

2020 Predictions

Social Media News Roundup



HeyOrca!



Content Summary

Top Predictions for 2020

TikTok Takeover
User Generated Content
Augmented Reality
Influencer Marketing
Pinterest

TikTok

2020 PREDICTIONS

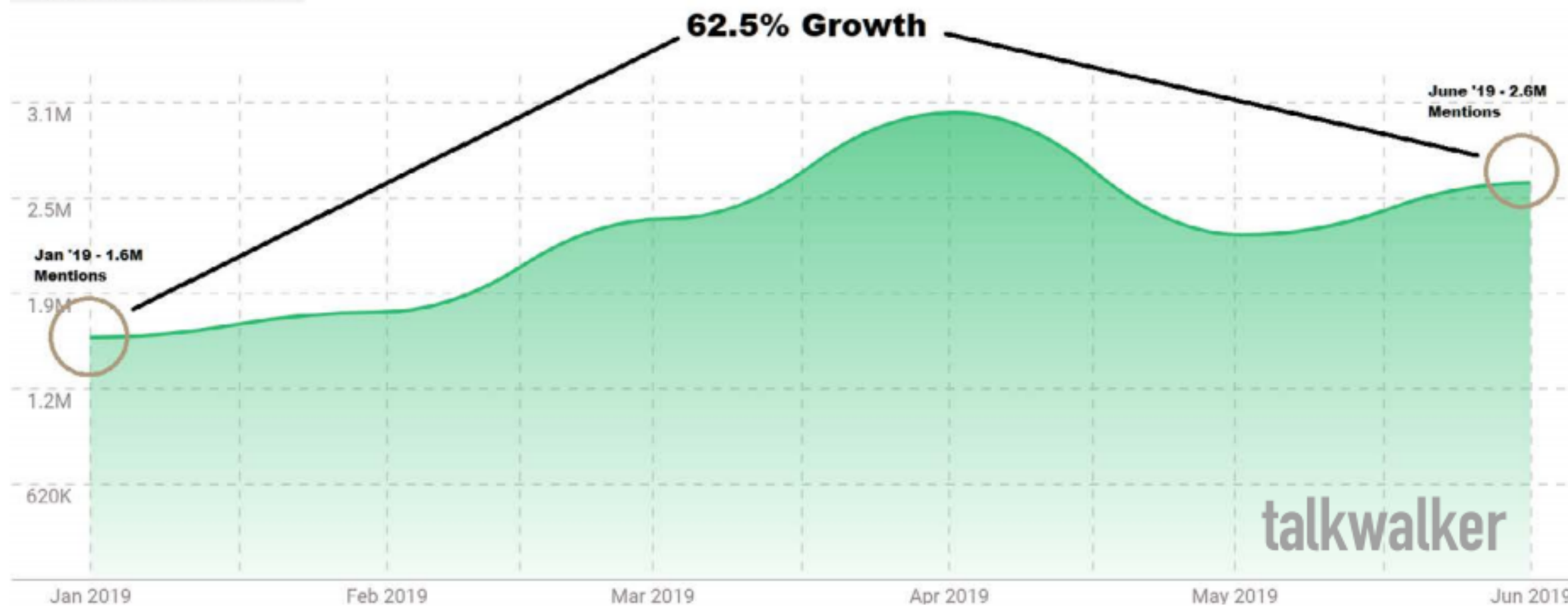
● To TikTok and Beyond

- TikTok are positioning themselves as a major player in social media in 2020.
- TikTok is experimenting with social commerce links such as link in bio and new ad types which could potentially attract big brands and businesses.

● What That Means for Marketers

- Get familiar with TikTok now so you aren't left in the dust in 2020. TikTok's optimization for video and user generated content will make a very popular format for influencers in 2020.
- Get started with TikTok [here](#).

