

Over 56% of Companies Manage Social Media In-House, According to TechBehemoths

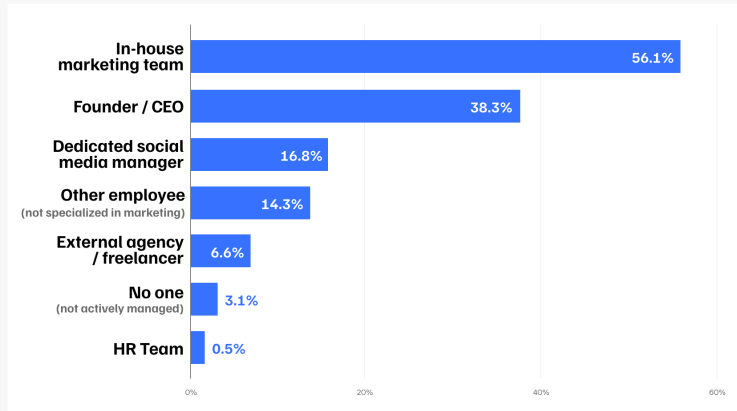
TechBehemoths finds that most small and mid-sized businesses are relying on small teams and prioritizing organic content and community engagement

BERLIN, GERMANY, October 16, 2025 /EINPresswire.com/ -- [TechBehemoths](https://TechBehemoths.com/) has revealed new insights from its worldwide survey of 1,960 IT companies, uncovering how small and mid-sized businesses manage their social media presence. [The findings](#) show that large marketing departments rarely operate - instead, they are handled by lean internal teams, founders, or even a single individual, posting on weekly or daily schedules, often without advanced automation or outsourcing.

Over 56% of companies run social media in-house through their marketing staff, while 38% rely directly on founders or CEOs. Most businesses manage their online presence with just 2-3 people - or even one - balancing content creation, engagement, and [strategy](#) across multiple platforms. Despite the rise of AI and paid tools, organic posting, manual scheduling, and direct community interaction remain the preferred approach.

More than half of companies (52.6%) post on social media weekly, while 20.9% maintain daily activity. However, 15.8% post rarely, indicating social media is still secondary for some

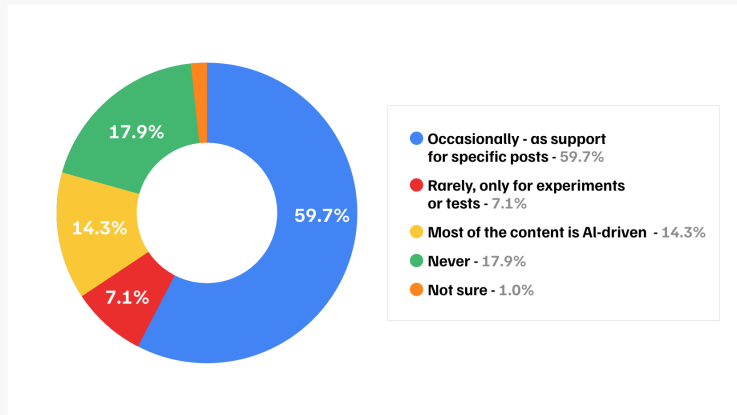
Who manages your company's social media?



© TechBehemoths. All rights reserved.



How Often Companies Use AI Content on Social Media



© TechBehemoths. All rights reserved.



businesses.

When it comes to performance, organic reach is the dominant strategy:

- 71.9% prioritize content and engagement over paid promotion
- 49% say organic reach delivers the best results, compared to 13.3% favoring paid campaigns
- Only 2.6% rely primarily on ads

What Content Works Best?

