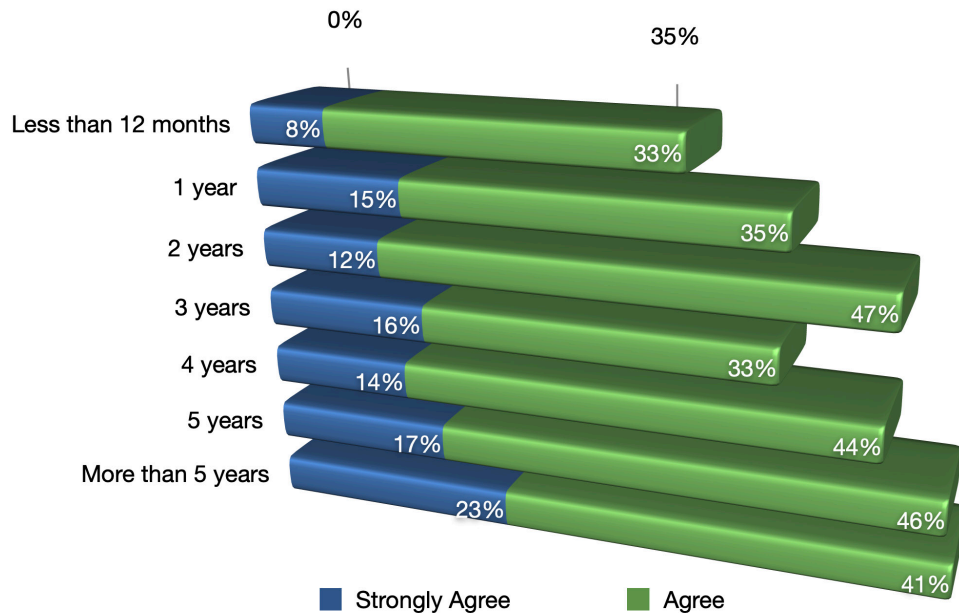
Increased traffic: Those who've used social media for 1 year or longer reported substantially better results driving traffic (72%+ reported benefits), compared to those with less experience.



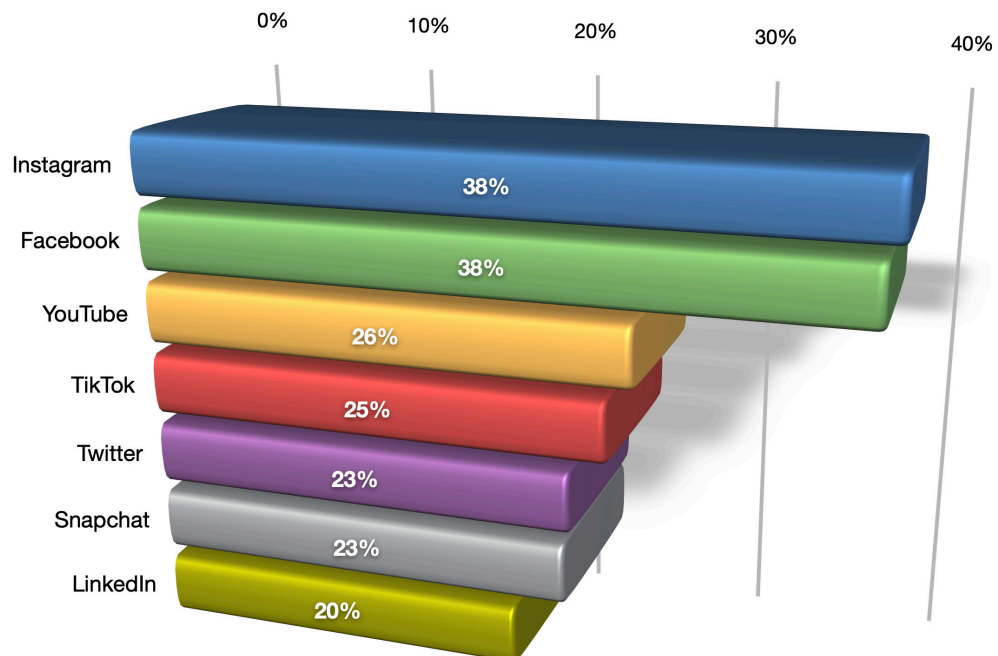
Facebook offers the most traffic to marketers.



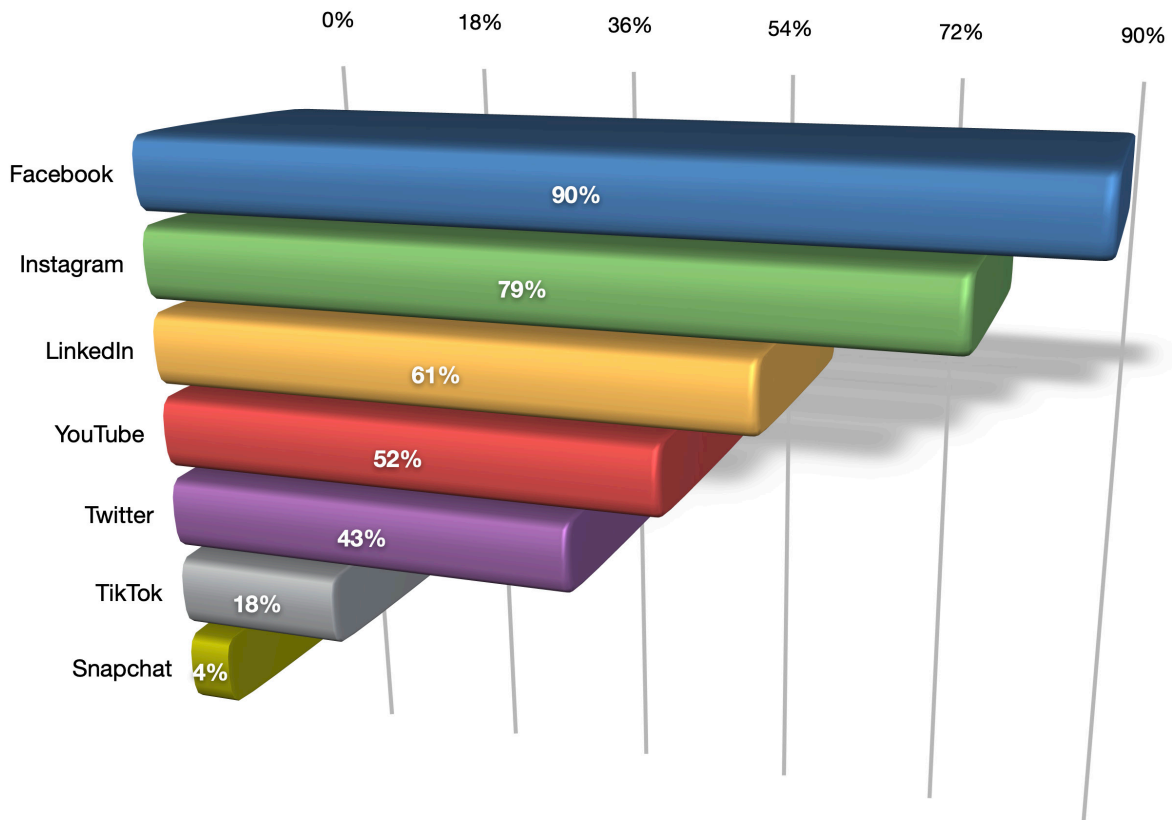
Developed loyal fans: Building a loyal fanbase seems to be an advantage that improves as marketers gain more years of experience.



Marketers declared Instagram and Facebook as the best platforms for developing loyal fans.



Commonly used social media platforms



Facebook and Instagram are the top two platforms used by marketers, by a longshot. All other platforms lag behind these top two.

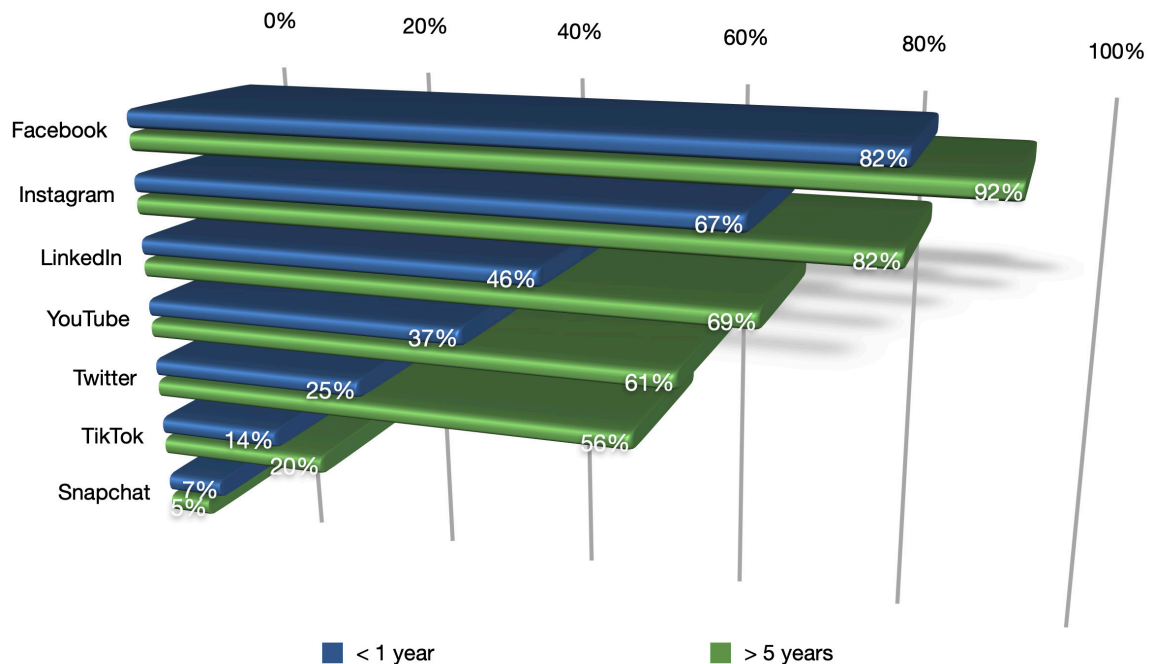
NOTABLE CHANGES SINCE 2021

- Twitter dropped from 48% to 43%.
- TikTok grew from 9% to 18%.

