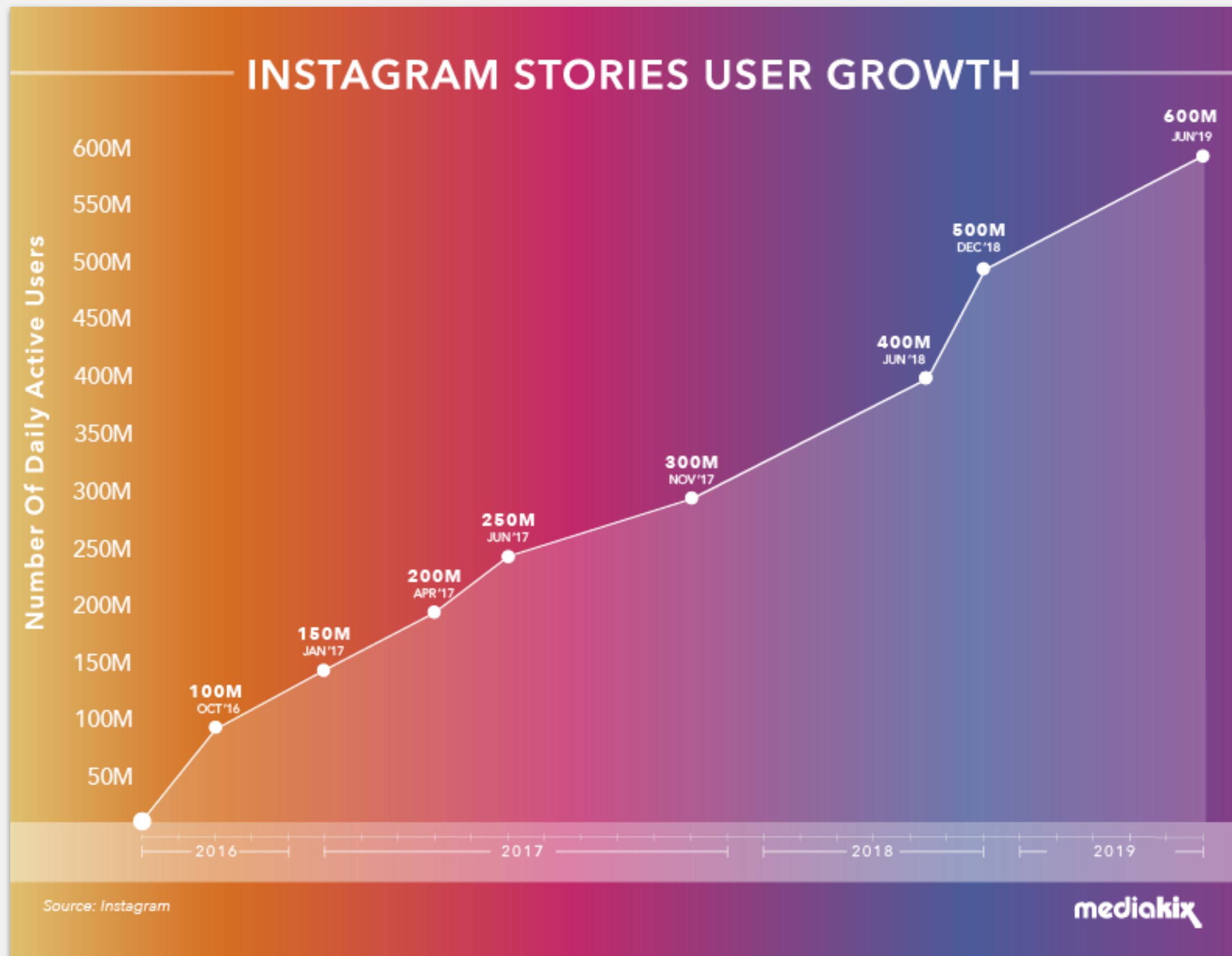


Trends and Predictions for Social Media in 2020

