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.

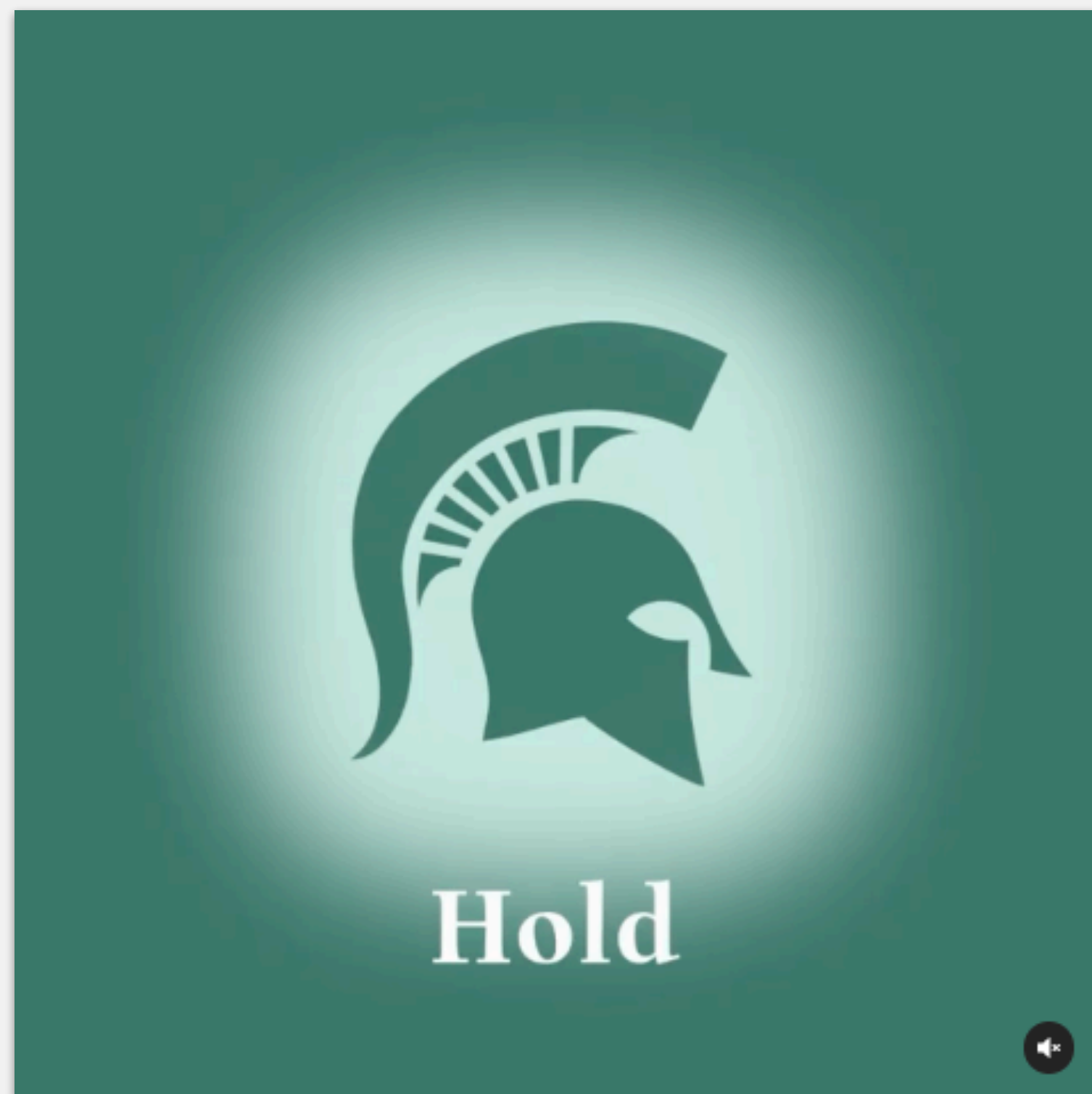But Spartans are family. Let's lift each other up.

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

Type something....