Platform use: Beginners vs. advanced marketers

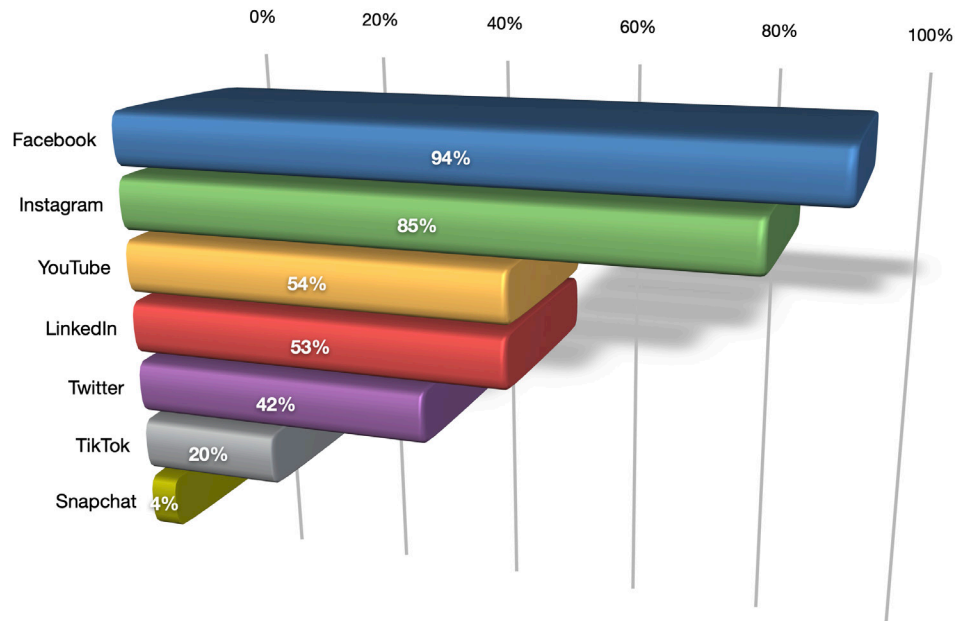
Here's a close examination of which social channels experienced social media marketers are using (the green bars = more than 5 years of experience) compared to those just getting started (the blue bars = less than 12 months of experience).

New social media marketers mostly focus on Facebook (82%) and Instagram (67%). The most experienced marketers are highly diversified.



Platform use: B2C marketers

This chart shows that nearly all B2C marketers are using Facebook.



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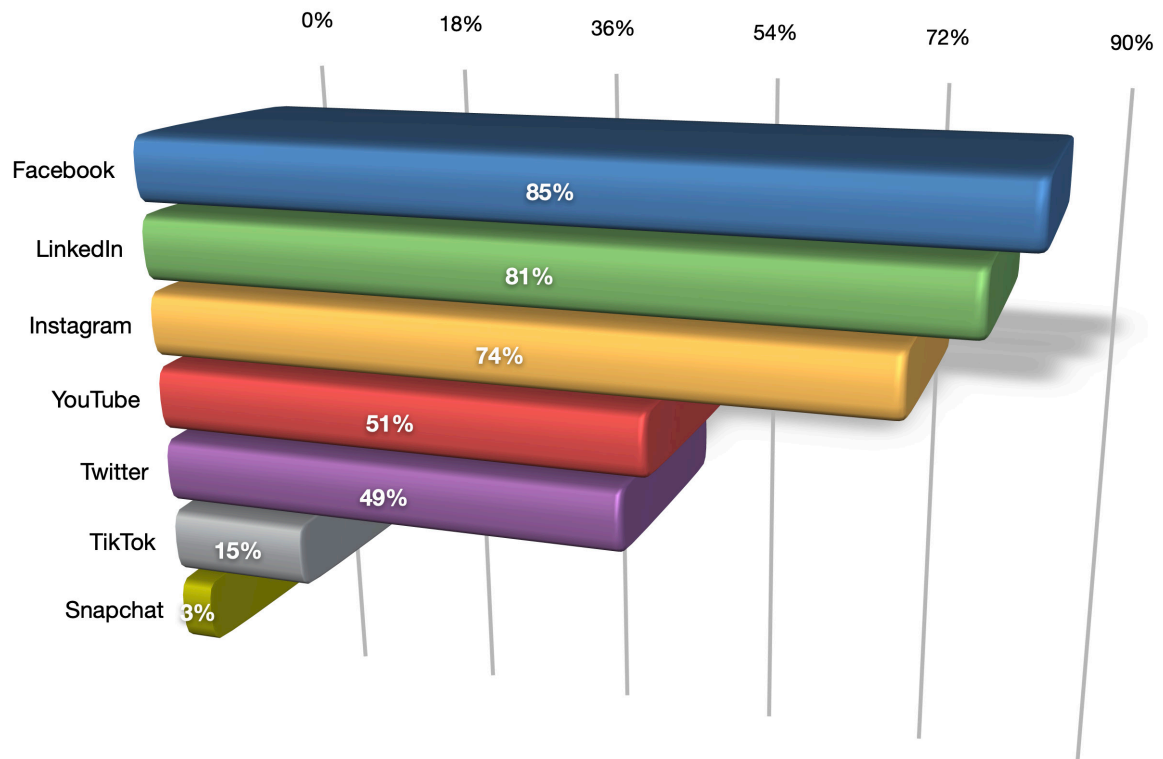
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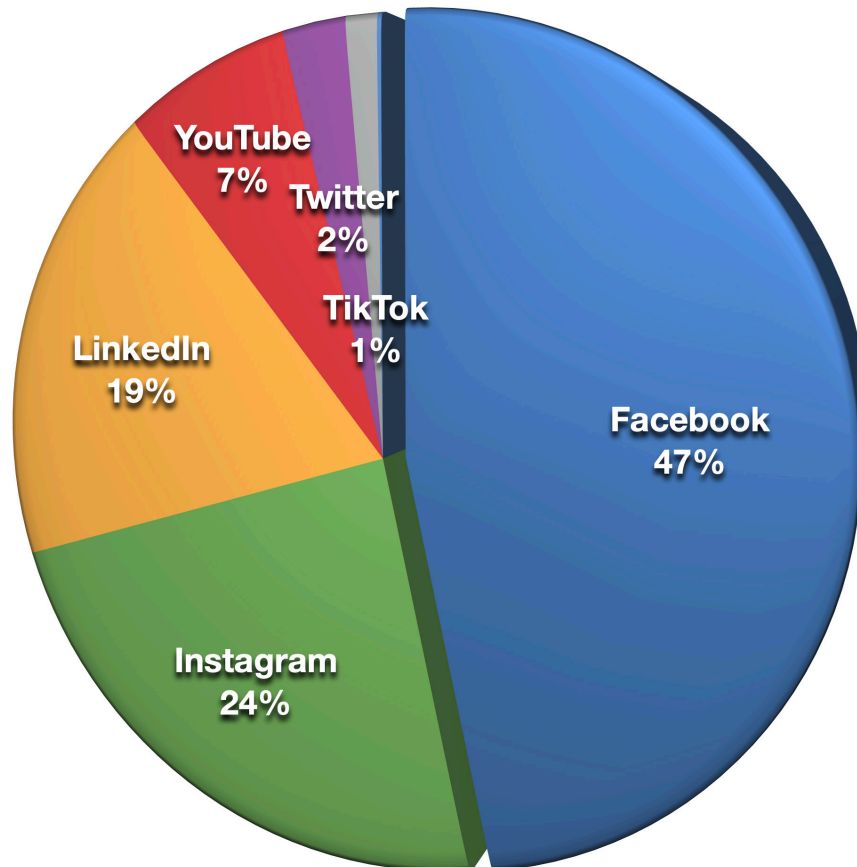
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Platform use: B2B marketers

This chart shows that most B2B marketers use Facebook and a significant percentage use LinkedIn.



The most important social platform for marketers is...



We asked marketers to select the single most important social platform for their business. Because only one choice was allowed, the findings are revealing.

For the first time in many years, Facebook no longer holds the majority for most important social platform. It's still the most used but is losing its dominance.

NOTABLE CHANGES SINCE 2020

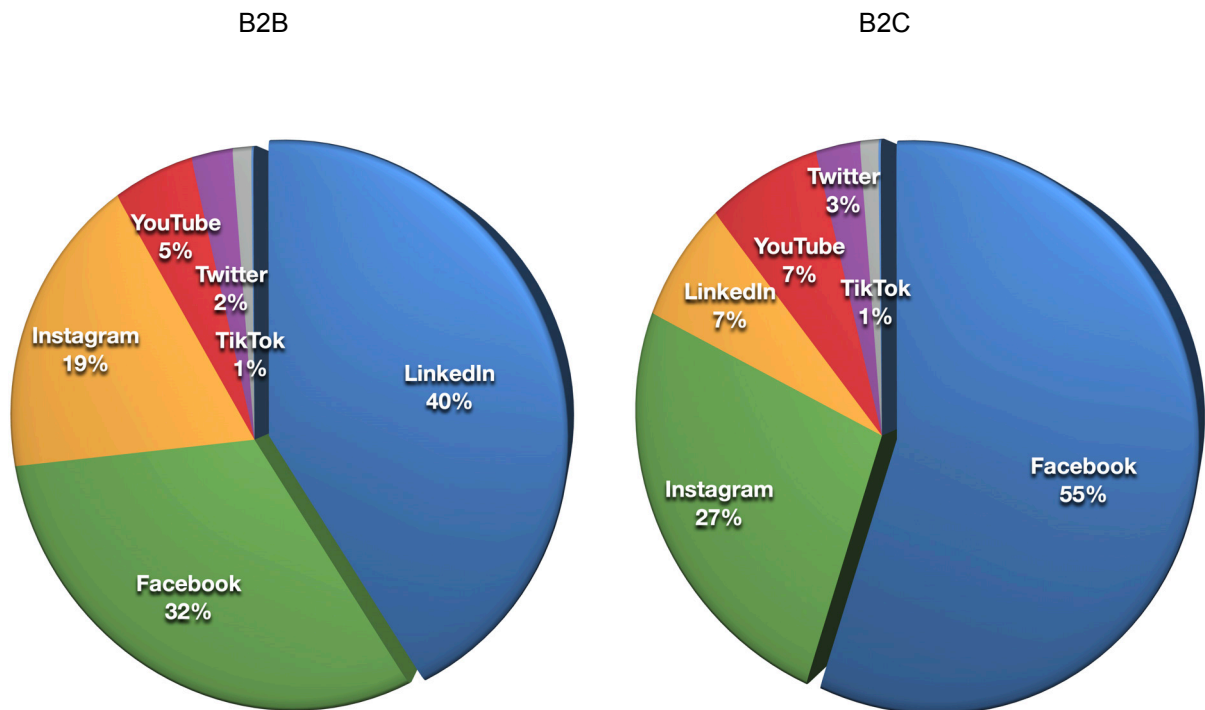
- Facebook dropped from 54%.
- Instagram grew from 22%.

