

Social Media

Inland Empire/Desert Region (Riverside and San Bernardino counties)

Introduction

The Inland Empire/Desert Center of Excellence for Labor Market Research prepared this report to provide regional labor market supply and demand data related to social media skills. As companies increase their social media presence, the demand for social media managers has grown.¹ Social media managers use various platforms to communicate with the public to raise awareness and build a brand's reputation. LinkedIn data reveals that between 2020 and 2021, demand for social media advertising increased by 45.9%, demand for Instagram proficiency rose by 28.4%, and demand for workers with social media optimization skills rose by 26.2%.²

The United States Bureau of Labor Statistics (BLS) has not identified social media-specific occupations in their Standard Occupational Classification (SOC) system; therefore, traditional occupational demand and earnings data for social media jobs do not exist. To better understand the need for social media knowledge, skills, and abilities (KSAs), this report analyzes online job advertisements (ads) for social media-related jobs.

In addition to analyzing online job ads, this report also provides an overview of social media programs offered at regional community colleges. While four-year and other non-community college institutions may offer social media programs and courses, there is no comprehensive and methodologically sound way to collect detailed course and program data for these institutions. For that reason, this report focuses on data available from community colleges.

Summary of Findings

Based on the available data, there appears to be a need for regional social media workers; however, it is difficult to quantify that need. While demand is typically defined as the number of annual job openings for a set of occupations, social media workers can be classified into various occupations. However, only some positions within those occupations may require social media skills, so traditional demand data would likely overstate the demand for social media workers. For this reason, and because social media is a skill and resource utilized by multiple occupations, this analysis is primarily based on online job ads. While online job ads are helpful for understanding KSAs, education requirements, and other employer hiring preferences, job ads may not quantify actual job openings. For example, employers may list jobs they do not end up filling or use a single ad to hire several people. Therefore, the number of online job ads is not comparable to nor

¹ <https://www.liveabout.com/social-media-skills-2063726>

² <https://www.marketingweek.com/steep-rise-demand-marketers-digital/>

indicative of the number of annual openings for any given occupation. Following is an overview of this report's key findings.

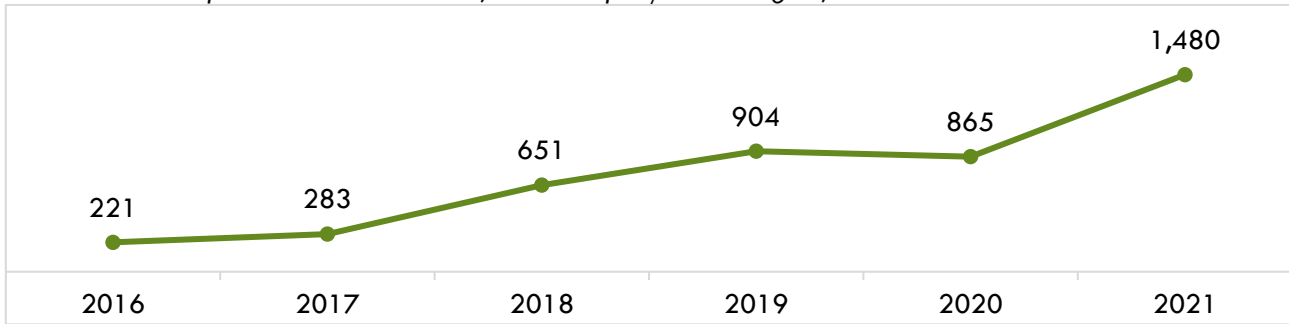
Key Findings:

- Over the past 12 months, 1,722 online job ads for social media workers in the Inland Empire/Desert Region were posted.
 - Overall, online job ad salary information reveals that employers are willing to pay these positions \$58,000 annually, above the \$45,386 annual (\$21.82 hourly) MIT living wage standard for the region.
 - Nearly 60% of social media job ads were posted for marketing, sales, and public relations occupations (1,026 job ads).
 - Within job ads, 64% (1,108 ads) included a minimum level of education, of which 21% (234 ads) requested a high school diploma or vocational training, 9% (99 ads) requested an associate degree, and 70% (775 ads) requested a bachelor's degree.
- Six community colleges in the region currently offer programs related to social media. Regional community colleges are not uniform in coding their social media programs, utilizing five different program codes.
 - Of these programs, completion data was available for two programs. These programs yielded two annual awards in social media programs over the last three academic years (2019-2022).

Job Advertisements

A job ad search was conducted to determine the regional demand for social media workers. Keyword, job title, occupation, and employer filters were applied to the search to ensure that the information included in this report is specific to social media positions. Over the last twelve months, there were 1,722 job ads posted for social media workers in the region, a sharp increase over the previous year (2020 job ads produced 865 results). Exhibit 1 displays the number of job ads posted each year for social media jobs from 2016 through 2021. Between 2016 and 2021, regional job ads for social media workers increased by 670%, indicating that demand for social media workers is rising.

