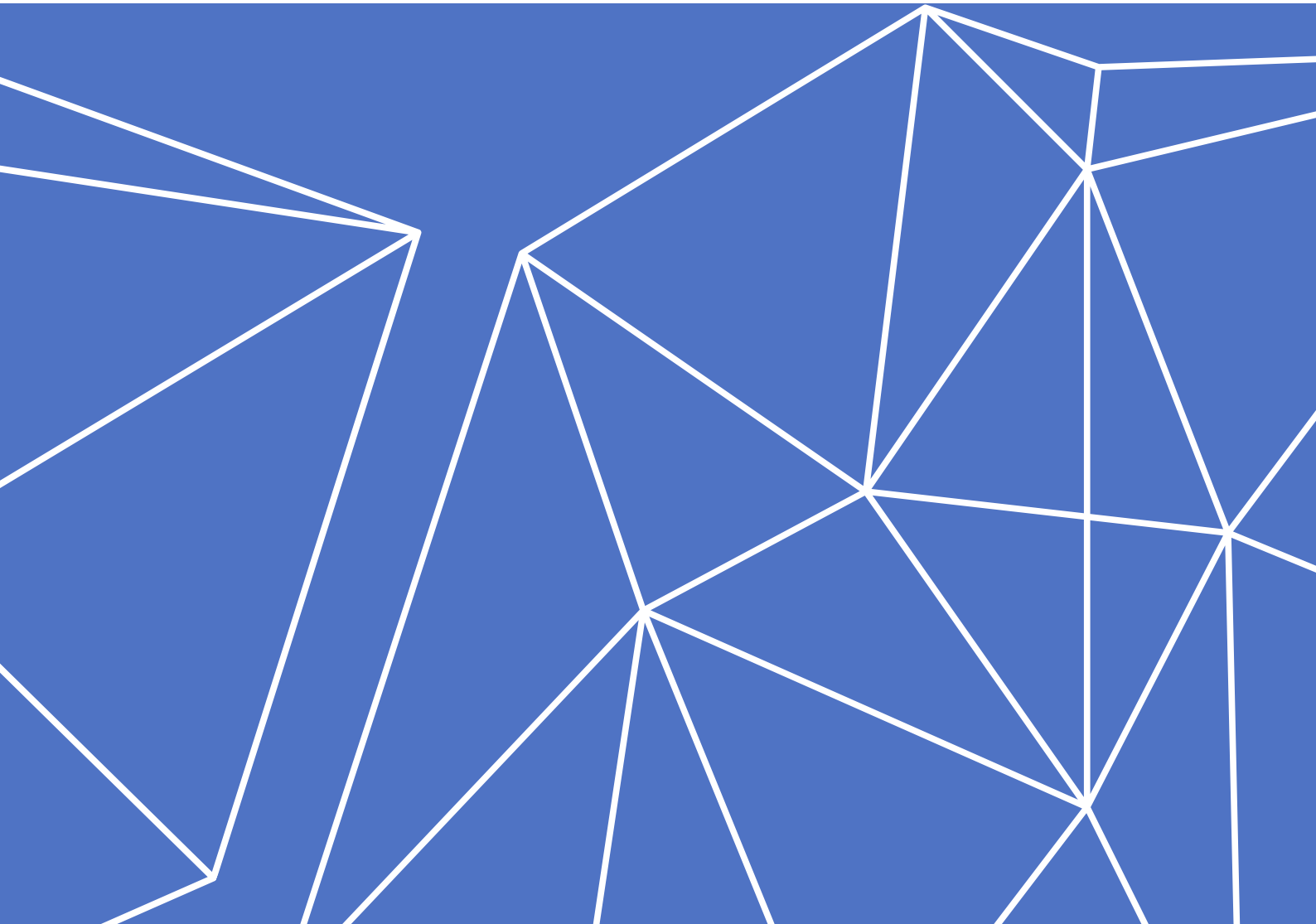**CMX**
Powered by **bevy**

THE 2024

CMX Community
Industry Trends Report

Powered by **bevy**

Executive Summary

Welcome to the 2024 CMX Community Industry Trends Report!

Since 2017, we've been conducting this research and diving deep into the world of community to see how it's changing and how businesses are building them. Our survey is open to anyone in the industry, from all corners of the globe. While we aim for a diverse sample, most of our respondents hail from the tech world. This year, we're thrilled to see more international voices joining in, though the majority are still based in the U.S.

It's been a tough year for our industry, and I'm sure many of you don't need a report to know that. In the past 12 months, 37% of respondents have experienced layoffs either personally or through a team member.

But I'll offer you a silver lining: Despite these challenges, most community professionals are feeling optimistic and satisfied, and plan to stick around in this field.

More good news: Community continues to be a business essential. Community pros are confident that their organizations will ramp up their investment in community over the next year.

For the first time, we asked about your thoughts on the future of Artificial Intelligence in our industry. The majority of our respondents are excited about AI's potential and believe it will have a positive impact. The future is bright, and I can't wait to see how community flourishes with AI's help.

We've also seen a surge in creative strategies and innovative approaches to building and maintaining communities. From virtual events to personalized member experiences, community managers are pulling out all the stops to keep their members engaged and connected.

A big thank you to everyone who took our survey this year. We hope you find this research valuable and actionable. Most importantly, we hope it helps you build more successful and meaningful communities for your members.

Beth McIntyre
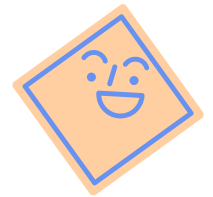Director of Community
Bevy/CMX

Key Takeaways
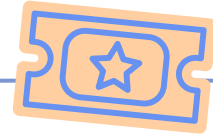
1

Community teams are small but scrappy.

16% report having no full-time team members dedicated to their community, the highest ever recorded. However, community teams are increasingly involved in activities like running chapter-based programs and designing community products and experiences.

**2**

Lack of budget is an increasing concern.

Investment in the community is decreasing and community professionals are increasingly frustrated with lack of budget. However, respondents continue to report that their community has a positive impact on the organization.
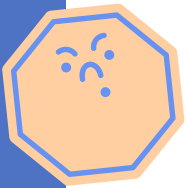
3

Layoffs are common, but community professionals plan to stay.

37% have been affected by layoffs, yet they are less concerned about job loss than last year. Only 11% want to switch fields.
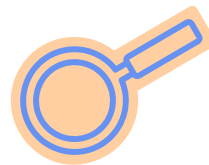
4

Communities are having more success with consistently engaging members.

While engaging members is a common challenge, this is something that only 34% report (compared to 55% when we first asked this question in 2020).

Key Takeaways

5 **Communities are hosting a mix of asynchronous and synchronous programming.**

84% host asynchronous online forums, chat rooms and message boards and 70% host conferences and/or events. Of those who host events, 83% host virtual events and 60% host in-person events.

6 **Community professionals are excited about AI and are actively using it.**

73% of respondents are using AI for their community, most commonly to help them create content. The vast majority (93%) are excited to learn more about AI.

7 **Communities continue to have a positive impact on the organization.**

83% believe community is core to their company's mission and 79% report their community has had a positive impact on their organization's objectives over the past 12 months.

8 **Community-led events are increasingly common.**

47% of respondents report that at least some of their events are community-led, up from 39% last year.
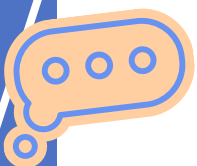
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About this Report
Methodology

The 2024 CMX Community Industry Trends Report shares findings from a survey of 560 community professionals who completed our online survey between April 25 and June 22, 2024.

To collect responses for this report, we used multiple avenues:
- Outreach from our partnered organizations (pg. 46)
- Outreach from partnered individuals in the industry (pg. 46)
- We shared the survey across the CMX community in our Facebook group, Slack, and email list.

74% of respondents said they work on community for an organization either full-time or as part of their job. 17% of respondents said they are community consultants/freelancers, which is up from 7% in 2023.

The vast majority (55%) of respondents said they work in the technology industry, while the professional services, finance, healthcare, media, consumer retail, education, gaming, nonprofit, and government industries made up 37% of responses. 8% selected "other."

While some of this year's questions were new, many were repeated from past surveys. Throughout the report, we've highlighted interesting changes in the value of community and changes in our industry over time.

For some questions, respondents had the opportunity to provide written answers. These responses were analyzed in relation to how long the respondents have been in the industry and their current role level or title, and have been shared where relevant.

Respondent Snapshot

We asked a series of questions to better understand our pool of data and to segment responses throughout the report for more detailed insights.

Which option best describes your level?
Sample Size: 486

Level	Percentage
Associate/Specialist	19%
Manager	40%
Director	17%
VP	1%
Executive/C-Level	4%
Founder	14%
Other	5%
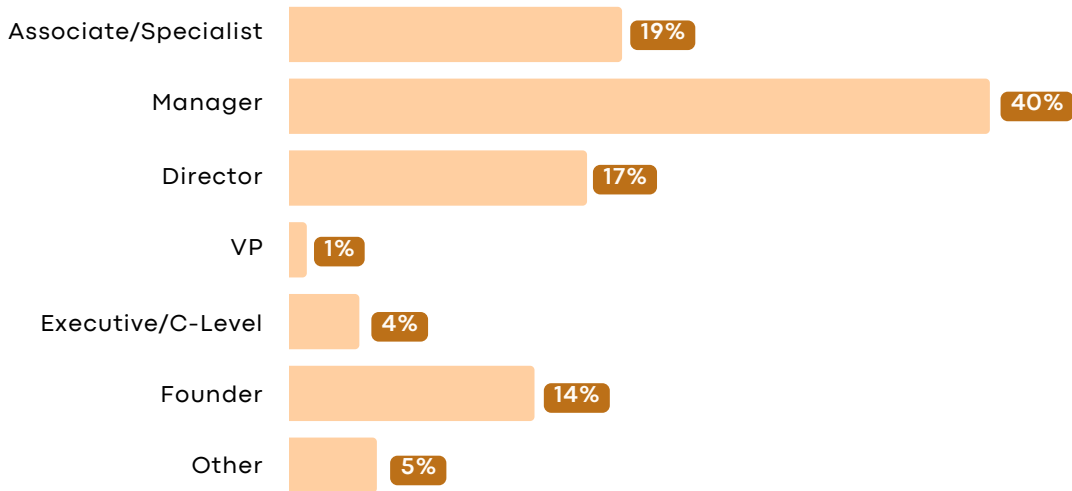
How many years of experience do you have as a community manager/professional?
Sample Size: 283

Experience	Percentage
Less than 1 year	7%
1 - 2 Years	16%
3 - 4 Years	26%
5 - 7 Years	17%
8 - 9 Years	10%
10+ Years	24%
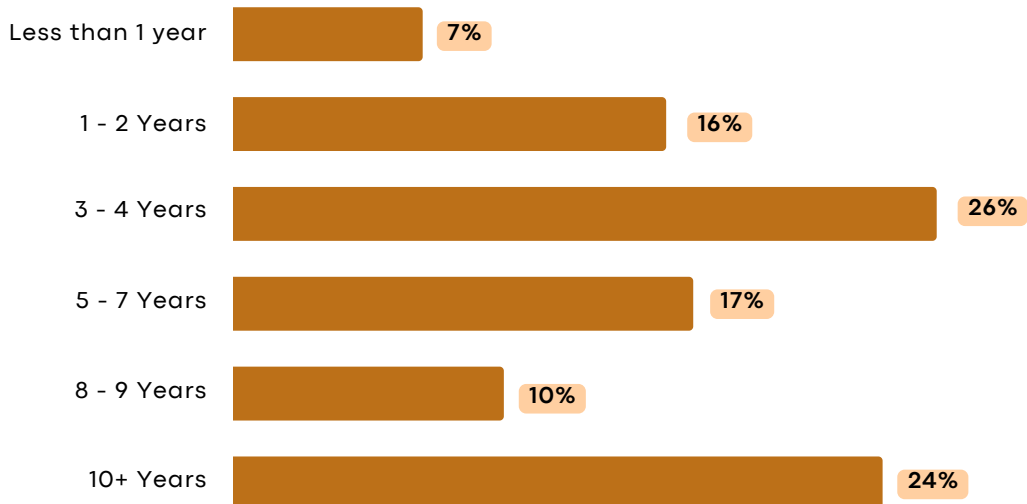
Respondent Snapshot

The makeup of respondents has shifted compared to last year, with more professionals working as in-house consultants, freelancers, or unemployed compared to full-time in-house community professionals. For those who shared that community is part of their job, we asked them to include what else they work on in addition to community.

Please describe the nature of your community building work.
Sample Size: 560

● 2024   ● 2023

	2024	2023
I work on community for an organization full time	52%	62%
Community is part of my job for an organization	22%	26%
I'm a community consultant/freelancer	17%	7%
I was a full time employee working on community but am currently unemployed.	9%	5%
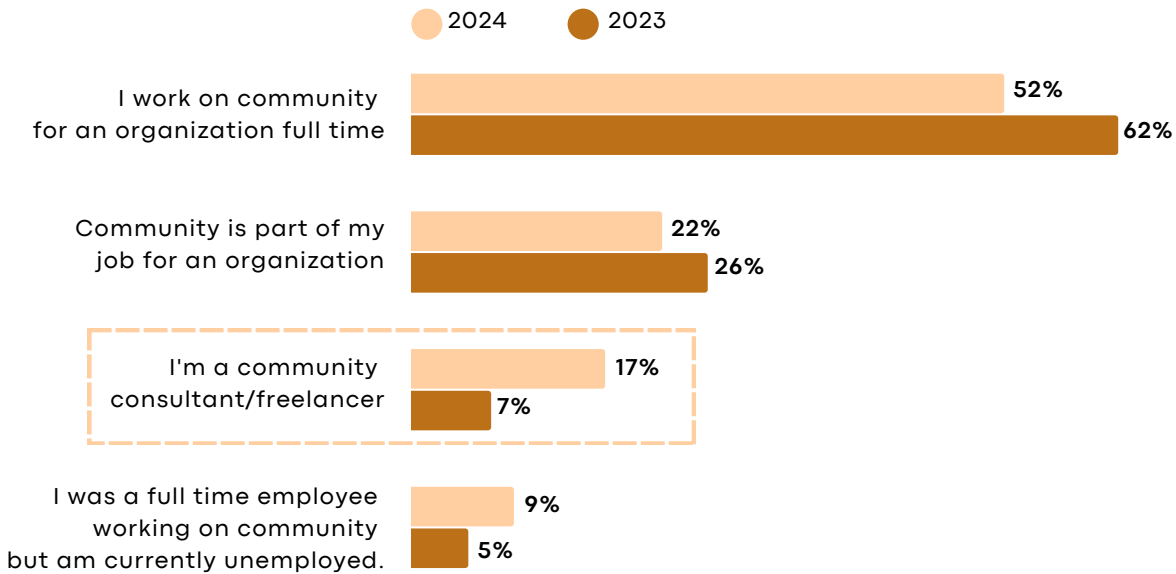
What else do you work on in addition to community?
Answered only by those who indicate community is part of their job.

Marketing	50%
Communications	41%
Content Creation	39%
Product development	32%
Social Media	26%
HR/People ops	12%
PR	10%
Other	35%
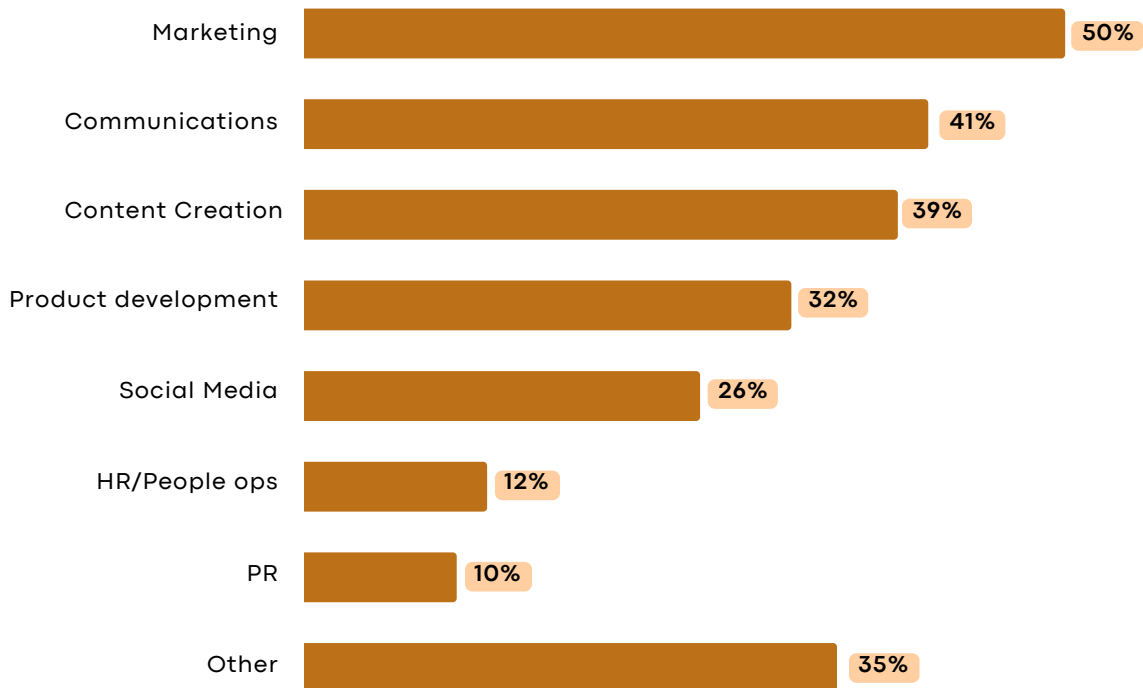
"Other" responses included Customer Success (21%), Events (15%), Sales (13%), Partnerships (5%).