B2B vs. B2C

Notice the fascinating differences between B2B- and B2C-focused marketers.

Clearly, Facebook dominates in the B2C space (53% of marketers select it as their number-one choice). However, for B2B marketers, LinkedIn grabs the most important slot, surpassing Facebook.

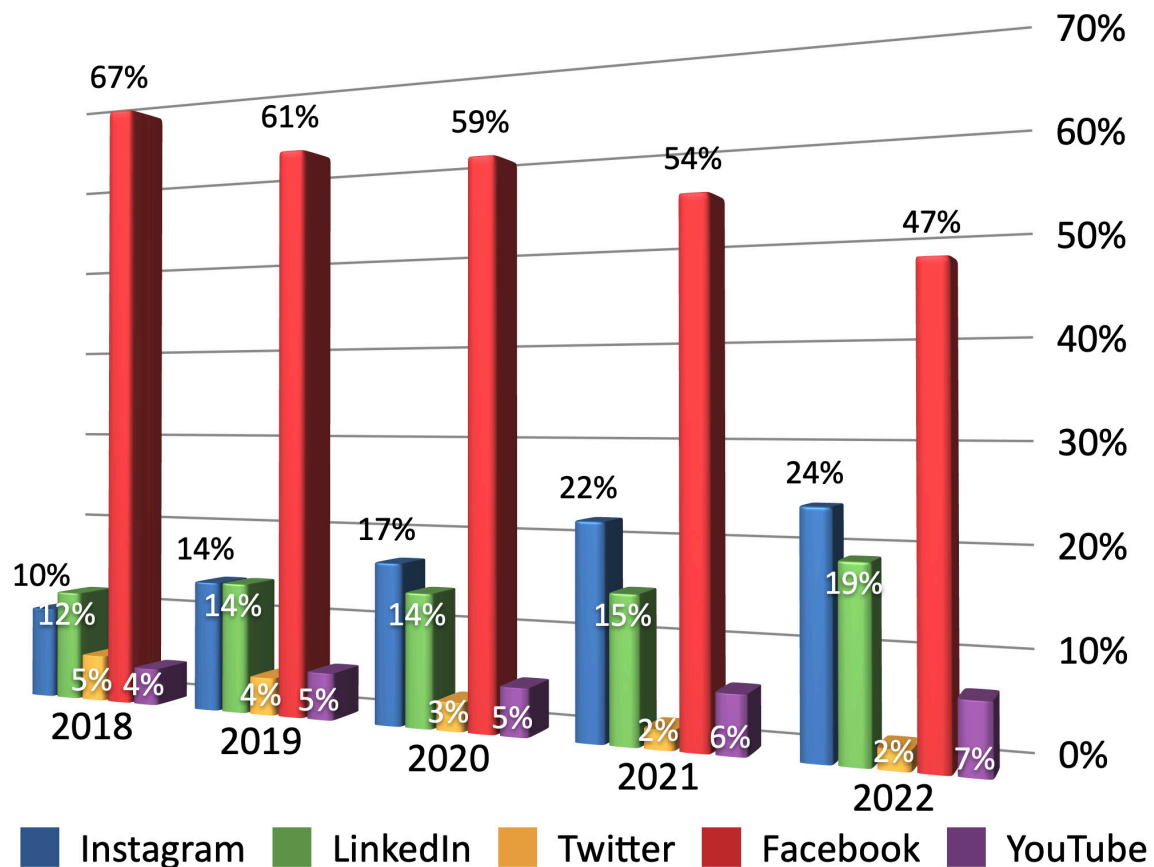
For B2C marketers, Facebook dropped from 63% and Instagram grew from 24% in 2020.



The rise and fall of social platforms

Here we show the top five social platforms that marketers deem most important over a 5-year period.

Facebook continues its decline that started in 2019. The rise of Instagram can be clearly seen (blue).



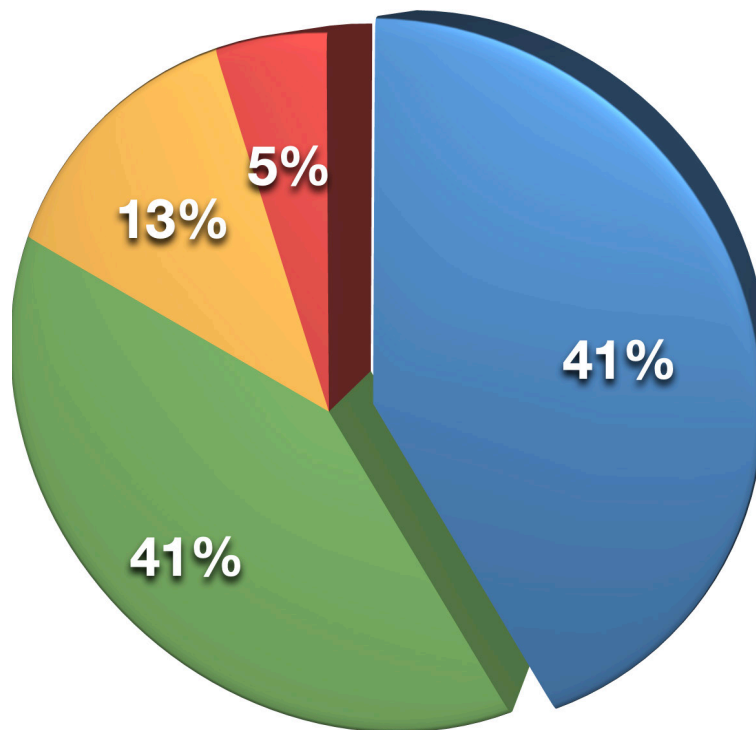
Organic social plans

We asked marketers how their organic posting activities will change over the next 12 months. Here's a breakdown by platform:

Future Facebook plans

Our research shows that 13% of marketers indicate they'll be decreasing their organic marketing on Facebook. This is greater than for any other platform.

Forty-one percent of marketers plan on increasing their Facebook organic activities. As shown earlier, Facebook is still the most important social network for most marketers.

