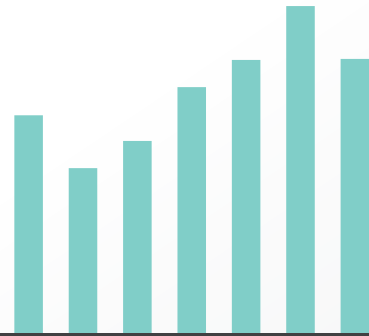




HOOTSUITE
BAROMETER 
2018 | **APAC**



Hootsuite Social Media Barometer

How Organisations are Using
Social Media in Asia Pacific

APAC REPORT 2018

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Executive summary

Hootsuite *Social Media Barometer* shares the results of a global survey by Hootsuite on how and why organisations around the world are using social media. One key finding is that the US no longer leads the way. Across all regions, organisations consistently reported a common set of social media goals and challenges.

While Asia Pacific's appetite and appreciation for social media is higher than the rest of the world, organisations in the region lag behind when it comes to social goals and doing more with social. This means there's a huge opportunity to better align goals with overall business objectives.



84%

of organisations expect their use of social platforms to increase in the next 12 months



90%

of companies say social media will help them stay competitive



Only 38%

of companies are measuring return on investment in social media

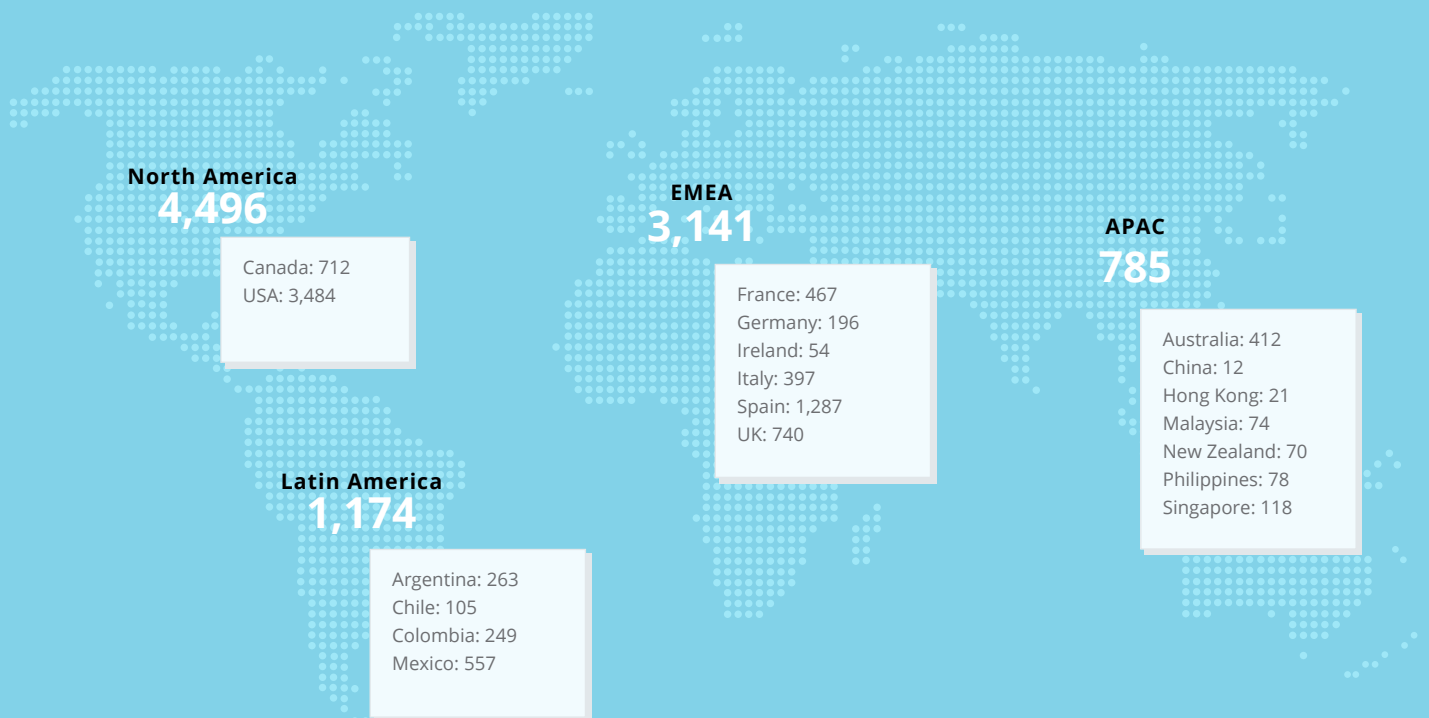
Methodology

The *Social Media Barometer* survey was fielded to over a million social media users worldwide, selected from Hootsuite's database. Respondents must work for an organisation and be responsible for or have oversight into social media strategy and/or execution.

