

ORCHARD INSIGHTS: THE RESULTS

HOW CHANNEL ISLAND
BUSINESSES ARE USING
SOCIAL MEDIA



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digital | social | pr



JO MEERVELD
ORCHARD HEAD OF SOCIAL

“THERE’S LOTS OF GLOBAL DATA ABOUT HOW BUSINESSES ARE USING SOCIAL MEDIA BUT THERE AREN’T MANY STATISTICS WHEN WE LOOK AT SOCIAL MEDIA LOCALLY.

WE ASKED CHANNEL ISLAND MARKETING PROFESSIONALS HOW THEY’RE STRUCTURING THEIR SOCIAL MEDIA TEAMS, WHICH CHANNELS THEY’RE INVESTING IN AND WHAT’S IN THEIR 2023 CONTENT STRATEGY. THESE KEY INSIGHTS WILL HELP US TO SHAPE OUR SERVICES.”

ORCHARD'S INSIGHTS



32% OF
CHANNEL
ISLAND SMALL
AND MEDIUM-
SIZED
BUSINESSES
ARE ON TIKTOK



VIDEO WILL BE A
POPULAR
TACTIC USED
BY LOCAL
BUSINESSES IN
2023



86% OF LOCAL
MARKETERS ARE
NOT USING
INFLUENCERS
IN THEIR 2023
PLANS



36% OF LOCAL
BUSINESSES
USE AN
AGENCY FOR
THEIR SOCIAL
MEDIA
STRATEGY



44% DON'T HAVE
OR AREN'T SURE IF
THEY HAVE A
SOCIAL MEDIA
POLICY



EVEN MORE CONTENT

32%

OF CHANNEL ISLAND SMALL AND MEDIUM-SIZED BUSINESSES ARE ON TIKTOK. MORE CHANNELS ARE COMING INTO THE CORPORATE COMMUNICATIONS MIX WITH BUSINESSES UTILISING YOUTUBE, TIKTOK, AND PINTEREST. THIS MEANS MORE CONTENT, MORE OFTEN. THE CHALLENGE FOR SMALL TEAMS IS HOW THIS DEMAND IS GOING TO BE MET. JUST 14% OF RESPONDENTS SAID THEY USE AN AGENCY FOR SOCIAL MEDIA MANAGEMENT. WHILE WE MAY LOOK INTO AI IN THE FUTURE, MUCH OF THE CHALLENGING DAY-TO-DAY PLANNING AND DRAFTING CAN BE DONE BY AN AGENCY, LEAVING YOU TO FOCUS ON THE DIRECTION.

VIDEO IS ON THE UP

92%

ARE PLANNING TO USE VIDEO IN THEIR SOCIAL MEDIA STRATEGY IN 2023. VIDEO HAS FIRMLY ESTABLISHED ITSELF AS PART OF THE MARKETING MIX AND IS AN ESSENTIAL WAY TO REACH KEY AUDIENCES. WITH THE AVERAGE PERSON SPENDING 100 MINUTES PER DAY WATCHING VIDEOS, IT'S NO WONDER THAT MOST OF YOU ARE LOOKING TO INCORPORATE IT INTO YOUR CONTENT STRATEGY. HOWEVER, LOW NUMBERS OF RESPONDENTS ARE LIVESTREAMING WHICH CAN BE A POWERFUL WAY OF STAYING AHEAD OF THE COMPETITION AND TO CONNECT WITH NEW AUDIENCES.

A close-up photograph of a woman with glasses, smiling and looking down at a smartphone she is holding. The background is blurred with warm, bokeh light effects.

SHORT VS LONG VIDEO

46%

ARE FOCUSING ON SHORT-FORM VIDEO, BUT LONG FORM UPTAKE IS GROWING. FOR SOME YEARS NOW SOCIAL MEDIA HAS FOCUSED ON SHORT-FORM VIDEO TO CAPTURE SHORT ATTENTION SPANS. THIS IS CHANGING. YOUNGER AUDIENCES, IN PARTICULAR, ARE READY TO WATCH LONGER VIDEOS. YOU NEED TO BE AWARE OF HOW THE SOCIAL MEDIA LANDSCAPE IS EVOLVING SO THAT YOU CAN GET THE BEST RESULTS FROM YOUR CAMPAIGN.

