Trends and Predictions for Social Media in 2020

Ellen Doepke, University Communications
Stories aren’t slowing down

• Most viewed stories are from brands

• Surpass feeds as primary way people share things

• 45% of Instagram ad budget is being spent in Stories
Stories examples

Name a Spartan you’re thankful for + why you’re thankful

Who dis?

@EMILY.STEFFKE

- MSU Researcher
- Neuroscience
- English
Niche social platforms

**TWITTER**
Up in daily active users but still on a decline from all-time high in Q1 2018

**TIK TOK**
Surpassed FB, Insta, YouTube & Snapchat in app installs in Q3 2019
1.5 billion+ users
Top 50 creators have more followers than populations of Mexico, Canada, the U.K. & U.S. combined
Social media = Customer service tool

- Responding = Increase advocacy by as much as 25%
- Not responding = Decrease advocacy by 50%
Evolution of influencers

• The number of Insta posts with #ad increased by 48% in 2019

• 59% of marketers plan on increasing their influencer budget in 2020
Larger shift toward authentic experiences

- Three of the fastest-evolving topics on Twitter:
  - Everyday wonder
  - Well being #SelfCare
  - Identity

- User-generated content (UGC) matters:
  - More than 50% of people say they create content at least once a day
  - 56% of consumers say UGC is the kind of content they want to see most
• One in three social video viewers watch videos made by brands each month

• 82% of all online content will be video by 2022

• More types of video: bite-sized, long-form, live-stream, IGTV, etc.
Takeaways

• How can you differentiate your Insta feed vs. Stories strategies?

• Pay attention to trends.

• Take time to have meaningful interactions with your audience. It matters—to you and to them.

• What affects influencers also affects us as marketers.

• Create (and find!) authentic content.

• How can you more effectively tell stories through video?
Questions?