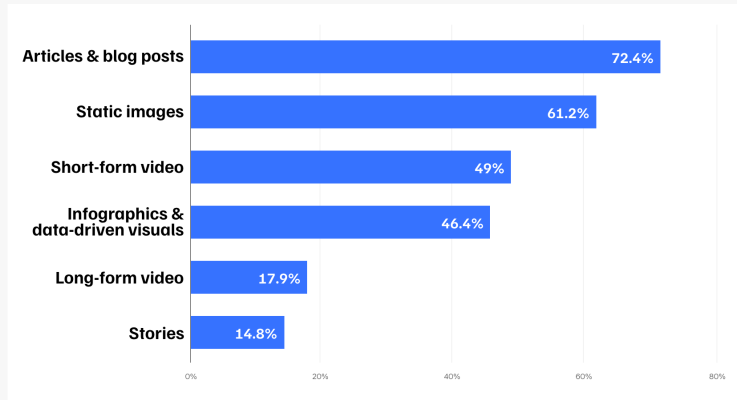
Written content remains the most trusted format - 72.4% of companies report the highest results from articles or blog posts, which conveys the need for educational value and building authority. Still images (61.2%) and short videos (49%) were also found to be key drivers of engagement.

AI is used cautiously, with 59.7% of companies using it occasionally, while only 14.3% rely heavily on it, but still indicate a preference for human-led communication.

When it comes to engagement, the survey shows that 90.8% of companies consider responsiveness to comments and messages the most important tactic, which indirectly increases leads and conversions. Polls, Q&As (36.7%), and user-generated content (32.1%) are the next preferred ways to involve audiences. Even when faced with criticism, 76% of companies choose to respond publicly to maintain transparency and trust.

About TechBehemoths

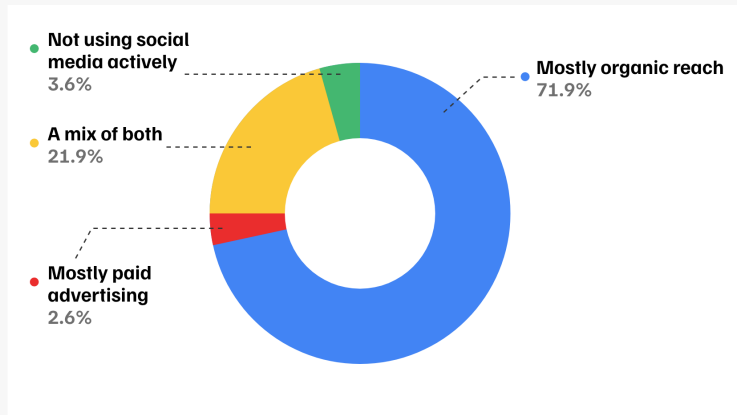
Content That Works Best for Audiences



© TechBehemoths. All rights reserved.



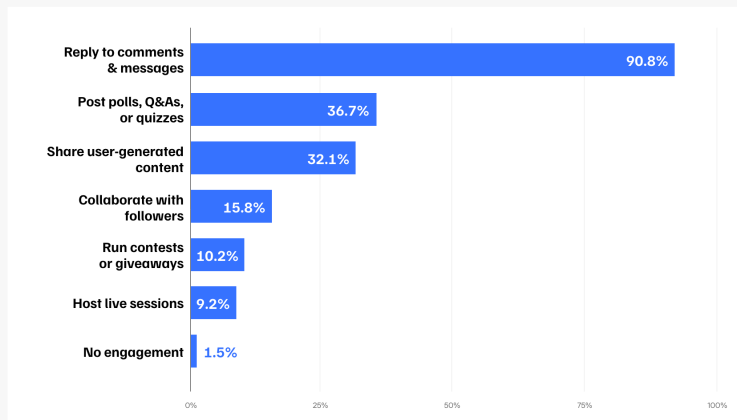
Organic Reach or Paid Advertising?



© TechBehemoths. All rights reserved.



How Companies Connect With Their Communities on Social Media



© TechBehemoths. All rights reserved.



TechBehemoths is a leading German platform connecting IT companies and customers worldwide. With a global community of companies - over 54,655 technology professionals to date - TechBehemoths enables companies to showcase their expertise, build credibility, and access growth opportunities in the digital economy.

Marcel Sobetchi
Mobiteam GmbH
[email us here](#)

Visit us on social media:

[LinkedIn](#)
[Instagram](#)
[Facebook](#)
[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/858642487>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.