CELEBRATING THE
CLASS OF 2020

Most popular video
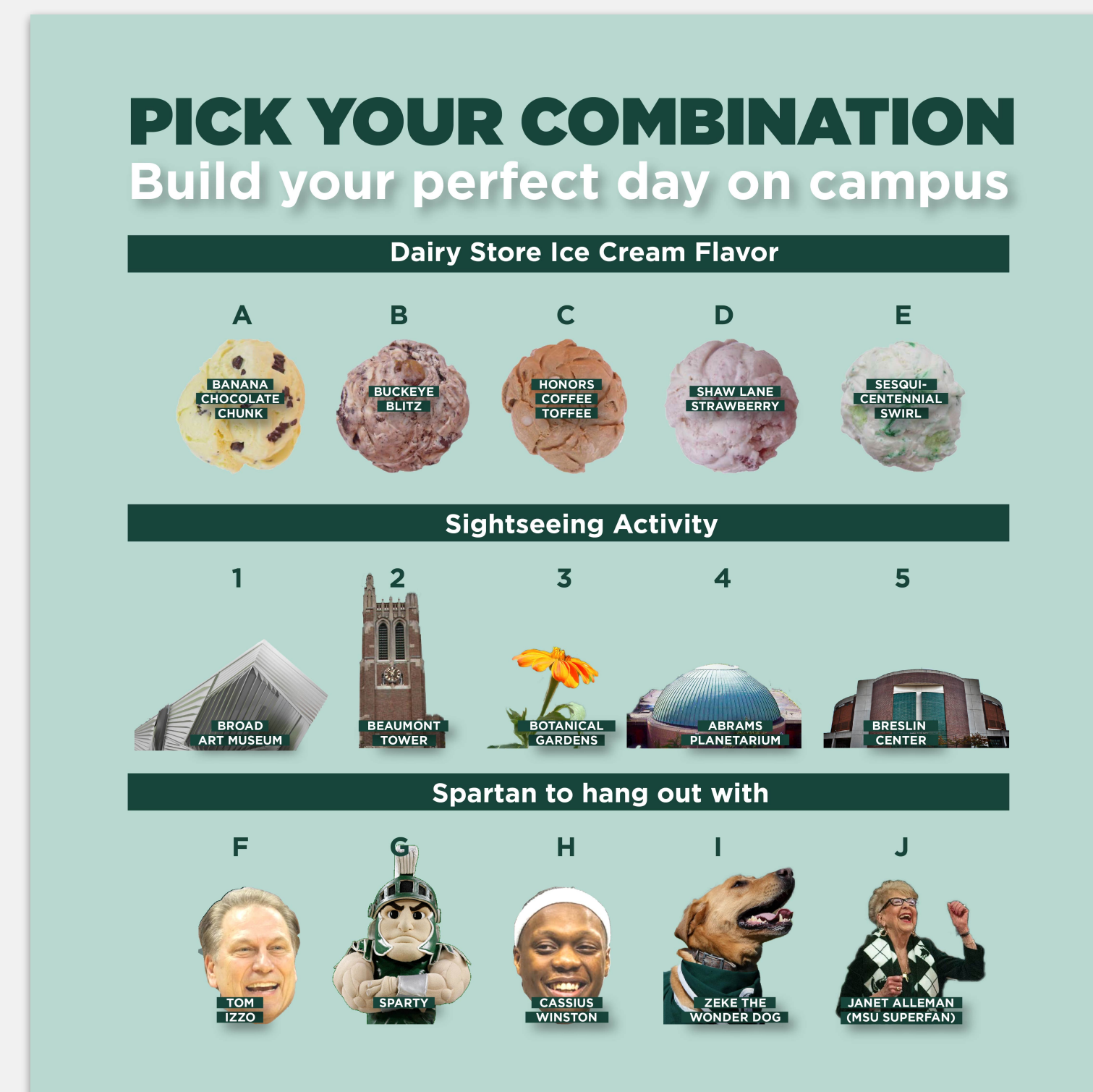of all time across platforms
5.1M reach

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

By thanking them for
everything they've
done this semester

THANK YOU
PROFESSORS!
WE ❤ YOU!!

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.