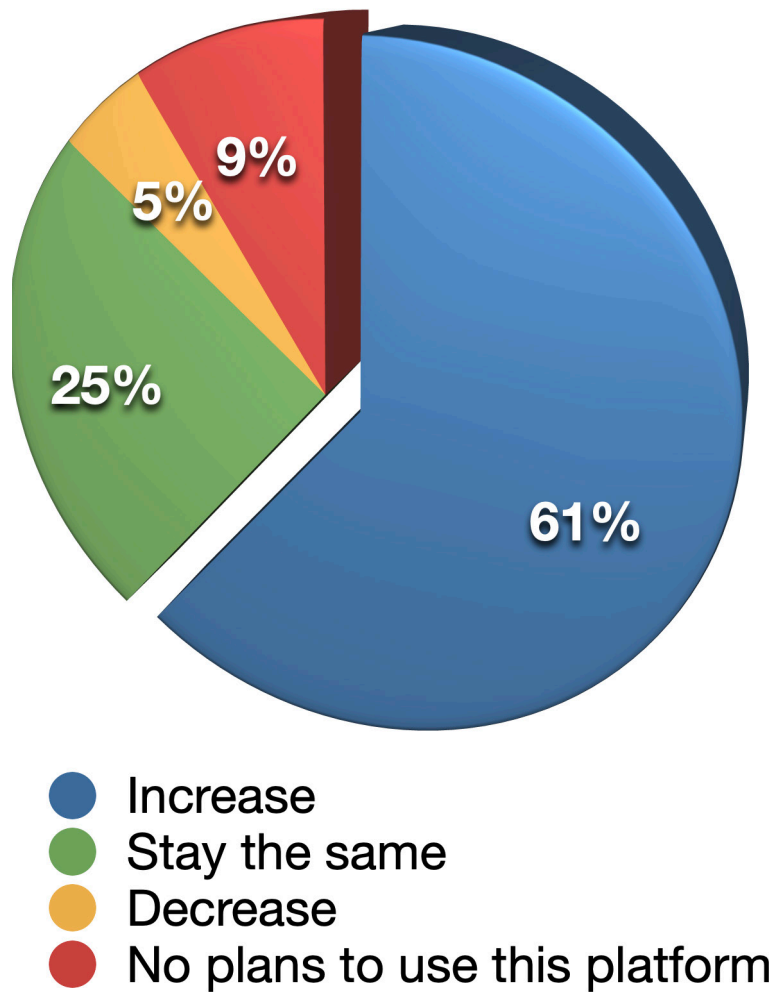


- Increase
- Stay the same
- Decrease
- No plans to use this platform

Future Instagram plans

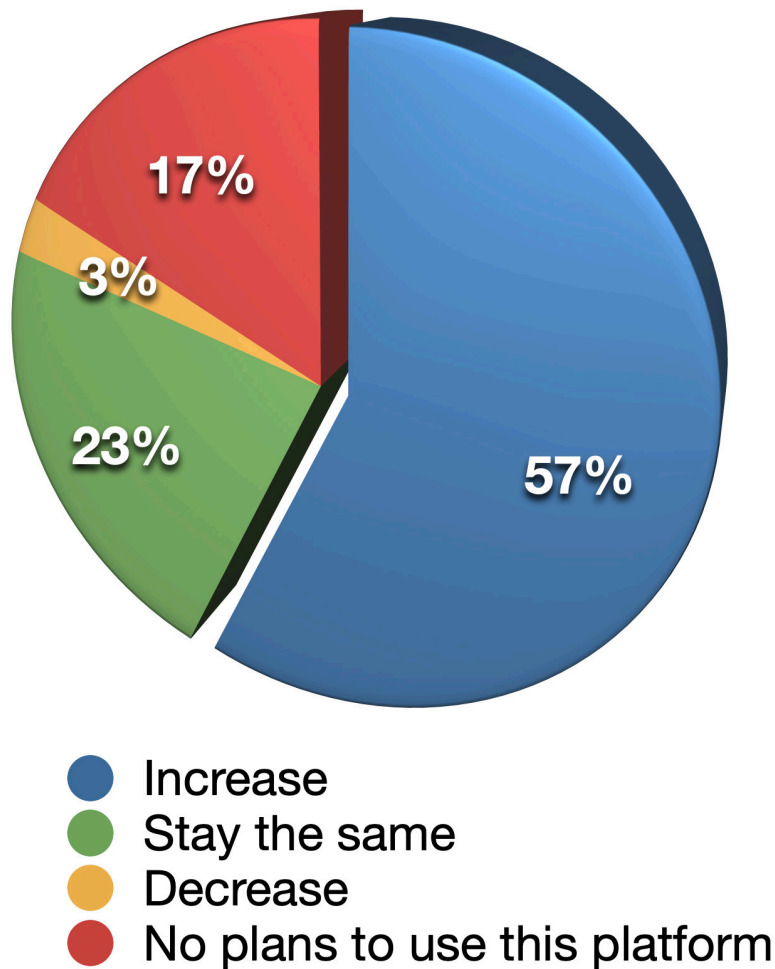
Our research shows a significant **61% of marketers plan on increasing their Instagram organic activities** over the next 12 months, making it the top platform where marketers plan on doing more.

Sixty-six percent of B2C marketers plan on increasing Instagram organic activities, compared to 59% of B2B.



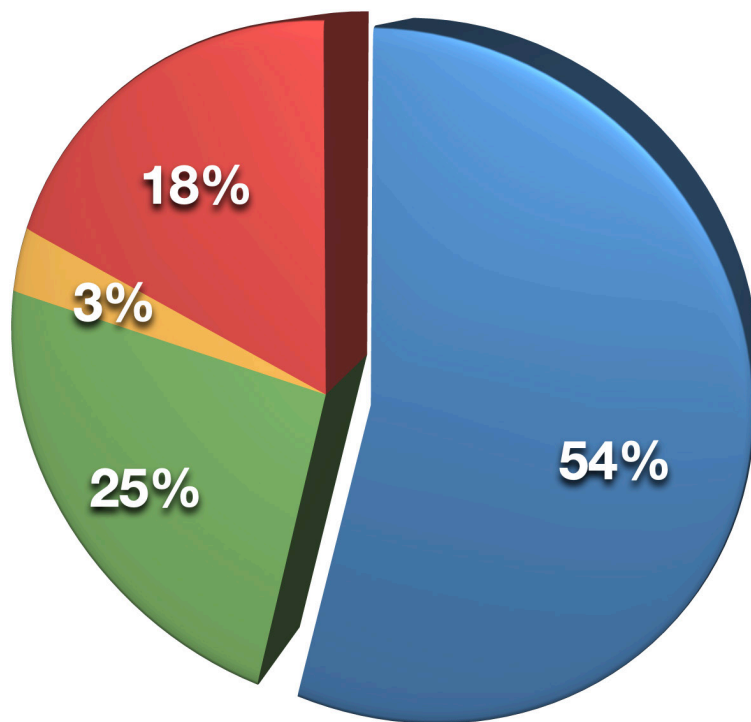
Future YouTube plans

A significant 57% of marketers plan on increasing their YouTube organic activities over the next 12 months. Note that on page 30, we asked this question differently and 67% of marketers indicated they plan to increase their YouTube video marketing efforts.



Future LinkedIn plans

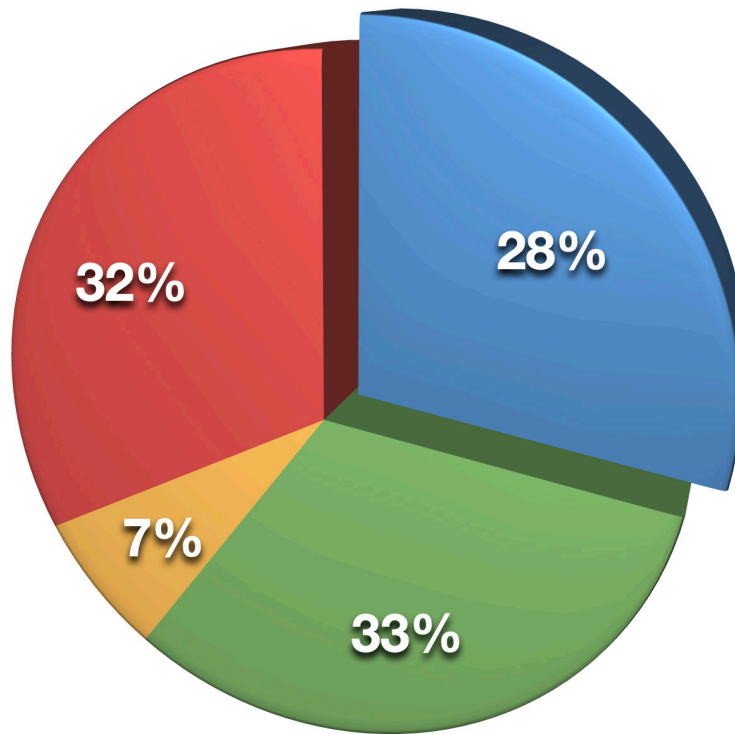
More than half of marketers (54%) plan on increasing their LinkedIn organic activities over the next 12 months.



- Increase
- Stay the same
- Decrease
- No plans to use this platform

Future Twitter plans

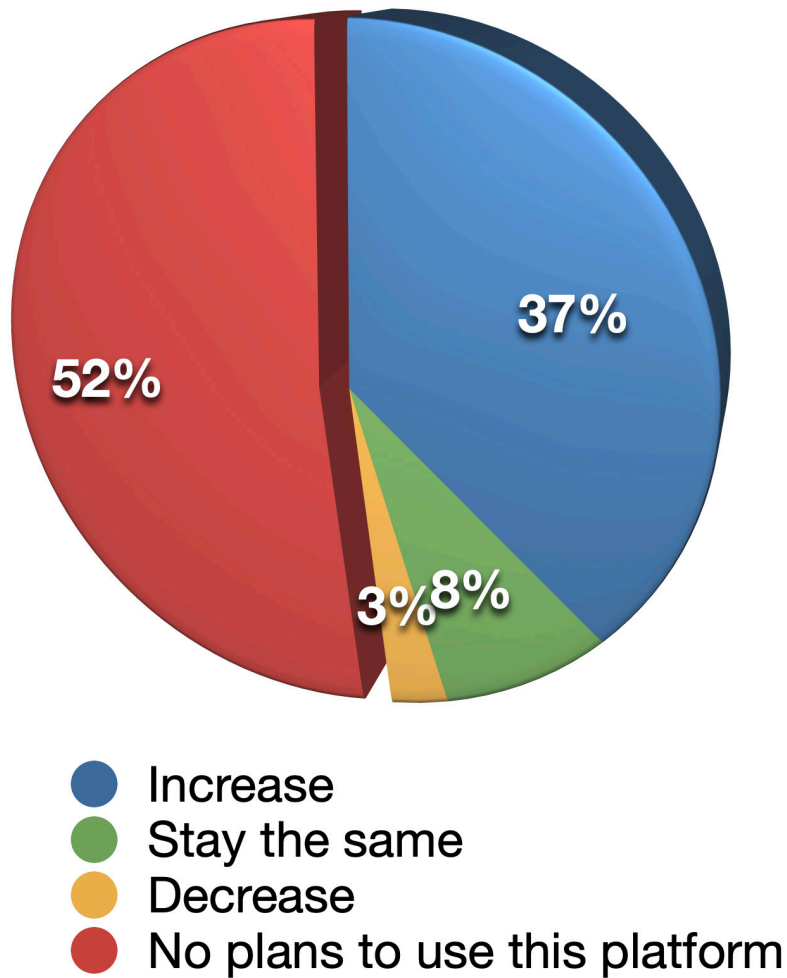
About one in three (28%) marketers plan on increasing their Twitter organic activities over the next 12 months.



