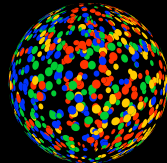


# IT'S YOUR BUSINESS: TALENT AND RESOURCES FOR DIGITAL PR SUCCESS



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Lynch  
Spong

HELLO



Carmichael  
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Spong<sup>PR</sup>

@emilybuchanan

Emily Buchanan

Director of social engagement & brand mktg

# WHAT WE DO

RESEARCH AND  
INSIGHTS

INFLUENCER  
MARKETING

COMMUNITY  
MANAGEMENT

CONTENT  
CREATION

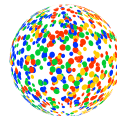
INTERACTIVE  
PRODUCTION

INNOVATION &  
TECHNOLOGY

PAID MEDIA  
PLANNING &  
BUYING

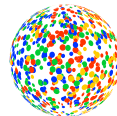
SOCIAL CRISIS &  
ISSUES  
MANAGEMENT

ANALYTICS



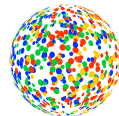
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# WHAT IT TAKES TO STAFF A FULL-SERVICE SOCIAL/DIGITAL TEAM



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NOT TO MENTION ALL OF THE FREELANCERS



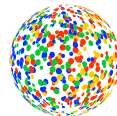
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# WHAT THE C-SUITE WANTS TO PAY FOR SOCIAL TALENT



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# BUT THIS CAN HAPPEN WHEN AN INTERN RUNS YOUR CHANNELS

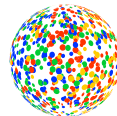


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# JOB TITLES THAT DIDN'T EXIST 10 YEARS AGO

Social Media Consultant  
Community Manager  
Social Media Manager  
Digital PR/Social Media  
Specialist  
Social Channel Manager  
Social Video Producer  
Social Media Enthusiast  
Social Media Coordinator  
Communications Specialist-PR  
and Social Media  
PR and Social Media Coordinator  
Social Media Assistant Manager  
Social Engagement Specialist

Social Media Account Executive  
Director of PR and Social Media  
Account Manager Online PR and  
Social Media  
PR and Social Media Strategist  
Conversation Manager  
PR and Social Media Associate  
PR and Social Media Executive  
PR and Social Media Officer  
Director-PR and Social Media  
Personal Branding/Social Strategy  
Social Engagement Manager  
Content Manager  
Channel Specialist



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And more and more ...



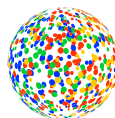
# IT COSTS MONEY TO STAFF A DIGITAL/SOCIAL DREAM TEAM

## SALARY RANGES

by City / Job Title

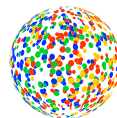
	<i>Blogger / Social Media</i> <b>COPYWRITER</b>	<i>Social Media</i> <b>SPECIALIST</b>	<i>Online Community</i> <b>MANAGER</b>	<i>Public Relations / Brand</i> <b>MANAGER</b>	<i>Social Media</i> <b>STRATEGIST</b>	<i>Social Media</i> <i>Marketing</i> <b>MANAGER</b>
1 New York, New York	22k-60k	46k - 71k	54k - 79k	49k - 90k	55k - 103k	73k - 116k
2 San Jose, California	22k-60k	47k - 72k	54k - 80k	50k - 91k	56k - 104k	74k - 117k
3 San Francisco, California	21k-59k	45k - 70k	53k - 78k	48k - 88k	54k - 102k	72k - 114k
4 Los Angeles, California	18k-49k	38k - 59k	44k - 65k	41k - 74k	46k - 85k	61k - 96k
5 Boston, Massachusetts	20k-55k	42k - 65k	49k - 73k	45k - 82k	51k - 95k	67k - 106k
6 Washington, DC	20k-54k	42k - 65k	49k - 72k	45k - 82k	50k - 94k	67k - 106k
7 Baltimore, Maryland	17k-47k	36k - 56k	42k - 63k	39k - 71k	44k - 82k	58k - 92k
8 Chicago, Illinois	18k-50k	39k - 60k	45k - 67k	41k - 76k	46k - 87k	62k - 98k
9 Seattle, Washington	16k-43k	33k - 51k	39k - 57k	35k - 65k	40k - 74k	53k - 84k
10 Philadelphia, Pennsylvania	16k-44k	34k - 52k	39k - 58k	36k - 66k	41k - 76k	54k - 85k
11 Atlanta, Georgia	19k-51k	40k - 61k	46k - 68k	42k - 77k	47k - 88k	63k - 99k
12 Dallas, Texas	17k-47k	36k - 56k	42k - 62k	38k - 70k	43k - 81k	57k - 91k
13 Minneapolis, Minnesota	16k-44k	34k - 52k	39k - 58k	36k - 66k	41k - 76k	54k - 85k
14 Miami, Florida	16k-45k	35k - 54k	41k - 60k	37k - 68k	42k - 79k	56k - 88k
15 Austin, Texas	15k-42k	32k - 50k	38k - 55k	34k - 63k	39k - 72k	51k - 81k
16 San Diego, California	17k-46k	36k - 55k	42k - 61k	38k - 70k	43k - 80k	57k - 90k
17 Denver, Colorado	15k-43k	33k - 51k	39k - 57k	35k - 64k	40k - 74k	53k - 83k
18 Detroit, Michigan	16k-45k	41k - 77k	40k - 59k	37k - 67k	37k - 90k	55k - 87k
19 Houston, Texas	17k-46k	36k - 55k	41k - 61k	38k - 69k	43k - 80k	57k - 90k
20 Phoenix, Arizona	14k-39k	30k - 47k	36k - 52k	32k - 59k	36k - 68k	48k - 77k

