



Social Media Trends in 2022 for your Business

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Brilliant Red Digital

Social Media Trends



22/02/22

Tik Tok Growth

In 2022, we will continue to see the rise of Tik Tok as more businesses explore how they can leverage the app's popularity to increase brand awareness and reach new audiences.

Tik Tok Growth

- ✿ Tik Tok has over 1 billion active monthly users and has been downloaded 3 billion times. Dominated by Millennials and Gen Z audiences.
- ✿ Originally launched as a short-form video sharing platform, primarily for lip-syncing and dancing videos, it has now become a fully fledged video content service for all types of viewers.
- ✿ Tik Tok has surpassed the idea of being a passing fad or trend, with other established social media platforms experimenting with similar content forms.

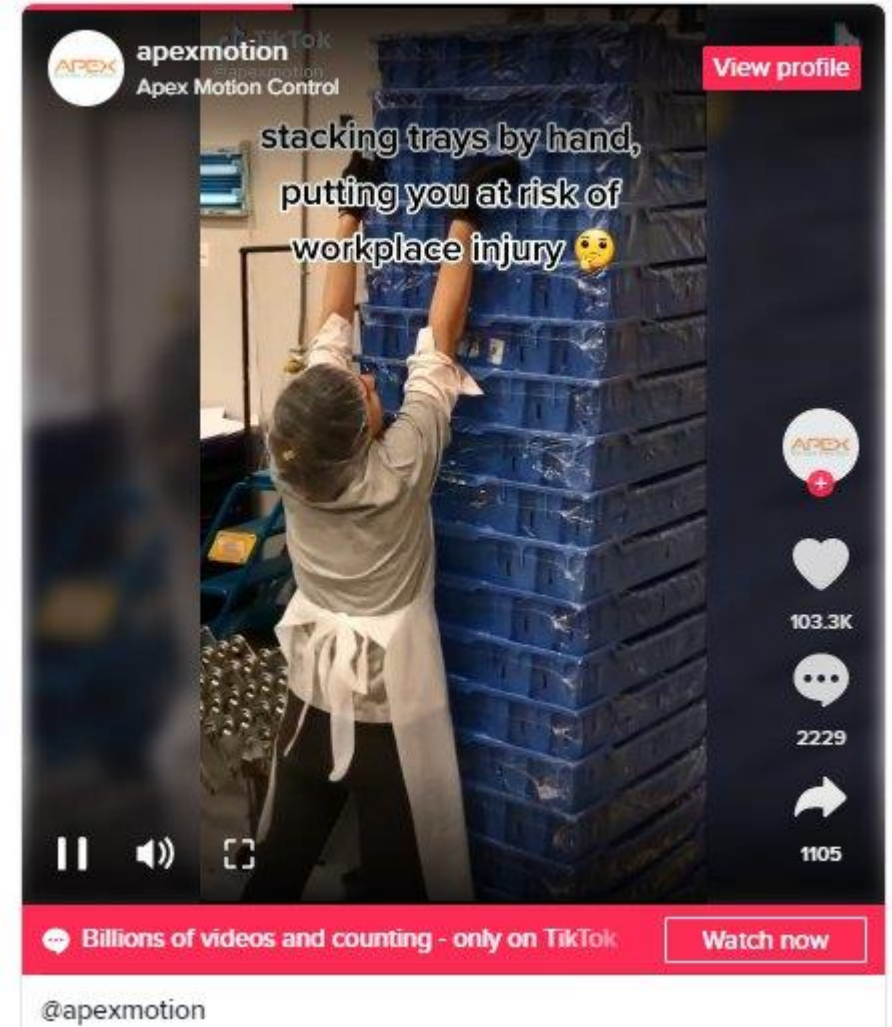
Tik Tok Growth

- ✿ Useful tools for businesses, such as ads and business profiles.
- ✿ Vibrant, creative and experimental community.
- ✿ Build an audience quickly.
- ✿ Extremely engaging with high rates of user retention.
- ✿ Don't make ads, make Tik Toks.



Tik Tok Growth

- ✿ Is Tik Tok mostly for B2C, rather than B2B?
- ✿ Understand Tik Tok business tools, the audience you can reach, and the culture of the platform.
- ✿ B2B brands are using it to promote their products and services and connect with users.
- ✿ @apexmotion



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Dedicated Social Media Employees

In 2022, we will see more companies making dedicated social media hires, rather than tasking a busy marketing team or other employees with social media as a side project.