Demographics

While the majority of our respondents are from the United States, we saw a decrease since 2023 (down to 42% from 57% in 2023). We also received fewer responses from the UK (down to 6% from 9% in 2023), and an increase from India (up to 8% from 2% in 2023).

In which country do you currently reside?

Sample Size: 532

Canada 3%

UK 6%

Germany 2%

France 1%

USA 42%

Israel 1%

India 8%

Colombia 2%

Brazil 4%

Indonesia 2%
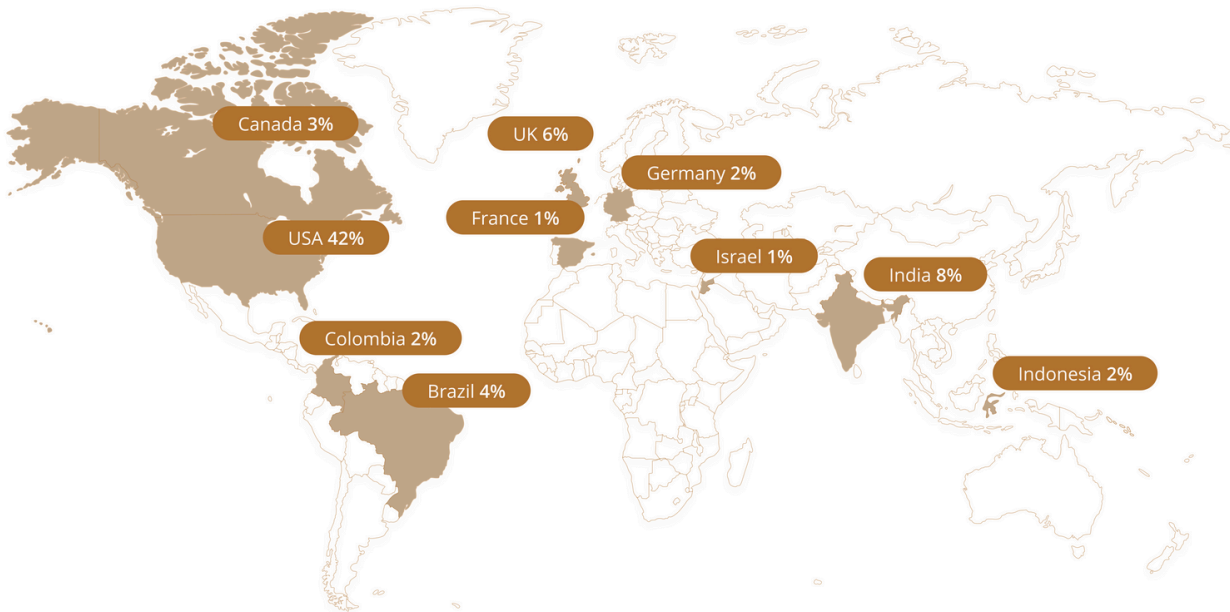
We also asked respondents to share their gender. Nearly two-thirds (62%) of the community professionals who responded to our survey are female.

How do you describe yourself?

Sample Size: 326

2% 2%

34%

62%

● Female

● Male

● Non-binary/third gender

● Prefer not to say
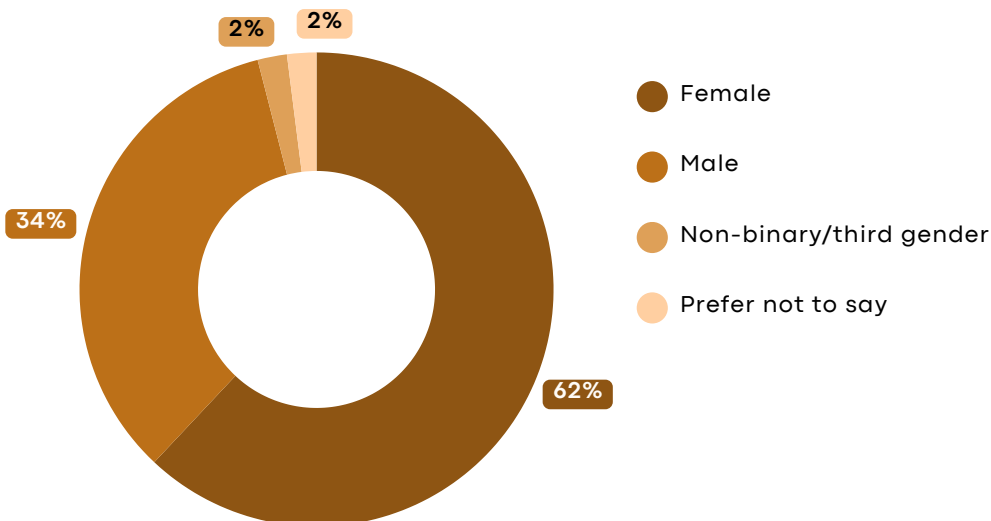
Demographics

We asked respondents to share their racial or ethnic identity, and for the first time, we asked them to share their age. All demographic questions were optional.

What is your racial or ethnic identity?
Sample Size: 319

Category	Percentage
White	61%
Hispanic or Latino/a/x	10%
Black or African descent	8%
South Asian	6%
East Asian	5%
Southeast Asian	5%
Multi-racial	3%
Middle Eastern	2%
Other	4%
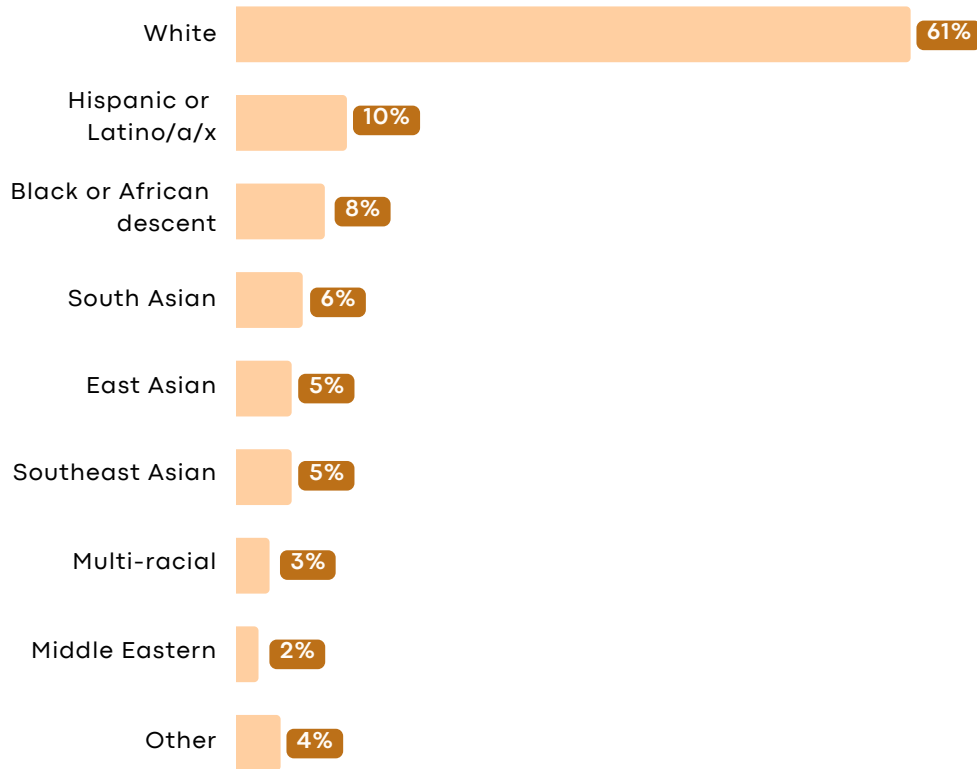
How old are you?
Sample Size: 329

Age Range	Percentage
18 - 24 years old	4%
25 - 34 years old	35%
35 - 44 years old	36%
45 - 54 years old	18%
55 - 64 years old	6%
65+ years old	1%
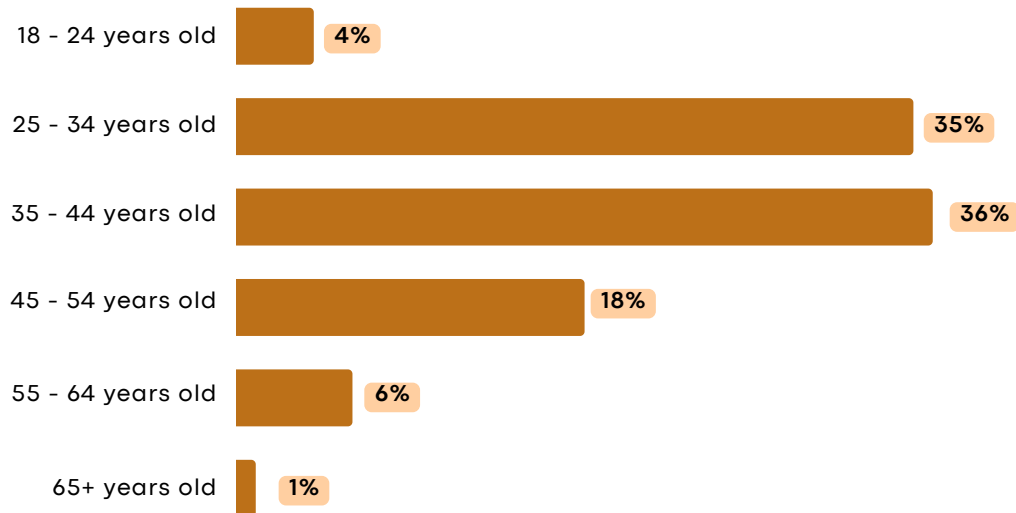
Company Breakdown

Each year, we ask specific questions about the organization and community size and tenure. The number of respondents reporting that their community has existed for 5+ years has increased from 25% in 2023 to 49% in 2024.

Approximately how long has your organization's community existed?
Sample Size: 441
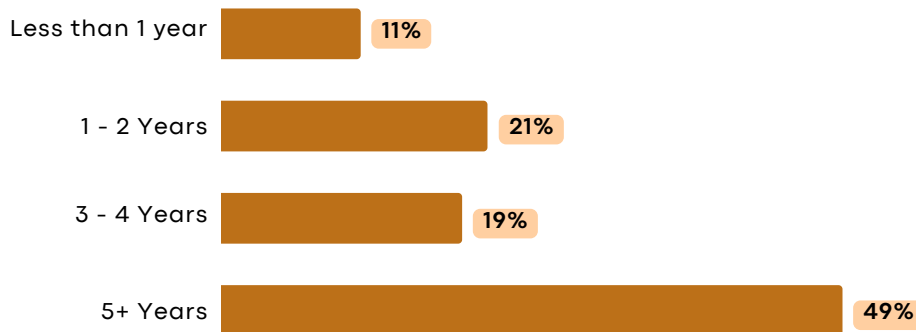
Category	Percentage
Less than 1 year	11%
1 - 2 Years	21%
3 - 4 Years	19%
5+ Years	49%

Approximately how many total members are in your community?*
Sample Size: 457

Category	Percentage
1 - 99	10%
100 - 999	27%
1,000 - 9,999	26%
10,000 99,999	22%
100,000 - 499,999	5%
500,000 999,999	4%
1,000,000+	6%
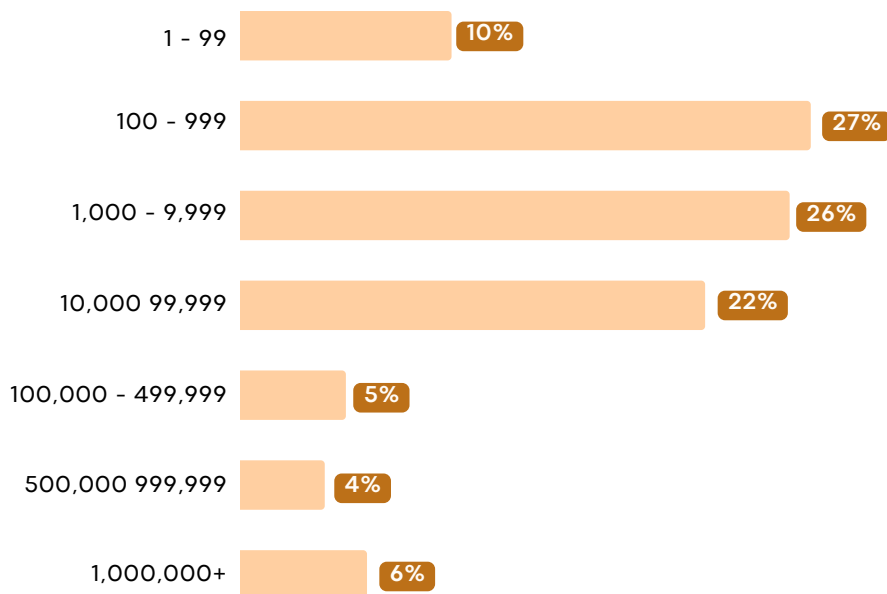
* We have cross tabulated this question with a question about moderators on page 17.

Company Breakdown

As we see each year, respondents come from a range of company sizes. This year we also see an increase in those who are a one-person business. This may be because there are more consultants in the mix.

What is the estimated annual revenue for your company?
Sample Size: 496

Revenue	Percentage
Under 1 million	39%
1 million to 9.9 million	18%
10 million to 99.9 million	15%
100 million to 499.9 million	7%
500 million to 999.9 million	3%
1 billion+	18%
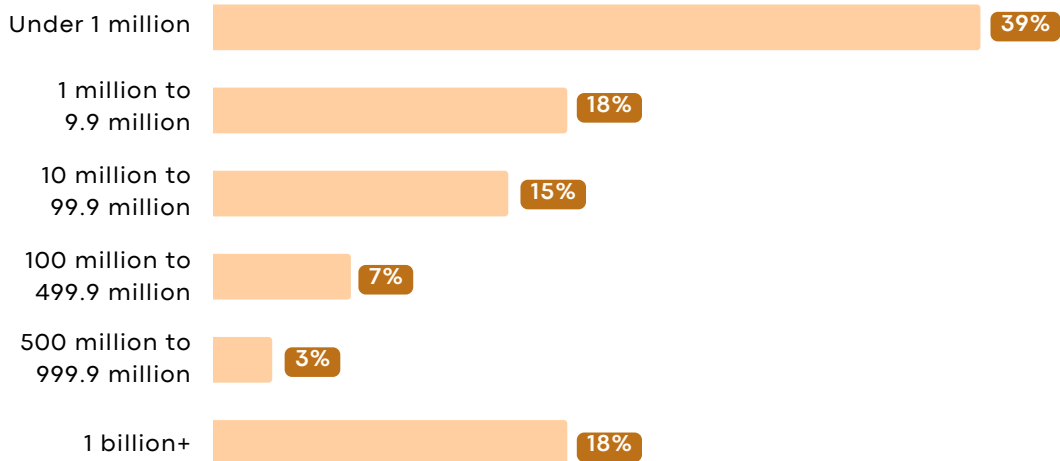
Approximately how many employees does your organization have worldwide?
Sample Size: 496

Employees	Percentage
1	7%
2 - 9	15%
10 - 49	20%
51 - 200	16%
201 - 500	12%
501 - 2,000	12%
2,001 - 5,000	6%
5,000 - 10,000	2%
More than 10,000	10%
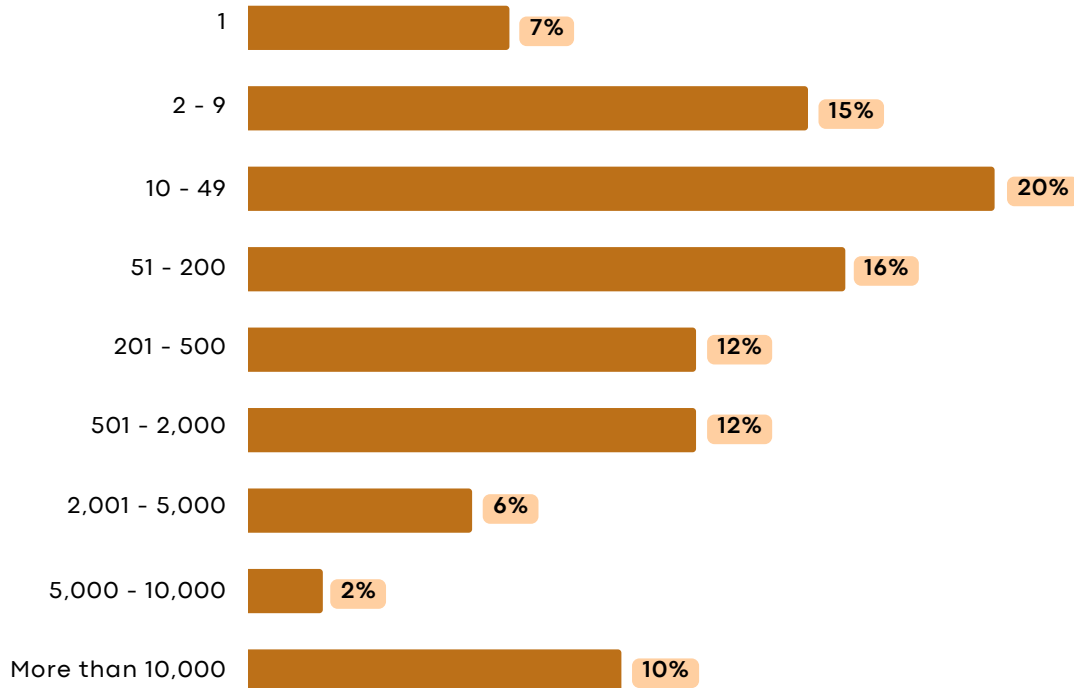
Industry

An overwhelming majority of our respondents work in the technology industry.

