



2018 Social Media Trends



We Are Social reports that South Africa currently has 15 million active social media users. From January 2016 to January 2017, we've seen a 15% increase in social media users locally. With 2018 on the horizon, these upcoming social media trends will have an impact on South African social media usage and engagement.

Video continues its explosive growth



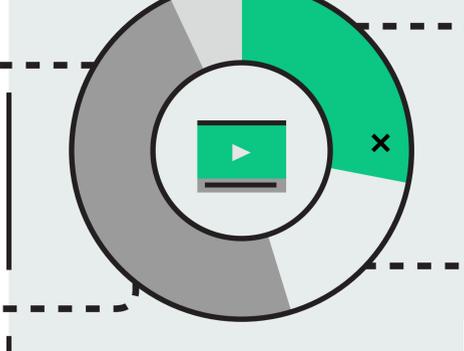
We are no longer dependent on video publishing sites like YouTube. Facebook, Twitter, Instagram and even LinkedIn have all invested in video publishing on their platforms.

41%

Percentage of South African Internet users who watch videos online.

130%

Growth of Social video advertising spend in 2017.



90%

Percentage of content shared on social media networks is video-related.

86%

Percentage of global traffic that will originate from video content.

Live streaming dominates



Live streaming is slowly becoming mainstream in the world of social media. Across all social media platforms, live streaming is being incorporated in one way or another.

- It is predicted that by 2021 the video streaming market will become a **\$70.5 billion industry**.
- According to research, **80% of customers** prefer watching live video than any other type of brand post.
- By 2020, live streaming video will account for **82% of Internet traffic**.
- **78% of online audiences** are watching video on Facebook Live.

The rise of Augmented Reality (AR)



Augmented reality (AR) will help to create new and innovative ways to connect customers and brands. With the rise of Google Glass, Pokemon Go and SnapChat, AR is here to stay and grow in 2018.

- Facebook has partnered with over **700 brands and agencies** to develop enhanced AR-based advertising.
- **The Apple iPhone 8 and iPhone X** both incorporate a new chip that provides augmented reality experiences.
- Facebook has developed a **Camera Effects** platform designed specifically for AR hardware.
- **Snapchat** plans to launch a new AR platform in December 2017.

AI and Chatbots



AI and chatbots won't be replacing human beings anytime soon. However, in 2017 we've seen a huge increase in the number of brands utilising chatbots. In 2018, we'll see chatbots becoming irreplaceable for real-time customer engagement.

- There are now **12,000 monthly active** chatbots on Facebook messenger.
- By 2018, **30% of our social media** conversations with brands will be with chatbots.
- In 2017, **38% of enterprise organisations** made use of AI and by 2018 this is expected to increase to 62%.

Increased use of messaging platforms

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- Globally, WhatsApp has **1.3 billion users**, Facebook Messenger has **1.2 billion users**, and WeChat has **963 million users**.
- Combined, **2.5 billion people** are using messaging platforms across the globe.
- It is predicted that by 2022 messaging app technology will save businesses **\$8 billion annually**.

Ephemerlised content ('micro moments')

Ephemeral (short-lived or fleeting) social content that is accessible for up to 24 hours is now the name of the social game. Be it creating an Instagram, Facebook or SnapChat Stories, the creation and sharing of content with much shorter lifespans will dominate 2018.

- **Over 200 million** users make use of Instagram Stories every month.
- **50% of businesses** on Instagram have produced a story on the Instagram Stories platform.
- **Over 1 million advertisers** are using Instagram Stories to place ads at least once a month.