Dedicated Social Media Employees

- ✿ Social media has proven to be an invaluable tool for both increasing brand awareness and generating revenue.
- ✿ This year companies will dedicate more time and individual social media employees to prioritise social media.

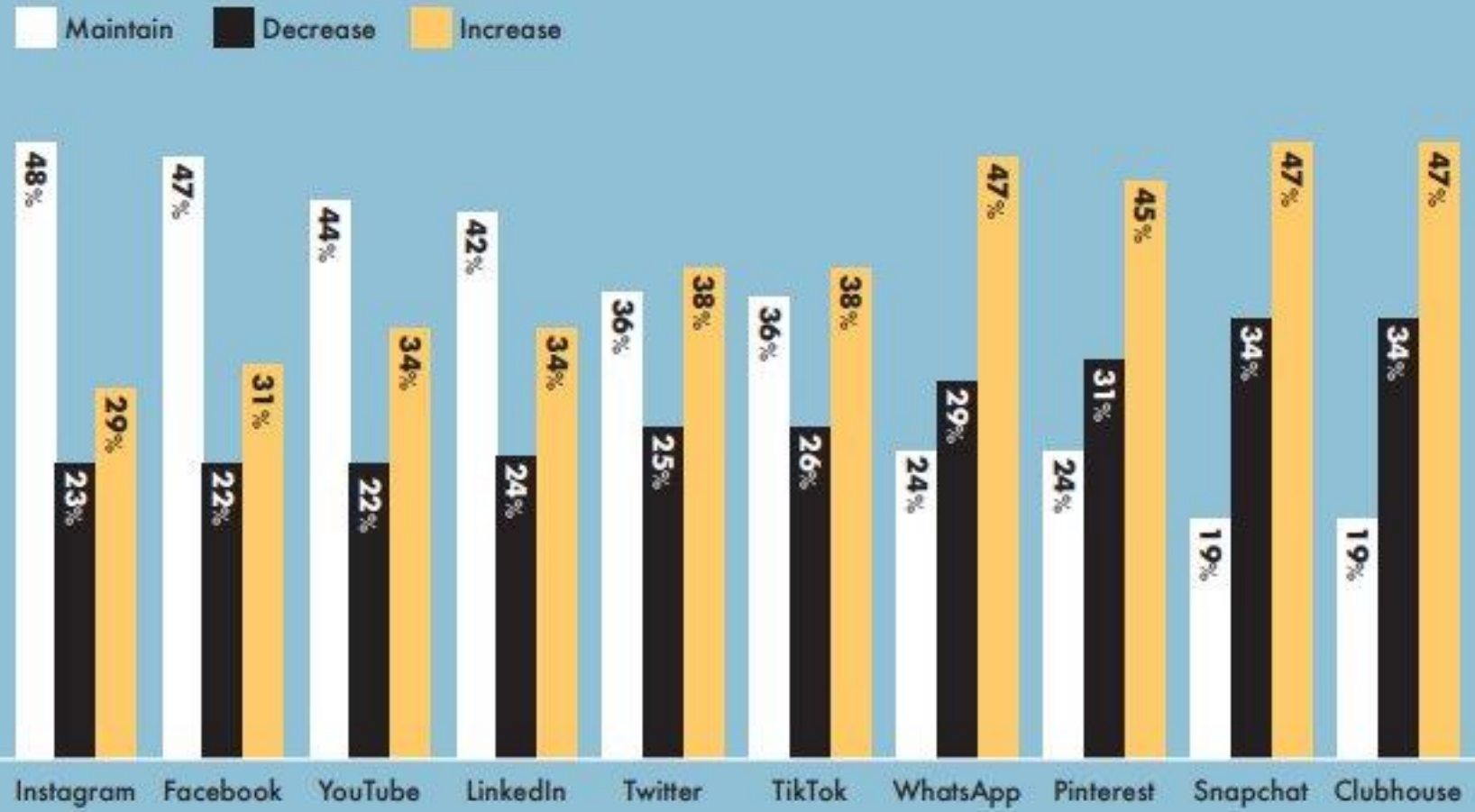
For example:

- ✿ Keep tabs on social analytics
- ✿ Build and engage online audiences
- ✿ Create and schedule content
- ✿ Experiment with new platforms and trends

Emphasis on Social Advertising

With organic reach at its lowest ever point, in 2022 there will be even more emphasis on paid social advertising and smarter paid social advertising.