Exhibit 1: Annual job ads for social media, Inland Empire/Desert Region, 2016-2021



Source: Burning Glass – Labor Insights

Exhibit 2 displays the occupations that frequently contained social media skill requirements in job ads over the last 12 months. This data may provide insight into occupations that utilize social media skills. Nearly 60% of social media workers are found in occupations related to marketing, sales, and public relations (1,026 job ads). Approximately 48% of job ads for market research analysts and marketing specialists (417 ads) contained social media skill requirements.

Exhibit 2: Occupations with job ads that frequently include social media skill requirements, Inland Empire/Desert Region, October 2021 - September 2022

Occupation	Social Media Job Ads	% of Total Job Ads	Total Occupational Job Ads
Market Research Analysts and Marketing Specialists	417	48%	870
Marketing Managers	179	33%	543
Sales, Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	162	10%	1,639
Public Relations Specialists	84	44%	190
Human Resources Specialists	77	31%	248
Business Operations, All Other (E-Commerce Specialist)	68	32%	214
Public Relations and Fundraising Managers	49	25%	197
Managers, All Other (Brand Manager)	41	7%	586
All other occupations	645	6%	11,267
Total	1,722	11%	15,754

Source: Burning Glass – Labor Insights

Advertised Salary from Online Job Ads

Exhibit 3 displays online job ad salary data for social media workers over the last 12 months. Online job ad salary information reveals employers are willing to pay social media workers \$58,000 annually, above the \$45,386 annual (\$21.82 hourly) living wage standard. The salary figures are prorated to reflect full-time, annual wage status.

Exhibit 3: Advertised salary information for social media workers, Inland Empire/Desert Region, October 2021 - September 2022



Source: Burning Glass – Labor Insights

Job Titles, Employers, Skills, Education, and Work Experience

Exhibit 4 displays the job titles most frequently requested for social media worker jobs over the last 12 months in the Inland Empire/Desert Region. Job titles may provide insight into the types of positions held by social media workers. The job title most frequently associated with social media workers in the Inland Empire/Desert Region over the last 12 months was marketing manager.

Exhibit 4: Job titles most frequently requested for social media workers, Inland Empire/Desert Region, October 2021 – September 2022

Job Titles	Job Ads
Marketing Manager	140
Marketing Coordinator	96
Marketing Specialist	89
Marketing Assistant	70
Social Media Specialist	51
Social Media Manager	49
E-Commerce Specialist	44
Recruiter	42
Account Executive	42
Administrative Assistant	41
Marketing Director	28
Human Resources Specialist	25
Outside Sales Representative	23
Social Media Coordinator	21
Sales Representative	17
All other job titles	944
Total	1,722

Source: Burning Glass – Labor Insights

Exhibit 5 displays the employers that posted the most job ads for social media workers during the last 12 months. Showing employer names provides insight into where students may find employment after completing a program. California State University, San Bernardino posted the most job ads for social media workers over the last 12 months, primarily seeking individuals to conduct marketing, outreach, and communication services for the university.

Exhibit 5: Employers posting the most job ads for social media worker jobs, Inland Empire/Desert Region, October 2021 - September 2022

Top Employers	Jobs Ads
California State University, San Bernardino	50
Monster Energy	32
ProSites	31
IdentityIQ (IDIQ)	26
Hibu	25
University of California, Riverside	24
Yaamava' Resort and Casino at San Manuel	22
Xprite USA	21
Agua Caliente Resort Casino Spa	18
Avis Budget Group	15
San Bernardino County	14
DTLA Insurance Solutions	13
Riverside County	13
University of Redlands	12
Esri	11
<i>All other employers</i>	<i>1,395</i>
Total	1,722

Source: Burning Glass – Labor Insights

Exhibit 6 lists a sample of specialized, employability, and software and programming skills employers seek when looking for social media workers. Specialized skills are occupation-specific skills that employers request for industry or job competency. Employability skills are foundational skills that transcend industries and occupations; this category is often referred to as "soft skills." The skills requested in job ads may be utilized to guide curriculum development.