INFLUENCERS

86%

ARE NOT USING INFLUENCERS OR CONTENT CREATORS IN THEIR 2023 PLANS DESPITE IT BEING CRITICAL TO REACHING MILLENNIALS AND GEN Z AUDIENCES. IN COMPARISON TO OTHER SOCIAL MEDIA MARKETING METHODS, INFLUENCER MARKETING OFFERS BRANDS A WAY TO COMMUNICATE TO CUSTOMERS REGARDLESS OF WIDESPREAD ADOPTION OF AD BLOCKERS AS WELL AS A GENERAL DISTRUST OF OVERT ADS.



AGENCY VS IN-HOUSE

36%

USE AN AGENCY FOR THEIR SOCIAL MEDIA STRATEGY. WHILE IN-HOUSE TEAMS HAVE FANTASTIC DEPTH OF PRODUCT KNOWLEDGE AND CAN INFORM ON BRAND, AGENCIES CAN BRING A MORE STRATEGIC APPROACH TO CONTENT PLANNING WHICH MIGHT INCLUDE AUDIENCE ANALYSIS AND DEVELOPMENT OF CONTENT PILLARS.

SOCIAL MEDIA POLICIES

44%

DON'T HAVE OR AREN'T SURE IF THEY HAVE A SOCIAL MEDIA POLICY. A SOCIAL MEDIA MARKETING POLICY MATTERS BECAUSE HAVING ONE CAN NOT ONLY PROTECT YOUR COMPANY'S REPUTATION, BUT IT CAN ALSO INSPIRE EMPLOYEES TO ADVOCATE FOR THE COMPANY ONLINE.

YOUR EMPLOYEES ARE USING SOCIAL MEDIA IN THEIR PERSONAL LIVES. THEY'RE USING IT AT WORK. AND THEY'RE ALREADY TALKING ABOUT YOU, THEIR EMPLOYER, ONLINE. PROVIDING CLEAR GUIDELINES WILL REDUCE CONFUSION AND HELP PROTECT YOUR BUSINESS FROM A PR CRISIS AND BRAND DILUTION.

POLICIES

PROCEDURE



IF YOU'RE LOOKING FOR SOCIAL MEDIA
ADVICE OR SUPPORT FOR YOUR TEAM, WHY
NOT SCHEDULE A CHAT WITH OUR HEAD OF
SOCIAL, JO MEERVELD

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ABOUT OUR SURVEY

THE ORCHARD INSIGHTS SURVEY WAS CREATED TO GATHER THE LATEST INFORMATION ON HOW CHANNEL ISLAND BUSINESSES ARE USING SOCIAL MEDIA. PRIOR TO OUR SURVEY, THERE WAS NO DATA ON BUSINESSES SOCIAL MEDIA HABITS IN GUERNSEY AND JERSEY. FROM THE RESULTS WE CAN PROVIDE EVIDENCED-BASED ADVICE TO OUR CLIENTS AND SUPPORT THEM TO BEST MEET THE NEEDS OF THEIR BUSINESS.

THE SURVEY TARGETED PEOPLE IN THE CHANNEL ISLANDS THAT ARE RESPONSIBLE FOR THEIR BUSINESS' SOCIAL MEDIA CONTENT CREATION AND STRATEGY. THE RESPONDENTS WORKED ACROSS 15 DIFFERENT SECTORS FROM SMALL (1-10 EMPLOYEES) TO LARGE ORGANISATIONS (100+). 53% OF THE BUSINESSES WERE BASED IN GUERNSEY, 11% IN JERSEY AND 36% WERE ACROSS BOTH ISLANDS.