Do you plan on increasing/decreasing/maintaining your investment in the following channels in 2022?

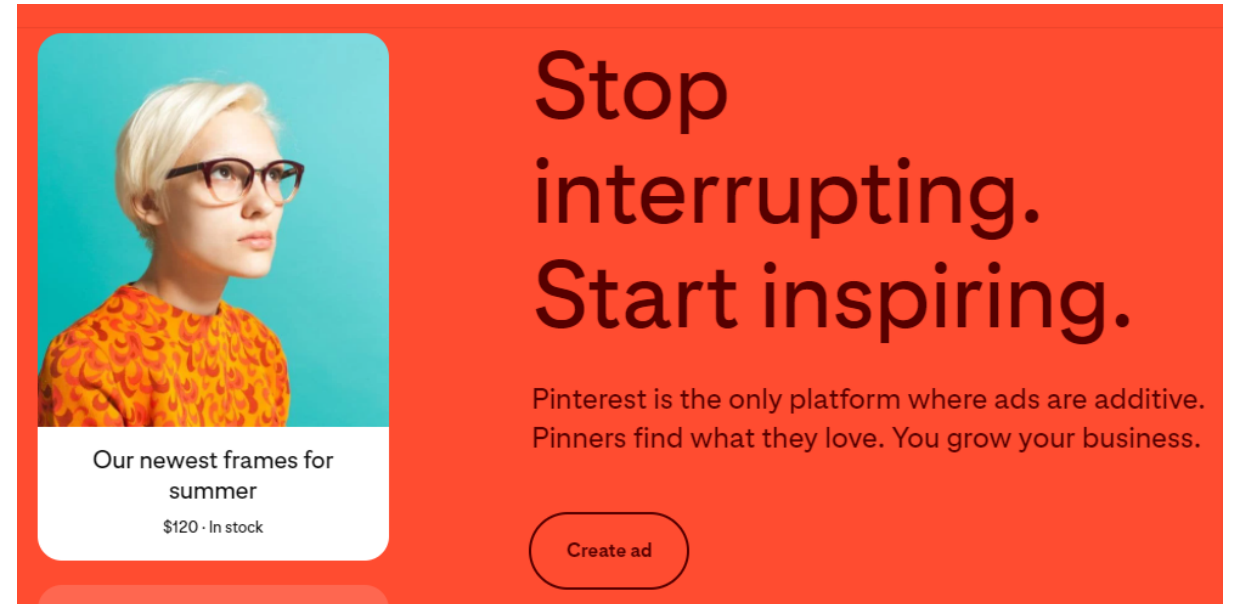


Emphasis on Social Advertising

- ✿ Facebook and Instagram are still considered to be the most effective social platform for reaching business goals among marketers.
- ✿ A study by Kantar, found that consumers ranked TikTok ads as more inspiring and enjoyable than ads on other platforms.
- ✿ A Nielsen study found that ads on Snapchat had more reach than TV ads and led to greater awareness and purchase intent across the funnel.
- ✿ According to Pinterest Business, ads on Pinterest had higher ROI and cheaper conversion rates than ads on other social networks.

Emphasis on Social Advertising

- ✿ Less messaging fatigue on these platforms?
- ✿ These social networks encourage advertisers to make content that fits organically into the platform.
- ✿ Are consumers wise to the “sameness” of social advertising?
- ✿ Are people holding brands to a higher standard when it comes to creativity?



Our newest frames for summer
\$120 - In stock

**Stop interrupting.
Start inspiring.**

Pinterest is the only platform where ads are additive. Pinners find what they love. You grow your business.

Create ad

Brands that want to stand out in 2022 will have to work harder to create ads that mirror and enrich the distinct experience offered by each social network.