@littlemagicmankaden   San Antonio, TX
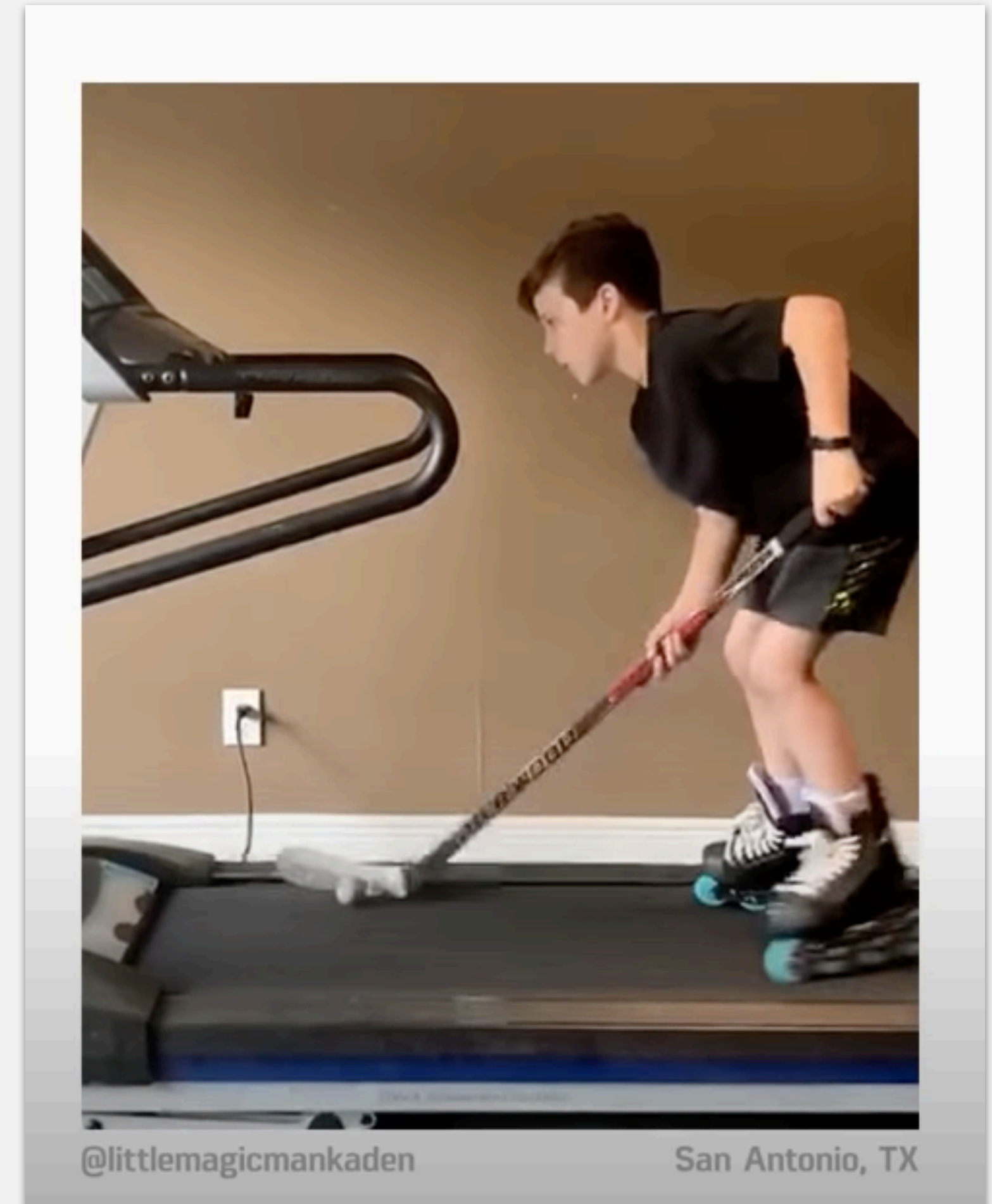
Shareable & Saveable

- 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.

What makes a brand's social presence stand out

What marketers think	What consumers think
1. Creative	1. Creative
2. Memorable	2. Memorable
3. Impactful	3. Impactful
4. Unique	4. Entertaining
5. Interactive	5. Unique

"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.

**US Adults Who Would Support Businesses/Causes in Response to Social Justice Protests, by Generation, June 2020**
% of respondents in each group

Millennials (24-39)	75%
Gen X (40-55)	54%
Baby boomers (56-74)	32%

Source: Visa, "The Visa Back to Business Study" conducted by Wakefield Research, Aug 4, 2020
257687   www.**e**Marketer.com

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benandjerrys ✔ Today is Trans Day of Remembrance, the day we remember those who have been lost to anti-transgender violence. Learn more about how you can support the trans community from our friends at @transequalitynow. Link in bio! #transdayofremembrance #tdor