- Increase
- Stay the same
- Decrease
- No plans to use this platform

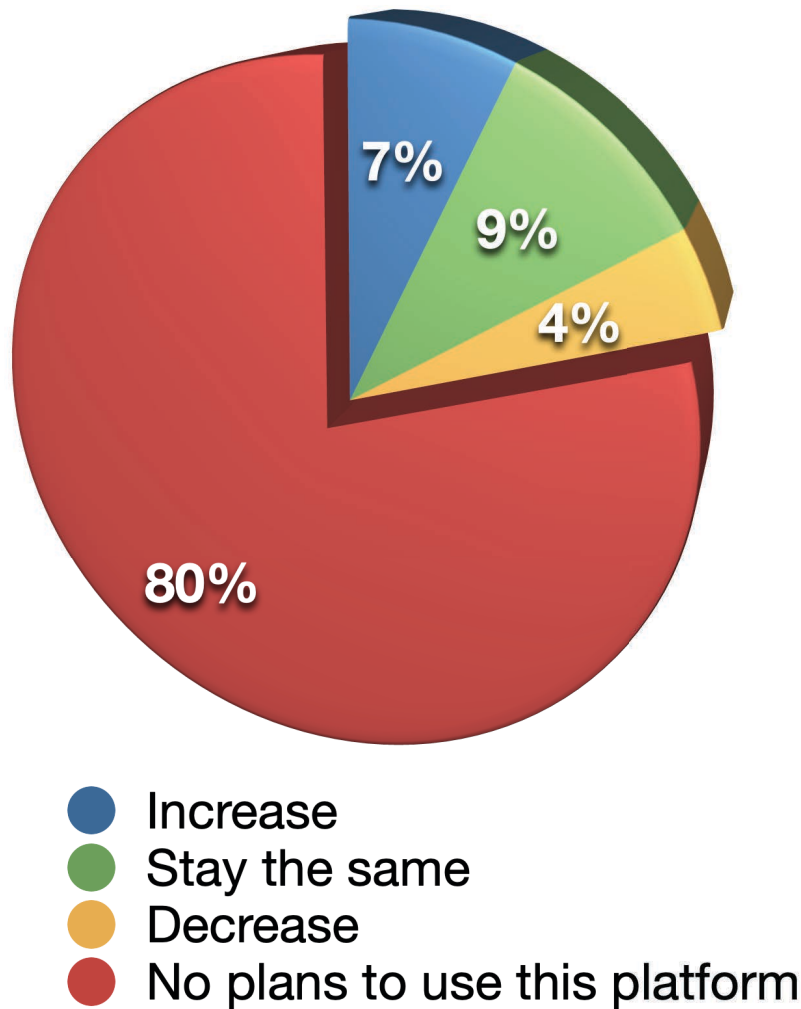
Future TikTok plans

Thirty-seven percent of marketers plan on increasing their TikTok organic activities over the next 12 months, up from 21% in 2021. A significant 52% of marketers have no plans to use TikTok.

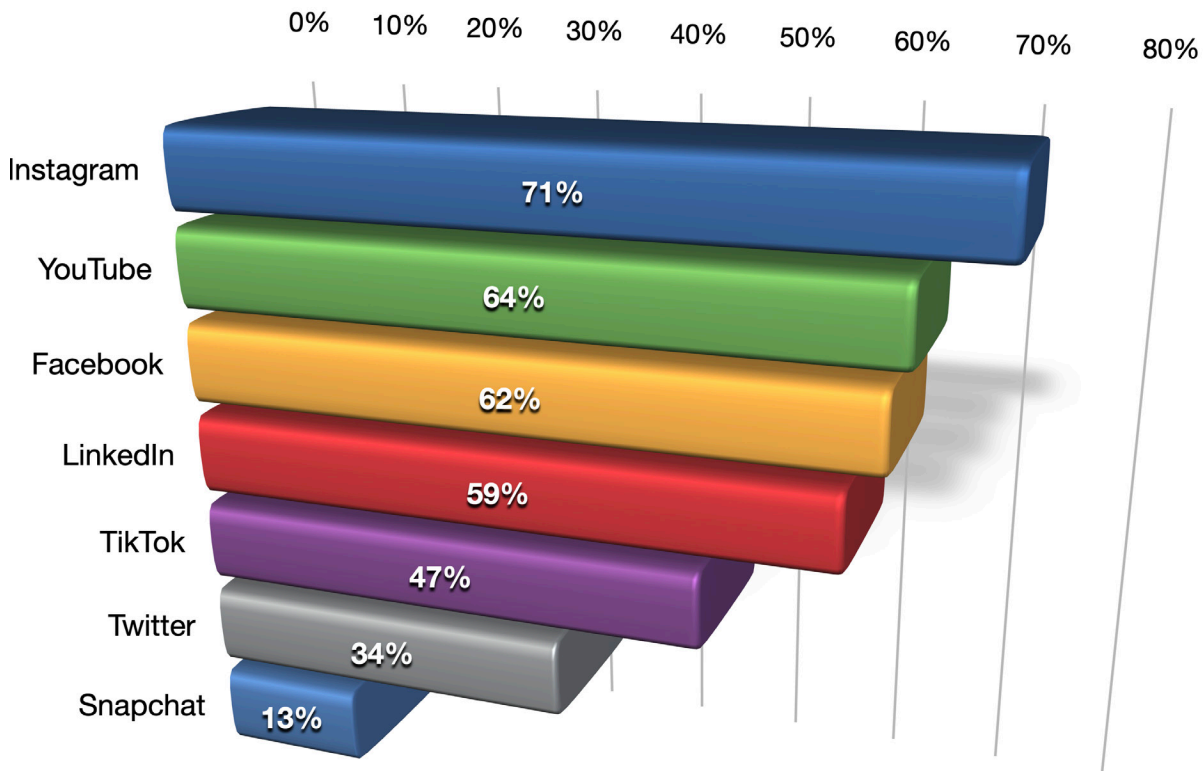


Future Snapchat plans

Only 7% of marketers plan on increasing their Snapchat organic activities over the next 12 months. A significant 80% of marketers have no plans to use Snapchat.



Social media platforms marketers want to learn more about

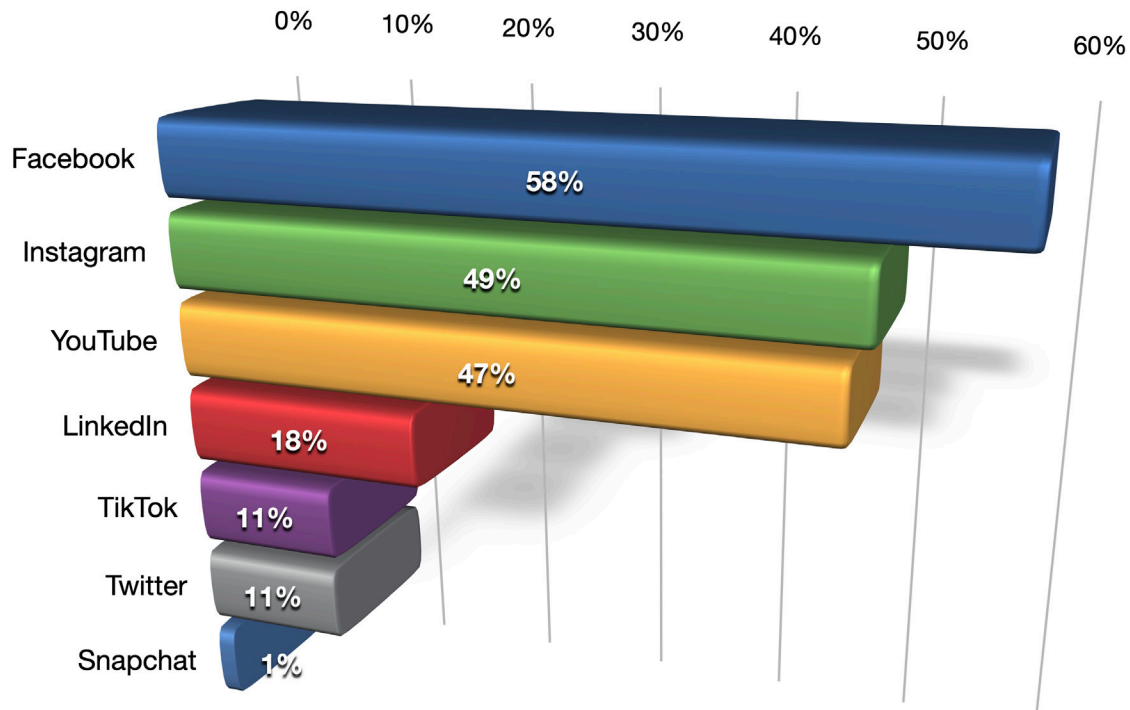


We asked marketers to identify which social media platforms they want to learn more about. Instagram held the top slot for the fourth year in a row. Facebook dropped to the third spot, below YouTube. **Interest in TikTok grew from 32% in 2021 to 47% in 2022.**

B2C marketers are more interested in learning about Instagram (76% B2C vs. 63% B2B) and Facebook (67% B2C vs. 55% B2B), than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn (71% B2B vs. 52% B2C).

Regular video use by platform

This year, we decided to study which platforms marketers use to regularly publish video. Facebook is the top platform (58%), followed by Instagram (49%) and YouTube (47%).



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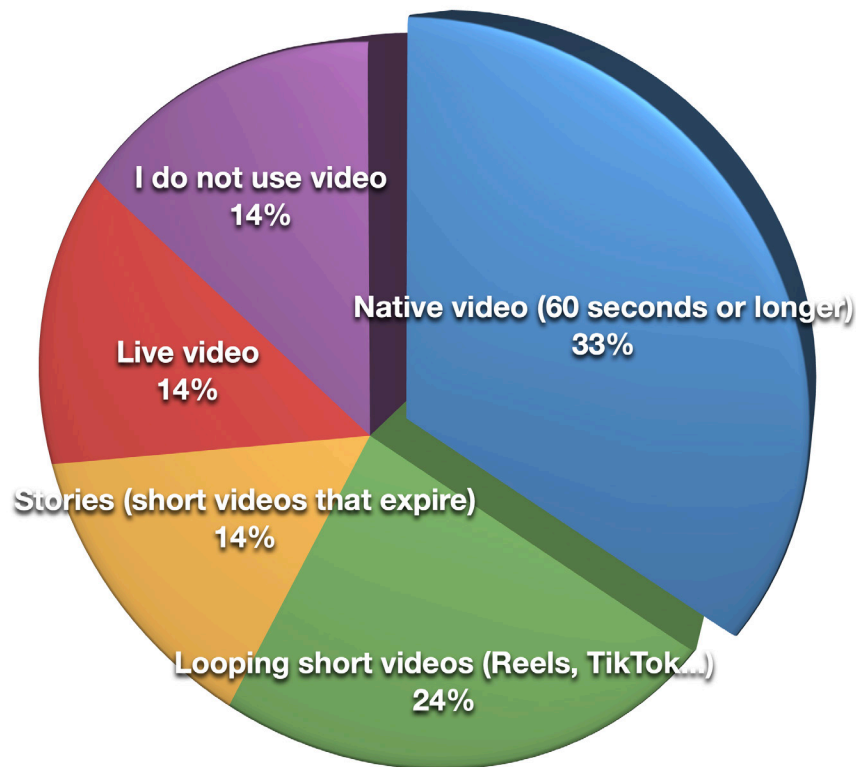
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The most important video format for marketers is...