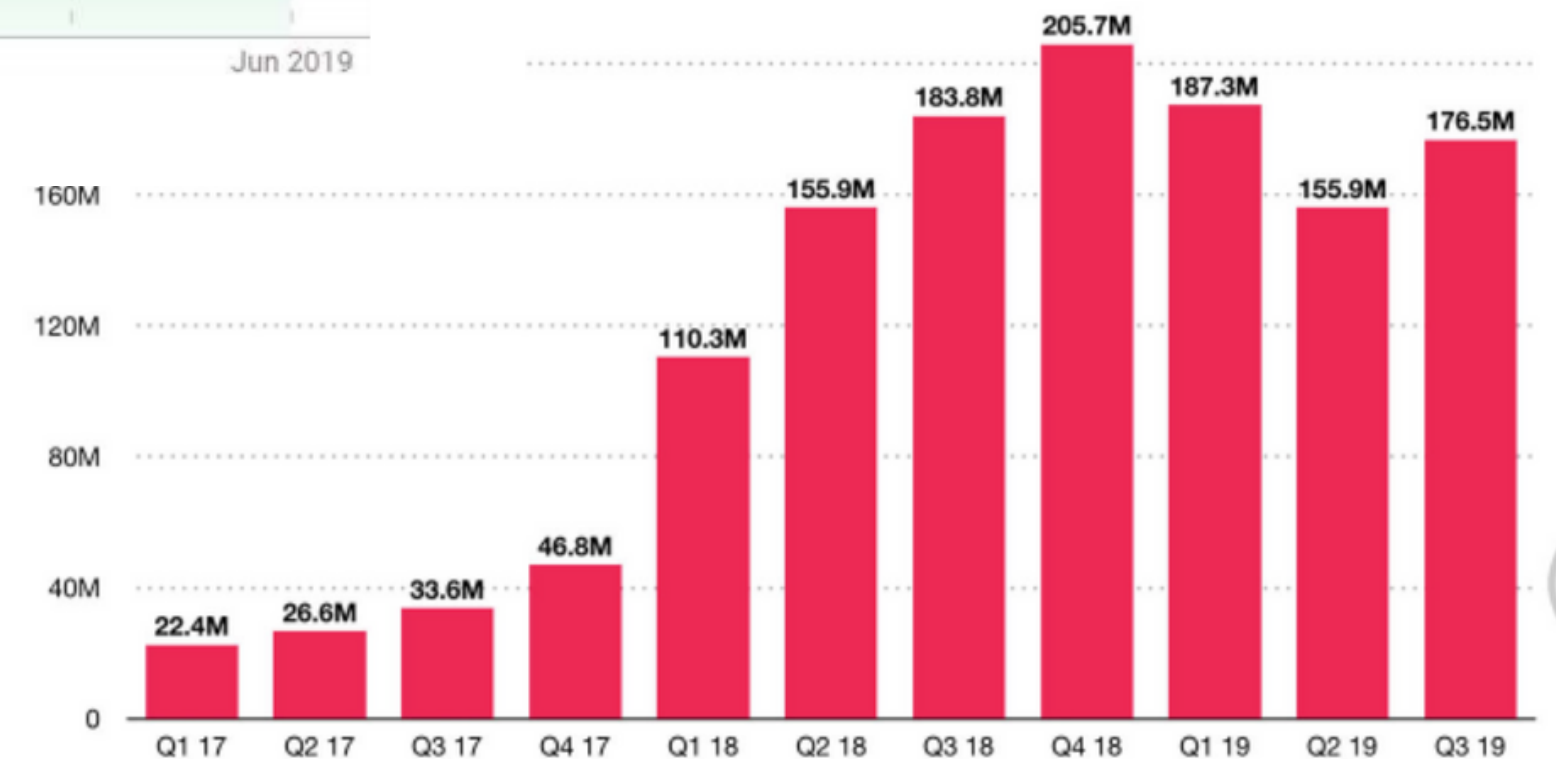
MENTIONS OVER TIME



The growth in mentions of **TikTok** through 2019.