Which of the following most closely describes the industry you work in?
Sample Size: 493

Industry	Percentage
Technology	55%
Professional Services	11%
Education	8%
Nonprofit	5%
Media	4%
Gaming	3%
Finance	2%
Healthcare	2%
Consumer Retail	2%
Other	8%
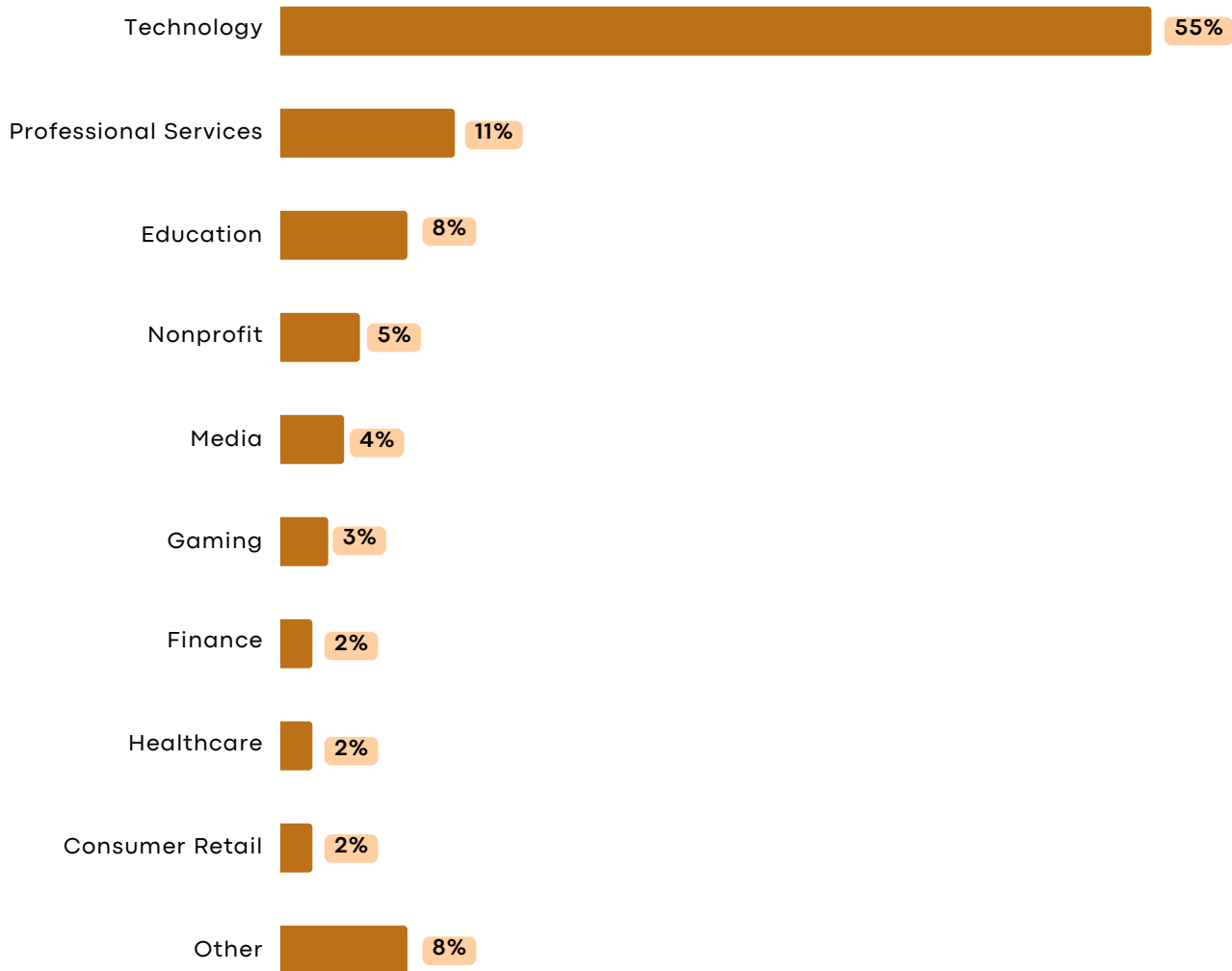
Top "other" responses included Healthcare, Venture Capital, Entertainment / Music, HR.

Community Programs

Now that we have a better idea of who our respondents are, and the types of organizations they work for, we'll take a closer look at community programs. Communities offer a range of programming to support their members, and this section goes into more detail about how these programs are being organized.

What you'll find in this section:

Members

- Who participates in communities
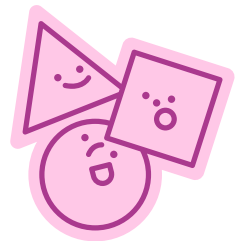
Asynchronous programming

- What kind of events communities are running
- How community teams are managing their event programs
- The event platforms being used in our industry

Synchronous programming

- What kind of online programs communities are running
- How community teams are managing their online programs
- The platforms being used in our industry

Community Programs
Members

Members are at the core of every community - regardless of the programs, the business objectives, or the metrics. We asked our respondents about who specifically makes up their community.

Who participates in your community?
Sample Size: 348

Category	Percentage
Customers	71%
Employees	56%
Users	53%
Advocates	44%
Industry Members	38%
Developers	36%
Volunteers	23%
Influencers	22%
Alumni	15%
Other	8%
Ticket holders/owners	4%
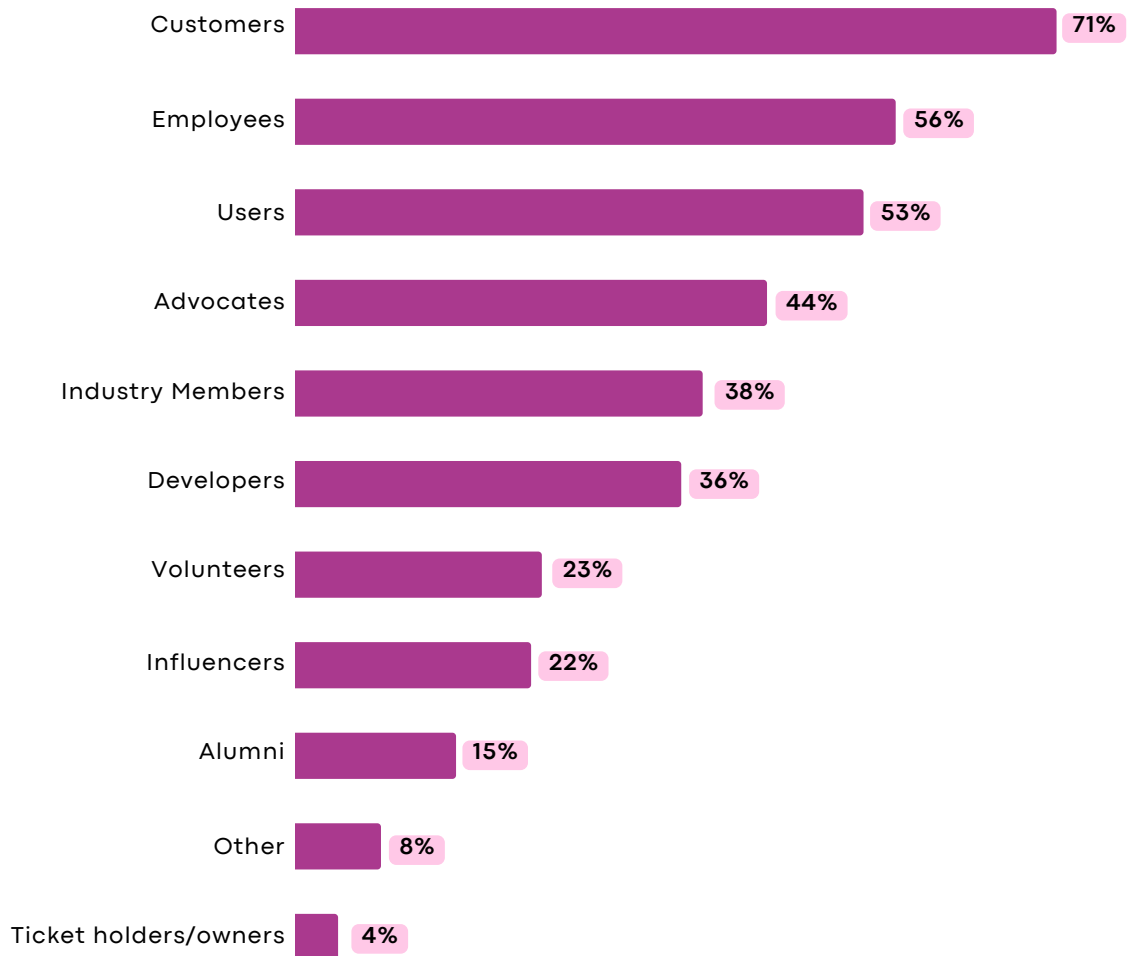
We asked this question for the first time in 2021, and every year since then, Customers continue to be the number one participant in our respondents' communities.

Programming

We asked respondents to share information about the types of community programming they offer, who participates, and who is responsible for running these programs.

What type of programs does your community host?
Sample Size: 404

Program Type	Percentage
Online forums, chat rooms, or message boards	84%
Conferences and/or live events	70%
Member-hosted events/Community-led chapters/User Groups	50%
Customer advocacy programs	31%
Customer advisory board	25%
Office hours	22%
Self-paced courses	21%
Other	6%
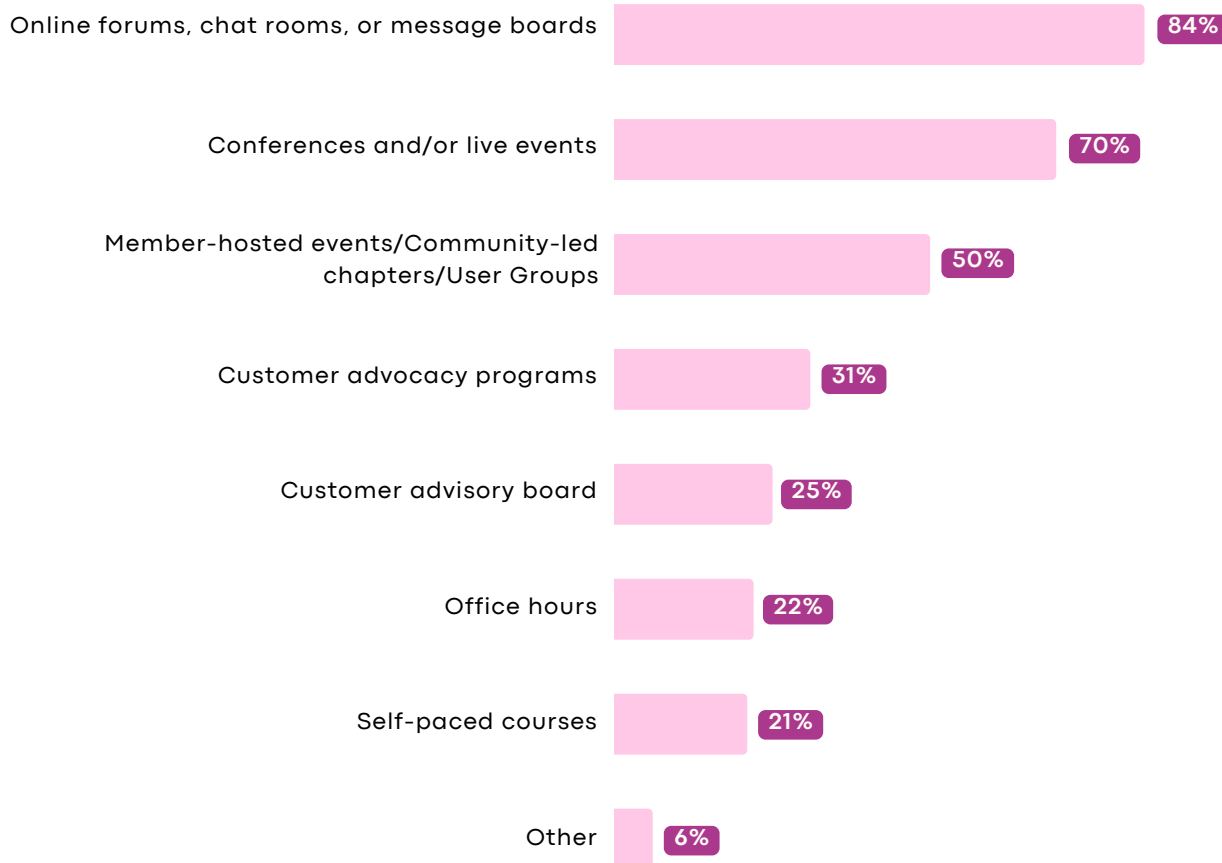
The types of community programming stayed fairly consistent from 2023 to 2024, with a slight uptick In Conferences and/or live events (from 65% In 2023 to 70% In 2024).

The Three Level Framework

**Check out CMX's
Three Level Framework to learn more about community programming and community strategy!**

Asynchronous Programming

Of the 84% of respondents who host online forums, chat rooms, or message boards, we asked the following questions. Year over year, we can see that programs managed entirely by an in-house team is down, while a mix of in-house and community-led is up! More communities are passing the torch to their super members.
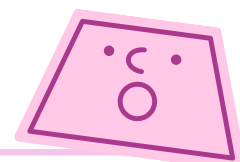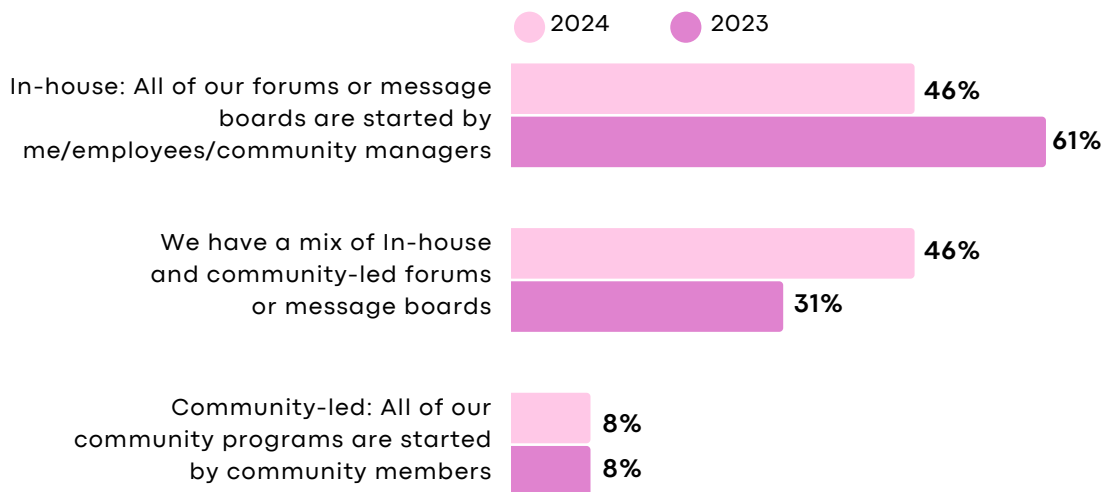
What best describes how you manage your online forums/message boards?
Sample Size: 334

● 2024   ● 2023

In-house: All of our forums or message boards are started by me/employees/community managers
- 2024: 46%
- 2023: 61%

We have a mix of In-house and community-led forums or message boards
- 2024: 46%
- 2023: 31%

Community-led: All of our community programs are started by community members
- 2024: 8%
- 2023: 8%

What platform(s) do you use to host your community forums/message boards?
Sample Size: 363

Top Ten

Platform	%
Slack	25%
Whatsapp	21%
Discord	16%
Facebook group	12%
Discourse	9%
Linkedin group	9%
Custom/Built In-house	9%
Salesforce	8%
Circle	6%
Khoros Communities	6%

Platforms with fewer than 5% of responses include: InSided, Higher Logic Vanilla, X Communities, Mighty Networks, Influitive, Higher Logic Thrive, Hivebrite

Platforms with fewer than 1% of responses include: Crowded, Forumbee. Geneva, Jive, Mobilize, Higher Logic Thrive

Asynchronous Programming

We asked how many moderators these online forums and/or message boards have, and compared this with the number of total community members. We hope this will be helpful for those looking to maintain or launch moderator programming.

