

sproutsocial

The 2025

Sprout Social Index™

Australia Edition

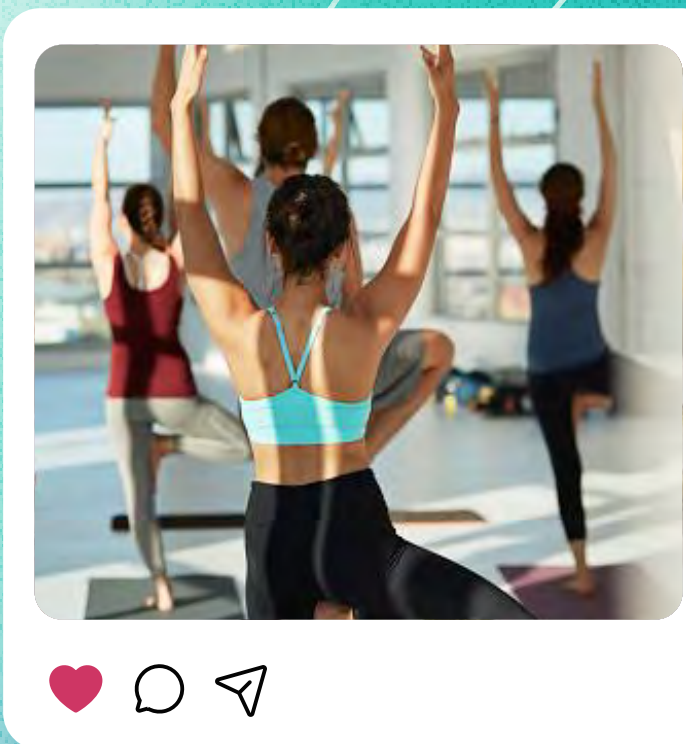


Social media is the epicentre of culture

What happens on social sways the topics journalists cover, the products we buy and the causes we care about.

But as platforms become more saturated, it's getting harder to earn (and keep) consumer attention. Brand content shows up on consumers' feeds alongside content from other brands, news outlets, creators, influencers, friends and family. Social marketers are burnt out trying to occupy (and compete for) space—on top of convincing their executive teams why social deserves meaningful investment.

For more than 10 years, Sprout has surveyed consumers and marketers to understand the (always) changing role social media plays in our lives, and how businesses are adapting in an increasingly social-first world. Here we spotlight Australia data from the 20th edition of the Sprout Social Index™, offering a view into what consumers expect from brands on social now, why creative fatigue is a growing issue for social marketers and how—despite progress—gaps between social teams and executives persist.