This report summarises responses from 9,278 organisations on their use of social media and took place between February 2018 and May 2018.

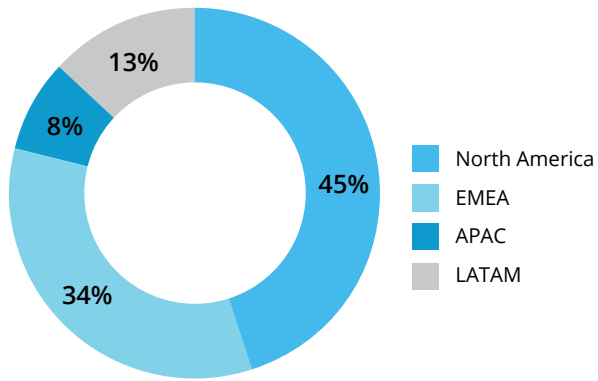
In Asia Pacific, the report was fielded to 785 respondents across Australia, New Zealand, Singapore, Malaysia, the Philippines and Hong Kong.

Participants per country

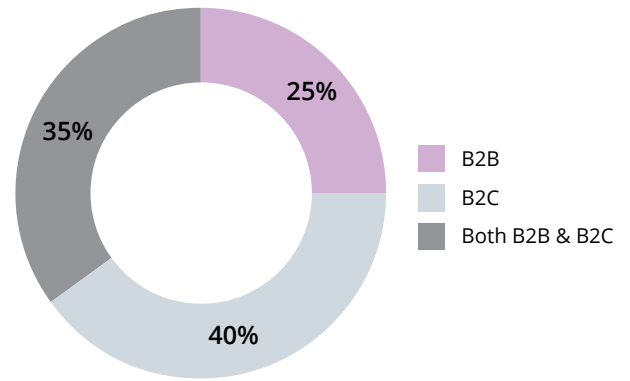


Respondent demographics

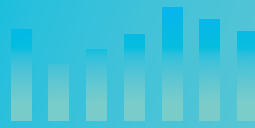
Participating regions



Participating customer types



Introduction



Social media began as a promising new platform to help people develop meaningful relationships with friends and family. But today, with consumers spending more time on social media than on any other activity online¹, the power and influence of social media for brands and businesses cannot be ignored.

Business leaders and CEOs understand this. It is encouraging to see so many organisations ramping up investments in social to gain a competitive edge and drive broader business goals. In fact, executives in the Asia Pacific region lead the way in recognising social's growing role within their organisations—and more organisations are seeing social as a crucial in-house competency.

In 2018, social is expanding its value beyond marketing and is being leveraged across the entire organisation. This is particularly true for companies in the region.

Yet many Asia Pacific organisations in the region continue to struggle to harness social's full potential, with the vast majority having only three individuals focused on social media. Even though organisations are aware of its potential, their efforts across the customer lifecycle remain largely untapped.

Then there's the ongoing measurement challenge, with a significant group still uncertain about how to measure return on investment (ROI).

Asia Pacific's inaugural *Social Media Barometer* examines social media's place within organisations, and its standing in the region. We've also identified key usage differences from market to market, within this region.

If you're a marketer, senior leader or CEO, this report will help you understand how organisations are using social to accomplish their business goals. Where there are challenges, the report provides actionable insights and best practices to help companies make the necessary strategic shifts to drive tangible outcomes.

Examining social media usage in Asia Pacific



The Philippines, Indonesia, Malaysia and Thailand are amongst the **top 10 countries in terms of time spent on social**

In addition to having the world's largest internet user base—over two billion people—Asia Pacific is also home to the most avid social media users. More than 1.7 billion users are using Facebook, Twitter, WeChat, LinkedIn, and other social networks, to connect, discover, and share experiences². In fact, the Philippines, Indonesia, Malaysia and Thailand are amongst the top 10 countries in terms of time spent on social.

But what does all this mean for organisations using social media?

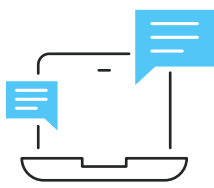
Social is mission critical

Organisations recognise the growing role of social media—and they're starting to see that it's about much more than just marketing.