How many moderators do you have for your forums and/or message boards and approximately how many total members are in your community?*

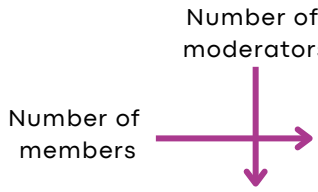Moderators Sample Size: 334
Community size Sample Size: 457

Number of members \ Number of moderators	1 - 999	1,000 - 9,999	10,000-99,999	100,000+
1	40%	34%	15%	9%
2 - 4	50%	48%	51%	26%
5 - 9	6%	13%	21%	28%
10 - 24	4%	2%	10%	23%
25 - 49	0%	1%	4%	14%

Looking to launch
a moderator program for your community?
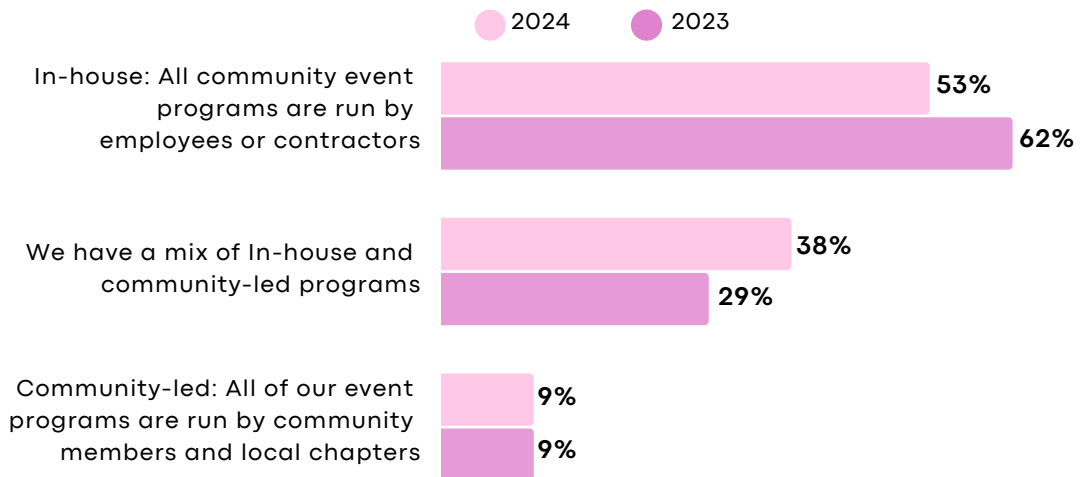
[Learn how!](#)

Synchronous Programming

Of the of respondents who host conferences and/or
live events, and member-hosted events/ community-led chapters/
user groups, we asked more questions about these event programs.

What best describes how you manage your events?

Sample Size: 225

● 2024   ● 2023

In-house: All community event programs are run by employees or contractors
- 2024: 53%
- 2023: 62%

We have a mix of In-house and community-led programs
- 2024: 38%
- 2023: 29%

Community-led: All of our event programs are run by community members and local chapters
- 2024: 9%
- 2023: 9%

Year over year, we see the same trend with event programming as we did
with online forums and message boards. Event programs managed
entirely by an in-house team is down, while a mix of in-house and
community-led is up! And, of those who have community-led events, one
third started them within the past year.

How long has your community had community-led chapters?

Sample Size: 102

Fewer than 6 months	6 - 11 months	1 - 2 years	3 - 4 years	5 - 9 years	10 - 14 years	15+ years
21%	15%	17%	22%	11%	4%	10%
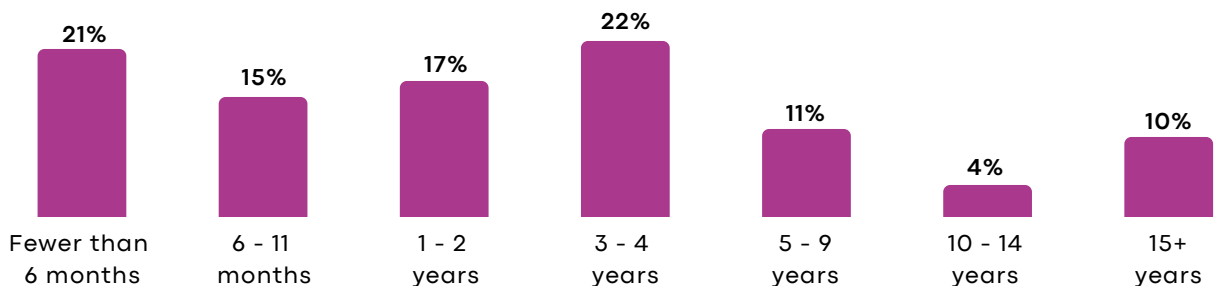
Synchronous Programming

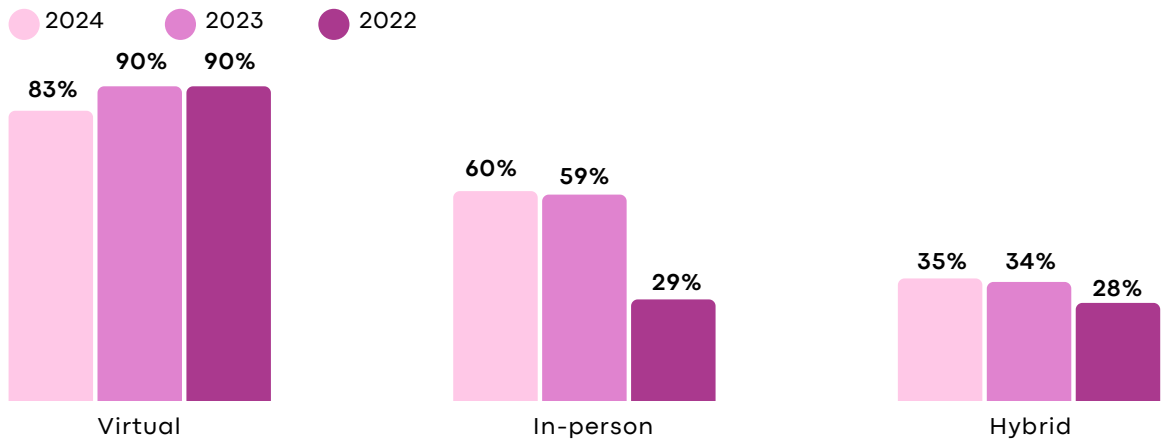Year over year, we see an increase in communities hosting in-person events (from 29% in 2022 to 60% in 2024), and virtual events taking a small dip (from 90% in 2022 and 2023 to 83% in 2024).
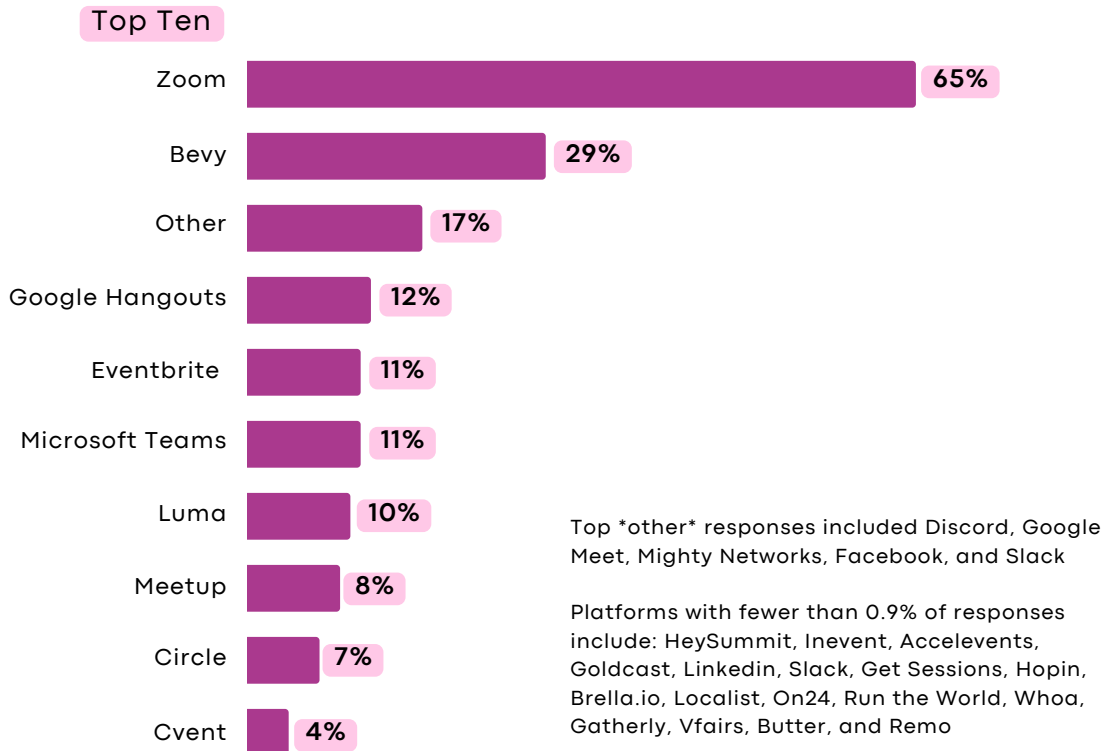
What type of events did you host for your community in the past 12 months?
Sample Size: 275

Legend: ● 2024 ● 2023 ● 2022

Virtual
- 83% (2024)
- 90% (2023)
- 90% (2022)

In-person
- 60% (2024)
- 59% (2023)
- 29% (2022)

Hybrid
- 35% (2024)
- 34% (2023)
- 28% (2022)

What platform are you using to host community events?
Sample Size: 258

Top Ten

Platform	Percentage
Zoom	65%
Bevy	29%
Other	17%
Google Hangouts	12%
Eventbrite	11%
Microsoft Teams	11%
Luma	10%
Meetup	8%
Circle	7%
Cvent	4%

Top *other* responses included Discord, Google Meet, Mighty Networks, Facebook, and Slack

Platforms with fewer than 0.9% of responses include: HeySummit, Inevent, Accelevents, Goldcast, Linkedin, Slack, Get Sessions, Hopin, Brella.io, Localist, On24, Run the World, Whoa, Gatherly, Vfairs, Butter, and Remo

Community Teams

This section dives into the specifics of how community teams are organized, and how popular community functions and tasks are spread across teams.

What you'll find in this section:

Team Organization

- Which department community teams are part of
- Number of employees working on community
- Community functions and team roles

Impact, Interest, and Investment

- How organizations are feeling about community
- How community teams are impacting business objectives
- Respondents' sentiment around their organizations investment in community
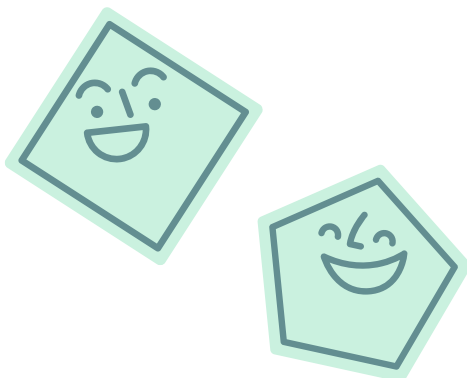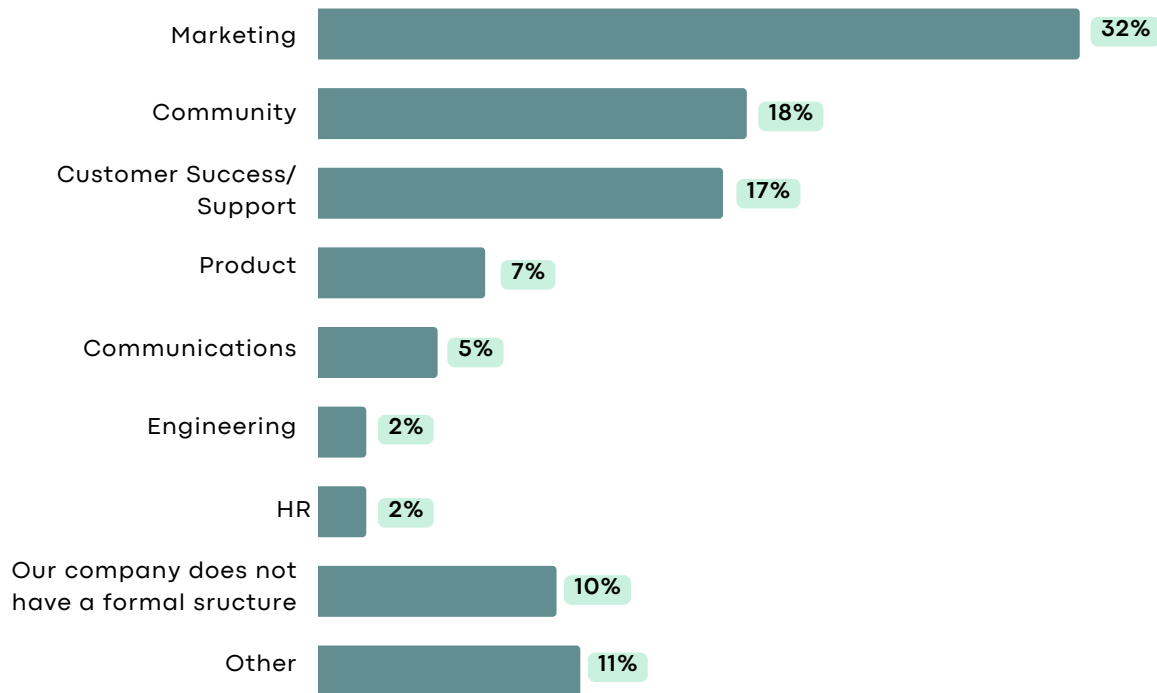
Community Teams
Team Organization

We asked a series of questions to better understand how community teams are being organized, and how they've been growing year over year.
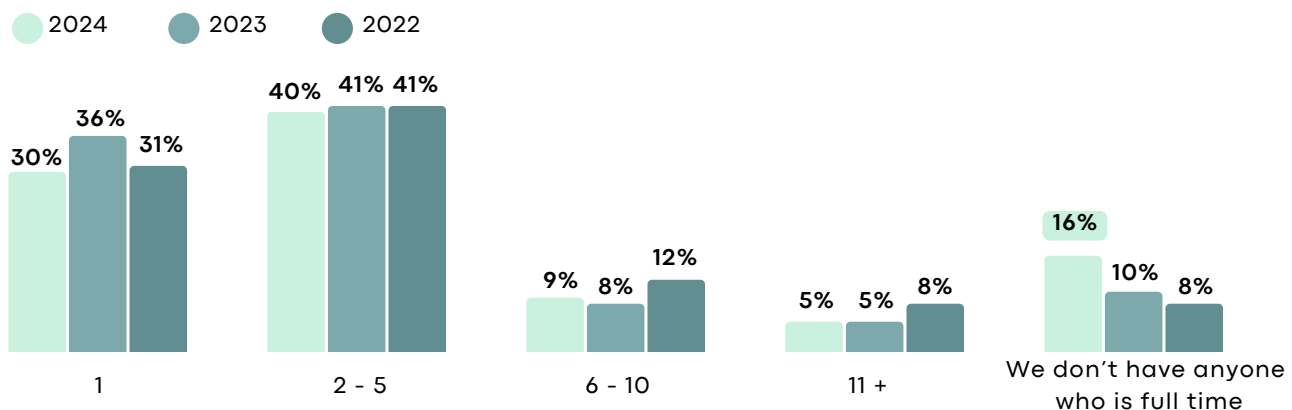

What department is your community team part of?