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

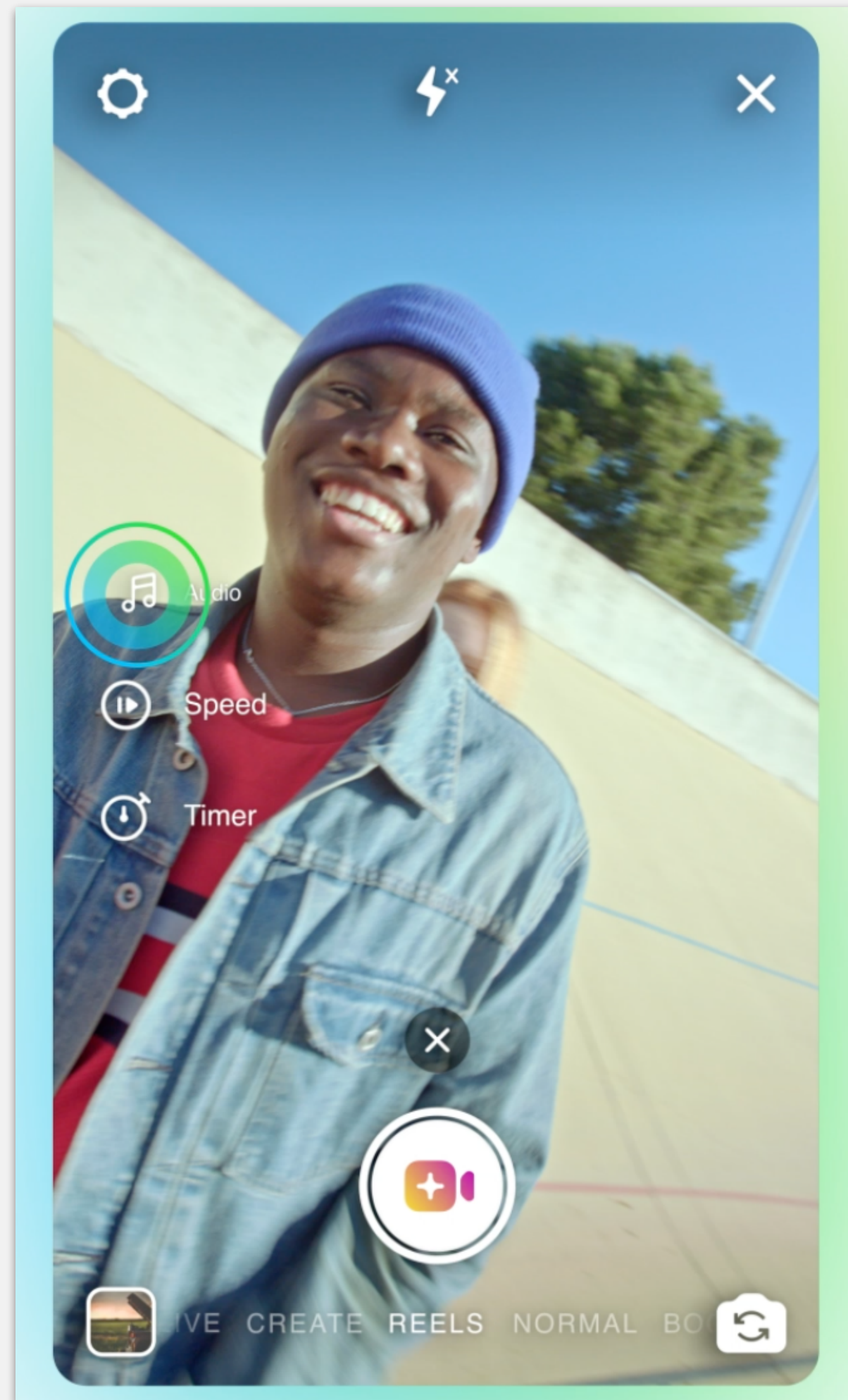
Stories examples



SPARTANS WILL.