In fact, 90 percent of APAC respondents agree that the presence of their company on social media is important to stay competitive, while 84 percent expect their organisation's use of social platforms to increase in the next 12 months.

What's more, 74 percent of APAC respondents believe that social media will increasingly contribute to their company's bottom line.

These numbers are higher than the global average, which indicates a greater appreciation of the power and potential of social, as well as a stronger desire to expand usage to drive business goals.



90%

of APAC respondents agree that the presence of their company on social media is important to stay competitive (87% for Global)



84%

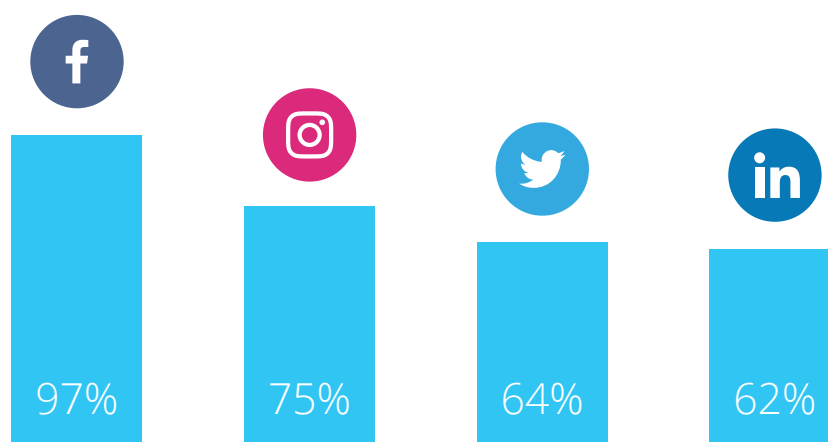
expect their organisation's use of social platforms to increase in the next 12 months (79% for Global)

A fragmented social media landscape

For most organisations, social media is a tantalising opportunity—but the social world is increasingly fragmented. The critical mass of consumers are on Facebook, Twitter, Instagram, LinkedIn and YouTube, but there are a whole other range of networks, such as WeChat and LINE, on which companies are building their presence to effectively capture consumers' attention.

In Asia Pacific, Facebook dominates social network usage (97 percent) followed by Instagram (75 percent), Twitter (64 percent) and LinkedIn (62 percent). However, usage varies within the region, with Australia reporting greater usage of Twitter (73 percent) and LinkedIn (67 percent). In Singapore and Malaysia, WeChat is gaining traction with 17 percent and 15 percent using the platform respectively. In the Philippines, Facebook dominates usage, but there's a relatively even split between Instagram (64 percent) and Twitter (68 percent).

Social network usage across Asia Pacific



This also means businesses have to juggle several active profiles. Across Asia Pacific, the majority of respondents said their company has between four and ten active profiles.

There are also differences in how B2B and B2C companies use social media. Across the globe, Facebook remains the platform of choice for B2C companies, with 98 percent of B2C companies using Facebook, compared to 89 percent of B2B companies.

Unsurprisingly, the use of LinkedIn is significantly higher for B2B organisations (86 percent) than B2C companies (46 percent). That reflects LinkedIn's clear positioning as a professional social network.

These trends are reflected in Asia, too. However, appetite for both Twitter (57 percent) and LinkedIn (47 percent) remains relatively low amongst B2C companies compared to the global average.

There's no right formula for organisations to follow in choosing social networks—it's different for every business. Begin by identifying what is most important to your company. Start small and build your presence over time. And don't shy away from experimenting.

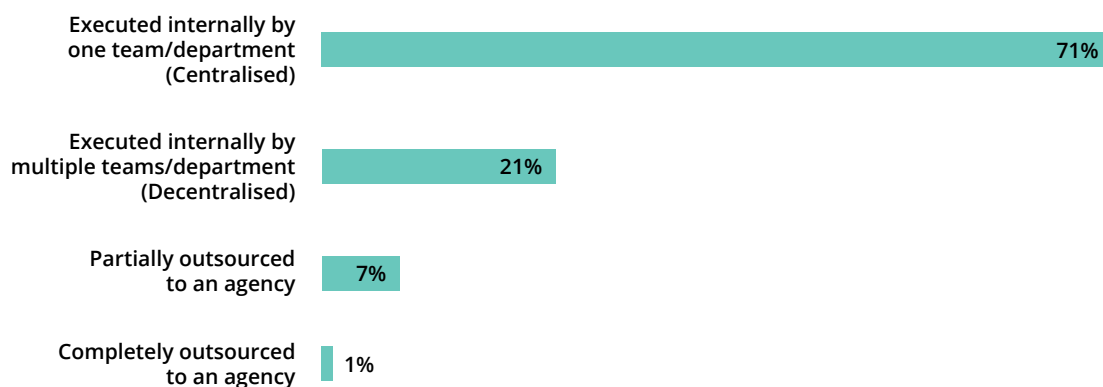
Centralised use of social media

Organisations largely manage social media in a centralised manner, with many managing social internally, and the majority having one dedicated team or department.