Sample Size: 324

Department	Percentage
Marketing	32%
Community	18%
Customer Success/Support	17%
Product	7%
Communications	5%
Engineering	2%
HR	2%
Our company does not have a formal structure	10%
Other	11%

Approximately how many employees work full time on your community team?

Sample Size: 390

- 2024
- 2023
- 2022

	2024	2023	2022
1	30%	36%	31%
2 - 5	40%	41%	41%
6 - 10	9%	8%	12%
11 +	5%	5%	8%
We don't have anyone who is full time	16%	10%	8%

This year, 16% of respondents reported they don't have anyone who is full time on their community team, which is the highest it's ever been. This could be a sign that community teams are being stretched and not being prioritized.
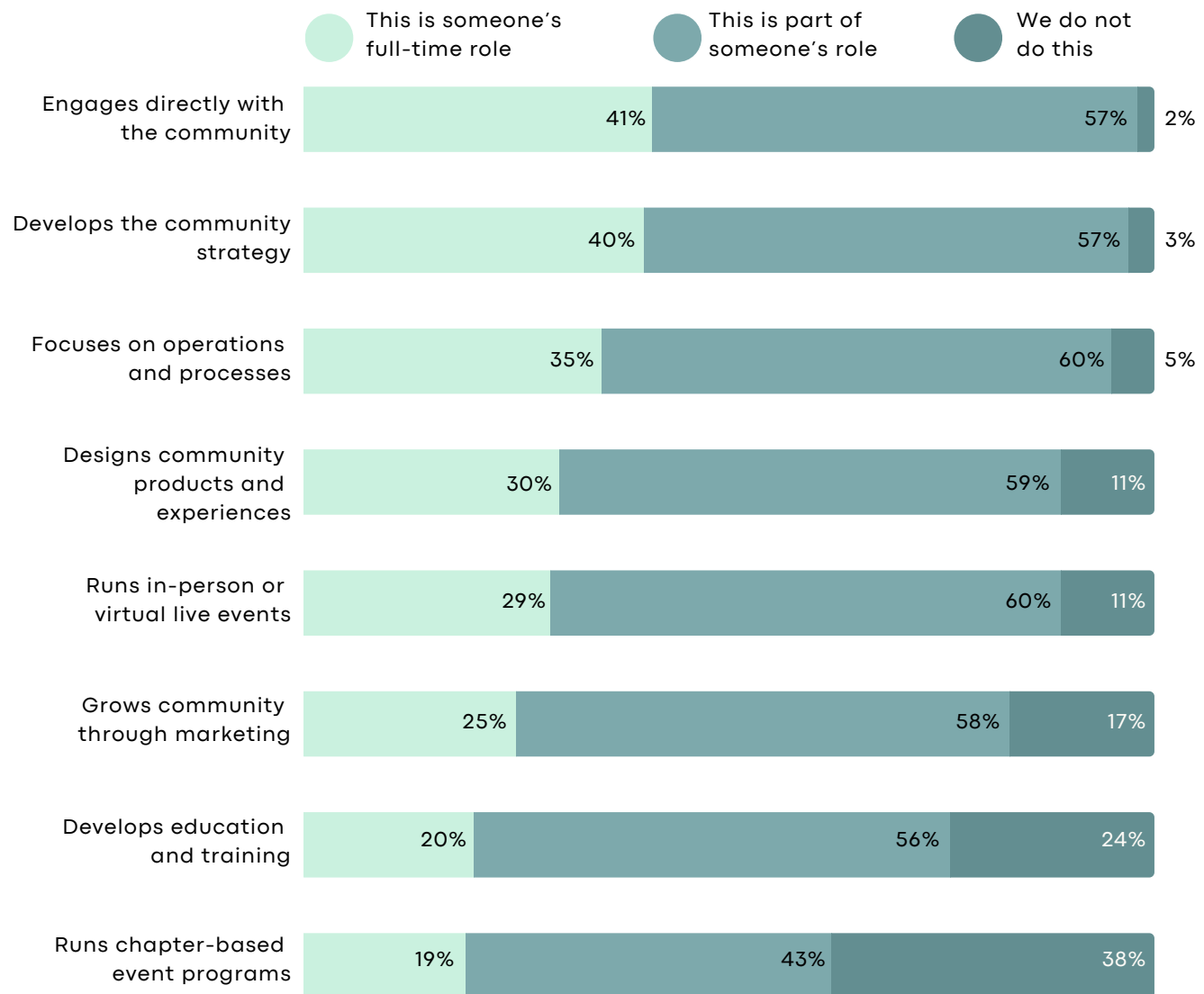
Team Organization

While 18% of our respondents work in dedicated community departments, the majority are part of other departments, with marketing being the most common (32%). Regardless of their department, there's a difference in how community work is distributed among teams.

We asked respondents to indicate if each responsibility had a dedicated person, if it was part of someone's broader role, or if it wasn't a focus at all.

Which of the following roles do you have on your community team?
Sample Size: 390

Legend:
- This is someone's full-time role
- This is part of someone's role
- We do not do this

Role	This is someone's full-time role	This is part of someone's role	We do not do this
Engages directly with the community	41%	57%	2%
Develops the community strategy	40%	57%	3%
Focuses on operations and processes	35%	60%	5%
Designs community products and experiences	30%	59%	11%
Runs in-person or virtual live events	29%	60%	11%
Grows community through marketing	25%	58%	17%
Develops education and training	20%	56%	24%
Runs chapter-based event programs	19%	43%	38%

Team Organization

When comparing these community functions year over year, we gain insight into the diverse functions and responsibilities that contribute to the successful management and growth of community initiatives.

Engaging directly with the community continues to be the most popular function, with community strategy being a close second. The significant increase around focusing on operations and processes from 29% in the previous year underscores its importance in handling the complexities of community management and ensuring smooth operations.

Community Functions: Year-Over-year Comparison

The percentage of those who answered "This is someone's full-time role" to the question "Which of the following roles do you have on your community team?"
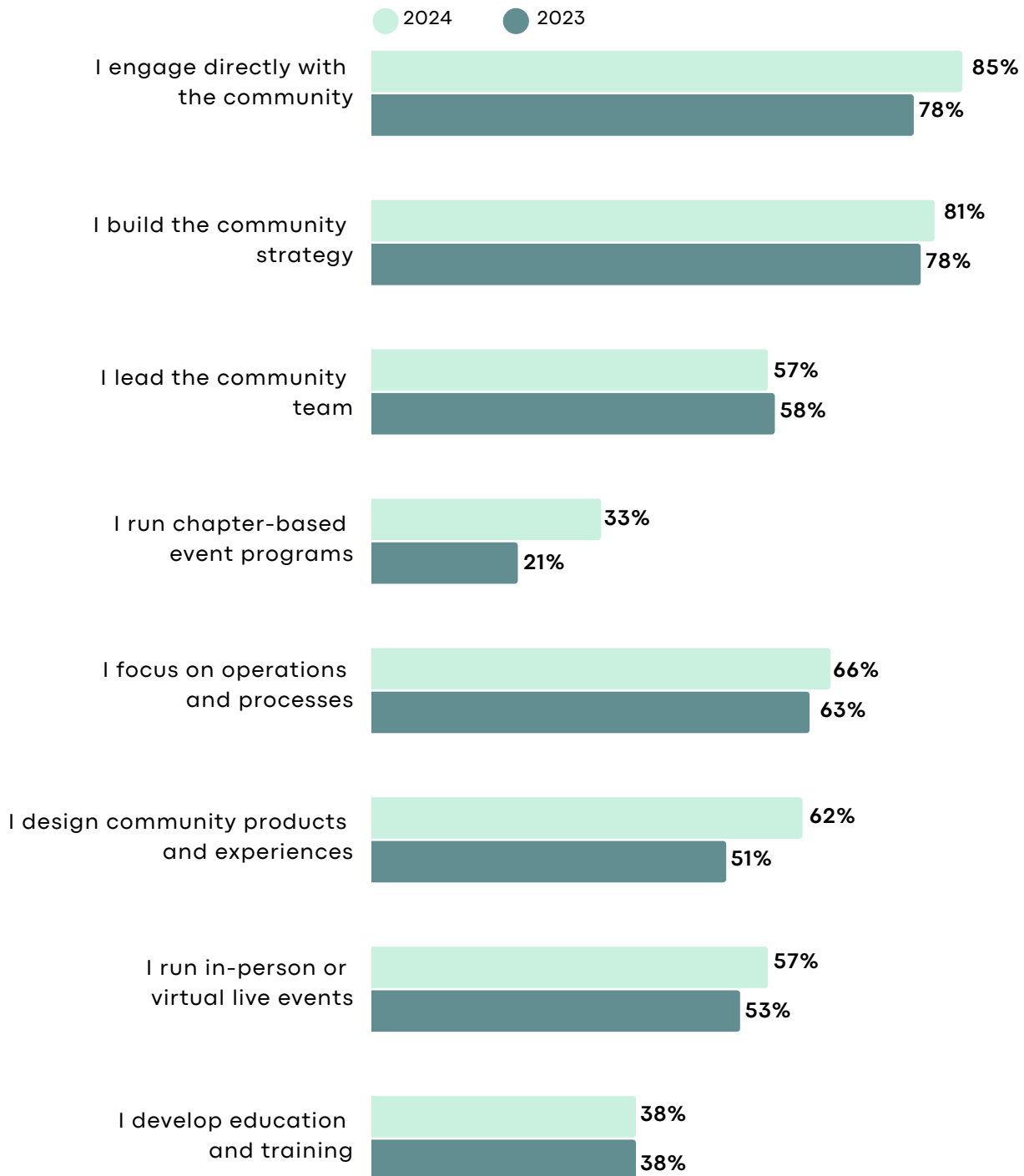
	2024	2023	YoY change
Engages directly with the community	41%	38%	+8%
Develops the community strategy	40%	36%	+11%
Focuses on operations and processes	35%	29%	+21%
Designs community products and experiences	30%	24%	+25%
Runs in-person or virtual live events	29%	22%	+32%
Grows community through marketing	25%	20%	+25%
Develops education and training	20%	18%	+11%
Runs chapter-based event programs	19%	15%	+27%

Team Organization

We asked respondents what their individual role is within the community. It is interesting to note that almost all of the categories below have an increase, yet community teams are not getting bigger. This could be a sign that teams are doing more with the same or less.

What is your role with your community?

Sample Size: 413

● 2024   ● 2023

I engage directly with the community
- 2024: 85%
- 2023: 78%

I build the community strategy
- 2024: 81%
- 2023: 78%

I lead the community team
- 2024: 57%
- 2023: 58%

I run chapter-based event programs
- 2024: 33%
- 2023: 21%

I focus on operations and processes
- 2024: 66%
- 2023: 63%

I design community products and experiences
- 2024: 62%
- 2023: 51%

I run in-person or virtual live events
- 2024: 57%
- 2023: 53%

**I develop education and training**
- 2024: 38%
- 2023: 38%

Impact, Interest, and Investment

We asked respondents about the impact of their community on their organization. We can see that there is more optimism than last year but it hasn't rebounded to how respondents were feeling in 2022, even though community continues to have a positive impact.
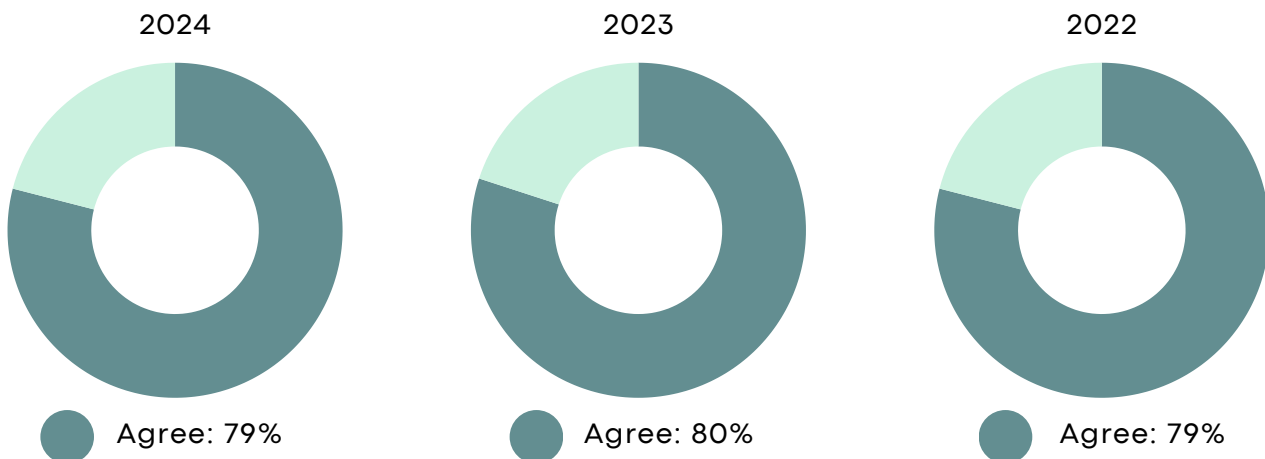
"Our organization will be increasing our investment in community over the next year."

Sample Size: 352

2024	2023	2022
Agree: 47%	Agree: 44%	Agree: 62%
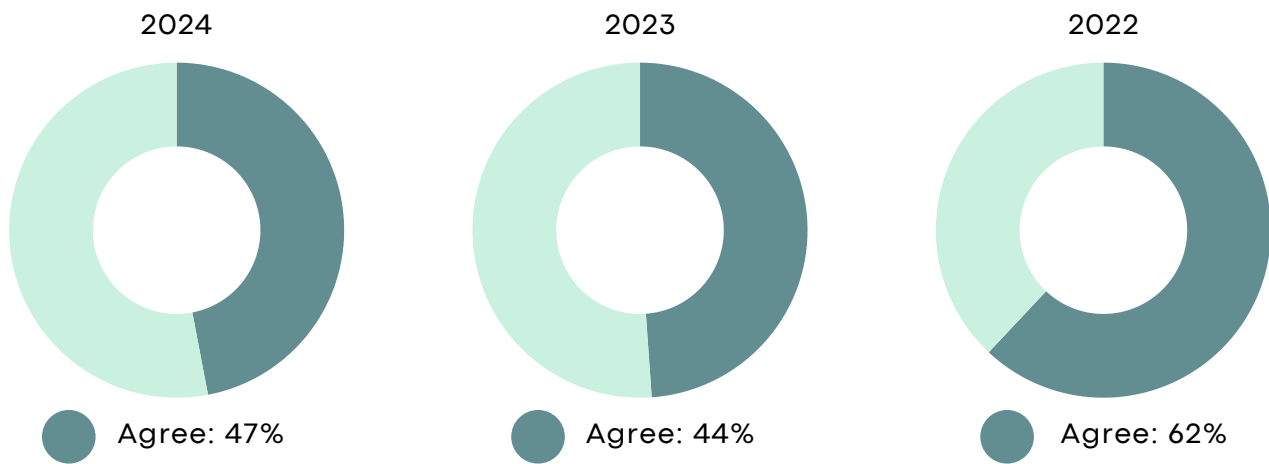
"Community has had a positive impact on our organization's objectives over the past 12 months."

Sample Size: 351

| 2024	2023	2022
Agree: 79%	Agree: 80%	Agree: 79%

Impact, Interest, and Investment

Interest in community from other departments is at its lowest point in the last three reports. We are curious to see if this is a blip or if it will be a trend. And even though interest is dipping, community continues to be core to the company's mission.
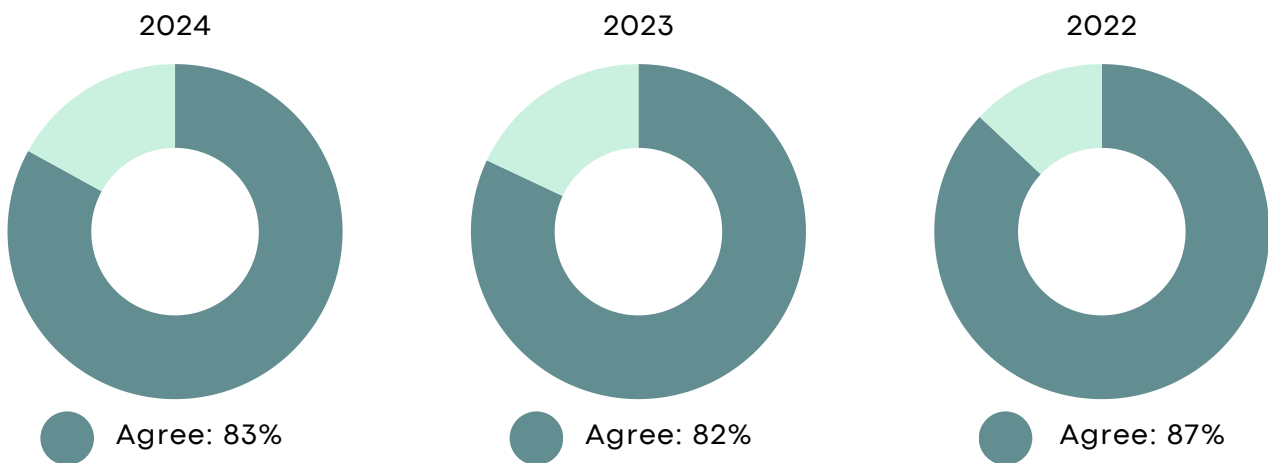
"I have seen increased interest in community from other departments in my organization in the last 12 months."