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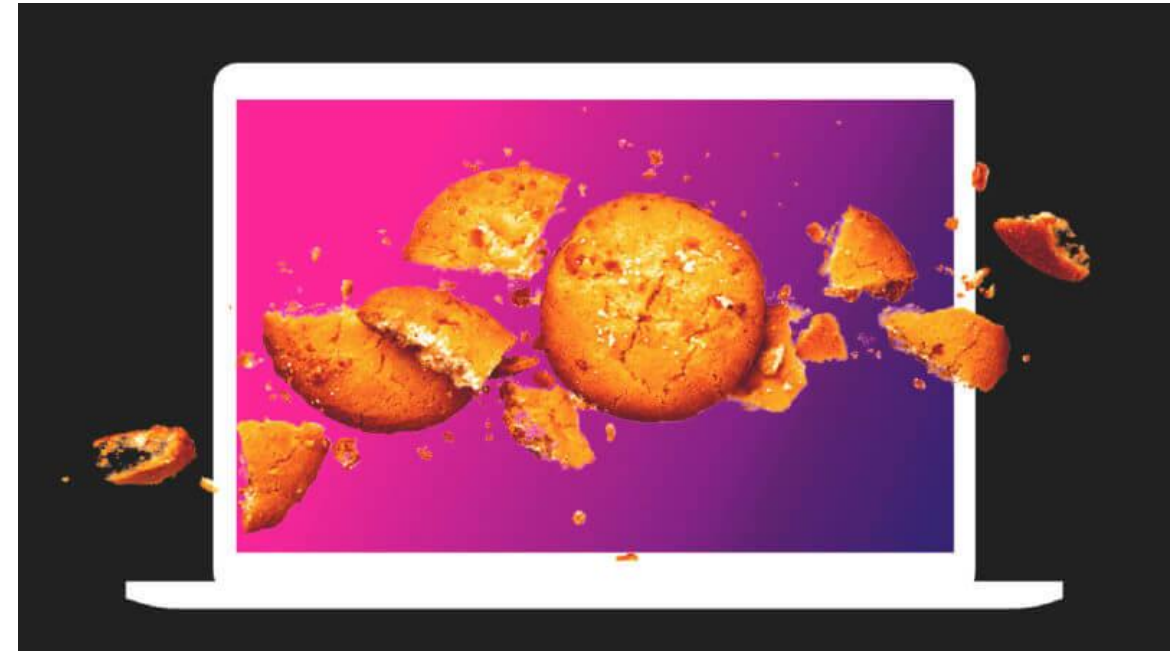
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Emphasis on Social Advertising

✿ As Google plans to phase out cookie tracking by 2023 and with Facebook already unable to track iOS users, social advertising will become more sophisticated.

✿ Businesses will begin to develop data driven strategies using metrics to understand users interests, preferences and behaviours.



Rise of the LinkedIn Influencer

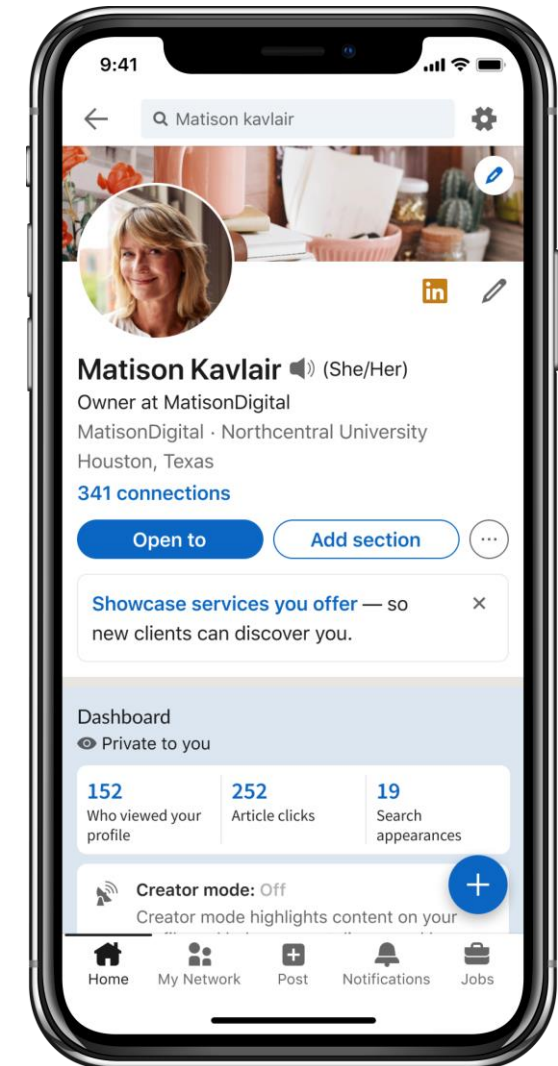
In 2022 you will see more and more LinkedIn Influencers or “Creators”.

Rise of the LinkedIn Influencer

- ✿ LinkedIn is the largest professional social network with over 690 million members. It is owned by Microsoft.
- ✿ LinkedIn has invested heavily in creators. They have recently rolled out global creator programmes and are making it easier to share content and grow an audience.
- ✿ It is seen by professionals as one of the fastest growing and most positive social communities around.