In APAC, seven percent of companies partially outsource social media efforts, and only one percent completely outsource it to agencies.

These findings are not surprising, given that social media is now a core business strategy and companies are looking for full visibility and control over their entire social media strategy.

Executing Social Media: Outsourced vs. In-house

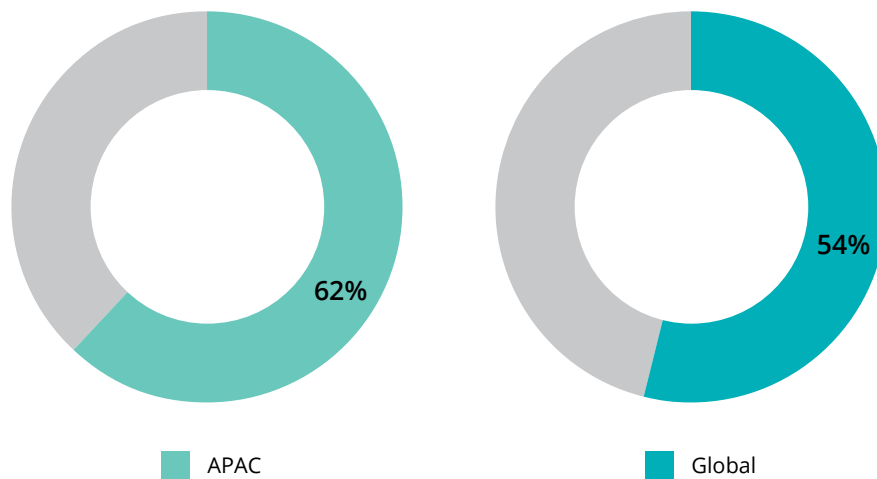


This is a significant departure from a few years ago when social was primarily the domain of the marketing department. As such, it could be outsourced more easily to a dedicated social agency.

Now that social touches many different departments, bringing it in-house is not just more convenient—it's more strategic. In fact, in Asia Pacific the number of organisations extending social media beyond marketing is now at 62 percent.

What's more, APAC companies demonstrated a greater willingness to build their social teams. The majority of organisations around the world still have just one individual dedicated to social media, whereas APAC on average has about two, and some 11 percent have more than 11 people doing the job.

Social beyond marketing



Top-of-funnel goals

Although companies are aware that social plays a critical role in driving business goals, many struggle to integrate social across the customer lifecycle.