Sample Size: 350

2024	2023	2022
Agree: 71%	Agree: 79%	Agree: 82%
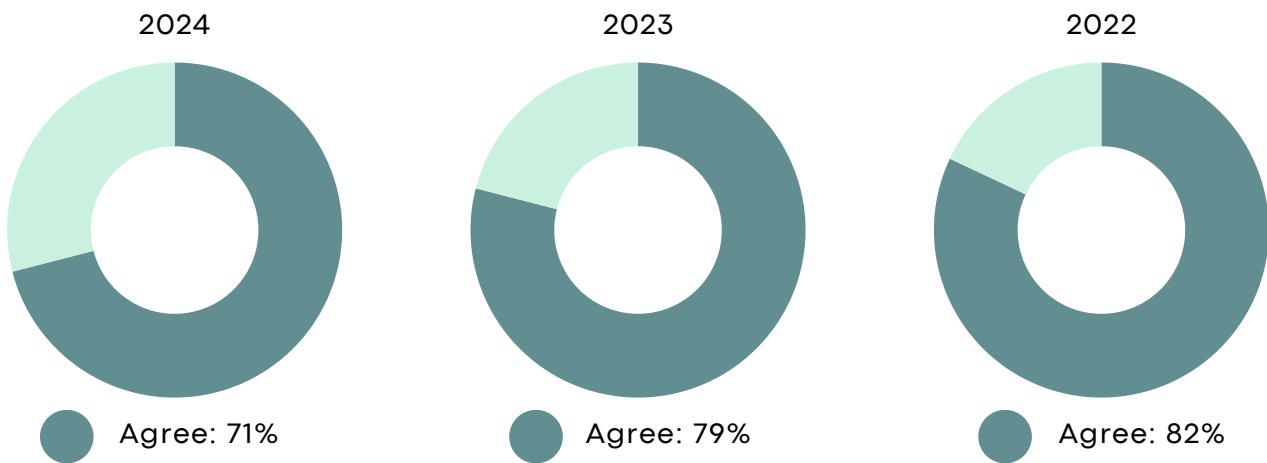
"Community is critical to our company's mission."

Sample Size: 352

2024	2023	2022
Agree: 83%	Agree: 82%	Agree: 87%

The Business of Community

Generally speaking, building a brand community serves entities: Its members and the business or organization, and whatever you build need to provide for both. This next section measures how our respondents are measuring and impacting business goals

What you'll find in this section:

Top Business Objectives and Metrics

- The SPACES Model
- Popular metrics communities are using to track business objectives

Impacting Business Goals

- How communities are finding success In Impacting business goals

Quantifying Community Value

- How communities are quantifying community value
- How much business value communities are driving

Measuring Community health

- Popular metrics communities are using to measure their community's health

The Business of Community
The SPACES Model

While every community serves a unique purpose, the business value communities typically provide can be grouped under a few key objectives.

At CMX, we use the SPACES model to categorize these objectives. This model Is based on the CMX team's work with hundreds of companies, as well as Insights from our community members.

We asked a series of questions to better understand how community teams are impacting their company's business goals, and which metrics they use to prove their value. Support and success for customers and users are the top objectives this year, followed closely by customer retention and acquisition.
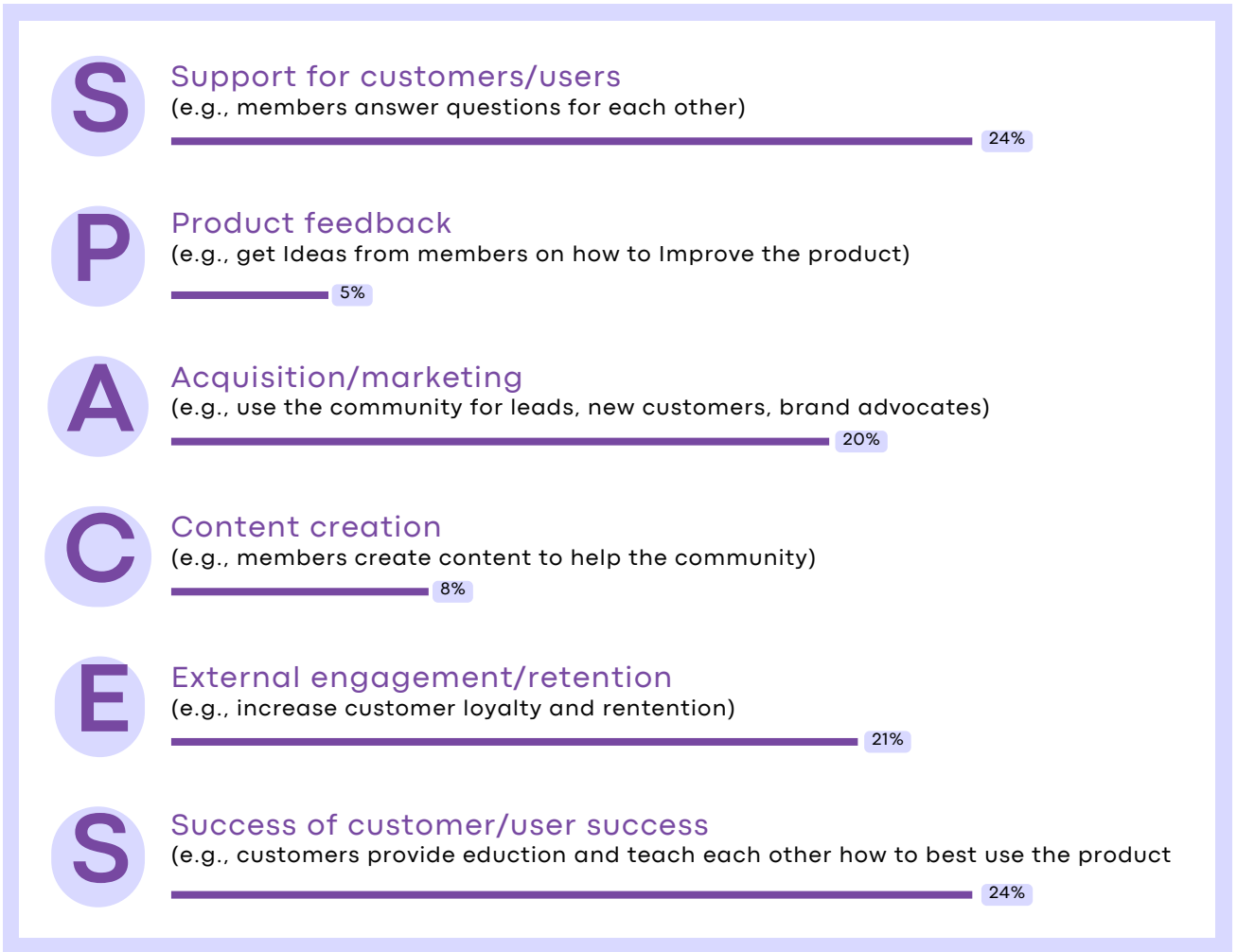
S Support for customers/users
(e.g., members answer questions for each other)

P Product feedback
(e.g., get Ideas from members on how to Improve the product)

A Acquisition/marketing
(e.g., use the community for leads, new customers, brand advocates)

C Content creation
(e.g., members create content to help the community)

E External engagement/retention
(e.g., increase customer loyalty and rentention)

S Success of customer/user success
(e.g., customers provide eduction and teach each other how to best use the product

Top Business Objectives and Metrics

We asked a series of questions to better understand how community teams are impacting their company's business goals, and which metrics they use to prove their value. Support and success for customers and users are the top objectives this year.

Which is your top business objective for your community?

Sample Size: 352

S Support for customers/users
(e.g., members answer questions for each other)
24%

P Product feedback
(e.g., get Ideas from members on how to Improve the product)
5%

A Acquisition/marketing
(e.g., use the community for leads, new customers, brand advocates)
20%

C Content creation
(e.g., members create content to help the community)
8%

E External engagement/retention
(e.g., increase customer loyalty and rentention)
21%

S Success of customer/user success
(e.g., customers provide eduction and teach each other how to best use the product
24%

Top Three Objectives: Year-Over-year Comparison

	2024	2023	2022
1	Support/Success (24% each)	Acquisition/Success (22% each)	Support/Success (24% each)
2	External Engagement (21%)	Support (21%)	Acquisition (19%)
3	Acquisition (20%)	External Engagement (20%)	External Engagement (18%)

Top Business Objectives and Metrics

So how do communities know if they are impacting their top objective? Below is a list of the most common metrics that are used to mapped to each objective.

Which metrics do you use to measure the business impact of your primary objective?
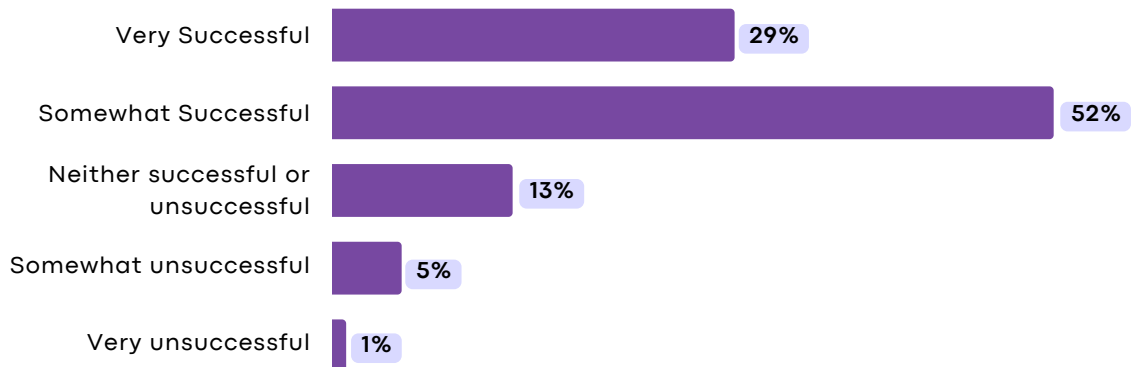
Sample Size: 309

Objective	Top Metrics
Customer/user support	Active users (41%) Case deflection (40%) Customer satisfaction (37%) Cost savings (32%)
Product feedback	Product ideas (62%) Feature adoption (46%) New user/member signup (31%) Customer satisfaction (23%)
Marketing/sales/user acquisition	New customers (47%) New prospects or leads (42%) Active users (36%) Revenue influenced by community efforts (36%) New user/member signup (35%)
Content creation	New user-generated content (48%) Conversation engagement (44%) New user/member signup (41%) Net Promoter Score (33%)
Customer retention	Customer retention (62%) Active users (45%) Customer satisfaction (38%) New user/member signup (35%) Net Promoter Score (35%)
Customer/user success	Customer retention (41%) Active users (40%) Customer satisfaction (39%) Conversation engagement (39%) New user/member signup (36%)

Impacting Business Goals

We're thrilled to see that 81% of our respondents claim they are somewhat or very successful at impacting their business goals. Though there are still 19% that don't see or are unable to prove their impact.

How successful do you consider your community to be at impacting business goals?

Sample Size: 456

Very Successful	29%
Somewhat Successful	52%
Neither successful or unsuccessful	13%
Somewhat unsuccessful	5%
Very unsuccessful	1%

Those who reported they are very successful at impacting business goals are doing some notable things differently:

- **Their community is tied to a greater purpose**: These respondents were more likely to report that community is critical to their company's mission (pg. 25)

- **They are staffing their teams**: These respondents are more likely to have least two full time people working in community (pg. 20)

- **They are relying on community members**: These respondents reported more member and volunteer-led community programming (pg. 17 & 19)

Quantifying Community Value

More community professionals are feeling confident in their ability to quantify the business value of their community (yay!); however, the number of those unable to quantify it remains consistent.

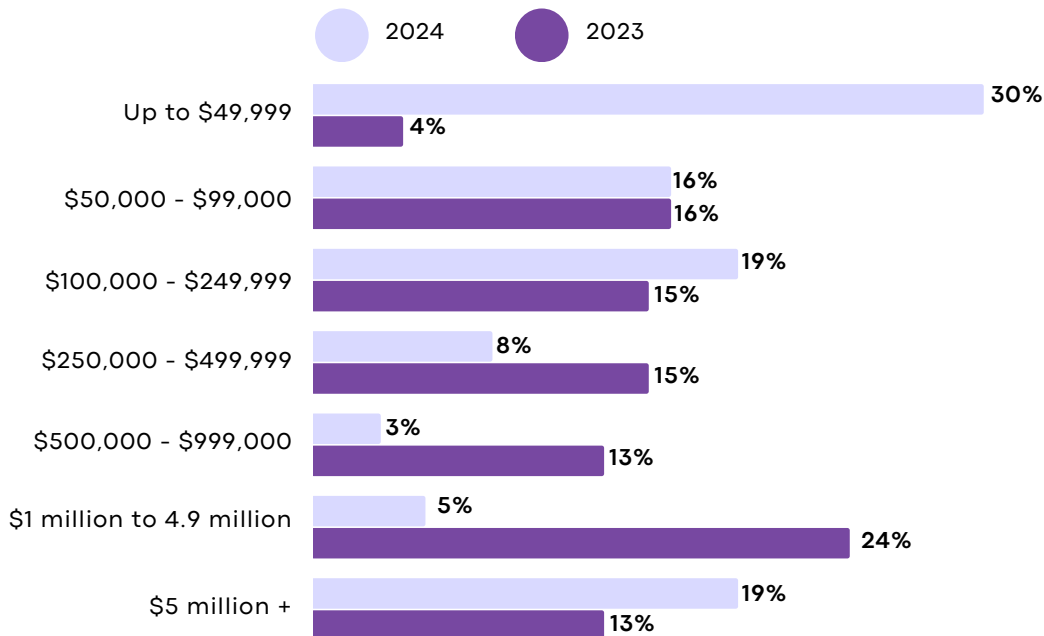## Are you able to financially quantify the business value of your community?

Sample Size: 324

Legend: 2024, 2023, 2022

Category	2024	2023	2022
Yes, I can confidently quantify the value	16%	12%	10%
It is a work in progress	53%	57%	55%
Not yet	31%	31%	35%
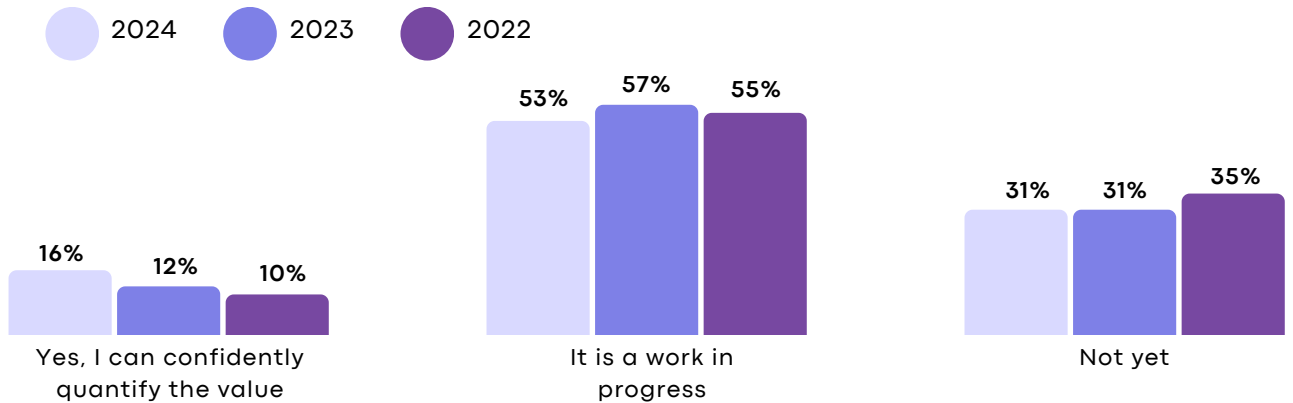
The 16% of respondents who answered "Yes, I can confidently quantify the value" were then asked the following question.

How much business value has your community provided to the organization in the past 12 months?

