




COVID-19 RECOVERY

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digital

The logo for brilliant red digital consists of the words "brilliant red" in a small, white, sans-serif font above the word "digital" in a larger, bold, red, sans-serif font. The letter "d" in "digital" is stylized with a dotted pattern.

COVID-19 Webinar:

Social media trends for 2020 and what to do about them?

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Welcome

Declan Murtagh
Brilliant Red Digital

Agenda

- **Identify the key Social Media trends for the year ahead**
- **What they mean for your business and do you need to take action**



Social Media Trends

Keeping up to date on Social Media Trends

- Don't get caught out
- Discover new opportunities
- Builds credibility and value
- Social Media is constantly evolving
- Modern businesses need to pivot and adapt



Trend 1:

The Rise Of Social Media Communities

While Social Media Communities are not something new, they are definitely becoming more popular now than ever before. They are social groups that are created by brands to provide a networking platform for their customers. These are usually private groups that like-minded people can join to talk about their shared interests.

The Rise of Social Media Communities

- “The days of merely posting content for people to engage with are slowly coming to an end” (Neal Schaffer)
- More important than ever to actually engage with your community
- Social Platforms have invested heavily and put Communities front and centre, e.g. Facebook Groups
- Communities are effective because they offer users the essence of what social media is designed for: **connection.**

The Rise of Social Media Communities

Should you create a Social Media Community?

- If there is a key interest that unites your customers, then the answer is yes
- What are the main pain points that bring customers to you?
- E.g. Solicitors practice could create a First time home buyers Facebook group

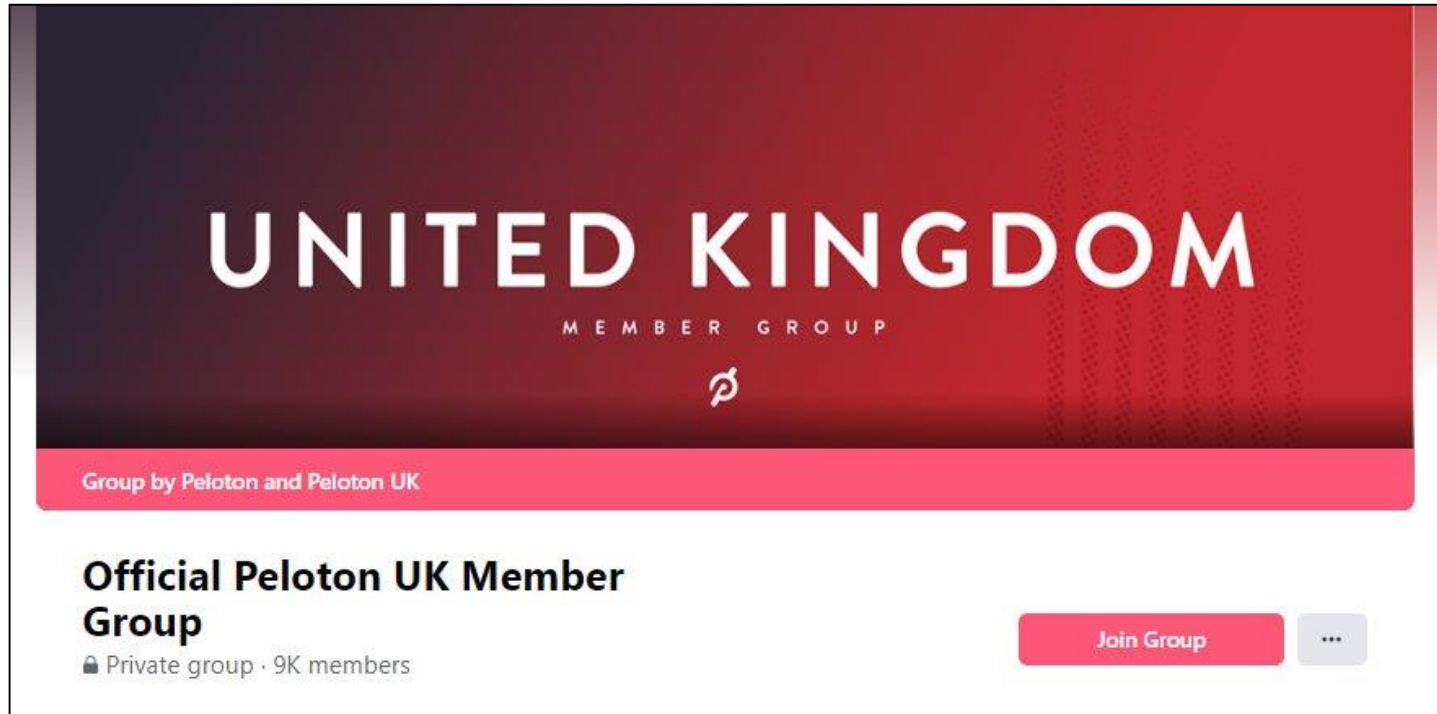


The Rise of Social Media Communities

Tips for creating a Social Media Community?

- Choose which channel to create your community on
- Create content that gets them talking, encourages conversations and cultivates that feeling of community
- Listen and respond in a timely fashion
- Humanise your brand and try not make it all about your business

The Rise of Social Media Communities



Trend 2:

Ephemeral Content Will Begin To Rule Social Media

Ephemeral or disappearing content will keep gaining popularity on Social Media. Ephemeral content is something that is available only for a short duration, usually 24 hours and disappears afterwards. Instagram, Facebook and Snapchat Stories are perfect examples of this type of content.