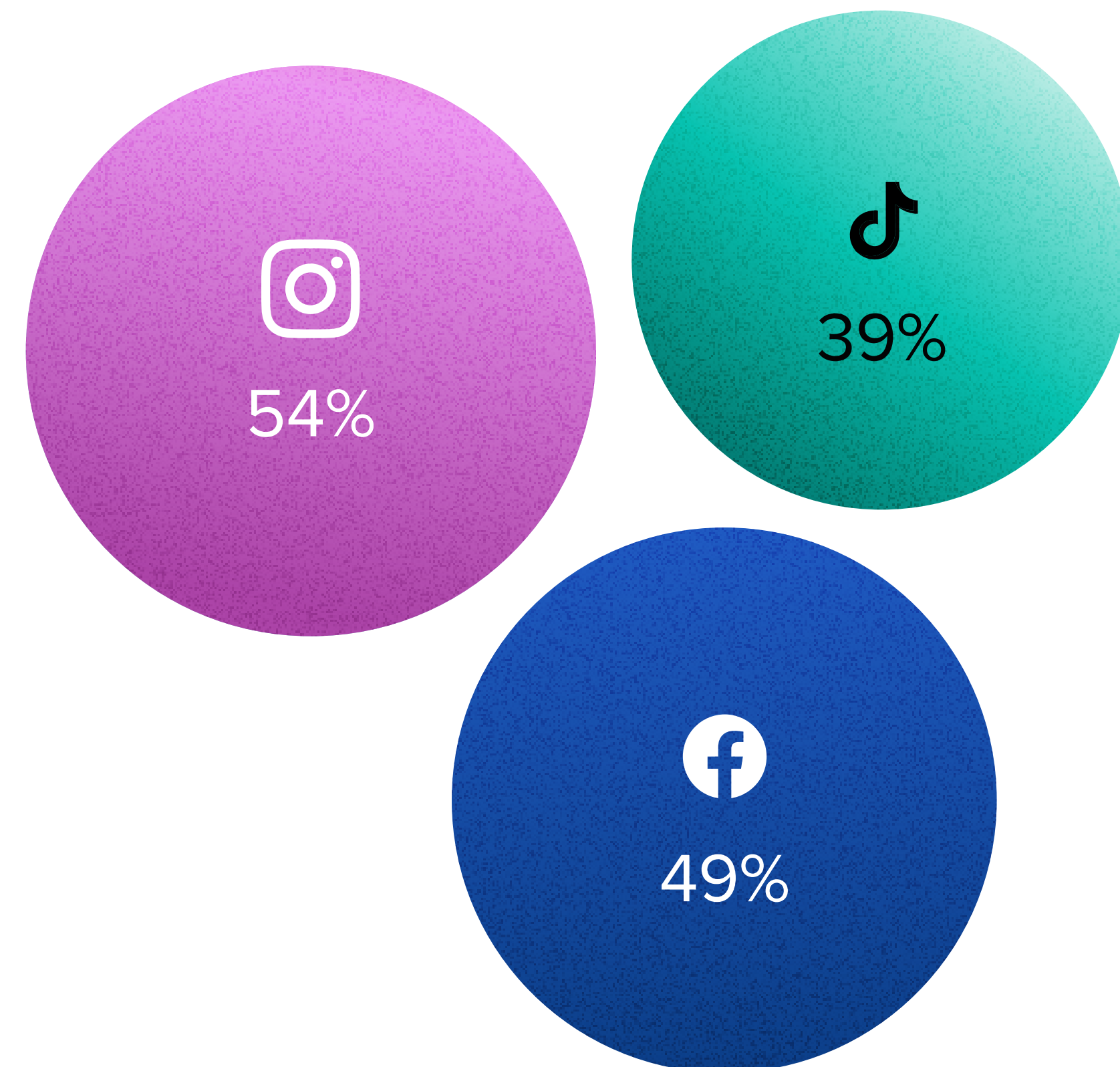
Empowered women empower the world. #EqualityForAll 🙌🌸

Keeping up with culture

91% of Australian social users agree: Social is how they keep up with trends and cultural moments—and they expect brands to tune in accordingly.

- The majority of social users (58%) plan to maintain the same level of social media usage they did in 2024, while 24% plan to use it more in 2025.
- 94% agree that most brands' social media content does a good job of keeping up with online culture—of which 27% strongly agree. Which is good because another 93% of Australian users agree it's important for brands to do so.

Top social networks for keeping up with trends in Australia



What makes brands stand out

Consumers want brands to have a pulse on culture—but that doesn't mean jumping on every trend. Consumers want to be listened to, not talked at, and they reward brands who prioritise originality, relatability and audience engagement.

Given brands' role as stewards and bastions of online culture, 93% of consumers agree brands need to take up the torch to combat misinformation more than they do today.