TikTok has grown exponentially in 2019 and shows no signs of slowing down in 2020

TikTok Global Downloads by Quarter



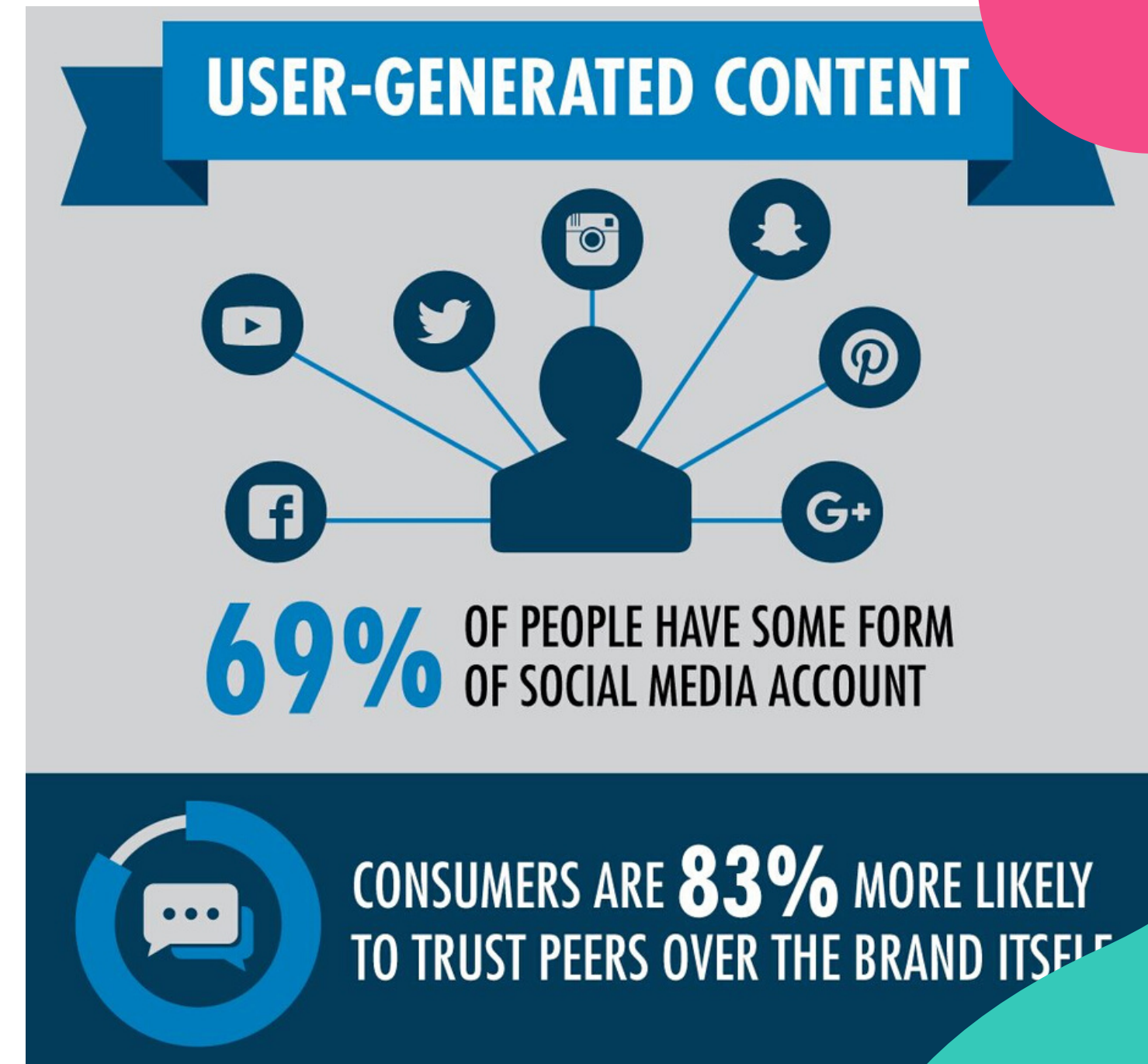
Excludes downloads from third-party Android stores in China.

