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TODAY

# Social Media Trends 2020



# Introduction

This document outlines the latest trends in social media as of 2020 as we begin to see a lot of changes, to us it really comes back to understanding your audience and crafting engaging, targeted content.



# De-Branding Facebook

“ I'm changing the goal ... from focusing on helping [users] find relevant content to helping [users] have more meaningful social interactions.

As we roll this out, you'll see less public content like posts from businesses, brands, and media ”

- **Mark Zuckerberg**

# What Does This Mean?

In 2019, Facebook changed its News Feed algorithm to prioritize “meaningful interactions” from family and friends over content from brands.

Brands on the platform have since found it more challenging than ever to get their organic content in front of their customers without paying to boost it.

This not only stresses the importance of Facebook advertising but also means that brands should be spending time creating more engaging content than quantity.



# What Opportunities are There?



Sway towards Groups



Requirement for deeply engaging content



Employee advocacy



Increased reliance on influencers



Increase in community management

# How Often Should You Post?



Minimum 3 per week | Optimum once a day | Maximum twice per day



Minimum 3 per day | Optimum 15x a day | Maximum 30x day



Minimum 1 per day | Optimum 1-2 a day | Maximum 3 per day



Minimum 3 per day | Optimum 11x a day | Maximum 30x day



Minimum 2 per week | Optimum once a day | Maximum once per day

# When Should You Post?



The best time to post on Facebook is 12 p.m. EST on Monday, Tuesday, or Wednesday.



The best time to post on Twitter is at 12 p.m. or 1 p.m. EST from Monday to Wednesday.



The best time to post on Instagram was 12 p.m. to 1 p.m. EST, Monday to Friday.



The best time to post on LinkedIn is 7:45 a.m., 10:45 a.m., 12:45 p.m., and 5:45 p.m. EST.

*Please note that each brand community may engage differently, so please refer to your platform analytics to see which times and days drive the most engagement.*

# Video

## Why is Video Important?

- 90% of online content is predicted to become video
- 8 billion views every day

## What are the Benefits of using Video?

- Increased engagement rate
- Improved click through rate
- Adheres to the Facebook algorithm



# Ephemeral Content

## What is Ephemeral content?

Ephemeral content lasts only a short time, for example snapchat uses photos and videos that once viewed disappear or instagram stories that last 24 hours and provides users with the 'FOMO' experience.

## Why is it becoming increasingly important?

It is becoming more important as more people and brands adopt Instagram Stories and Snapchat, these fleeting photos and videos become increasingly the default language in digital. 2020 may be the year that 'traditional' social media posts start to feel stiff and corporate - just another marketing channel - whilst disposable content is where brand personality is crafted and true love and engagement earned.

## What are the Benefits of Ephemeral content?

- Predominantly mobile
- High engagement rates



# Not So Micro Influencers..

## What is a “Micro Influencer”?

Micro-influencers have a small (500-10000) yet highly-engaged followership. Often they are already your customers, resulting in authentic, trustworthy promotion. And, crucially, micro-influencers are far cheaper to work with than the so-called “celebrity”.

## What are the Benefits of Micro Influencers?

- Relatable
- Trust-worthy
- Have an audience of likeminded peers
- Easier to connect with
- Higher engagement rates
- More affordable

## What can we expect in 2020?

- More competition and increased costs
- Micro-influencers across multiple channels
- Improved reporting



# The Rise of AI

## What is Artificial Intelligence?

Artificial intelligence (AI) makes it possible for machines to learn from experience, adjust to new inputs and perform human-like tasks. Most AI examples that you hear about today – from chess-playing computers to self-driving cars – rely heavily on deep learning and natural language processing. Using these technologies, computers can be trained to accomplish specific tasks by processing large amounts of data and recognizing patterns in the data.

## What are the Benefits of AI?

- AI automates repetitive learning and discovery through data
- AI analyzes more and deeper data
- AI achieves incredible accuracy
- AI adapts through progressive learning algorithms
- Saves time to spend on for more important areas



# The Rise of AI

## Where can we see AI today?

- Programmatic advertising
- Reporting tools
- Chatbots
- Content creation
- Personal assistants such as Siri and Alexa
- Personalisation such as Netflix

## What opportunities are available?

Hootsuite predict 85% of customer service interactions will be powered with AI by 2020. Chatbots can help improve customer service through rapid response times and having the ability to personalise their communication and link up to the sales funnel.





# Thank you.

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