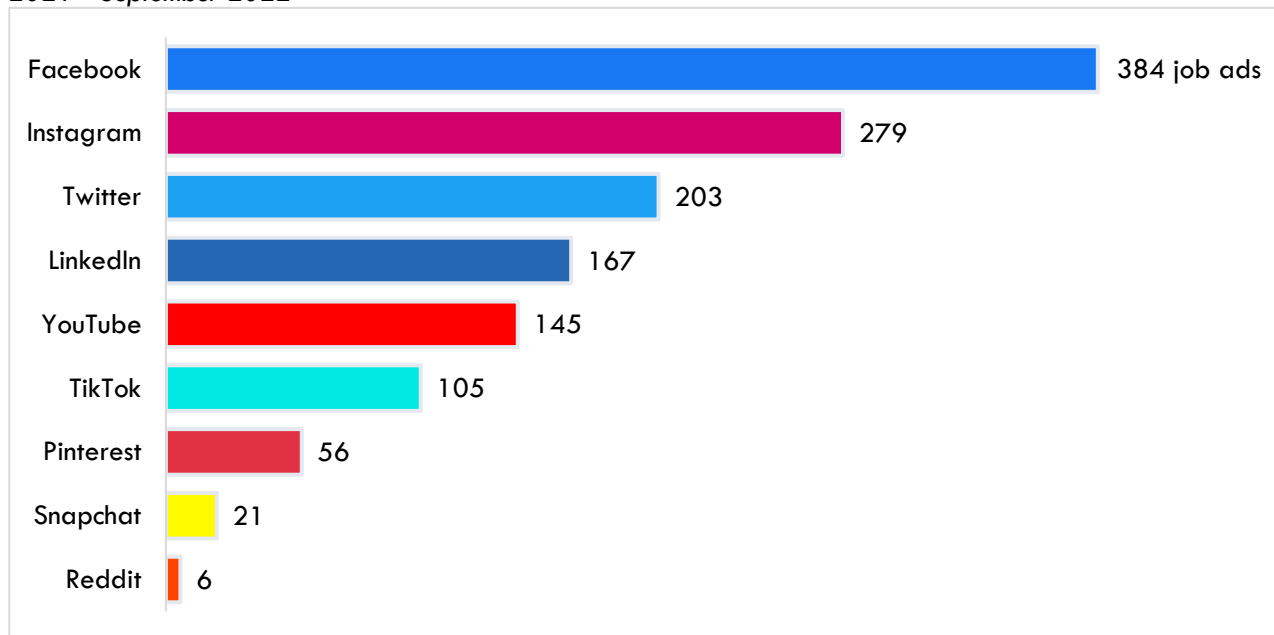
Exhibit 6: Sample of in-demand skills from employer job ads for social media workers, Inland Empire/Desert Region, October 2021 - September 2022

Specialized Skills (n=1,722)	Employability Skills	Software and Programming Skills
<ul style="list-style-type: none"> • Social Media • Marketing • Budgeting • Sales • Customer Service • Digital Marketing • Content Management 	<ul style="list-style-type: none"> • Communication Skills • Creativity • Planning • Teamwork/Collaboration • Organizational Skills • Writing • Detail-Oriented 	<ul style="list-style-type: none"> • Microsoft Office • Adobe Photoshop • Adobe Creative Suite • Google Analytics

Source: Burning Glass – Labor Insights

Exhibit 7 displays the social media platforms most frequently included in job ads for social media workers in the region. The social media platform most commonly included in employer job ads was Facebook. With 2.7 billion monthly active users, Facebook is the largest social media platform and an essential tool for business marketing and advertising efforts (Facebook, 2022).

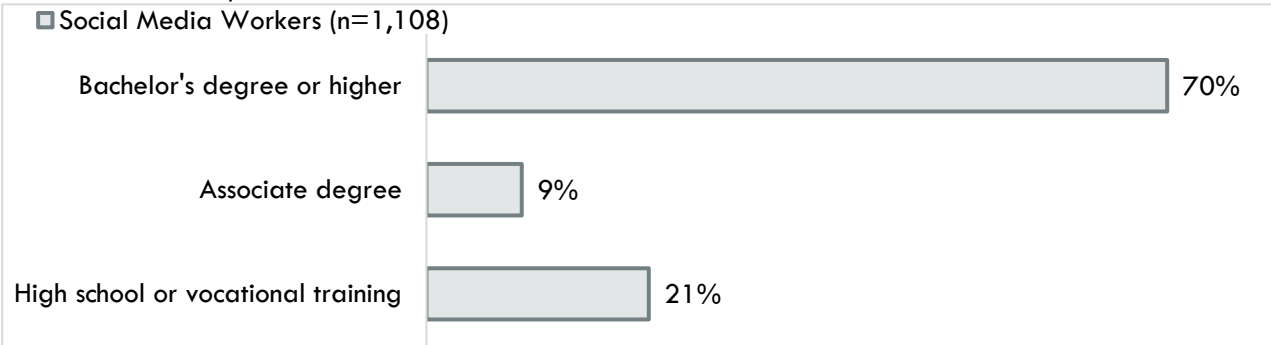
Exhibit 7: Social media platforms most frequently included in job ads, Inland Empire/Desert Region, October 2021 - September 2022



Source: Burning Glass – Labor Insights

Exhibit 7 displays the minimum advertised education requirements for social media workers. Nearly two-thirds of employers (64%) included minimum education requirements in job ads. Approximately 70% of employers sought social media workers with a bachelor’s degree or higher.