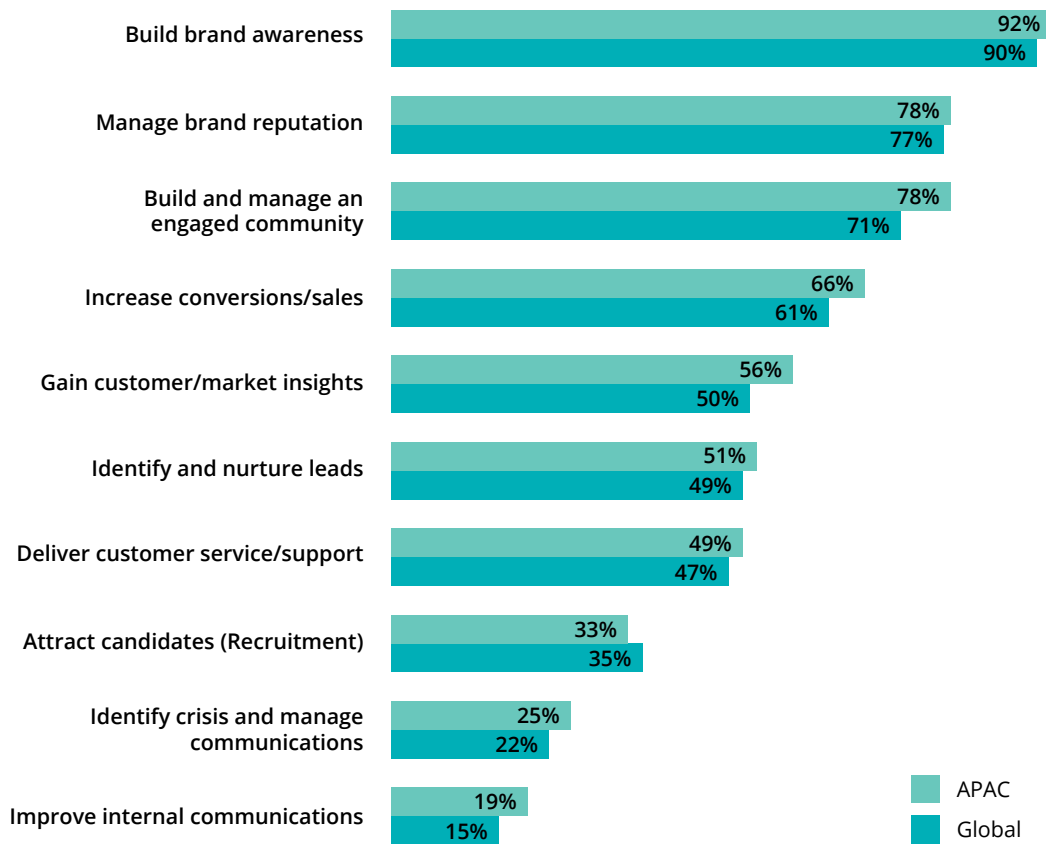
“Marketing on social isn’t just about driving reach or promoting products; it’s also about building meaningful relationships with the people you care about, and looking for opportunities to create mutual value. So, when you’re planning your social activities, look for better value-adds, not just better value ads.”

—**Simon Kemp**, Founder & CEO, Kepios

Most respondents say they are focused on building awareness, driving engagement and managing brand reputation. But only some are using social to increase conversions (66 percent), gain market insights (56 percent) and identify and nurture leads (51 percent).

However, even those focused on top-of-funnel efforts aren't effectively meeting their goals. In fact, just under half say their organisation isn't doing a good job of meeting brand awareness goals—and the number rises to 61 percent for engagement.

Achieving business results with social media in Asia Pacific



Case study

Berlei: Evaluating the effectiveness of a social campaign

Lingerie brand Berlei wanted to pre-test the effectiveness of its video ad, *“Do It For Yourself”*, featuring tennis champion Serena Williams.

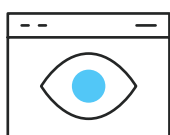
The test returned average results. Further analysis found potentially responsive audiences that the initial target demographic was missing, which led to a re-examination of the data.

Based on insights garnered during testing, several recommendations were made to improve the quality and impact of the content:

- Focus targeting a younger demographic, including females aged 18 to 29
- Edit the creative to reduce overall length
- Show Berlei logo earlier in creative to set the context, reduce confusion and improve brand recall

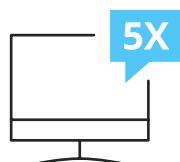
Berlei implemented these changes, producing a revised ad that was a minute shorter than the original. The revised version, which ran on social media channels between January and February 2017, resonated remarkably better with audiences in Australia and other parts of the world.

To date, the ad has received 17.1 million organic views, with 7 million of those coming from ANZ. It has an average engagement rate of 3.94 percent—five times higher than the industry benchmark of 0.72 percent.³



17.1
million

organic views



3.94%

of engagement rate—five times higher than the industry benchmark of 0.72 percent

Social media has a role to play across the entire business—from revenue generation to improving customer experience to ultimately increasing profitability.

Seventy-four percent of survey respondents agreed that social media will increasingly contribute to the bottom line. This marks a definitive opportunity for organisations to pull social media out of its marketing silo to develop goals and align success metrics to every stage of the customer journey—from awareness through to acquisition.

Bridging the social readiness gap



Despite growing usage and sophistication, social media remains an enigma for many organisations.

Based on our research findings, we've identified best practices to help your organisation overcome common challenges.

Overcome the measurement challenge

There's no shortage of metrics and tools to measure social media success. Yet that's exactly what 61 percent of respondents in Asia Pacific are struggling with.

A more granular look reveals the problem is particularly pronounced in Australia, where 63 percent of respondents reported issues with evaluating the effectiveness of actions on social.

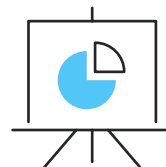
Specifically on the question of social ROI, 53 percent of APAC respondents said their organisations do not measure ROI. While this number is lower than what other regions report, it is still a missed opportunity for brands across APAC.

