

2013 State of Community Management

PROFILE OF A COMMUNITY MANAGER

A typical community manager is a mid-level professional, highly networked within an organization, with strong interpersonal skills and a few years of online community experience.



CENTRAL ROLE OF COMMUNITY MANAGERS

Community managers play an important role within an organization, linking departments and creating community standards.

COLLABORATING ACROSS DEPARTMENTS

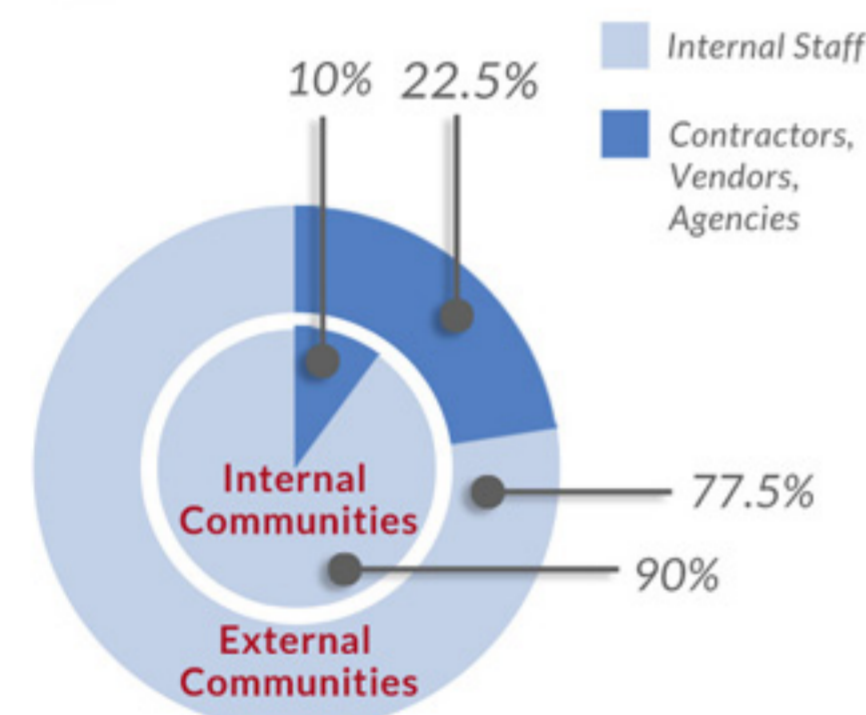
Top 4 departments to report to

52.5%	Marketing
22.5%	Internal communications
20%	Customer support
12.5%	PR/External communications

Levels of collaboration

75%
70%
57.5%
57.5%
55%
50%
47.5%
45%
25%
10%

IN-HOUSE STAFFING



DEVELOPING COMMUNITY GUIDELINES

47.5% of organizations have a **Community Playbook**

47.5%

COMMUNITY ENGAGEMENT STANDARDS

Community managers can dramatically improve the levels of community activity and participation.

GOOD
90% - 9% - 1%
Longtime Rule of Thumb

BETTER
55% - 30% - 15%
SOCM Survey Average

BEST
17% - 57% - 26%
Average of The SOCM Survey's Top Performers



LEGEND Lurkers Contributors Creators

For more specifics on the competencies associated with active communities and how communities mature, see TheCR's [2011](#) and [2012](#) State of Community Management reports.