Niche social platforms



TWITTER

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



TIK TOK

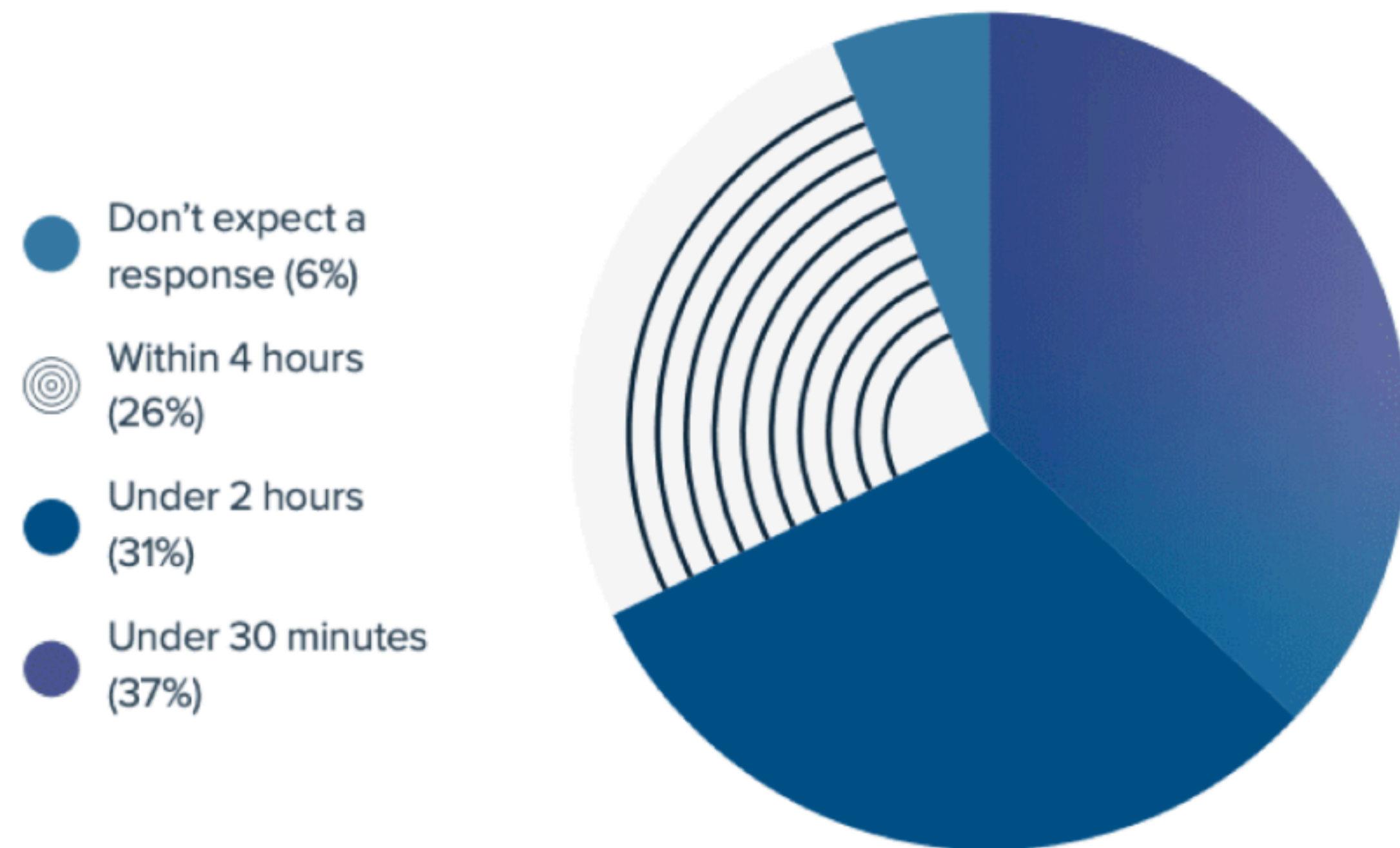
Surpassed FB, Insta, YouTube &
Snapchat in app installs in Q3 2019

1.5 billion+ users

Top 50 creators have more
followers than populations of
Mexico, Canada, the U.K. & U.S.
combined