Salary ranges represent the 25% and 75% percentile for each job title in each city as obtained from Indeed.com.



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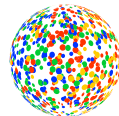
# AND IT'S EASIER TO FIND SOCIAL TALENT IN THE MAJOR MARKETS



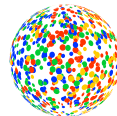
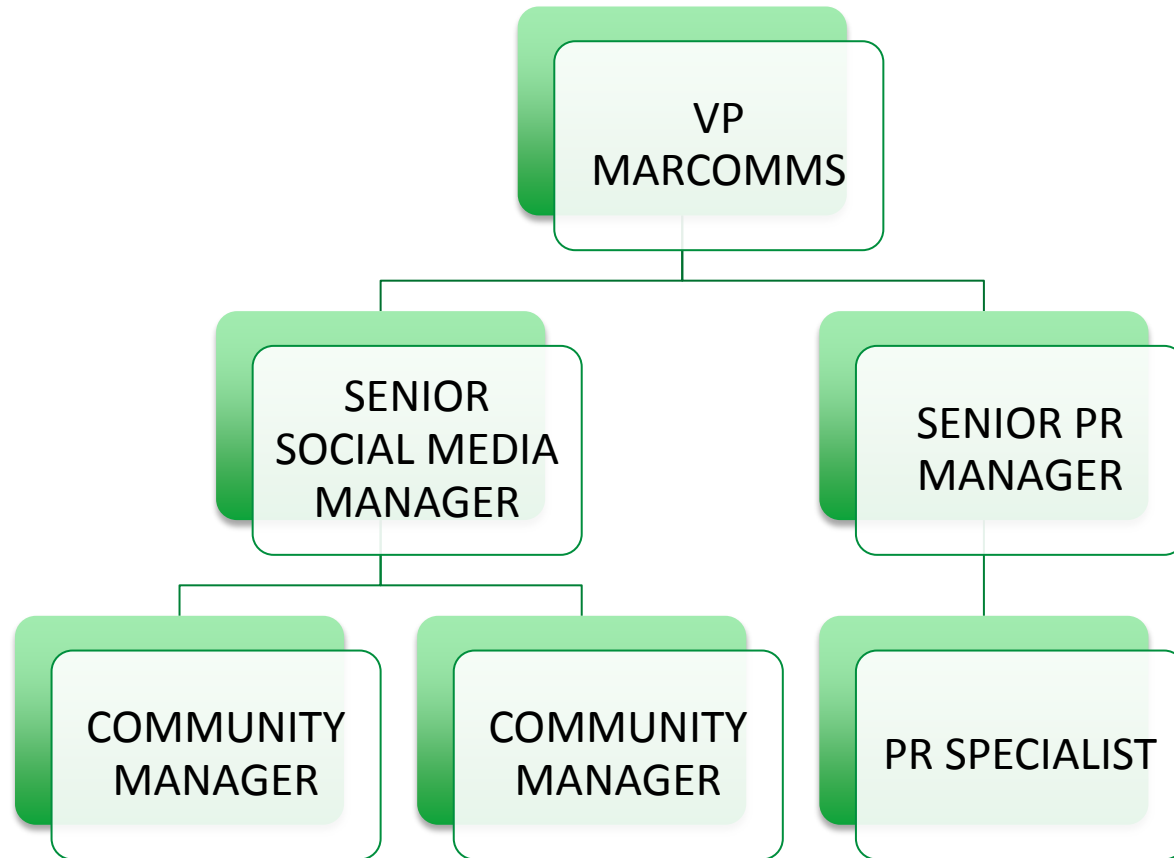
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# WHAT ANYONE WORKING IN SOCIAL NEEDS TO KNOW

