The breakdown of job titles is an analysis of all Social Media jobs posted to the Onward Search Recruitics™ platform over the last year.

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

Social Media Jobs Salary Guide
A Look at the Top 20 U.S. Markets

CITIES WITH THE HIGHEST VOLUME

Social Media Jobs

1. New York, New York
2. San Jose, California
3. San Francisco, California
4. Los Angeles, California
5. Boston, Massachusetts
6. Washington, DC
7. Baltimore, Maryland
8. Chicago, Illinois
9. Seattle, Washington
11. Atlanta, Georgia
12. Dallas, Texas
13. Minneapolis, Minnesota
14. Miami, Florida
15. Austin, Texas
16. San Diego, California
17. Denver, Colorado
18. Detroit, Michigan
19. Houston, Texas
20. Phoenix, Arizona

Salary Ranges by City / Job Title

Social Media

Manager / Director
SPECIALIST
STRATEGIST
BRAND MANAGER
PUBLIC RELATIONS
ONLINE COMMUNITY
MARKETING MANAGER
CONTENT WRITER

New York, New York
San Jose, California
San Francisco, California
Los Angeles, California
Boston, Massachusetts
Washington, DC
Baltimore, Maryland
Chicago, Illinois
Seattle, Washington
Philadelphia, Pennsylvania
Atlanta, Georgia
Dallas, Texas
Minneapolis, Minnesota
Austin, Texas
San Diego, California
Denver, Colorado
Detroit, Michigan
Houston, Texas
Phoenix, Arizona

30%
16%
14%
7%
5%

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