We asked marketers to select the single most important video format for their business. Native video holds the top spot, followed by short-form looping video.

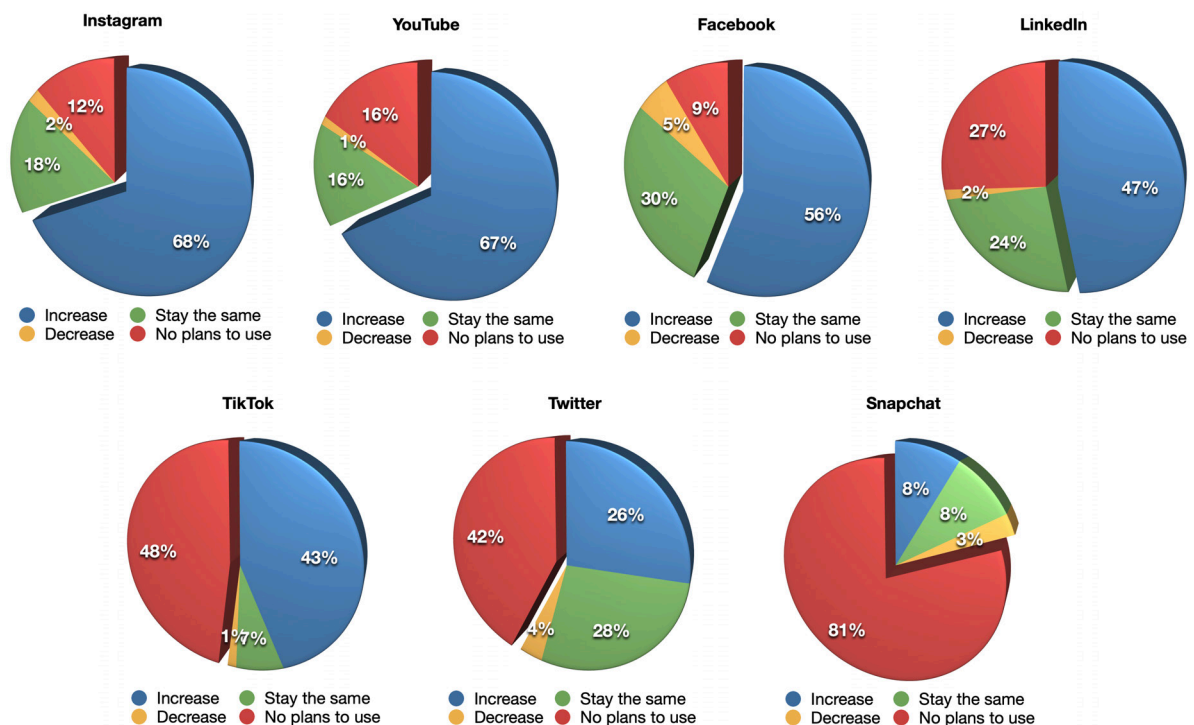


How will marketers change their future video marketing activities?

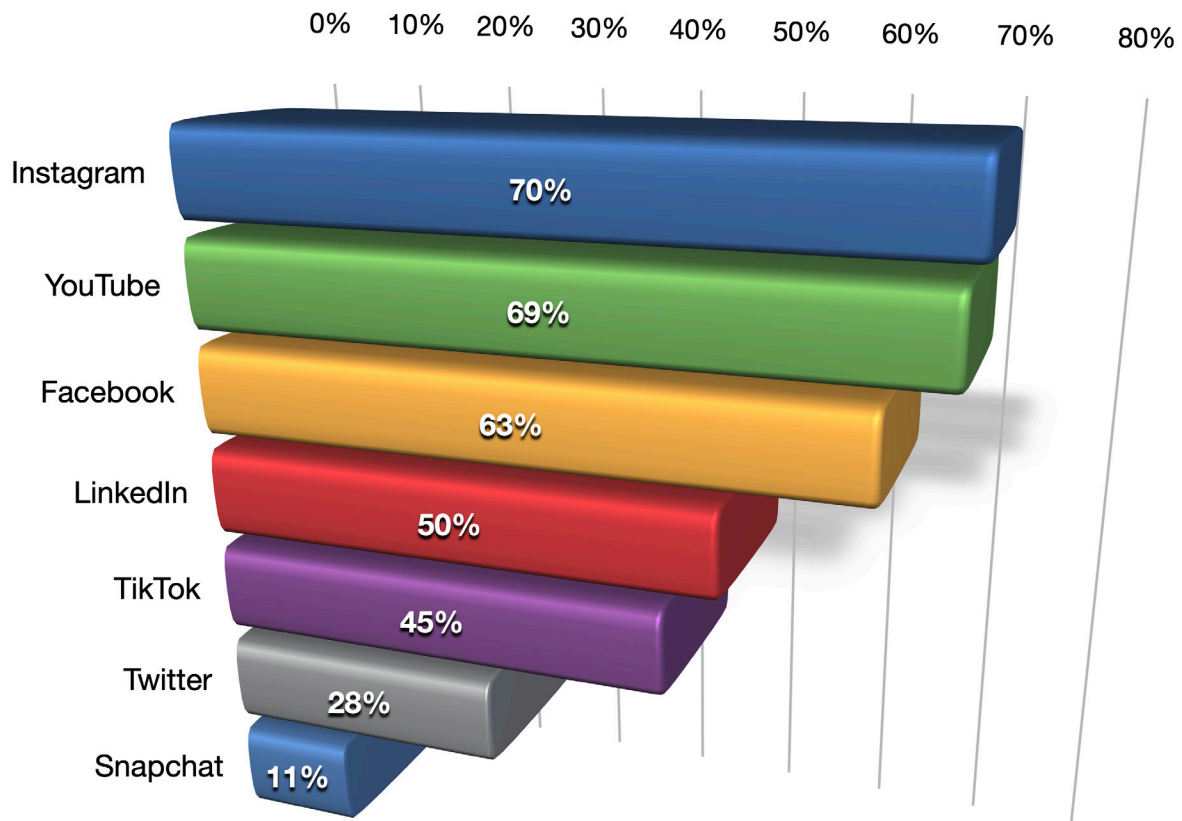
We asked marketers to indicate how they'll change their video marketing use in the near future. Respondents were asked to indicate whether they plan to increase, decrease, remain the same, or not use various platforms in their video marketing.

Marketers mostly plan on increasing their use of Instagram video (68%), YouTube video (67%), and Facebook video (56%). These are the same platforms marketers chose in 2021. Marketers' plans to increase activities on TikTok grew from 28% in 2021 to 43% in 2022.

Here's a breakdown by platform:



Video platforms marketers want to learn more about



We asked marketers to tell us the platforms about which they'd like to improve their video marketing knowledge. **Instagram and YouTube were the top video platforms marketers wanted to learn more about. TikTok saw interest increase from 30% in 2021 to 45% in 2022.** It's also worth noting that interest in Facebook video fell from 70% in 2021 to 63% in 2022.

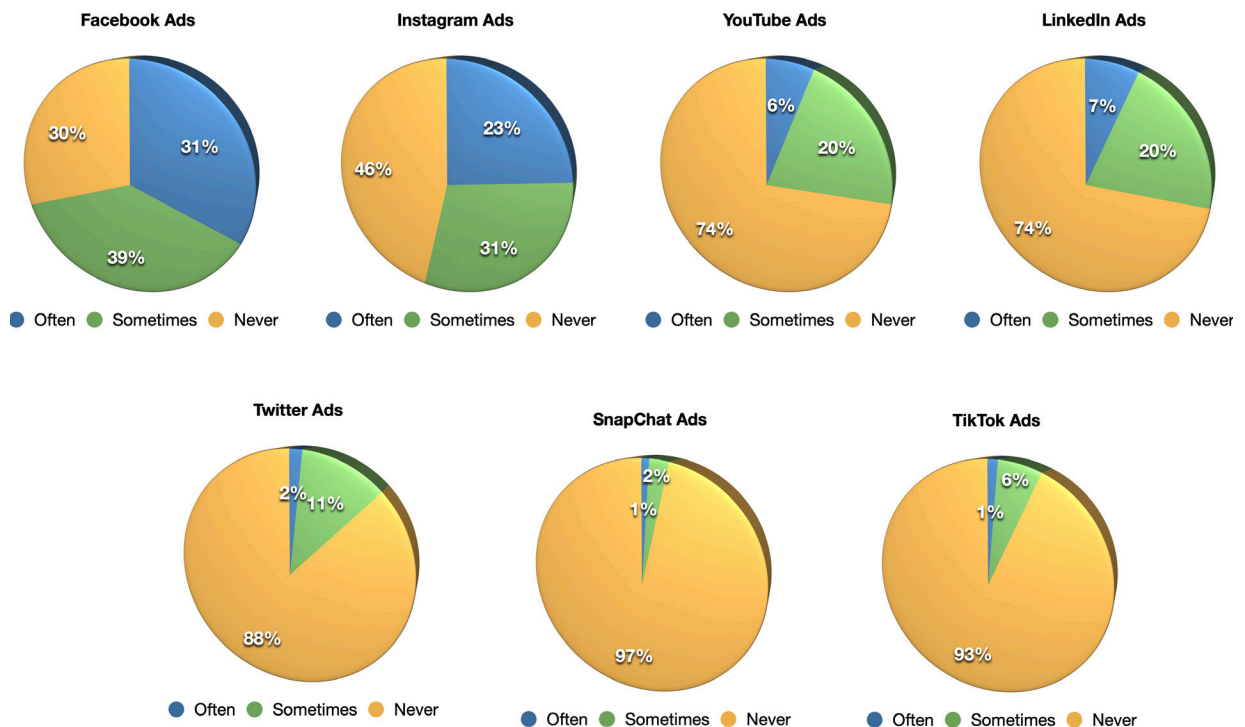
B2C marketers are more interested in learning about Instagram video (75% B2C vs. 63% B2B) and Facebook video (68% B2C vs. 55% B2B) than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn video (64% B2B vs. 42% B2C).