Ephemeral Content

- Since the launch of Snapchat, other social media platforms have rushed to add the Stories format to their offering
- Instagram alone, has over 500 million daily active Stories users
- It is informal and inexpensive for brands to create stories
- They are human, authentic and off-the-cuff. Gives users very real and timely content

Ephemeral Content

Should you create Ephemeral content for your business.

- If your business is actively on Instagram, Facebook and Snapchat, you **NEED** to be creating and utilising Stories!
- Stories offer a different experience to feed-based content due to the fact that they are visual and designed to be both created and consumed in-the-moment



Ephemeral Content

Tips for creating Stories:

- Requires strategic thinking, objective, targeting, content, measure success etc.
- Engage in the art of storytelling, use video
- Put yourself or a member of your team out there
- Don't be afraid to show personality and be creative, utilise AR features and filters

Ephemeral Content



Trend 3:

Instagram Will Remove Likes

Instagram has recently tested this proposal in a beta test in various countries including the Republic of Ireland and may soon apply this change globally. The logic that they have given, is that likes determine a person's social value and waiting for such validation is detrimental to people's mental health.

Removing Likes

- Does Instagram want to implement this change to earn more money via ads?
- It will turn Influencer Marketing upside down
- More difficult to measure the direct impact of your campaigns
- Will this encourage other social networks to make similar moves? According to TechCrunch, Facebook may soon follow suit, removing reactions from posts in the newsfeed.

Removing Likes – What can I do?

- Find new ways to measure engagement
- Focus on other KPIs such as reach or views
- Invest in social listening tools to measure data such as sentiment and share of voice
- Quality content and storytelling will more crucial than ever



Trend 4:

The Rise of Alternative Social Platforms

Facebook and Instagram have long dominated social media as the largest and most popular platforms. However, in recent years, several other niche social media platforms have not only emerged but have significantly risen to fame. Specifically Tik Tok, Lasso, Houseparty and Steemit.

Alternative Social Platforms

Tik Tok:

- 1 billion active users and over 1.5 billion app downloads
- Library of short form videos, 15 seconds approx
- Younger target audience – Generation Z
- Brands such as Guess, the Washington Post, Gymshark and Crocs are killing it on Tik Tok
- #Challenge



Alternative Social Platforms

Lasso:

- Competitor to Tik Tok
- In app camera tools and effective for creative short form videos
- Overlay videos with music from a sizeable library
- Feed of recommended videos based on interests
- Owned by Facebook



Alternative Social Platforms

Houseparty:

- Group-video messaging app that allows video chats that can host eight users at a time.
- In app video filters, stickers and other fun effects
- Play games and quizzes with your friends
- Approximately 100 million users worldwide
- Sponsor a house party with an influencer



Alternative Social Platforms

Steemit:

- Described as Reddit with a cryptocurrency twist
- Block-chain platform which rewards engaging posts by giving the owners "Steem" coin if your post does well.
- Small user base but shows how cryptocurrency and social media could align to create a social platform in the future. (Social Selling?) (Libra)



Alternative Social Platforms

How do you determine which platforms to watch or take risks on, ask:

- What are its active user numbers?
- Are publications or thought leaders talking about it?
- Do older platforms have a similar tool and a bigger user base?
- Will my audiences understand how to use the platform?
- Will audiences even be interested in the platform?
- What type of content or post could we use to promote our brand on the platform?

Trend 5:

Social Commerce Will Expand

Social media platforms like Instagram, Pinterest, and Facebook have long been used by brands to sell their products. They have also been extensively testing and enhancing their ecommerce capabilities. Social commerce has become a new retail avenue for brands and this trend is only going to get stronger.

Social Commerce

- 40% of businesses are already using social media to generate sales
- 87% of E-Commerce shoppers believe Social Media helps them make purchasing decisions
- Social media referral traffic to online stores has grown more than 100% in the past two years, more growth than any other channel

Social Commerce

- This trend will strengthen further with more and more social networks introducing pro-selling platforms, e.g. Facebook Shops and Instagram Shop
- New immersive ways to discover and buy products



Trend 6:

The Digital Detox

With nearly half of the worlds population on Social Media or connected to the internet in some way, digital wellbeing and the time spent on devices has come under increased scrutiny. More people are now choosing to “detox” from social media, deleting apps and profiles in order to step away from it.

The Digital Detox

- This trend is seeing people take a temporary or permanent break from all social media.
- Over 35% of UK Adults Have Cut Back on Social Media
- Citing overload, fake or misleading news and addiction/ time wasted as the most popular reasons (Hootsuite, Ipsos MORI)
- 8% have both deleted their accounts and removed social media mobile apps

The Digital Detox – What to do?

- Social Media won't become null and void but will have a potential impact on engagement, reach, brand awareness and customer acquisition
- Don't put all your marketing efforts solely in Social Media, explore other methods such as SEO, Email Marketing etc.
- **Key takeaway:** your brand needs to deliver content that has a positive and memorable impact on your audience and that provides as much value as possible.

Other noteworthy trends:

- Increase in the Use of Social Media for Customer Service
- Local Targeting Will Become More Prevalent
- Technology Adoption Will Be at an All-Time High
- Video Content Will Dominate
- More Regulatory Control and Legal Scrutiny

How to stay on top of the latest trends?

Dedicate time each week for learning!



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Questions