What Australian social users say makes brands stand out as their favourite

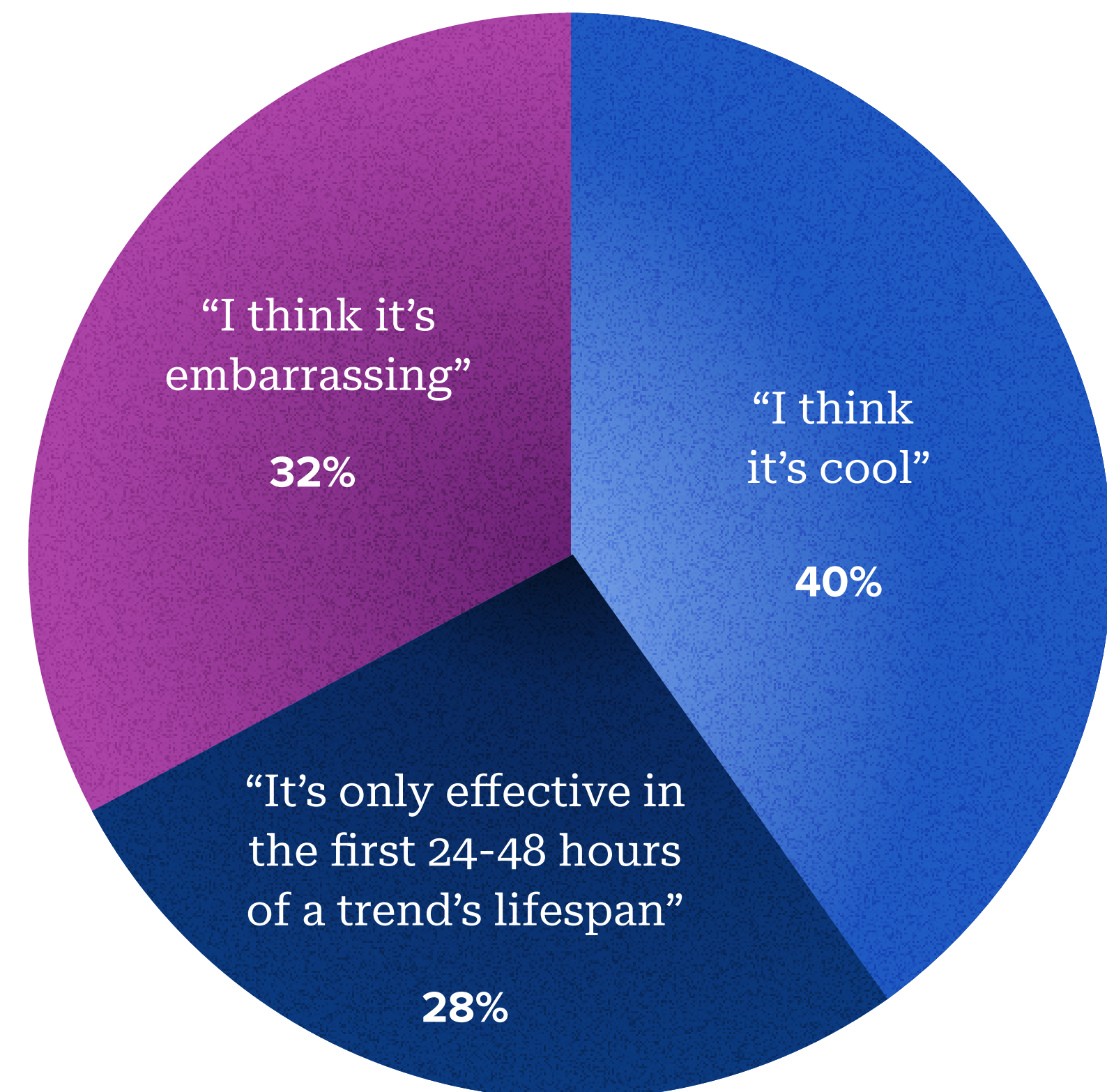
- 1 Quality of their product or service**
- 2 Originality of their content**
- 3 How they engage with their followers**

Chasing trends isn't enough to break through the noise

When consumers rank the most important traits of brand content, authenticity, relatability and entertainment value top the list. Reactive content, high production value and product-centricity are markedly less important to consumers.

People don't really care how lo- or hi-fi content is, as long as brands are true to their values and in tune with their audience. Nor are they intrigued by brands who churn out content to participate in every trend. They'd rather brands deeply understand the nuance of online culture as it pertains to their interests, and participate in sub-cultures their community is already a part of. Like any culture, online culture is about belonging and emotional connection.

Australian consumer reactions to brands jumping on viral trends



Australian social commerce and customer care

Every stage of the customer journey exists on social. Algorithms and social search drive discoverability. Comment sections, @-mentions and DMs are consumers' preferred method of customer service. In 2025, social will play an even larger role in all commerce—a shift that's been years in the making.

- 73% of social users agree that if a brand doesn't respond to customer service questions on social media, they will buy from that brand's competitor next time—20% of those respondents strongly agreed.
- Most social users (38.5%) make spontaneous purchases based on social media content a few times per year, with 28% reporting that they make spontaneous purchases on a monthly basis.

Australian consumers search for new products and services on social media when they need to make a purchase...

- 1 Within the next month**
- 2 ASAP**
- 3 When others start recommending a specific product**

Is AI the answer to creative fatigue?

On social, brand content coexists on feeds alongside content from news outlets, creators, influencers, friends and family. Social marketers are burnt out trying to occupy (and compete for) space—but AI could present an interesting solution.

- Almost all (97%) Australian social media practitioners agree that social content has to keep up with online trends and culture. The same amount agree they have to be chronically online to work in social media.
- 52% of social practitioners report feeling the same amount of creative fatigue as a year ago, while 26% report feeling more.
- Most practitioners are on board with AI as a resource to battle creative fatigue, with 55% reporting they're very confident and 42% somewhat confident.



The divide between social teams and executives

Though almost all Australian social practitioners think their team does a good job of communicating the impact of social across their organisations, less than half (49%) say their executive team deeply understands the business impact of social. Marketers crave not only more resources, but autonomy to own their brands' social strategies and partner with other teams to make a larger impact.