Rise of the LinkedIn Influencer

- ✿ The shift to a work from home culture made many people realise the importance of creating a memorable personal brand online, outside of the one you have with your company.
- ✿ LinkedIn is a great way to create visibility and showcase thought leadership within your broader network.
- ✿ More creators will be using the platform, professionals growing their personal brands, and positioning themselves as experts in their field.



Social Commerce demands will grow

In 2022 we will see brands further enhancing the social commerce experience, from product discovery, click to purchase and after sales support.

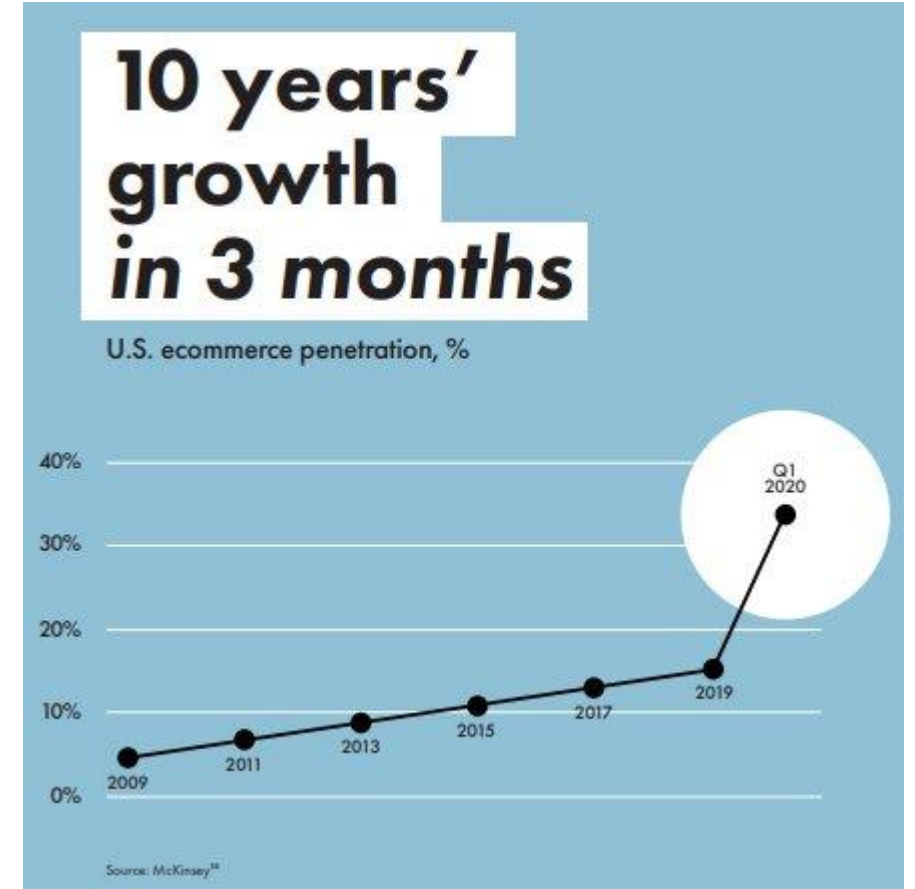
Social Commerce demands will grow

✿ Social media has become somewhat of a virtual store in the palm of our hands. We can browse products, find inspiration, and purchase within a few clicks.

- ✿ Facebook Shop
- ✿ Instagram Shops
- ✿ Instagram Checkout (USA based brands only)
- ✿ Pinterest Shop Tab
- ✿ TikTok Shopping (In testing)
- ✿ Social becomes the heart of the post-pandemic shopping experience.

Social Commerce demands will grow

- ✿ The Pandemic accelerated digital adoption among consumers.
- ✿ The temporary boom in online shopping isn't slowing down.
- ✿ 16-24 year old's now turn to social networks (53.2%) to research brands more than search engines (51.3%)
- ✿ Social media will play a key role all along the purchase cycle.



Influencer Marketing Will Continue to Soar

2022 will see the continued adoption of Influencer marketing among brands on Social Media.

Influencer Marketing will continue to soar

- ✿ Influencer marketing isn't a new trend, but it's one that is going to stay for a while.
- ✿ Not only is there the sheer rise in the number of influencers on social media, but there's also an increase in marketing spend on influencer marketing by businesses.
- ✿ Investing in influencers can be much cheaper than running paid ad campaigns.
- ✿ Influencers can help marketers achieve a variety of marketing goals and not just generate leads.