Social ad use

We asked marketers to indicate how frequently they run ads on a variety of social platforms (often, sometimes, or never).

The ad platform most used by marketers is Facebook (70%), followed by Instagram (54%).

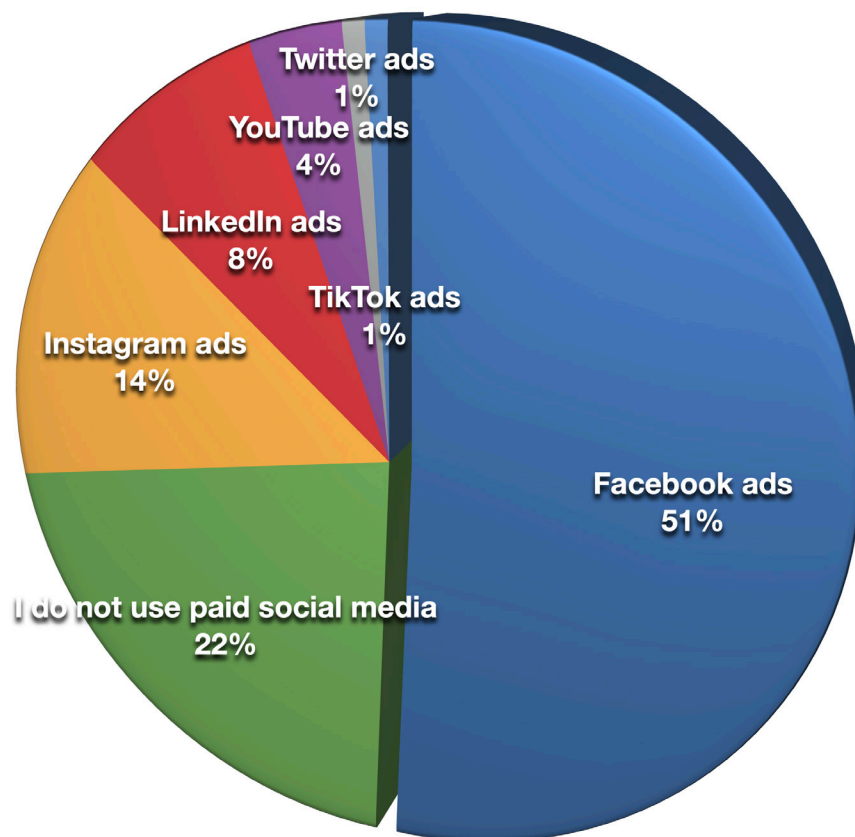
B2C marketers are more likely to use Facebook ads (72% B2C vs. 67% B2B) than their B2B counterparts. B2B marketers are using more LinkedIn ads (38% B2B vs. 19% B2C).



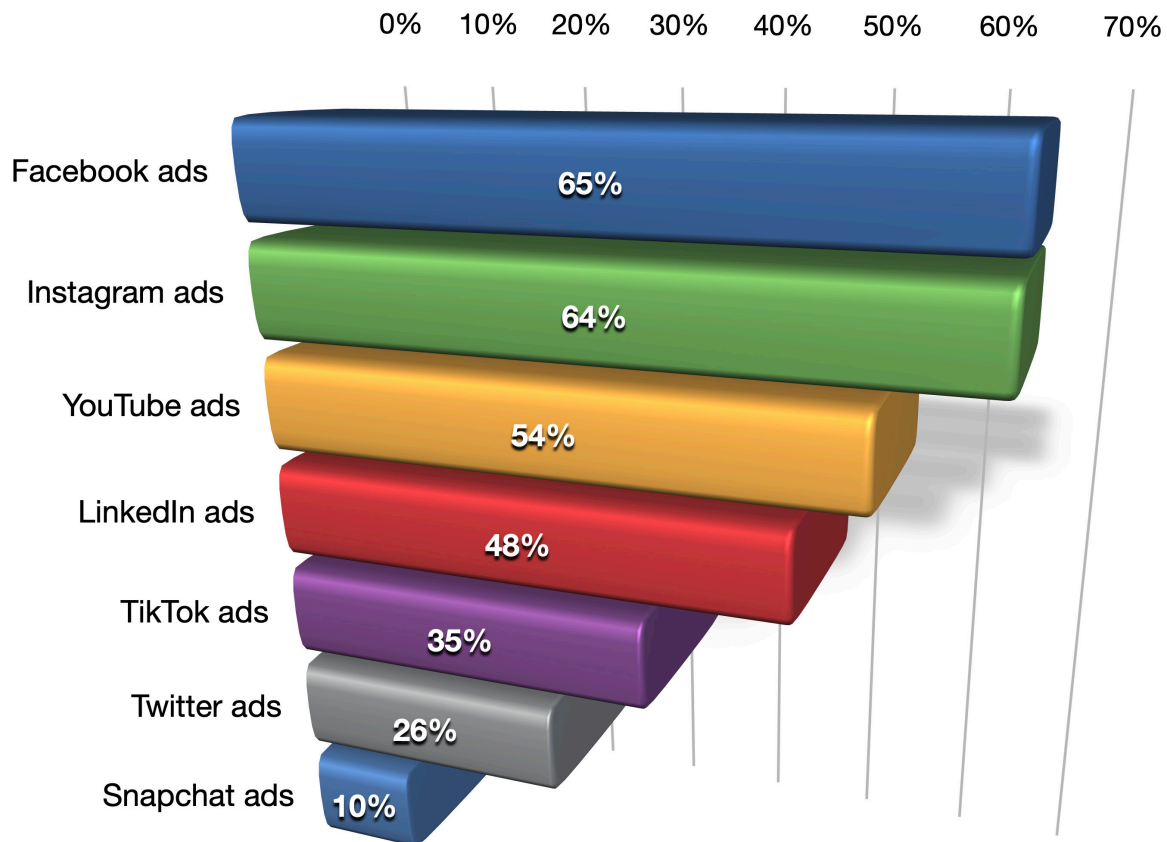
The most valued social ads platforms

We asked marketers to select the single most important form of paid social for their businesses. Facebook ads took the top slot; however, Facebook dropped from 61% in 2021 to 51% in 2022. In addition, the percentage of marketers who don't use social ads increased from 18% to 22%.

B2C marketers are more likely to value Facebook ads (56% B2C vs. 43% B2B) than their B2B counterparts. B2B marketers place more value on LinkedIn ads (18% B2B vs. 2% B2C).



Social ad types marketers want to learn more about



We asked marketers to identify which types of social ads they want to learn more about. Facebook took first place at 65%, followed closely by Instagram at 64%. Interest in TikTok ads rose from 27% in 2021 to 35% in 2022.

B2C marketers are more interested in learning about Facebook ads (69% B2C vs. 58% B2B) and Instagram ads (69% B2C vs. 58% B2B) than their B2B counterparts. B2B marketers are far more interested in learning about LinkedIn ads (62% B2B vs. 41% B2C).

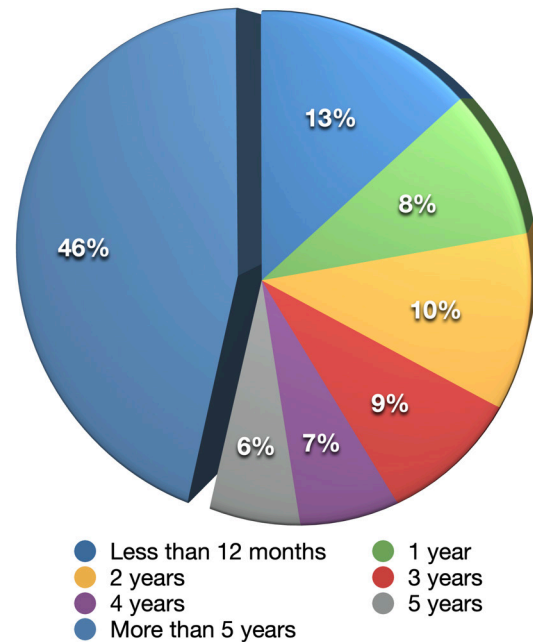
Survey participant demographics

We leveraged email to find participants for our survey. We conducted this survey in January 2022 by emailing more than 400,000 marketers and asking them to participate. After 10 days, we closed the survey with **2,897 participants**. Here are the demographic breakdowns:

Years using social media marketing

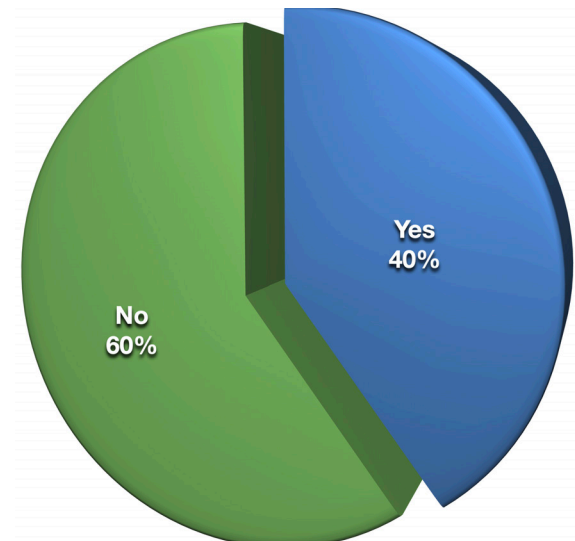
We asked participants how long they've been using social media for marketing.

Fifty-two percent of marketers surveyed have 5 or more years of social media marketing experience.