Social practitioners wish their executives understood:

- Stronger collaboration is needed across departments
- Social content needs to be audience-centric; The social team needs more creative freedom.
- Better technology is required to track performance and impact

Internal metrics practitioners use to measure their success:

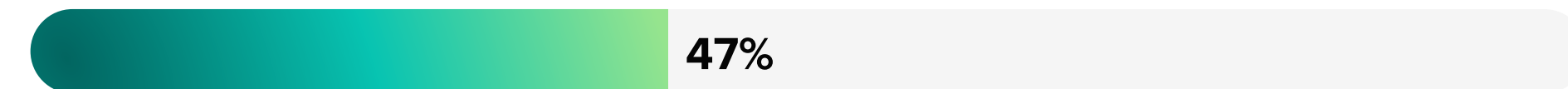
- Content production efficiency (60%)
- Number of teams outside of social who use social data to inform their work (57%)
- Volume of positive feedback from leadership (56%)

Australian social practitioners' greatest fears

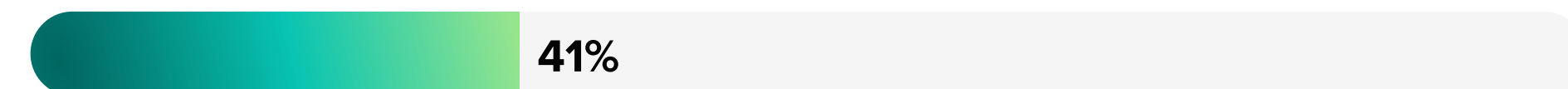
Audiences shifting their social usage to private/closed networks



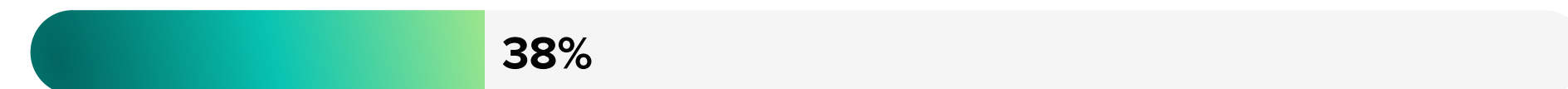
Company leadership not trusting my team to determine what content performs best on social



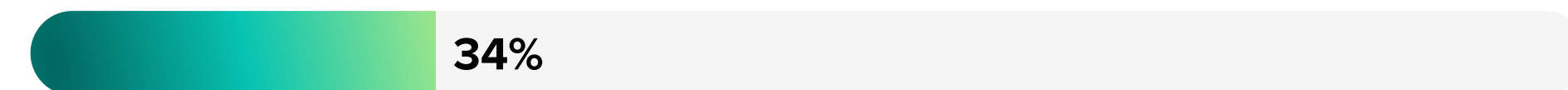
Burnout and creative fatigue



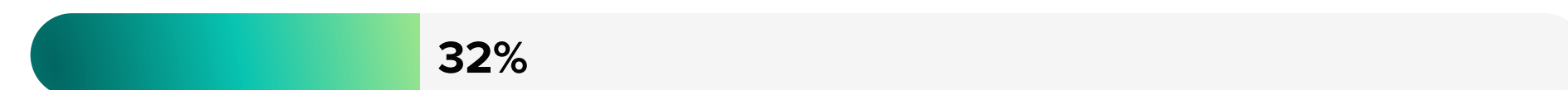
Getting laid off because my organization doesn't understand the value of my role



Lack of a career path



Managing a brand crisis on social / Getting replaced by AI



A push toward specialised social skillsets

AI can take administrative tasks off your plate, but it can't necessarily direct the next Cannes Lion winner. The skills practitioners deem most important for 2025 offer a glimpse into how AI adoption may push teams to become more specialised—and why the need for human experts isn't going away.

The skills Australian social practitioners think are most important for 2025

Functional Skills

- 1 Social listening
- 2 Creative direction
- 3 Data analysis & storytelling

Soft Skills

- 1 Brand voice development
- 2 Project management & partnership building
- 3 Cultural competence

About the data

This research was conducted online by Glimpse on behalf of Sprout Social. Participants included 1,006 Australian consumers who follow at least five brands on social media. Additionally, 209 full-time social marketers involved in managing their brand's social media strategy were surveyed from a cross section of Australian businesses. Both surveys were conducted from September 13 through September 27, 2024.

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About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platforms.

[Learn more at sproutsocial.com](https://sproutsocial.com)

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