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Influencer Marketing will continue to soar

- ✿ Many people trusted influencers more than brands during the pandemic. Which is why influencer marketing is a strong avenue to explore in 2022.
- ✿ It will be important to align with the influencers that make the most sense for your brand.
- ✿ Everyday influencers (Micro & Nano) with smaller but more engaged audiences.

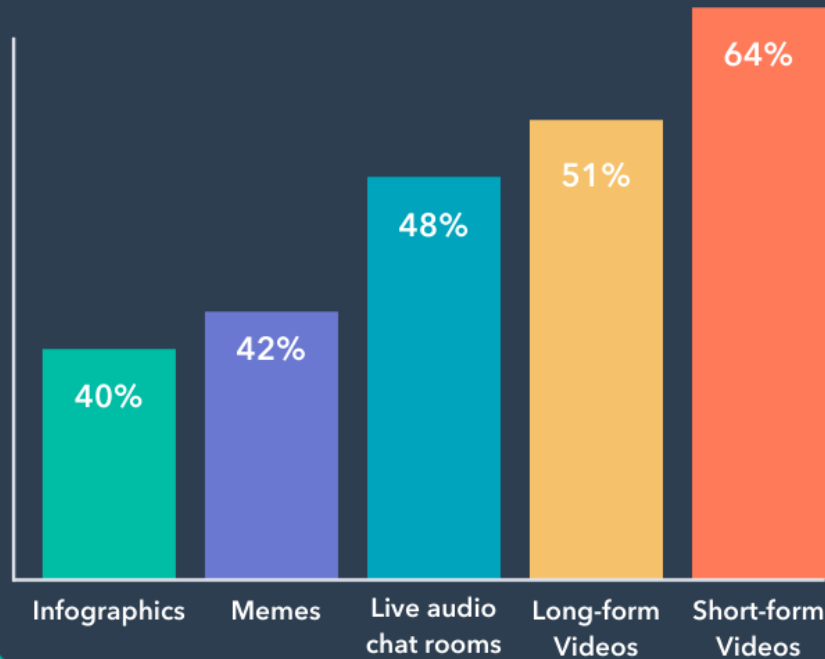


Content

Businesses intend to invest in long form, short form, and audio content.

Content

Which formats will your company leverage as part of its social media marketing strategy in 2022?