Source: Sensor Tower Store Intelligence

User Generated Content

2020 PREDICTIONS

- Data shows that 90% of purchasing decisions are led by user-generated content. Marketers should focus on community building to generate content for 2020.
- 67 percent of consumers (73 percent of Gen Z) say it's important for brands to provide them with personalized experiences, but only 29 percent of marketers say creating personalized customer experiences is a top priority in 2019.
- Read more [here](#).

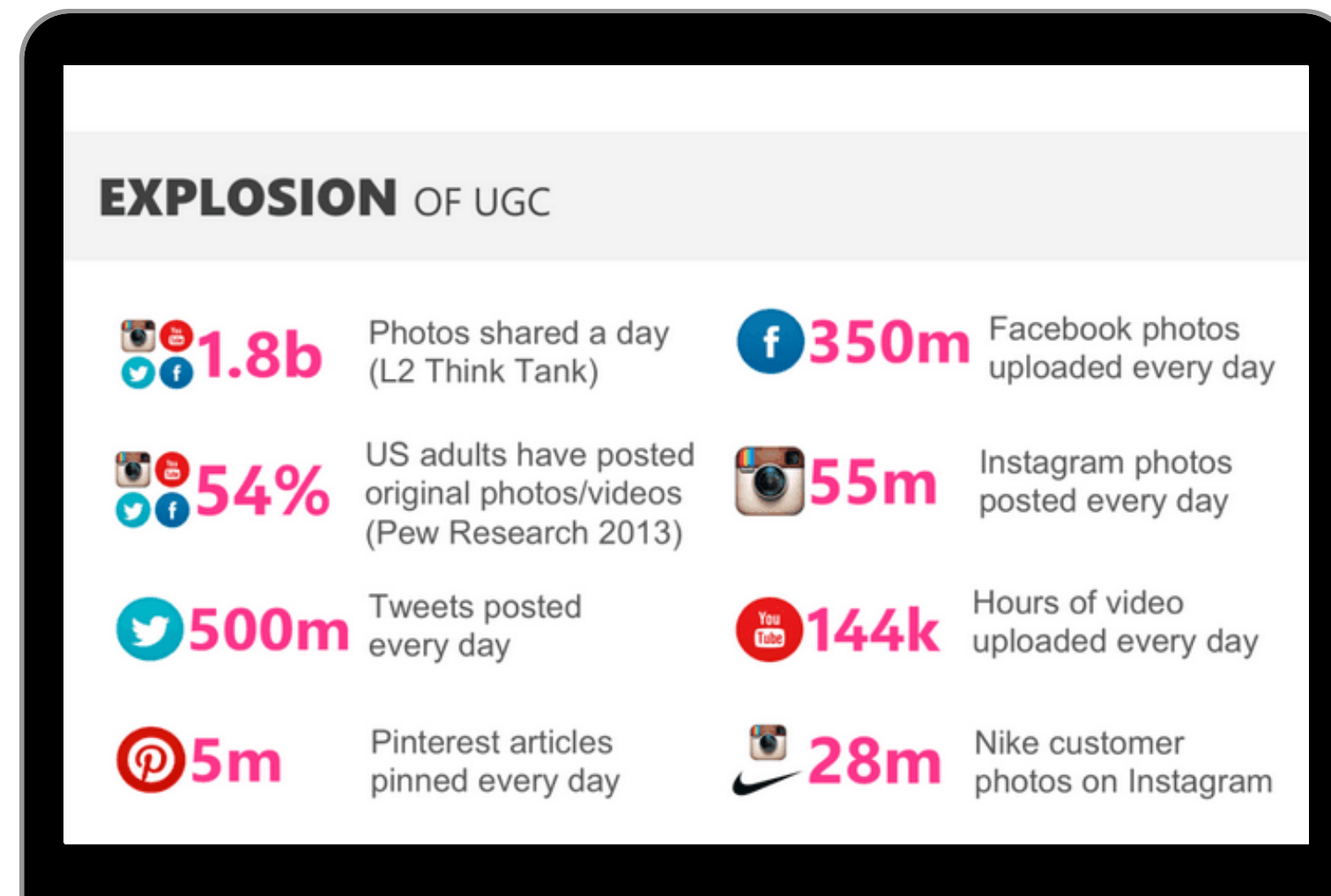


● Facebook and LinkedIn Groups

- Facebook and LinkedIn Groups are a surefire way to harness user generated content. As social channels become more private, starting a group now and encouraging your customers and followers to interact is crucial for UGC.