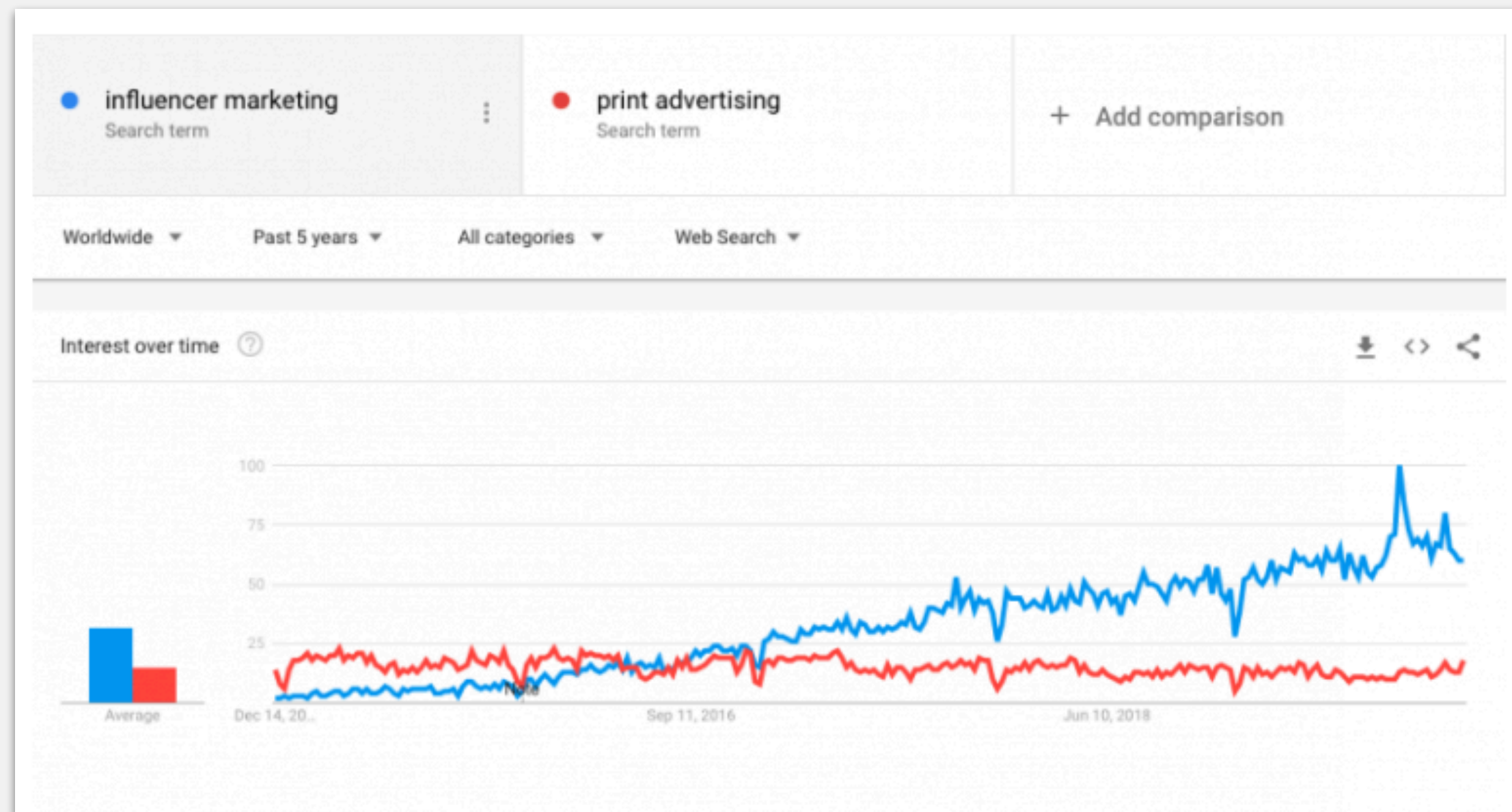
Social media = Customer service tool

How long do you expect to wait for a response from the brand to your social media question or complaint?