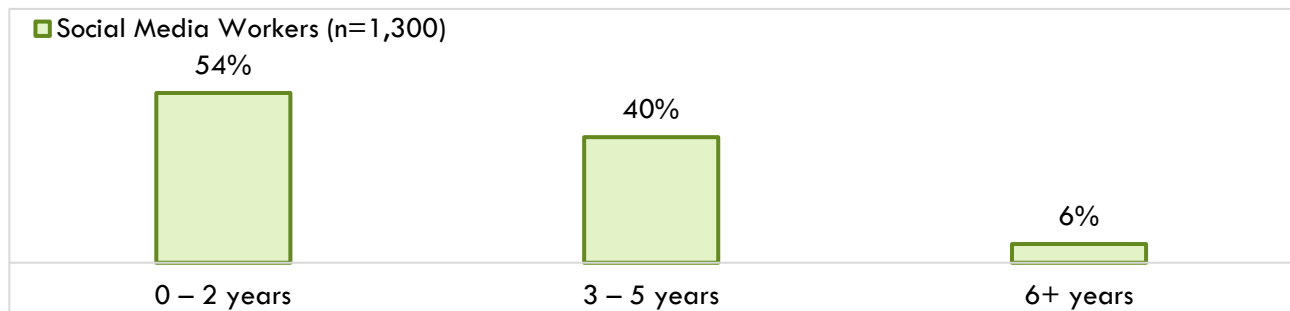
Exhibit 7: Minimum advertised education requirements for social media workers, Inland Empire/Desert Region, October 2021 - September 2022



Source: Burning Glass – Labor Insights

Exhibit 8 displays the real-time work experience requirements from employer job ads. More than half of the employers posting job ads for social media workers sought candidates with zero to two years of previous work experience, while 40% of employers seeking candidates with three to five years of work experience.

Exhibit 8: Real-time work experience requirements, Inland Empire/Desert Region, October 2021 - September 2022



Source: Burning Glass – Labor Insights

Training Programs

Six community colleges in the region currently offer programs related to social media. Regional community colleges are not uniform in coding their social media programs, utilizing five different program codes. Exhibit 9 displays each of the regional social media programs and award types students earn upon completing the program.

Exhibit 9: Social media-related programs, Inland Empire/Desert Region, 2022-23 academic year

College	TOP Program (TOP Code)	Local Program Title	Award
Chaffey	Computer Information Systems (0702.00)	Social Media Support Specialist	Certificate
College of the Desert	Marketing and Distribution (0509.00)	Social Media Marketing	Certificate
Moreno Valley	E-Commerce (Business emphasis) (0509.70)	Social Media for Business	Noncredit
Norco	E-Commerce (Business emphasis) (0509.70)	Social Media for Business	Noncredit

Social Media in the Inland Empire/Desert Region, October 2022

College	TOP Program (TOP Code)	Local Program Title	Award
Riverside City	Small Business and Entrepreneurship (0506.40)	Social Media for Business	Noncredit
		Social Media Field Production	Certificate
San Bernardino	Radio and Television (0604.00)	Social Media Narrative Production	Certificate
		Social Media Studio Production	Certificate

Source: COCI, 2022-23 Community College Catalogs

Over the last three academic years, College of the Desert issued an annual average of one certificate in its social media marketing program. Norco College issued an average of one noncredit award in its social media for business program. Combined, regional community colleges have issued two awards in programs related to social media.

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Appendix: Methodology

Job ad data is limited to the information provided by employers and the ability of artificial intelligence search engines to identify this information. Additionally, preliminary calculations by Georgetown Center on Education and the Workforce found that "just 30 to 40 percent of openings for candidates with some college or an associate degree, and only 40 to 60 percent of openings for high school diploma holders appear online" (Carnevale et al., 2014). Online job ads often do not reveal employers' hiring intentions; it is unknown if employers plan to hire one or multiple workers from a single online job ad or collect resumes for future hiring needs

Skills used in job ad search:

- Social Media
- Social Media Trends
- Social Media Outreach
- Social Media Planning
- Social Media Campaign
- Social Media Strategy
- Social Media Marketing
- Social Media Platforms
- Social Media Marketing
- Social Media Monitoring
- Social Media Integration
- Social Media Intelligence
- Social Media Tools
- Social Media Performance Measurement