



Social Media Certificate

December 2017

Prepared by the Los Angeles/Orange County Center of Excellence for
Labor Market Research

Program Recommendation

This report was compiled by the Los Angeles/Orange County Center of Excellence to provide regional labor market data for the program recommendation of a social media certificate. This report is to help determine whether there is demand in the local labor market that is not being met by the supply from programs of study (CCC and non-CCC) that align with this occupation group.

Based on the data, the COE has mixed feelings about a social media certification program in the Los Angeles County region. Reasons include:

- There have been 481 employer postings for social media occupations in the last 12 months
- The majority of employers are looking for a candidate with a Bachelor's degree
- Between 10% and 29% of students who complete a program training for social media earn a living wage

Employer Job Postings

In this research brief, real-time labor market information is used to provide a more nuanced view of the current job market, as it captures job advertisements for occupations relevant to the field of study. Employer job postings are consulted to understand who is employing social media occupations, and what they are looking for in potential candidates. To identify job postings related to social media occupations, the following search terms were used: social media strategist, social media writer, social media producer, social media content creator, social media editor, social media content editor, social media specialist, social media coordinator, and communications coordinator.

Top Occupations

It is imperative to understand that social media-related jobs are classified under the following occupations, as there is no existing standard occupation code (SOC) for only social media. In the last 12 months, there have been 481 employer postings for social media-related jobs. Approximately 74% of the postings were for market research analysts and marketing specialists (357 job postings). There were 472 job postings for the same cluster of occupations in 2016, and 431 job postings in 2015.

Exhibit 1 – Top occupations in job postings (n=481)

SOC/O*NET Code	Occupation	Job Postings, Last 12 months
13-1161.00	Market Research Analysts and Marketing Specialists	357
27-3031.00	Public Relations Specialists	110
27-2012.01	Producers	4
27-4032.00	Film and Video Editors	2
11-9199.00	Managers, All Other	2
27-1014.00	Multimedia Artists and Animators	2

Source: Labor Insight/Jobs (Burning Glass)

Top Titles

The top job titles for employers posting ads for social media workers are listed in Exhibit 2. Social media specialist is used in 25% of all relevant job postings (121 job postings).

Exhibit 2 –Job titles (n=481)

Title	Job Postings, Last 12 months
Social Media Specialist	121
Communications Coordinator	111
Social Media Coordinator	81
Social Media Producer	46
Social Media Strategist	45
Content Producer	8
Social Media Editor	8
Social Media Manager	7
Social Media Content Creator	6
Content Editor	3
Social Media Editor/Social Creative Editor	3

Source: Labor Insight/Jobs (Burning Glass)

Top Employers

Exhibit 3 lists the major employers hiring social media workers. Top employers postings job ads included NBC, Fox, Disney, The California State University, and the University of California. The top worksite cities in the region were: Los Angeles, Santa Monica, and El Segundo.

Exhibit 3 – Top employers (n=277)

Employer	Job Postings, Last 12 months
NBC	12
Fox	8
Disney	7
The California State University	7
University of California	7
CBS Broadcasting	6
Ranker Software	6
University of Southern California	6
Amazon.com	4
California State University	4
20th Century Fox	3

Source: Labor Insight/Jobs (Burning Glass)

Skills

Job-specific skills desired by employers are: social media, Facebook, Instagram, Adobe Photoshop, social platforms, Microsoft Excel, scheduling, YouTube, project management, social media marketing, and journalism.

Exhibit 4 –Job skills (n=413)

Skills	Job Postings, Last 12 months
Social Media	362
Facebook	174
Instagram	139
Adobe Photoshop	122
Social Media Platforms	92
Microsoft Excel	85
Scheduling	73
Youtube	66
Project Management	64
Social Media Marketing	60
Journalism	59

Source: Labor Insight/Jobs (Burning Glass)

Advertised Education Levels

Exhibit 5 displays the education level requested by employers in online job ads. The majority of employers were looking for a candidate with a Bachelor's degree. Approximately 51% of job postings did not specify a level of education.