● Google My Business

- GMB is not just for brick and mortar stores. Sure your customers can leave reviews and comments on Facebook but encouraging them to leave comments on your GMB listing will positively affect your SEO when potential customers search for your content.



User-generated content is there for the taking! Create branded hashtags and keywords so you can easily find UGC.

Augmented Reality

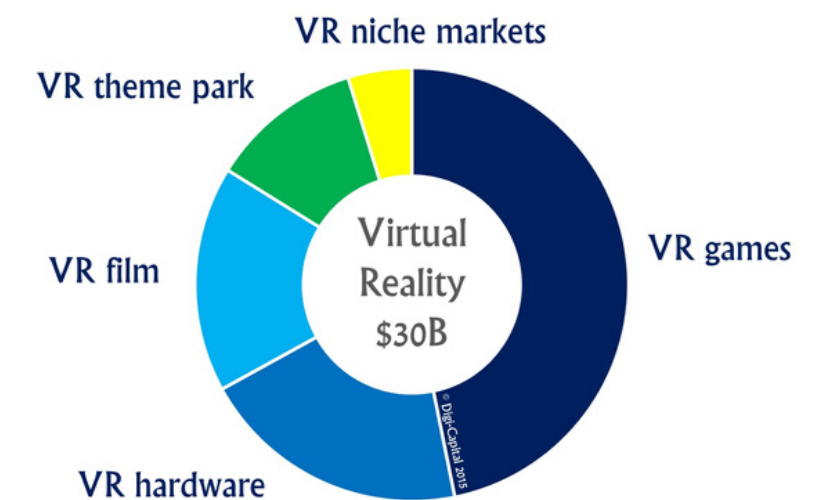
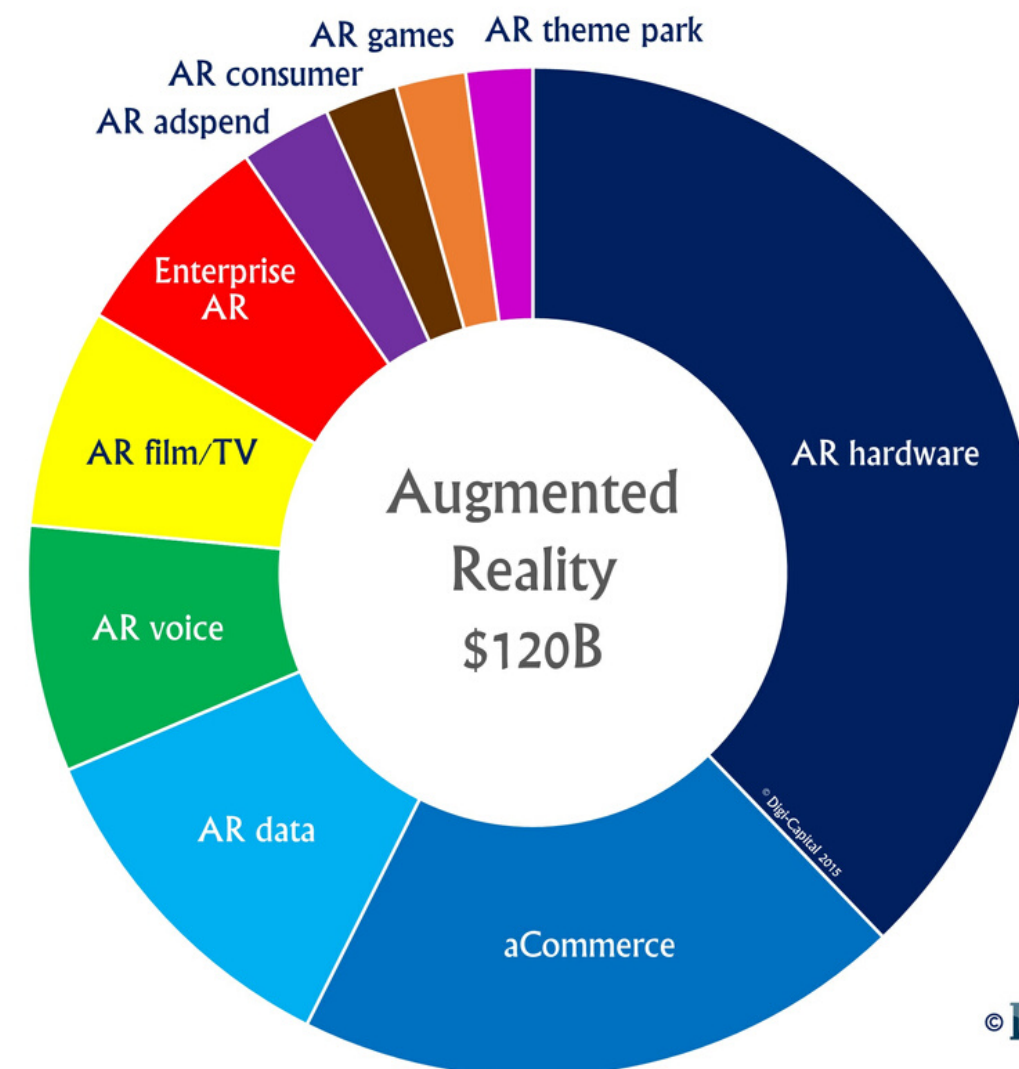
2020 PREDICTIONS