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

Evolution of influencers



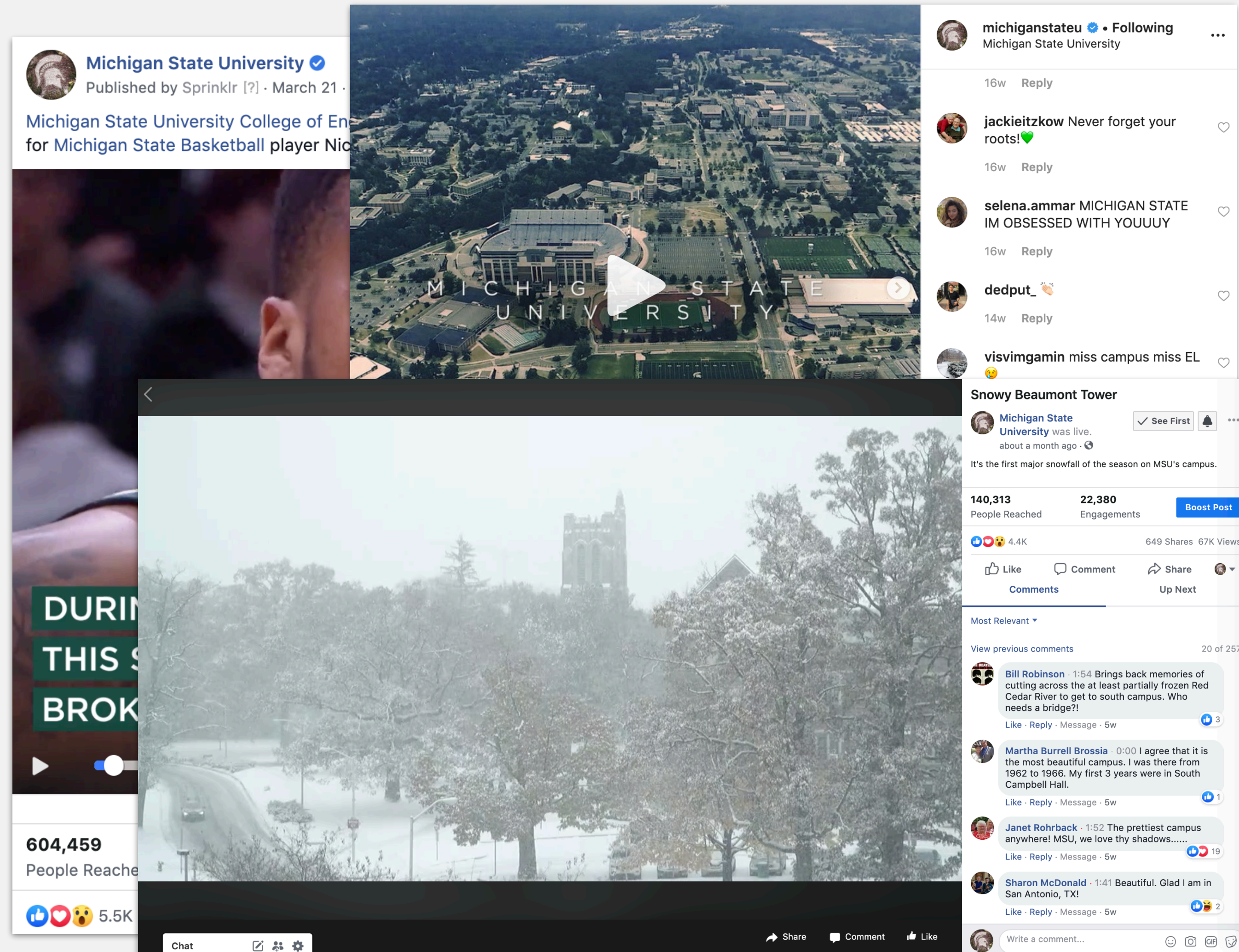
- The number of Insta posts with #ad increased by 48% in 2019
- 59% of marketers plan on increasing their influencer budget in 2020

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

VIDEO!

- 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?