63%
of Australian companies surveyed struggle to evaluate the effectiveness of actions on social media



53%

of Asia Pacific organisations surveyed do not measure social ROI



36%

of companies aren't fully leveraging on information collected from social media

The lack of a clear ROI means organisations struggle to justify dedicating more resources to efforts where precise outcomes cannot be quantified.

The reality is that most organisations haven't fully integrated social across their business. Thirty-six percent of respondents say their companies aren't fully leveraging on information collected from social media—which means they're neglecting to capitalise fully on already limited resources.

We already know that companies are largely focused on top-of-funnel goals, but as the customer journey becomes increasingly digital and social, it's crucial for brands to measure metrics that map to goals along the entire customer journey.

The first step to demonstrating success is to choose metrics that align with your specific business objectives. Taking this step will move you closer to collecting the right data to help you make informed decisions.

Case study

Giant Bicycles: Racing to capture market share

For bicycle manufacturer, Giant Bicycles, going social was a game changer. The company quickly shifted its brand strategy from B2B to a robust mix of B2B and B2C in generating leads by involving consumers—in this case cyclists—just as much as the retailers that carried their products.

With Hootsuite's help, Giant Bicycles found success in growing its market share for electric bikes by using social listening. The team achieved this by tapping into social conversations around the region's cycling culture, and then curating brand messages to different market segments.

“With Hootsuite's help, we had to first start by really understanding our customers. Especially when you have to be much more personable and transparent on social media, it's much easier to think of the consumer as an individual, as a person that you know or would talk to as opposed to an anonymous customer.”

—Erik Hermanson, Global Head of Digital & CX at Giant Bicycles

Empower social teams

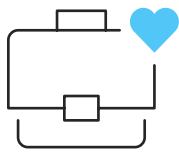
Although APAC organisations are ahead of the pack when it comes taking the social function beyond marketing, they're still held back by internal structures and a lack of skills.

Like their global peers, 54 percent of APAC leaders feel their staff have the knowledge to be successful on social media, but in a fast-changing landscape where new tools, technology upgrades, and algorithm changes happen swiftly, training needs to be an ongoing priority.

Yet, 44 percent of respondents said their companies don't provide any training to staff.

What's more, even though some 60 percent said their company encourages its employees to use social media in a professional capacity, 52 percent of businesses don't have formal policy governing its employees' use of social media.

44%
of Asia Pacific
companies do not
provide any social
media training to
their staff



60%

said their company encourages
its employees to use social media
in a professional capacity



52%

of businesses don't have
formal policy governing its
employees' use of social media

One of the biggest advantages of social media is the availability of data and actionable insights that are imperative for business success. But the advantage stops there if organisations don't have access to the right information, or simply don't know what to do with the information. Understanding and interpreting social data, and being on top of key trends, are issues for 54 percent and 52 percent of executives, respectively.

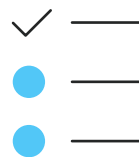
Organisations need to ensure they have the right balance of skills between creative thinkers, data analysts, customer services executives and sales people. Teams across the business also need access to regular training, guidelines and data, if social is to help drive broader business objectives.

Executive challenges with social data and trends



54%

of APAC executives struggle
to understand and interpret
social data



52%

of APAC executives struggle
to stay on top of key social
media trends

Encourage collaboration across departments

39%
of companies in the region don't have a global social strategy and struggle to coordinate efforts across teams

As social media's importance grows within organisations and expands into new departments, growing pains have become evident as many organisations struggle with global and interdepartmental alignment.

In fact, 39 percent of companies in the region don't have a global social strategy and struggle to coordinate efforts across teams.

Having a global strategy is particularly important to large organisations, which have thousands of employees, several business units, and operate across multiple regions. As part of this global strategy, organisations should implement a robust social media governance policy and provide the necessary education to their employees.

Instead of fighting this shift to global alignment, organisations should act early and develop the right processes and governance structures. Identifying clear roles for everyone involved in social media—from marketing to customer service to product development—will go a long way in driving the social agenda forward and impacting the bottom line.

If possible, organisations should appoint internal leaders who can act as evangelists to coordinate communications with different departments and champion the benefits of a truly social organisation.