● AR is a Hot Topic for 2020

-Augmented Reality has 7.03 times the share of mentions relating to trends for 2020, compared to trends conversations in 2019. This is due to the rise in 5G source.

-While Virtual Reality is not quite ready for mainstream markets, as said by Mark Zuckerberg later this year about Facebook's purchase of VR company Oculus, Augmented Reality continues to be prevalent in Gen-Z apps like Snapchat and TikTok

Augmented/Virtual Reality Revenue Share 2020F



Influencer Marketing

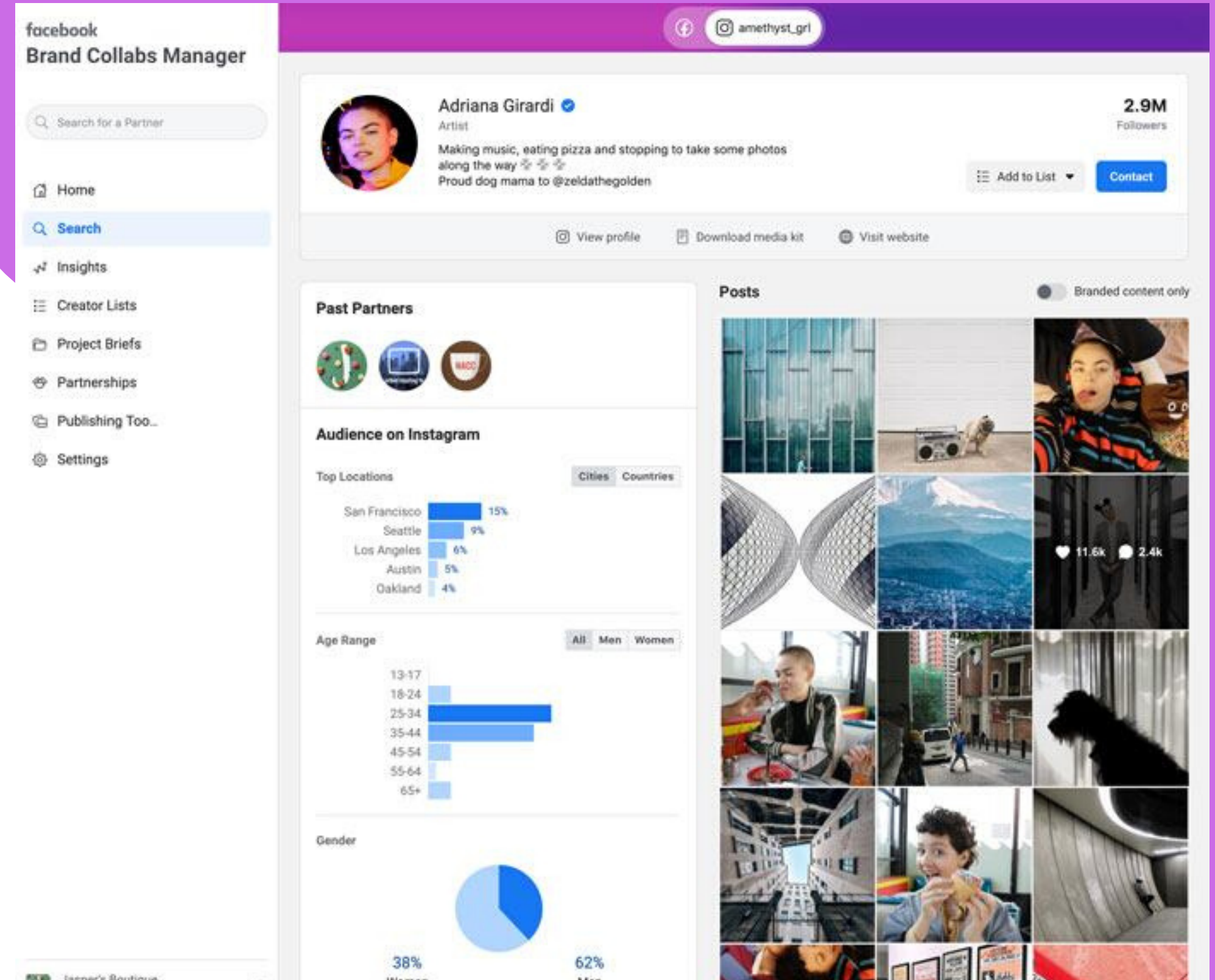
Instagram Launches Marketplace for Influencers

- After a challenging year for influencers including app regulations and hidden likes, Instagram deems that Influencer Marketing is here to stay with their new Marketplace to connect Influencers with Brands.

-According to IG 'Creators in Brand Collabs Manager can also search for like-minded brands looking to partner on content creation. They can source new deals, manage partnerships, and automatically share insights with them (before this, many creators could only send brands screenshots of their analytics)."

Read more [here](#).

How the Marketplace is projected to look:

