2020 Insights & 2021 Trends

2/23/21
2020 Insights

- The more distinctly MSU, the higher the engagement.
  - Stories highlighting first/best/only
  - Visuals that referenced brand identity: green & white, helmet, etc.
- Majority of top 100 IG posts = UGC.
- Posts that met our audience in the moment did well.
Empathetic Content

#8 most popular IG post of all time
1M reach

One of our most shared-to-Stories posts of all time
596 shares
Motivational Content

We know you might be feeling stressed. Sad. Uncertain.

But Spartans are family. Let’s lift each other up.

What would you like to say to your fellow Spartans right now?

Type something....

Most popular video of all time across platforms
5.1M reach
Interactive Content

One of our most saved IG posts of all time
281 saves

#2 most comments on IG of all time
723 comments
User-Generated Content

One of our most popular posts of 2020
20.9k engagements

One of our most viewed
IG videos of all time
56.1k views
Audience-first Focus

• UGC FB video views doubled to 495B in 2020.

• 93% of marketers agree that people trust UGC more than content created by brands.

• 83% feel brands should be using their social accounts to create a sense of community.
32% said “finding funny or entertaining content” is their main reason for using social media.

68% don’t think brands share interesting content.

55% of 13- to 35-year-olds send memes every week.
“Brandstanding”

• 74% want brands to showcase acts of kindness.

• 78% believe brands should help them out in their daily lives.

• 56% believe brands use societal issues as a marketing ploy.
Inform & Educate

- Microblogging may blossom due to the introduction of IG Guides
- Carousel posts gaining importance thanks to the algorithm
Stories Everywhere

- 500 million use IG Stories every day.
- Brand IG Stories have an 86% completion rate.
- 70% of Gen Z watches IG Stories.
• FB live viewings increased by 50% during lockdown periods, and IG Live surged by 70%

• IG likely will lengthen Reels videos and add “duet” feature to compete with TikTok

• Daily video consumption has doubled to nearly 7 hours.