*Responses from B2B and B2C brands



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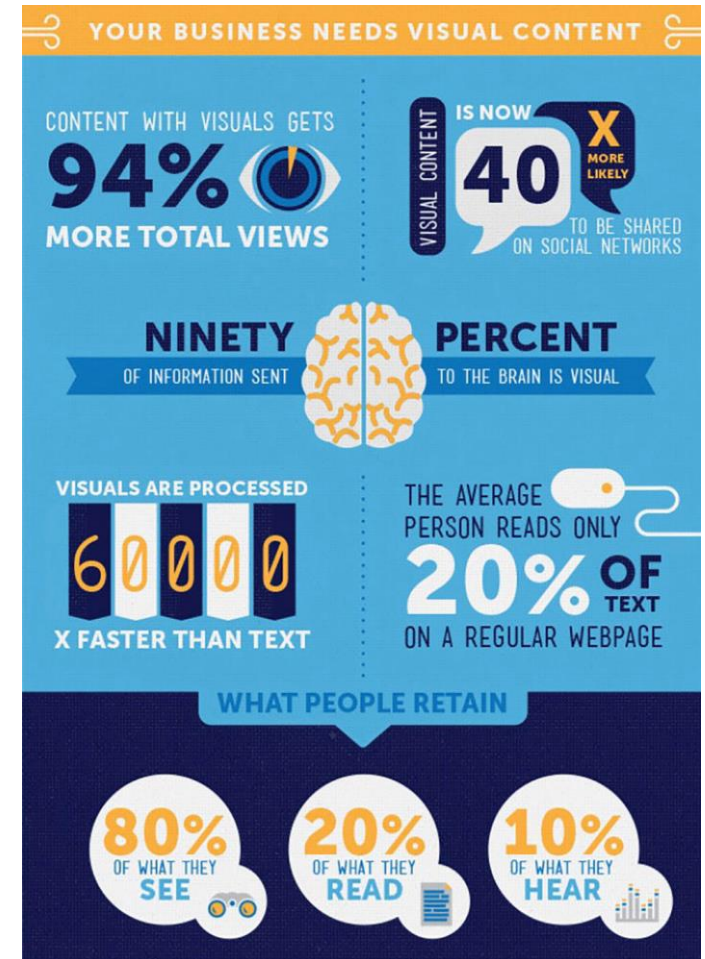
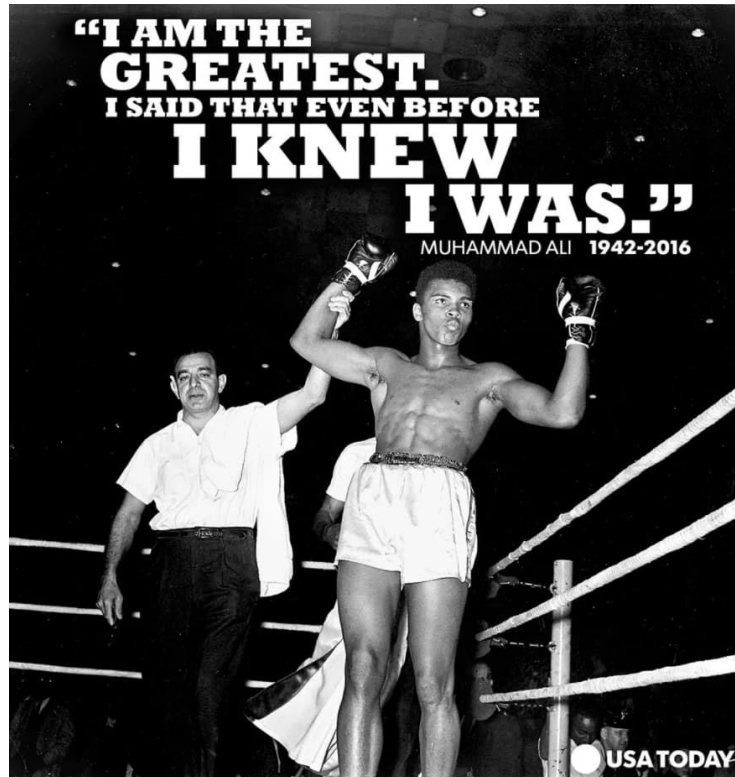
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Content

- ✿ In 2020-21, we saw the rise of TikTok, Instagram Reels and YouTube Shorts, with continued high engagement on Stories content from Facebook, Instagram, and Snapchat.
- ✿ As social media attention spans continue to shrink, snackable content offers immediate entertainment or enrichment, prompt social sharing, and can attract new leads as a result. These can include:
 - ✿ Quote Graphics
 - ✿ Memes
 - ✿ Infographics
 - ✿ GIFs

Content



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An Emphasis on Mental Health & Burnout Prevention

In 2022, there will be more conversations around our relationship with social media and how it affects us.

An Emphasis on Mental Health & Burnout Prevention

- ✿ According to a recent report by Vibely, 90% of content creators have experienced burnout and 71% have considered quitting social media altogether.
- ✿ In 2021, there was a significant rise in brands and creators talking about wellbeing, setting digital boundaries and taking breaks from social media.
- ✿ Instagram is leading the way with their new “Take a Break” feature, which is being tested in the US, the UK, Ireland, Canada, Australia, and New Zealand.
- ✿ The feature allows users to “receive break reminders in-app” after a duration of their choosing.

