To find out how marketers work with social media technology, SOCIAL MEDIA TODAY and ORACLE MARKETING CLOUD created a survey that asked 175 marketers about goals, roles, and channels. These are those findings. Metrics and numbers do not reflect hidden agendas of those surveyed. No mobile devices were harmed in the making of this infographic.

**Feeling The Social Relationship**

- **How long has it been serious?**
  - 17% < 1 year
  - 15% 1–2 years
  - 15% 2–3 years
  - 15% 3–4 years
  - 38% 4 years +

- **Still can’t get no satisfaction?**
  - 14% Surpassed
  - 15% Not Sure
  - 4% Disappointed
  - 15% Delivered
  - 15% Helpful
  - 29% Successful
  - 34% Use the data
  - 45% Review the data
  - 53% Ignore the data

- **What’s your ideal relationship?**
  - Better Strategy Coordination 45%
  - More Insight Into Customers 43%
  - More Insight Into Actions 48%
  - Better Data Integration 53%

- **Marketers have been sold on social media for a while**
  - 82% 82%
  - 78% 78%
  - 74% 66%
  - 63% 63%
  - 63% 56%
  - 16% 16%

- **WHERE DO YOU GET THE 411?**
  - Social Media Outlets 51%
  - Outside Provider 22%
  - Rough Estimates 22%
  - In-house Analyst 29%
  - Don’t Use Data 7%
  - Don’t Measure Data 7%

- **HOW DO YOU MEASURE SUCCESS?**
  - 80% Likes, +s, Favorites
  - 78% Shares
  - 74% Clicks
  - 66% Comments
  - 63% Impressions
  - 63% Followers

- **HOW DO YOU LOOK BACK ON THE DATE?**
  - 55.4% Use the data
  - 34.3% Review the data
  - 10.3% Ignore the data

- **WHAT WAS YOUR FAVORITE MOMENT?**
  - 39.3% Blog
  - 38.7% Facebook
  - 27.5% Twitter
  - 26% LinkedIn
  - 24% YouTube

- **WHICH PICK UP SPOT WORKS BEST?**
  - Very Effective
    - Blog
    - Facebook
    - Twitter
    - LinkedIn
    - YouTube
  - Effective
    - Twitter
    - LinkedIn
    - Facebook
    - YouTube
    - Instagram
    - Pinterest
  - Slightly Effective
    - Google+
    - Twitter
    - Pinterest
    - LinkedIn
    - Instagram
    - Facebook
  - Not Effective
    - Google+
    - Instagram
    - Pinterest
    - Facebook
    - YouTube
    - LinkedIn

- **WHAT WAS IT NOTHING MORE THAN FEELINGS?**
  - 43%
  - 42%
  - 47%
  - 40%
  - 33%
  - 30%

- **WHAT’S YOUR IDEAL RELATIONSHIP?**
  - Better Data Coordination 45%
  - More Insight Into Customers 43%
  - More Insight Into Actions 48%
  - Better Strategy Coordination 53%
  - Helpful 53%
  - Unhelpful 49%
  - Surpassed 6%
  - Disappointed 6%
  - Delivered 15%
  - 15%
  - 15%
  - 30%
  - 40%