Exhibit 5 – Online job ads with minimum advertised education requirements for social media workers (n=239)



Source: Labor Insight/Jobs (Burning Glass)

Education and Training

Currently, 18 community college programs in Los Angeles County train students for social media jobs. Exhibit 11 displays the annual average community college awards for each of the colleges training in this field. It is important to note that an award is not equivalent to a single person in search of a job opening, since a student may earn more than one award (e.g. an associate degree and a certificate).

Between 2012-2015, the total annual average community college awards conferred was 47 (36 associate degrees and 11 certificates) across three programs: Public Relations (0606.00), Journalism (0602.00), and Mass Communications (0610.00).

Exhibit 6 – CCC Student Awards (by TOP and College)

2012-2015 Annual Average						
TOP Code	Program	College	CCC Headcount	CCC Associate Degrees	CCC Certificates	Total Average CC Awards
0606.00	Public Relations	Citrus	92	N/A	N/A	N/A
		East LA	77	N/A	N/A	N/A
		Glendale	35	N/A	N/A	N/A
		LA Pierce	47	N/A	N/A	N/A
		LA Trade	72	N/A	N/A	N/A
		Long Beach	N/A	1	1	2
		Pasadena	7	N/A	N/A	N/A
0602.00	Journalism	Cerritos	118	5	N/A	5
		Citrus	211	1	N/A	1
		Compton	12	N/A	N/A	N/A
		East LA	288	3	3	6
		El Camino	471	2	2	4
		Glendale	167	2	N/A	2
		LA City	223	1	N/A	1
		LA Harbor	125	N/A	N/A	N/A
		LA Mission	10	N/A	N/A	N/A
		LA Pierce	615	2	N/A	2
		LA Southwest	12	N/A	N/A	N/A
		LA Valley	288	4	1	5
		Long Beach	295	2	1	3
		Mt San Antonio	180	N/A	N/A	N/A
		Pasadena	312	1	2	3
		Rio Hondo	166	3	N/A	3
		Santa Monica	477	8	N/A	8
061000	Mass Communications	Glendale	690	1	1	2
			4,990	36	11	47

*Another program that could train students for social media jobs is Digital Media, TOP Code (0614.00), but there have not been any completions between 2012 and 2015.

Student Outcomes

The CTE LaunchBoard provides student outcome data on the effectiveness of CTE programs. The following student outcome information was collected from exiters of the Digital Media Taxonomy of Program (TOP) code (0614.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$16,627
- 29% of students are earning a living wage
- 49% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Public Relations Taxonomy of Program (TOP) code (0606.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$13,100
- 24% of students are earning a living wage
- 65% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Journalism Taxonomy of Program (TOP) code (0602.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$14,526
- 20% of students are earning a living wage
- 63% of students are employed within six months after completing a program

The following student outcome information was collected from exiters of the Mass Communications Taxonomy of Program (TOP) code (0610.00) in Los Angeles County for the 2014-15 academic year.

- The median annual wage after program completion is \$8,779
- 10% of students are earning a living wage
- 52% of students are employed within six months after completing a program

Source: CTE LaunchBoard

Sources

O*Net Online, Labor Insight/Jobs (Burning Glass), Economic Modeling Specialists International (EMSI), MIT Living Wage Calculator, Bureau of Labor Statistics (BLS) Education Attainment, California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart, CTE LaunchBoard, Statewide CTE Outcomes Survey, Employment Development Department Unemployment Insurance Dataset

Notes

Data included in this analysis represents the labor market demand for positions most closely related to social media. Standard occupational classification (SOC) codes were chosen based on the national education level required for employment (associate degree and postsecondary certificate) as well as the proportion of current workers who hold a community college award or have had some community college training. This selection process narrows the labor market analysis to the most relevant employment opportunities for students with community college education and/or training.

Traditional labor market information was used to show current and projected employment based on data trends, as well as annual average awards granted by regional community colleges. Real-time labor market information captures job post advertisements for occupations relevant to the field of study and should not be used to establish current job openings, because the numbers may include duplicate job postings or postings intended to gather a pool of applicants. Real-time labor market information can signal demand and show what employers are looking for in potential employees, but is not a perfect measure of the quantity of open positions.