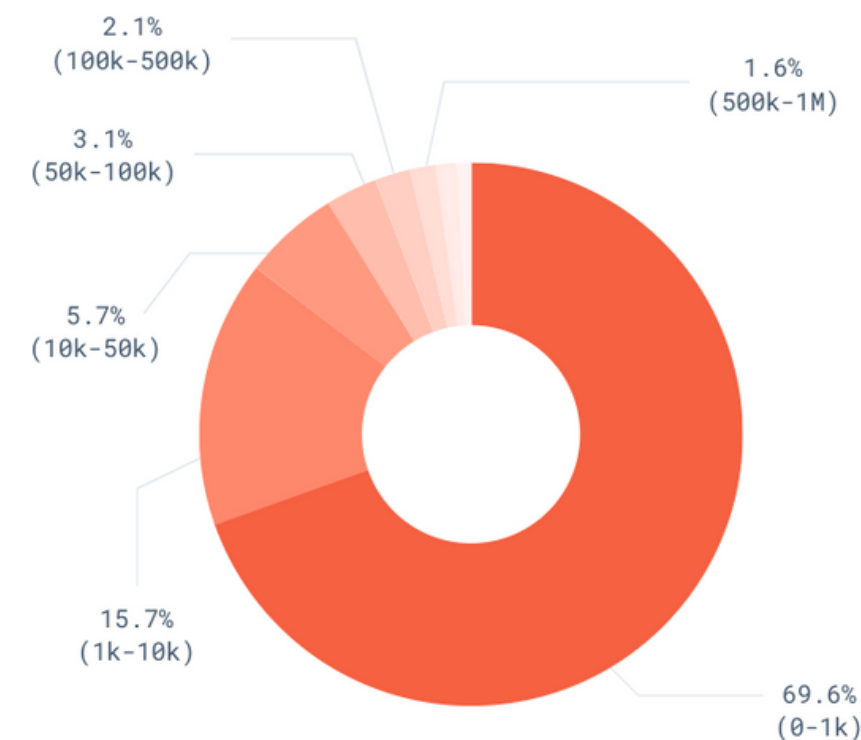


Micro & Nano Influencers

- According to data from Mention, nearly 70% of Instagram users have below 1,000 followers. There's a large untapped market of 'niche influencers' who can get your content to right users opposed to large scale influencers.

Number of Instagram followers

0-1k 1k-10k 10k-50k 50k-100k
100k-500k 500k-1m



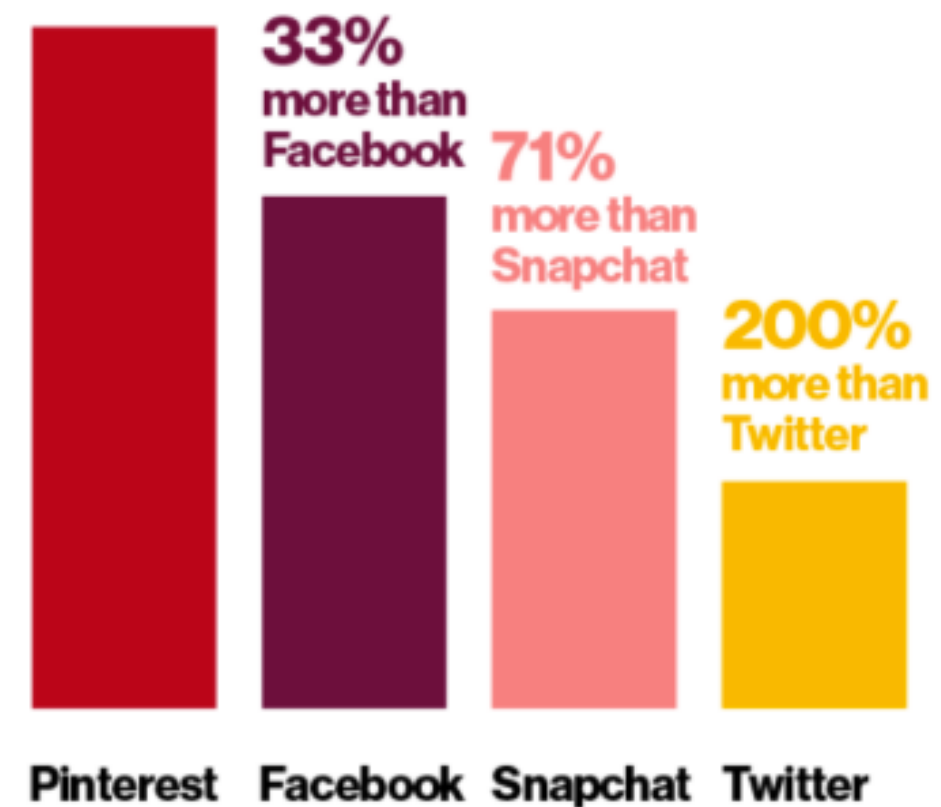
Pinterest

● Pinterest

- Thought to be a platform just for crafts and wedding ideas, Pinterest has positioned its platform to be a refer to shopping sites more so than other social media channels.
- Pinterest recently released their Top Trends to Inspire and Try for 2020. Expanding beyond arts & crafts and wedding planning, Pinterest highlights trends such as home decor, pets and travel. Expect to see Pinterest predict more trends in 2020 so that even IG influencers check the platform for trendy content.

Read the Pinterest 100 [here](#).

Proportionately, Pinterest drives more referral traffic to shopping sites than social platforms do



Created by Katie Thompson

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