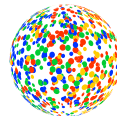
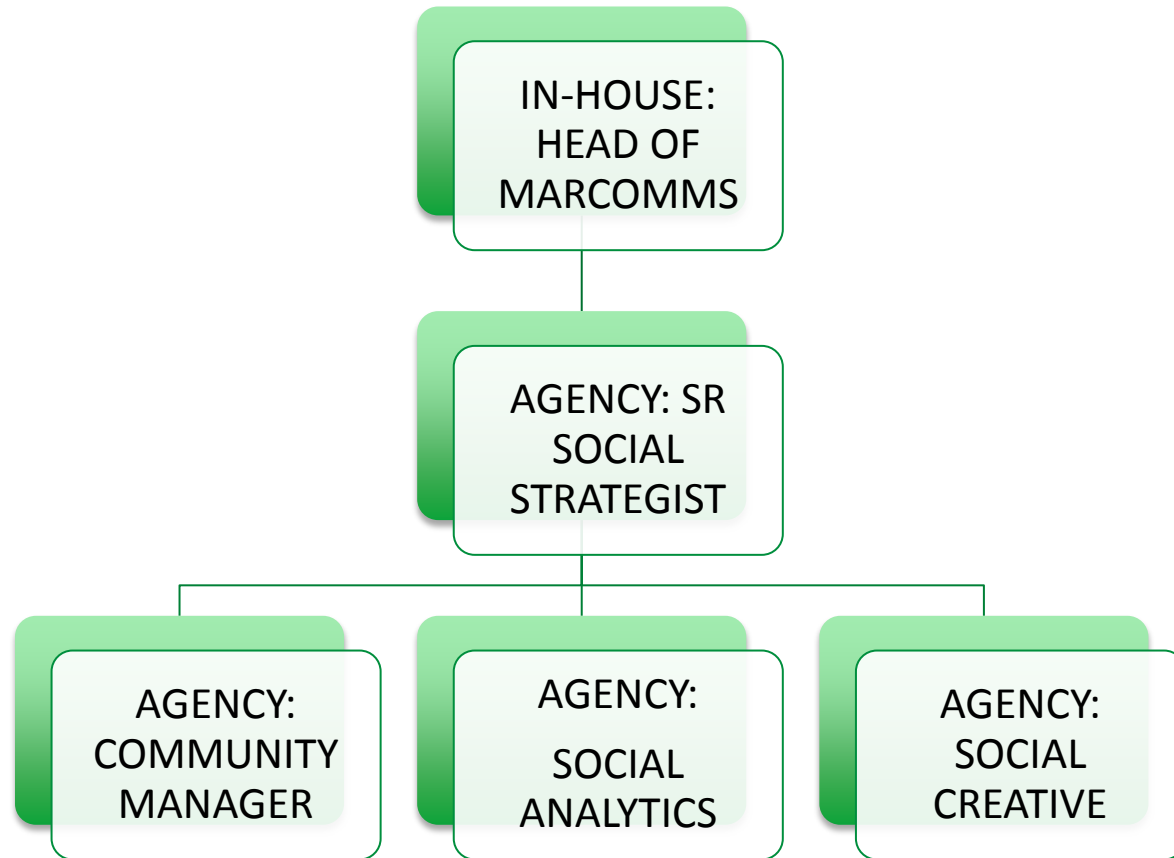
- 1) How to do paid, owned AND earned social
- 2) Social consumer response and crisis & issues mgmt
- 3) Knowledge of the ins and outs of the major channels and platforms
- 4) Early adoption on emerging channels and platforms
- 5) Voracious appetite for pop culture, social trends and consumer insights

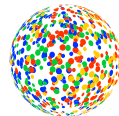


# THE STRUCTURE THAT TYPICALLY WORKS BEST WHEN SOCIAL IS FULLY STAFFED IN-HOUSE



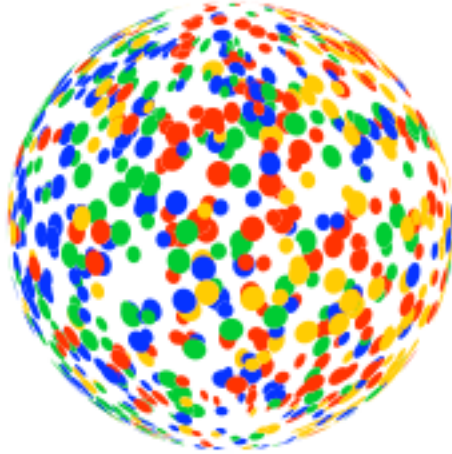
# THE STRUCTURE THAT TYPICALLY WORKS BEST WHEN HIRING AN AGENCY OR CONSULTANTS





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Lynch  
Spong<sup>PR</sup>

THANK YOU



Carmichael  
Lynch  
Spong<sup>PR</sup>