“Social is no longer confined to the marketing team, but is rapidly evolving into a vital tool that departments across organisations depend on to discover key insights. In fact, 80% of our users at Brandwatch say they share insights with others in their organisations, and 87% say it helps them meet core business objectives. To aptly meet the needs of your consumers today, you need to listen, react and learn from all of your consumer comments online. If you don't, you're providing your competitors with a simple opportunity to get ahead.”

—**Philip Agnew**, Product Marketing Manager, Brandwatch



“We're in a unique position in that we're based in Hong Kong, have a large presence in China and are starting to go global. China has its own platform, audience and channels that are completely different from the rest of the world.

Thankfully, we've got great teams that communicate with each other, and share good insights and ideas that are regularly transferred over across regions.”

—**Dennis Owen**, General Manager, Branding and Social Media, Hong Kong Airlines

Case study

Accor Hotels: One brand, one voice

With more than 4,000 hotels and 240,000 employees on five continents, using centralised social accounts for personalisation and localisation would be a logistical nightmare for AccorHotels. They wanted local engagement while maintaining a consistent global brand voice. AccorHotels Social Desk was the answer.

Created in partnership with Hootsuite, this global platform provides each AccorHotels location with social media tools, training, education, and inspirational content. Since adopting this strategy, AccorHotels has seen social media adoption double across their hotels—and they've grown their social following from 4.5 million to 10 million people.

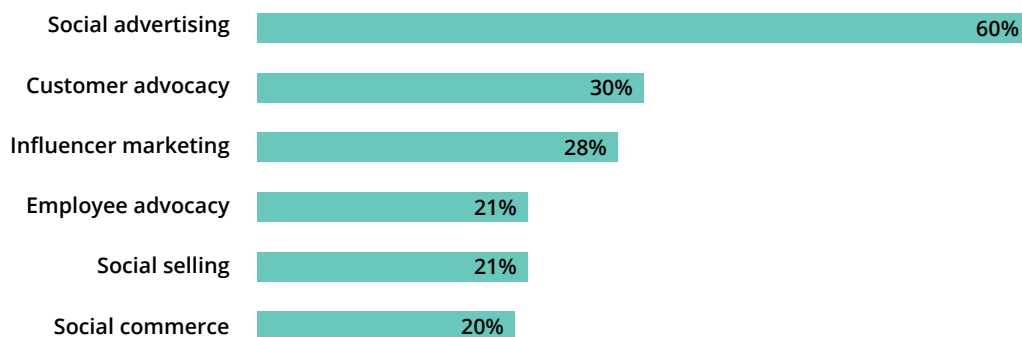
Plus, by monitoring requests and engaging locally on social every day, they've also achieved record customer satisfaction ratings.⁴

Leverage new opportunities

New tools, technological advancements, changing algorithms, and altogether new social platforms open up opportunities for brands. Yet our study found organisations are still playing it safe.

Sixty percent of respondents say social advertising accounts for the lion's share of their social programs. Customer advocacy and influencer marketing are key initiatives for about a third, while social selling, employee advocacy and social commerce are lower down the pecking order.

Social programs implemented by Asia Pacific organisations



While paid social media advertising is crucial, it's equally important that organisations take advantage of the other opportunities social offers. Having a social selling program is an effective way to inform purchasing decisions and impact direct sales, while employee advocacy is great way of showcasing an authentic view of the business to attract talent and foster employee engagement.

On the technology side, chatbots—a recent advancement in the social space—enable businesses to provide instant responses to customers' questions online. This is great news for brands and can have a positive impact on all their customers service needs, but companies aren't taking full advantage of it. Its usage is still in its infancy, with more than half of those surveyed saying they have no plans to implement chatbots for customer support.

Understanding the companies and tools that unlock benefits is crucial, whether this impacts the entire organisation or even specific areas like advertising and customer service.

Case study

See Australia: User-generated content powers Tourism

With more than 1,500 pieces of content published daily using the #SeeAustralia hashtag, Tourism Australia already had a leading user-generated content (UGC) strategy on social channels. However, their small team struggled to effectively and efficiently repurpose UGC across its website, Australia.com.

Using Hootsuite and Adobe Experience Manager, Tourism Australia launched its new Aquatic & Coastal campaign, featuring inspiring photos and videos submitted by travellers on Australia.com. The campaign contributed to a 66 percent increase in time on site, a more than 30 percent rise in site engagement, and a 77 percent jump in leads collected.

From challenges to opportunities



As social media continues to grow, evolve, innovate and influence, the possibilities for expanding its capabilities are as vast as they are exciting.

To meet this trend, organisations must prioritise investment in the knowledge and tools they need to gather and analyse social media data and to take the guesswork out of their efforts and investments.