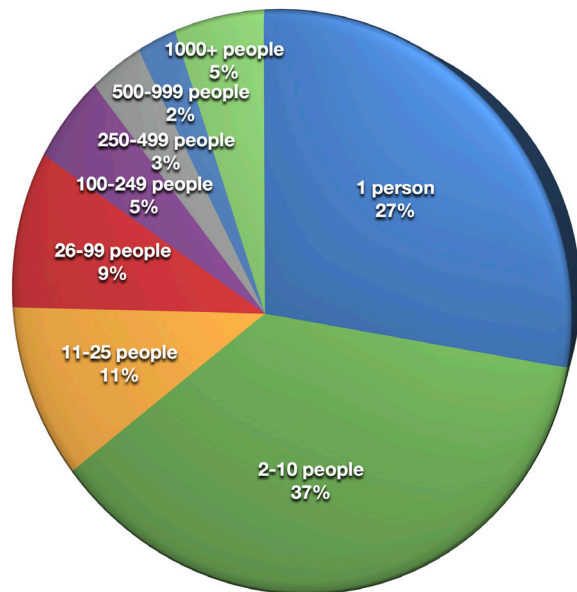
Is social media marketing your main job responsibility?

Two out of five (40%) marketers said social media marketing was their full-time responsibility.



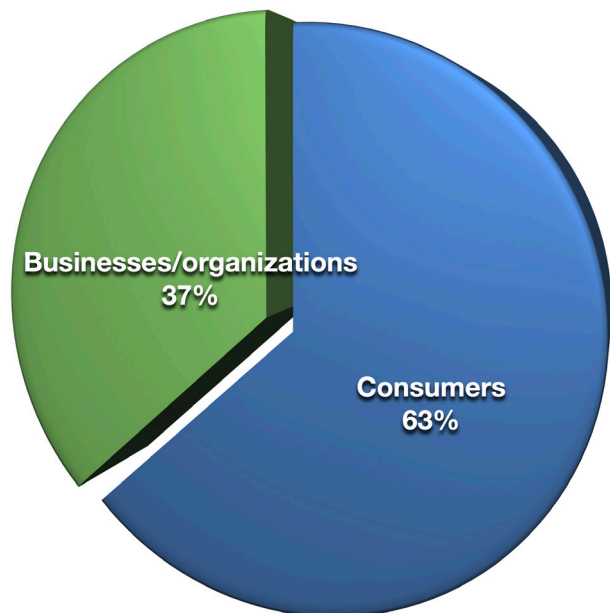
Business size

The largest group that took the survey works for small businesses of 2–10 employees (37%), followed by the self-employed (27%).



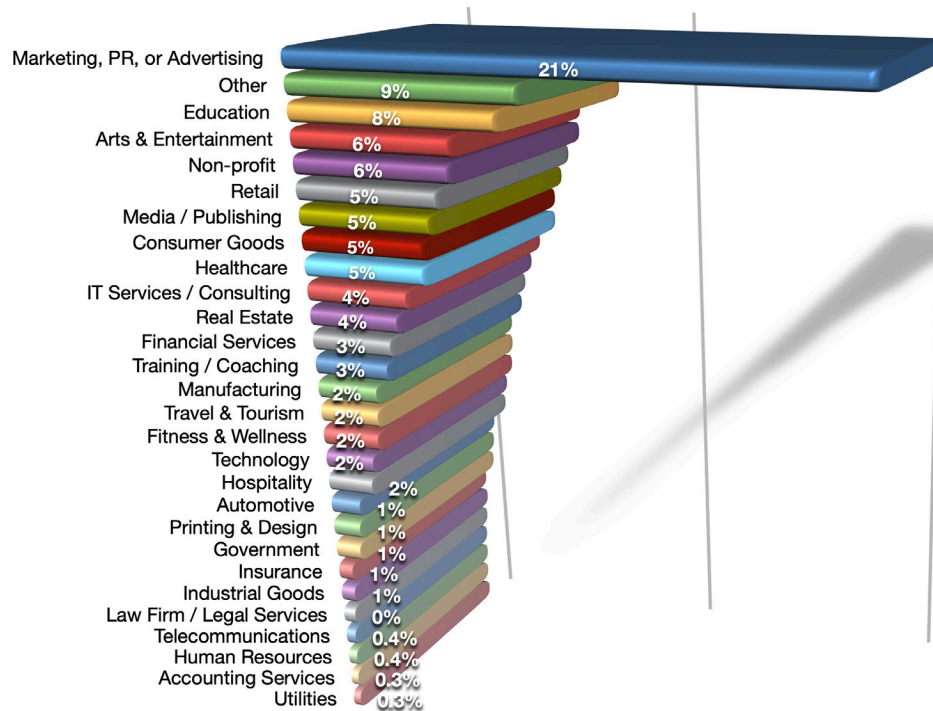
Primary target audience

About two-thirds (63%) of survey participants focus primarily on attracting consumers (B2C) and the other 37% primarily target businesses (B2B).



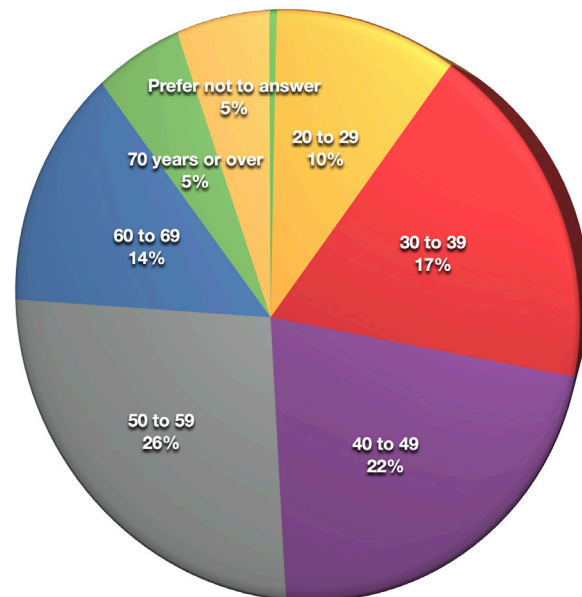
Industry

Below are the different industries that survey participants work in.



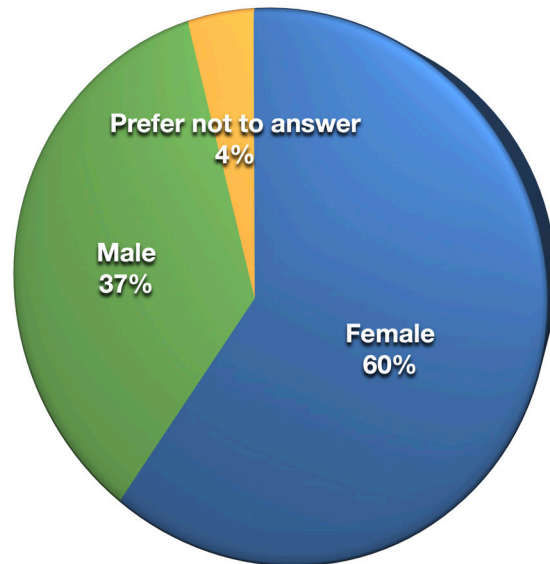
Age of participants

Most survey participants (84%) were age 30 or older.



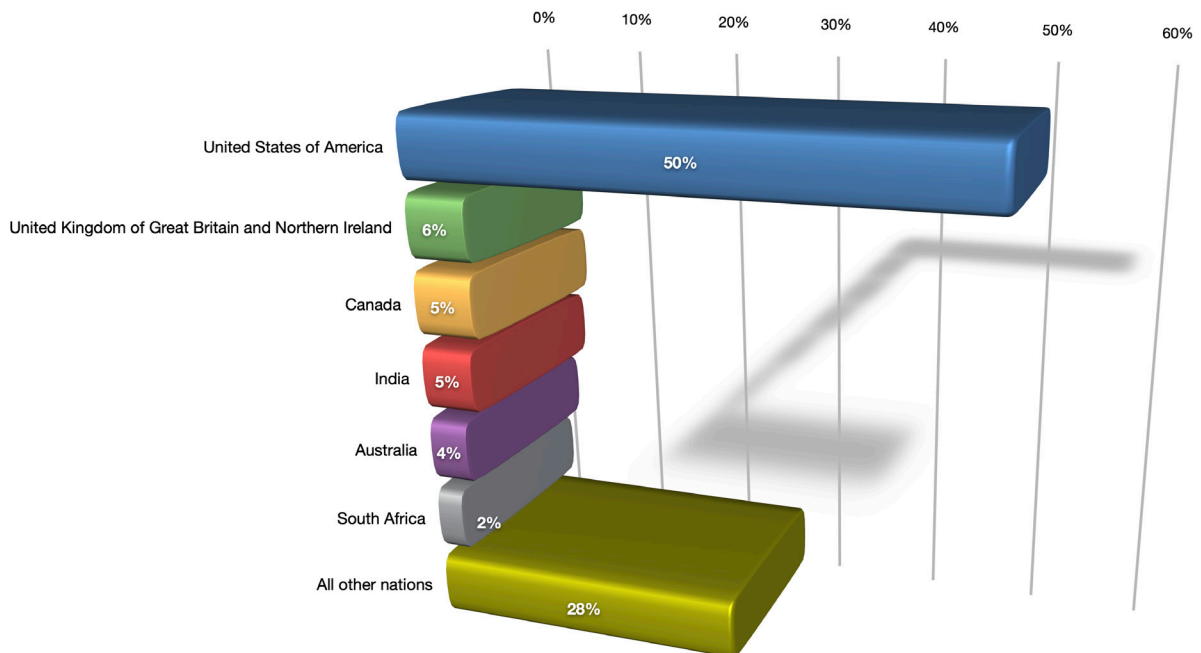
Gender

Females edged out males, representing 60% of all participants.



Country

Most participants were based in the United States (50%), followed by the United Kingdom (6%), Canada (5%), India (5%), and Australia (4%).



About Michael A. Stelzner

Michael Stelzner is the founder of Social Media Examiner and author of the books Launch and Writing White Papers. He's also the host of the Social Media Marketing podcast, the Crypto Business podcast, and the founder of the Social Media Marketing Society.

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