Sample Size: 37

Legend: 2024, 2023

Range	2024	2023
Up to $49,999	30%	4%
$50,000 - $99,000	16%	16%
$100,000 - $249,999	19%	15%
$250,000 - $499,999	8%	15%
$500,000 - $999,000	3%	13%
$1 million to 4.9 million	5%	24%
$5 million +	19%	13%

Get certified with CMX Academy and learn how to prove the business value of your community
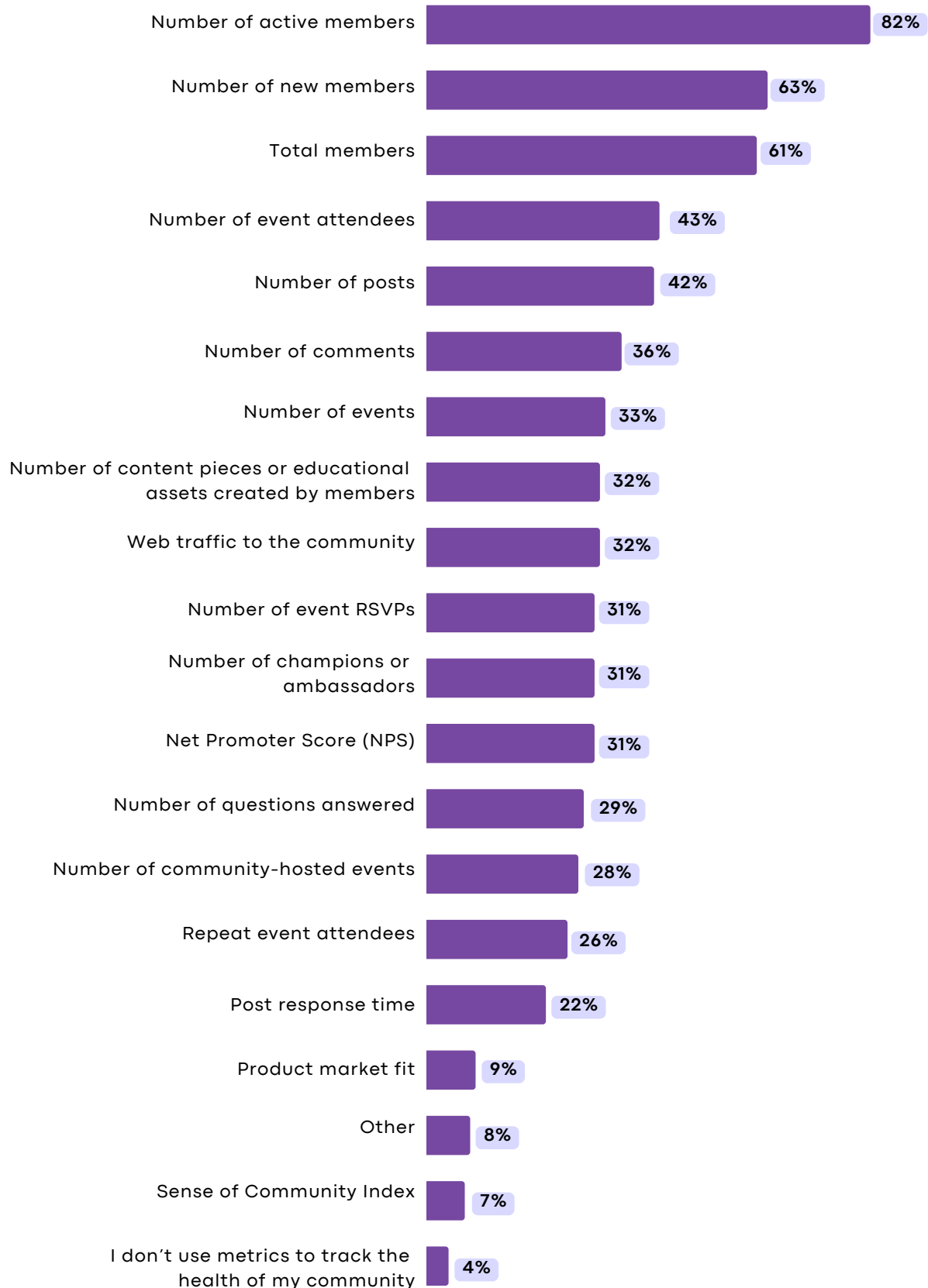
The Community MBA

Measuring Community Health

We also asked respondents how they measure the health of their community. This is often a different set of metrics from how to quantify the business value of a community, although there is some overlap.

What metric do you use to measure the health of your community?
Sample Size: 338

Metric	Percentage
Number of active members	82%
Number of new members	63%
Total members	61%
Number of event attendees	43%
Number of posts	42%
Number of comments	36%
Number of events	33%
Number of content pieces or educational assets created by members	32%
Web traffic to the community	32%
Number of event RSVPs	31%
Number of champions or ambassadors	31%
Net Promoter Score (NPS)	31%
Number of questions answered	29%
Number of community-hosted events	28%
Repeat event attendees	26%
Post response time	22%
Product market fit	9%
Other	8%
Sense of Community Index	7%
I don't use metrics to track the health of my community	4%

The Community Professional

We've seen who is working in community, the organizations that make up this industry, and how community teams are impacting business. Now, lets take a look at the state of the Community Professional's career.

What you'll find in this section:

Layoffs

- How/if our respondents were impacted by layoffs
- Concerns about future layoffs

Job Satisfaction

- Satisfaction with the current state of career
- How respondents are feeling about the future of their career In the industry

Frustrations and Challenges

- Top community-related frustrations
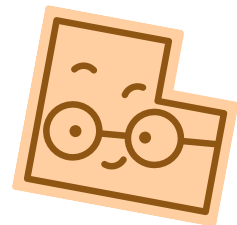
The Community Professional
Layoffs

This year, we asked a new question about community professionals who have been affected by layoffs. We found that 37% of respondents have been impacted by a layoff themselves and/or someone on their team.

Were you or your team affected by layoffs in the past 12 months?
Sample Size: 473

No, no one on my team was laid off	**65%**
Yes, one or more team members was laid off	**24%**
Yes, I was laid off	**13%**
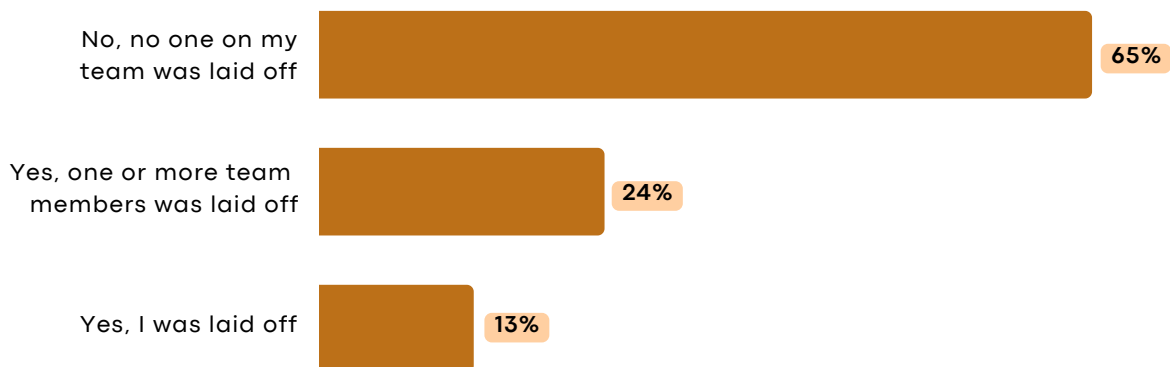
CMX offers CMX Academy scholarships to those in our industry who have been laid off. Head to **cmxhub.com** to learn more,

YOU GOT THIS!

How concerned are you about losing your job within the next year?
Sample Size: 473

● 2024   ● 2023

	2024	2023
Very concerned	13%	14%
Somewhat concerned	36%	45%
Not concerned	51%	41%
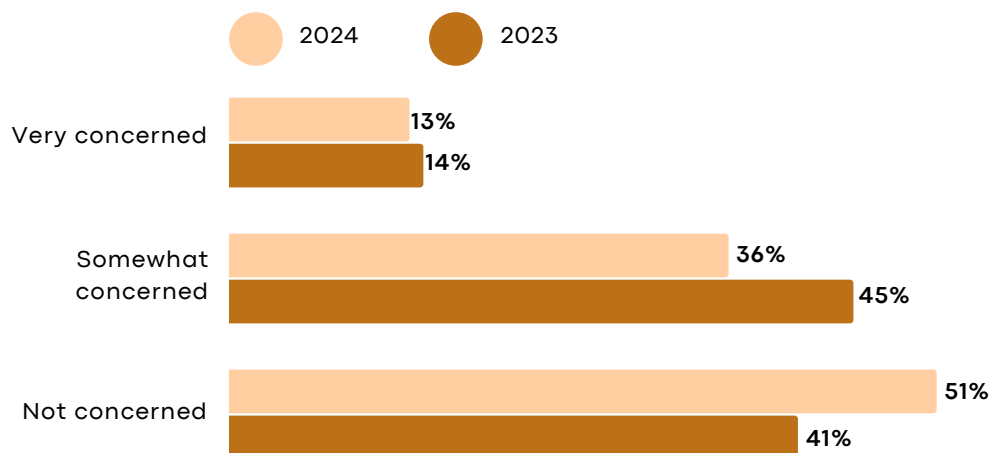
Even though layoffs are prevalent, people are less concerned about losing their job than they were last year.

Job Satisfaction

Overall, we saw decreasing levels of satisfaction with respondents' current state of career. We wonder: is there a correlation between job satisfaction and our other findings that teams are getting smaller but are doing more?

Overall, how satisfied are you with the current state of your career as a community professional?

Sample Size: 409

● 2024   ● 2023

Extremely satisfied	Somewhat satisfied	Neither satisfied or dissatisfied	Somewhat dissatisfied	Extremely dissatisfied
23% / 24%	47% / 56%	15% / 10%	11% / 8%	4% / 2%
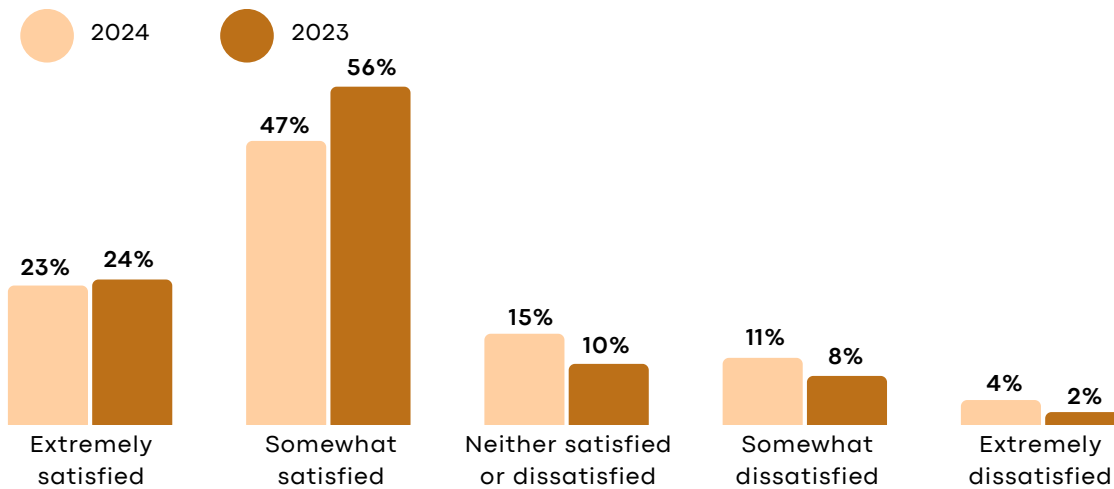
Do you think you will still be a community professional in the next 2 years or do you plan to move to a different field?

Sample Size: 477

● 2024   ● 2023

- I plan to stay in community — 67%
- I want to move to a different field — 11%
- I am not sure — 22%
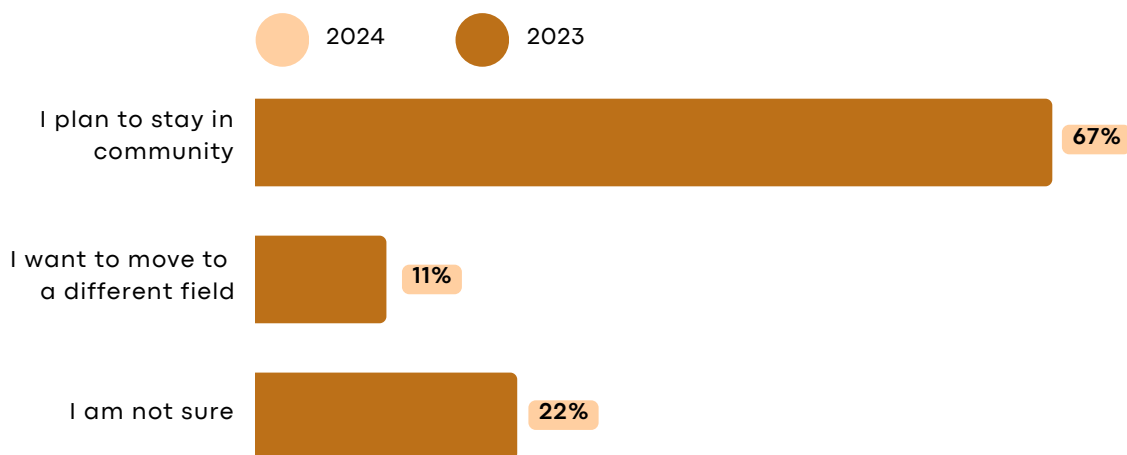
Despite a decrease in job satisfaction, the majority of respondents plan to stay in the Community industry. These numbers are the exact same as 2023.

Frustrations and Challenges

The top three frustrations have remained consistent in every report since 2020, with quantifying the value and consistently engaging members alternating for the top spot. Since 2023, we saw an increase in frustration around budget (from 15% in 2023 to 25% in 2024).

What are your top frustrations about managing your community and its activities? Select up to 3.

Sample Size: 477

Frustration	Percentage
It's hard to quantify the value of the community	39%
It's difficult to consistently engage members	34%
Our efforts are largely manual and not automated	34%
We don't have enough budget	25%
We don't have enough staff	24%
We don't have the right tools and technology	13%
I'm not able to access and use the data I need	11%
Planning events takes too much time	10%
It's difficult to get buy-in from leadership	9%
It's difficult to work effectively with others in my organization	7%
Negativity or toxic behavior in the community	6%
It's difficult to maintain a consistent brand experience across our community	5%

A Note About Salary and Budget

While we collected salary information again this year, we have decided not to include the results in this report for the following reasons:

- Our respondents are spread around the world -- and salaries vary significantly based on location. In the past we reported data from the US only to adjust for this, but this year only 42% of our respondents are based in the US.
- The industry someone works in also plays a huge role in salary -- and the majority of our respondents work in tech where salaries are typically higher. We don't want the data set to be skewed.
- Each respondent comes from a different background and has different tenure in the industry. Individuals are paid differently based on how long they've been in the industry, as well as their education and experience.
- Even titles within a company can be somewhat arbitrary. For example, the title "Director" can mean different things at different companies, and the responsibilities and level of ownership for this role at one company might be entirely different at another.

Because of these reasons, we don't think the salary data is representative of the industry. CMX will consider launching a standalone salary report with survey questions better suited to gathering this specific data. For questions, concerns, and feedback, email the CMX team at info@cmxhub.com!

We will also consider adding questions to future iterations of this report specifically pertaining to budget, in order to track increases and decreases in the community team's budget, as well as to gain an understanding of how that budget is being allocated.

Subscribe to the CMX Weekly to learn about future surveys and research reports!

The Future of Technology

This year was the first time we asked a series of questions to gauge community professionals' sentiments around Artificial Intelligence (AI) and how they feel it will impact their work.