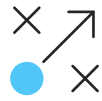
Beyond measurement, there's an urgent need to better align departments, develop a robust social governance strategy, and provide the right education and tools to employees so everyone across the company can rally around common business goals.

Customer advocates and engaged employees matter more than ever. Brands should set long-term goals for employees and customer advocacy to build meaningful connections and strengthen relationships.

The importance of technology cannot be understated if brands want to become truly social organisations. It can be anything from AI chatbots to a simple dashboard upgrade—but if it's going to positively impact business, do it.

Social media has the potential to transform business results, especially when integrated across the entire organisation, uniting departments and individuals in driving common business goals.

Hootsuite can help your organisation work towards your common goals by:



Creating a holistic social media strategy that goes beyond the marketing department



Choosing metrics that align with your objectives and use data to make informed decisions



Developing a social media governance policy



Creating an employee advocacy program to further your goals



Proving the value of social media in each key area before embarking on other initiatives

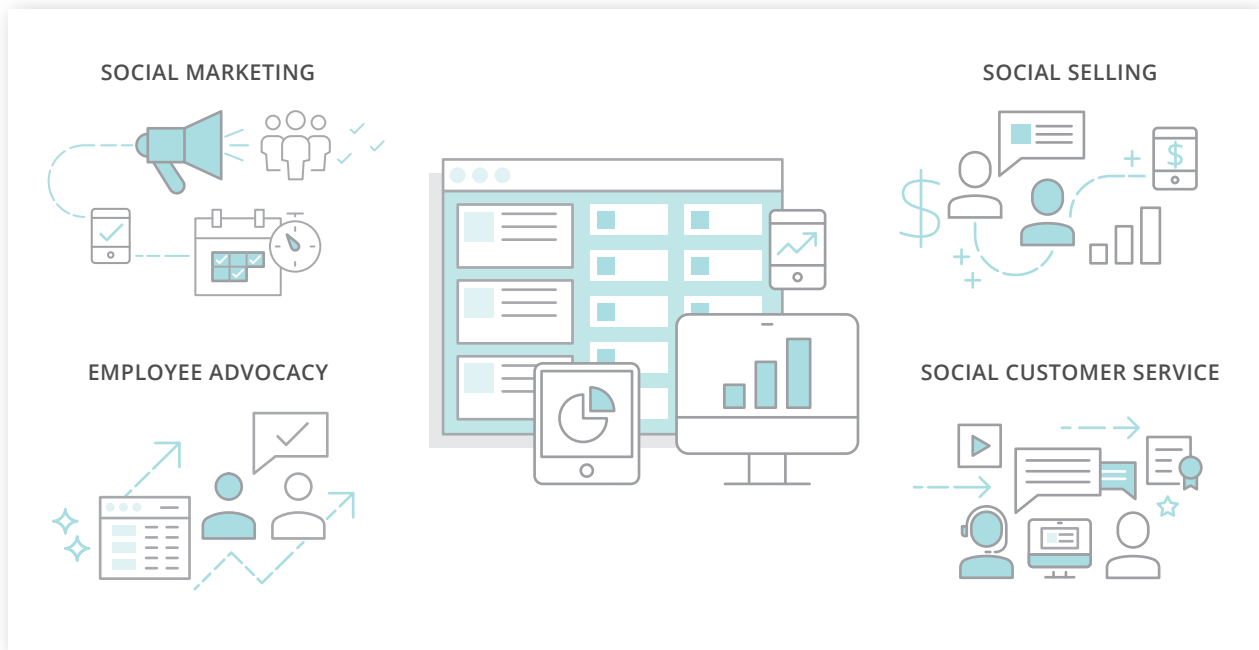
To learn more about how Hootsuite can help you drive business results on social, request a demo at hootsuite.com/enterprise

Endnotes

- 1 GlobalWebIndex. [Social Media Captures Over 30% of Online Time](#). 2017
- 2 We Are Social and Hootsuite. [Digital in 2018](#).
- 3 Interactive Advertising Bureau Singapore. [Creativity Inspired by Data](#). 2018.
- 4 Hootsuite. [Case Study: AccorHotels](#). 2017.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite is the most widely used platform for managing social media, loved by over 16 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organisations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 250+ business applications and integrations, allowing organisations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organisations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organisations pioneer the social media landscape and accelerate their success through product training, group training and tailored organisational training, as well as security and compliance services.

Request a custom demo today by visiting hootsuite.com/enterprise.

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