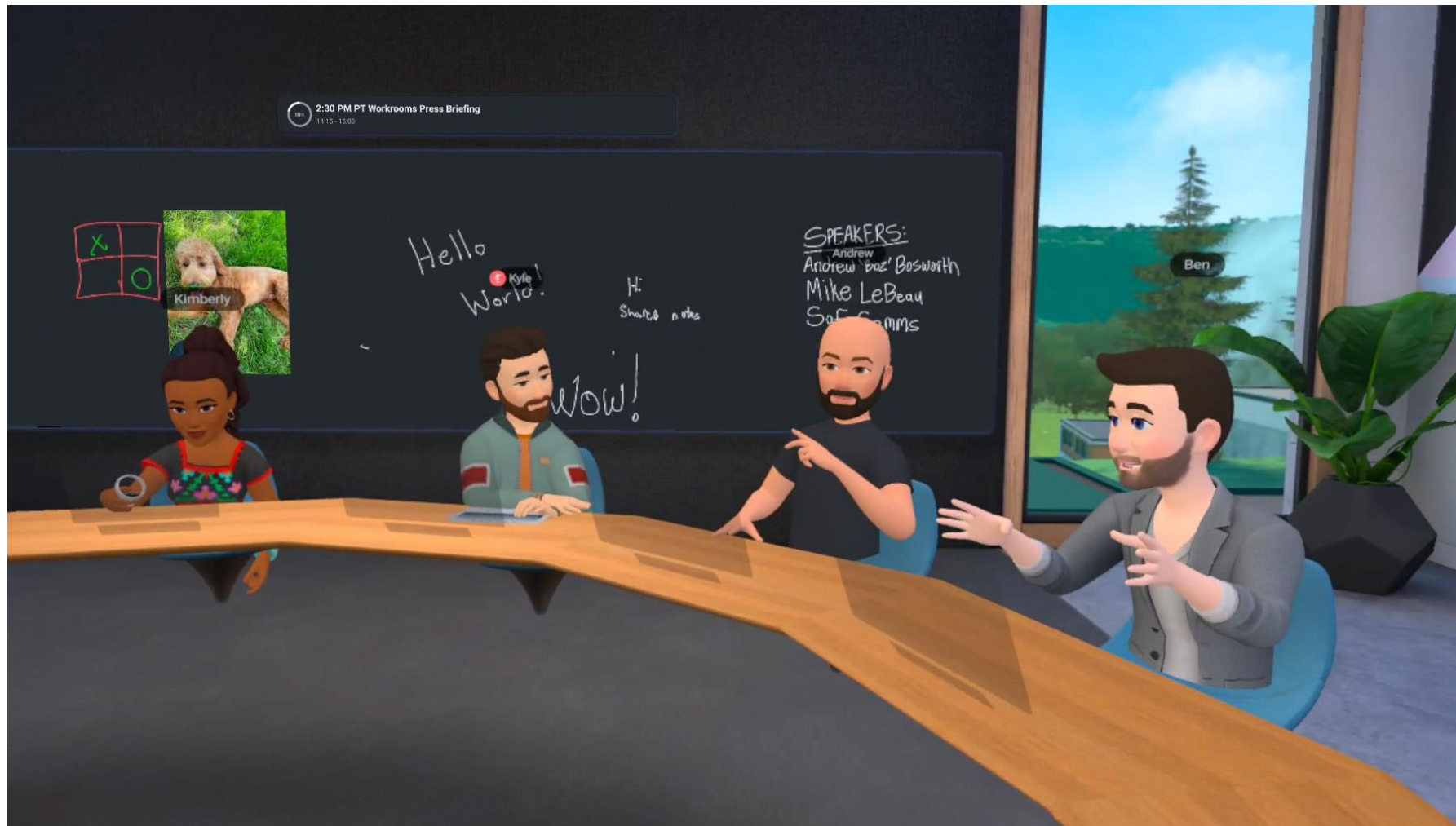
The Metaverse

A metaverse is a network of 3D virtual worlds focused on social connection.

The Metaverse

- ✿ The Metaverse is seen to be the next version of the internet.
- ✿ It plans to be even more immersive than any online experience, where you are actually in the experience.
- ✿ That sounds a lot like Virtual Reality, however the key is that the Metaverse is not isolated virtual reality experiences, it is:
 - ✿ *“a massively scaled and interoperable network of real-time rendered 3D virtual worlds which can be experienced synchronously and persistently by an effectively unlimited number of users with an individual sense of presence, and with continuity of data, such as identity, history, entitlements, objects, communications, and payments.”*

The Metaverse: Collaborate in person remotely



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The Metaverse: A new way to study



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The Metaverse: Attend concerts with friends



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The Metaverse: Shop and make payments in real time



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Other notable trends

- ❁ Social Media posts as a form of currency.
- ❁ Increased emphasis on Social Listening.
- ❁ Short-form vertical video is here to stay.
- ❁ A renewed focus on accountability & diversity.
- ❁ Increase in the use of Social Media for customer service.
- ❁ Local targeting will become more prevalent.
- ❁ Inclusivity will be key.

How to capitalize on Social Media Trends

- ✿ Leverage video as much as possible.
- ✿ Create relatable, relevant content for your audience.
- ✿ Keep it conversational.
- ✿ Invest in design tools.
- ✿ Quality over quantity.

How to capitalize on Social Media Trends

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Thank you