What you'll find in this section:

Artifical Intelligence

- How community professionals are using AI
- Why some community professionals are not using AI
- Sentiments around AI In the community industry
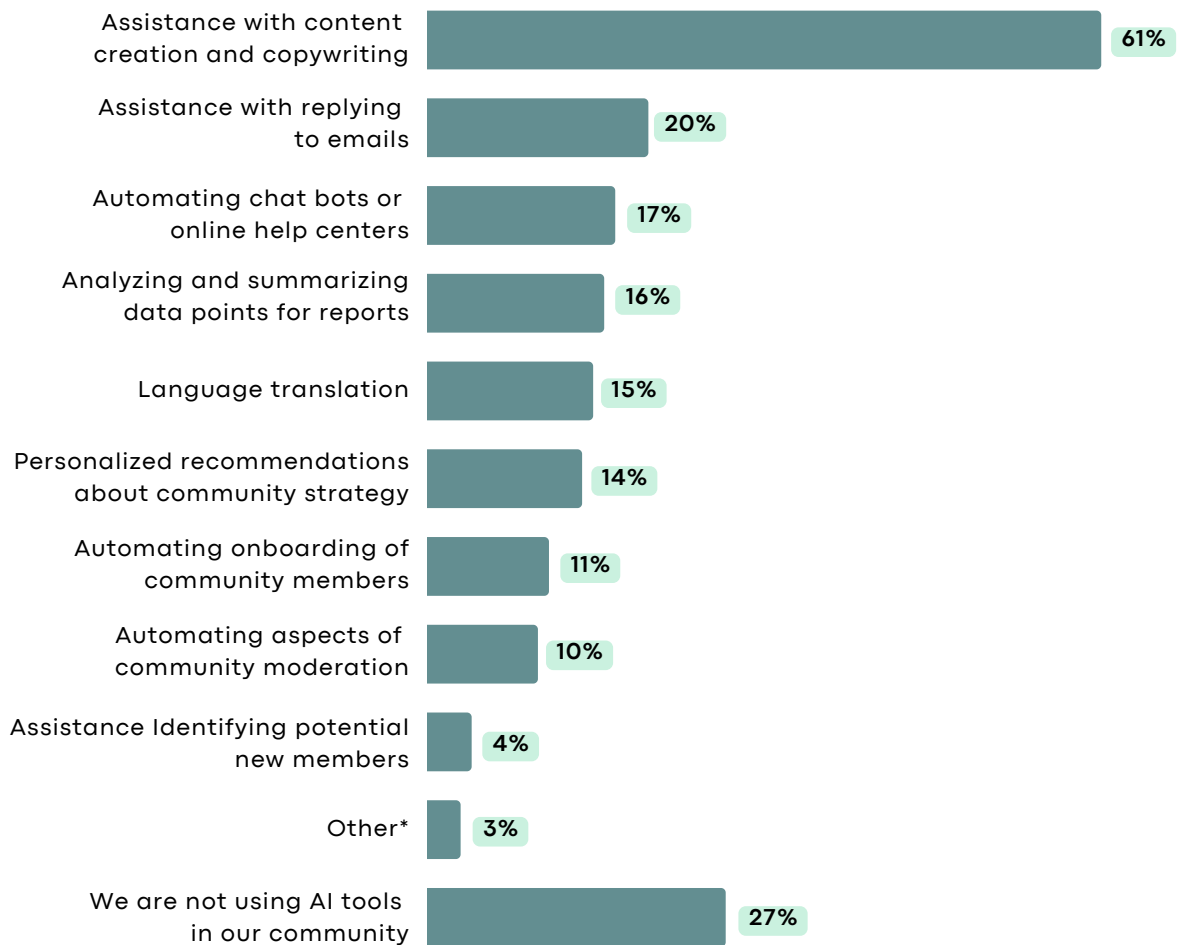- Write-in answers about the future of AI and the community industry
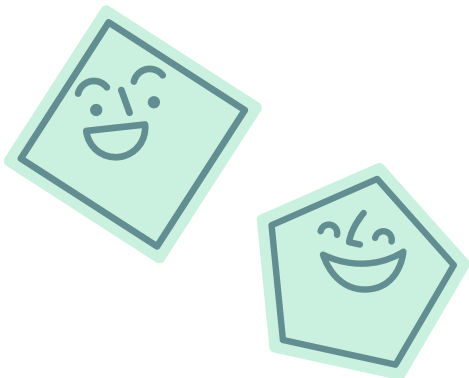
The Future of Technology
Artificial Intelligence

The majority of respondents (73%) are using AI tools in their community work. We asked specifically how community professionals are using AI in their work.

How are you using AI tools to support your community?
Sample Size: 352

Category	Percentage
Assistance with content creation and copywriting	61%
Assistance with replying to emails	20%
Automating chat bots or online help centers	17%
Analyzing and summarizing data points for reports	16%
Language translation	15%
Personalized recommendations about community strategy	14%
Automating onboarding of community members	11%
Automating aspects of community moderation	10%
Assistance Identifying potential new members	4%
Other*	3%
We are not using AI tools in our community	27%

*Other responses included:
- Event and meeting transcription
- "Tools are being built and rolled out soon"
- "Summarizing chat highlights for member weekly digest"

73% of Community Professionals are using AI tools in their community

Artificial Intelligence

We asked those who aren't using AI in their work to share why not.

Why aren't you using AI tools in your work as a community professional?

Sample Size: 90

Response	Percentage
AI is not readily available in the tools I'm using for work	48%
I prefer to do the work myself	20%
I'm not comfortable sharing my community data with AI tools	18%
The concept of AI is overwhelming	8%
I'm not Interested in learning how to use AI for work	1%
Other*	27%
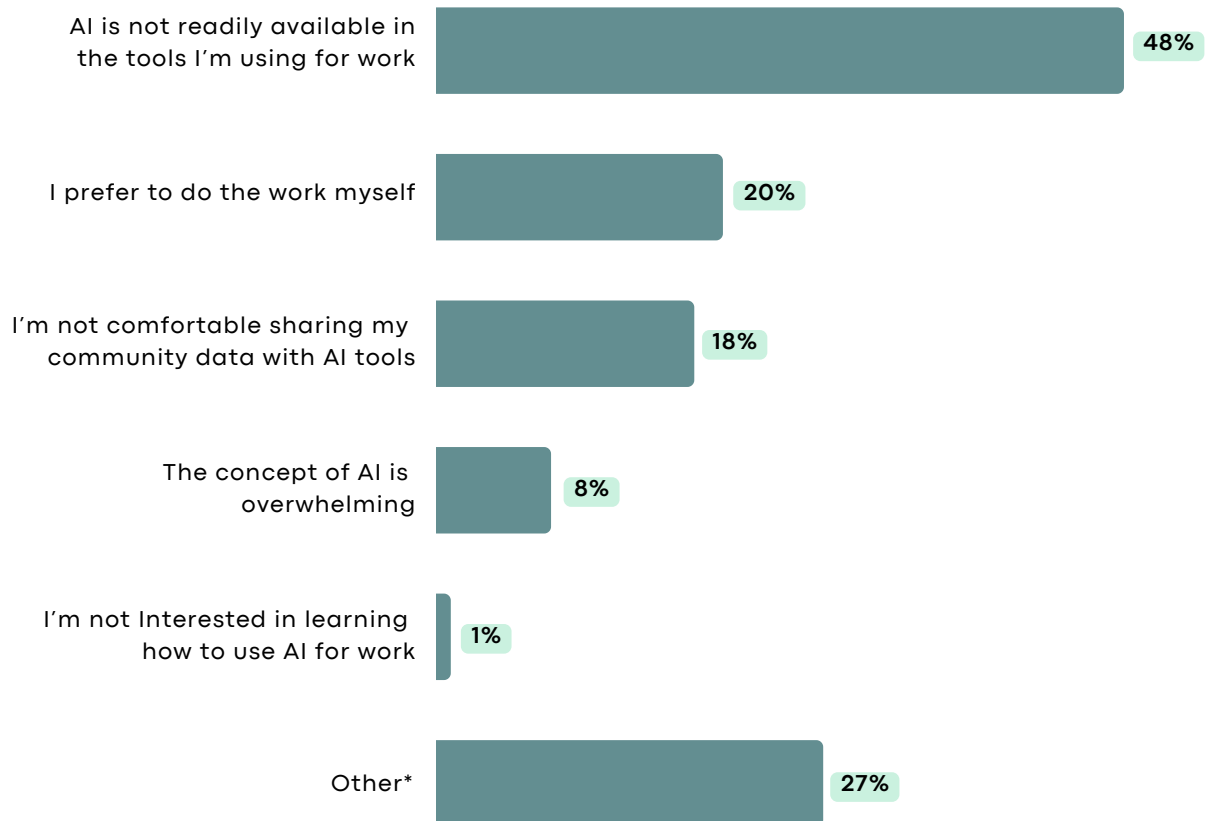
Within the "other" responses, we found many answers that used the same wording and were able to confidently group these answers together and separate this out further. Of the "other" responses:

- 33% of respondents shared that using AI is not allowed by company policy or hasn't been approved by leadership.

- 24% shared that they are unequivocally against AI and they will not use it.

- 18% shared that they are actively researching AI tools and how AI can benefit them.

Artificial Intelligence

It's clear that the majority of our respondents are interested to utilize and excited to learn more about using AI In their work, and they are excited to see the Impact AI will have on our industry.

Are you excited to learn more about how AI will impact your work as a community professional?

Sample Size: 90

Yes	93%
No	7%
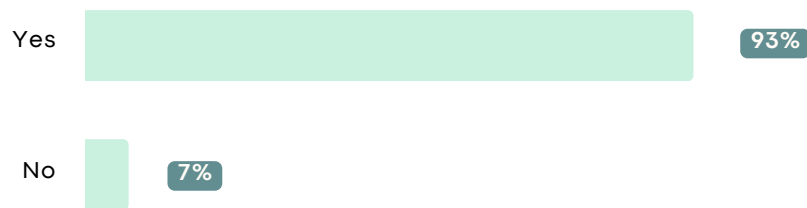
Do you think AI is more likely to have a positive or a negative impact on the community industry within the next 3 years?

Sample Size: 284

Positive impact	87%
Negative impact	13%
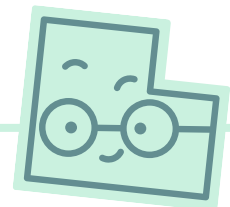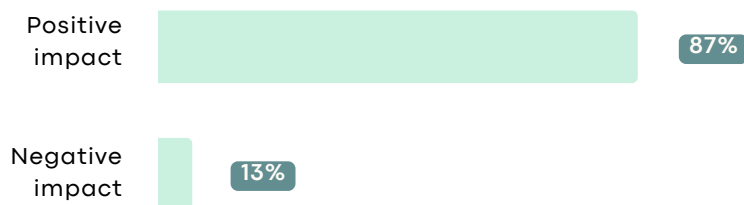
Want to connect with other community professionals?

Join the CMX Community

Artificial Intelligence

Why do you think AI will have a **positive** impact on community?

"Community by default is about people. You will always need people to have a community. AI is here to support our efforts and perhaps make things run more efficiently. So I don't see any negatives here"
   - Community Manager, in the industry for 8-9 years

"AI is powerful technology to leverage community operations. It can't replace the human touch process such as community engagement, but it can replace repetitive tasks especially in community operations."
   - Community Executive/C-Level, in the industry for 3-4 years

Why do you think AI will have a **negative** impact on community?

"AI was created by humans and therefore will have implicit bias. AI is also not at a place where it is foolproof, so much of the time a human has to supervise/monitor/edit the AI behaviors after all is said and done, sometimes creating more work than if a human were to spearhead the entire task in the first place."
   - Community Associate/Specialist, in the industry for 10+ years

"Because management will always see it as a way to cut cost and staff."
   - Community Manager, in the industry for 5-7 years

"AI doesn't address the data accuracy and privacy issues. It eliminates some of the manual work way too quickly and organizations don't have a plan to address it."
   - Community Manager, in the industry for 8-9 years

What Comes Next?

Support from CMX

Our mission at CMX Is to advance the community industry and help professional community builders thrive. We do that through free online community spaces, training courses and certifications, virtual and in-person events, a job board, and lots of content like this report!

If you're building community or curious about building community, we're here for you! All are welcome at CMX. We wouldn't exist without our incredible members.
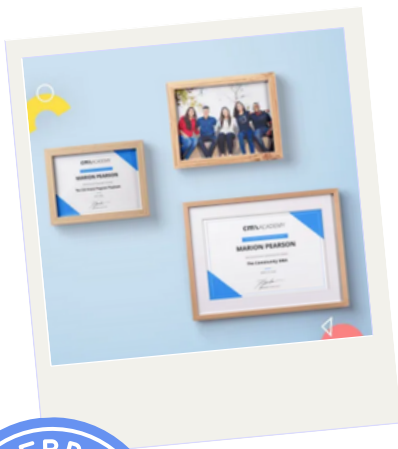
[Get Certified with CMX Academy](#)

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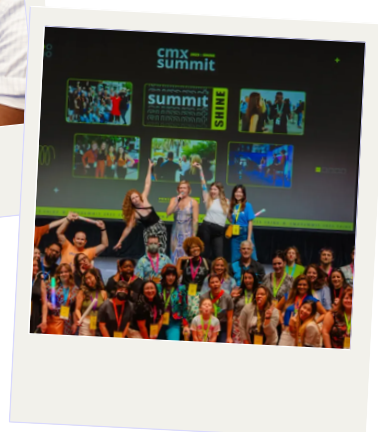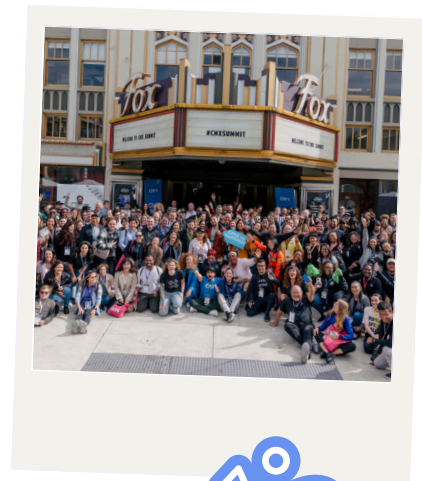
[Attend an upcoming CMX Event](#)

What Comes Next?

Explore Bevy's Community Tools & Events

At Bevy, we believe in the transformative power of community to foster authentic and meaningful connections worldwide.

Our unified community platform leverages AI and advanced analytics to engage members through events, discussions, emails, and more. Schedule a demo with a Bevy team member to learn how to streamline community management, reduce tool redundancy, and save time with event creation, discussion management and advanced analytics.
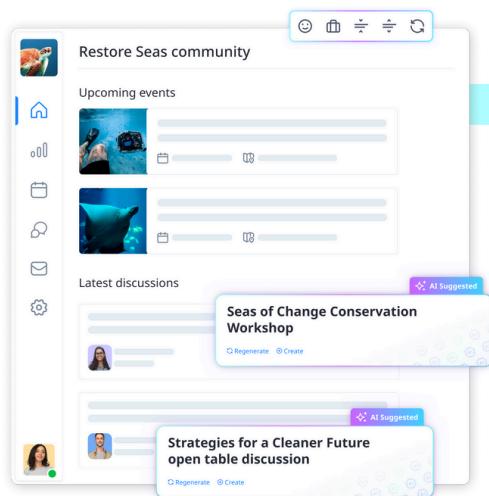
AI Copilot for Community Management

Bevy is more than just a community tool—it's your AI-enabled partner for building a vibrant, engaged community. Whether you're planning an event, sparking discussions, or hosting a webinar, our platform's AI capabilities are designed to simplify your workflow and enhance your engagement.

Community Members and Groups

One platform for all your community members and groups to meet and connect.
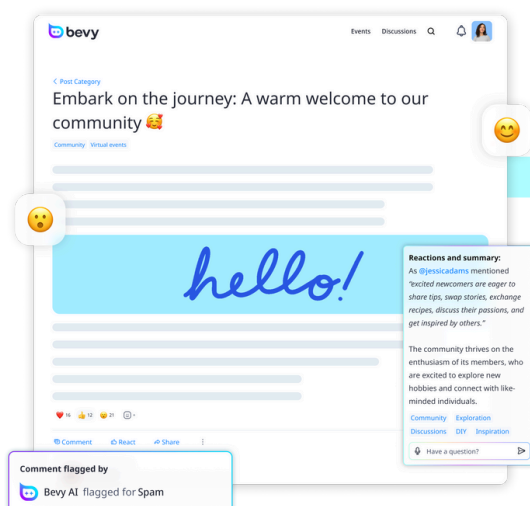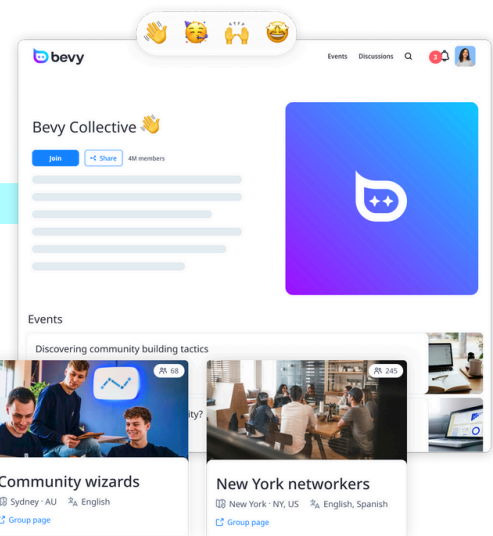
Discussions

Keep the conversation going 24/7 with group, event, and community-wide discussions. Threaded conversations, tagging, and AI content summaries help members engage easily.

Bevy Virtual Conference

CMX Global and CMX Summit are hosted on Bevy Virtual Conference! Host your own virtual conference with an event page, multiple ticket types, multiple tracks, virtual lobby, networking tables, exhibit booths and more.

Attend Our Upcoming Bevy and CMX Events

4.8 out of 5 stars
Read our reviews on G2Crowd

bevy

Schedule a Demo

Acknowledgements

Thank you to our sponsors for helping make this survey possible!

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