13w

my21stcentury Firebirds are nice also
10w Reply

kansas_III It is a mental

58,000 likes
NOVEMBER 20, 2020

Add a comment...   Post

Inform & Educate

- Microblogging may blossom due to the introduction of IG Guides

- Carousel posts gaining importance thanks to the algorithm
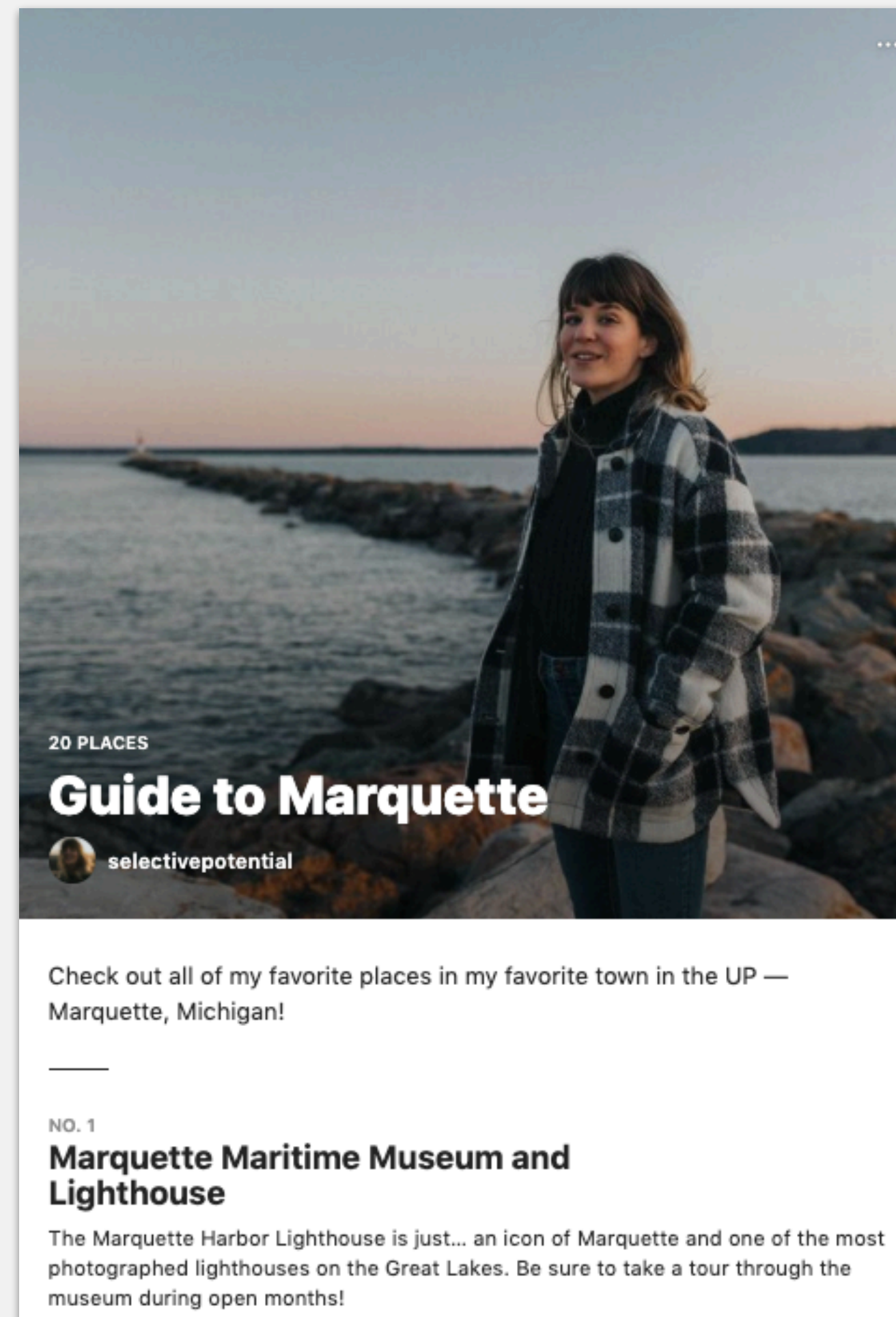
Stories Everywhere

- 500 million use IG Stories every day.

- Brand IG Stories have an 86% completion rate.

- 70% of Gen Z watches IG Stories.

VIDEO!

- 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.

TikTok user growth
Monthly active users on dates provided by the company

SOURCE: TikTok

CNBC