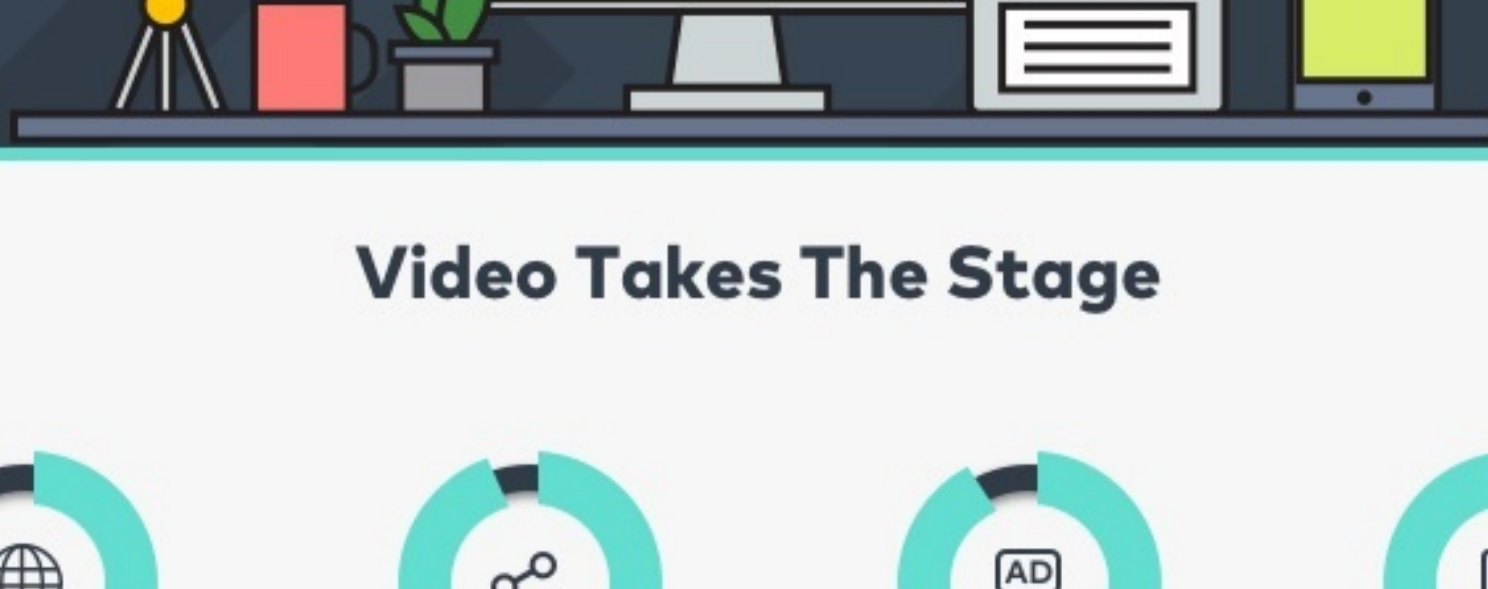
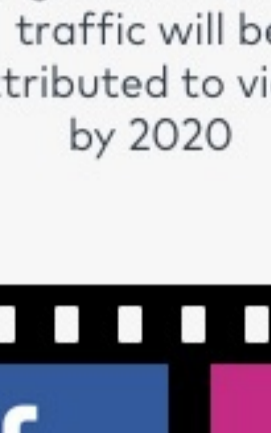


Top Social Media Trends That Will Take Over 2018



01

Video Takes The Stage



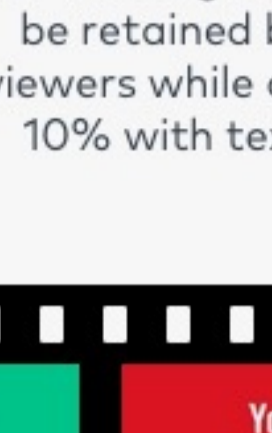
of global internet traffic will be attributed to video by 2020



of content shared by users on SNS is video



of marketers use video in their campaigns

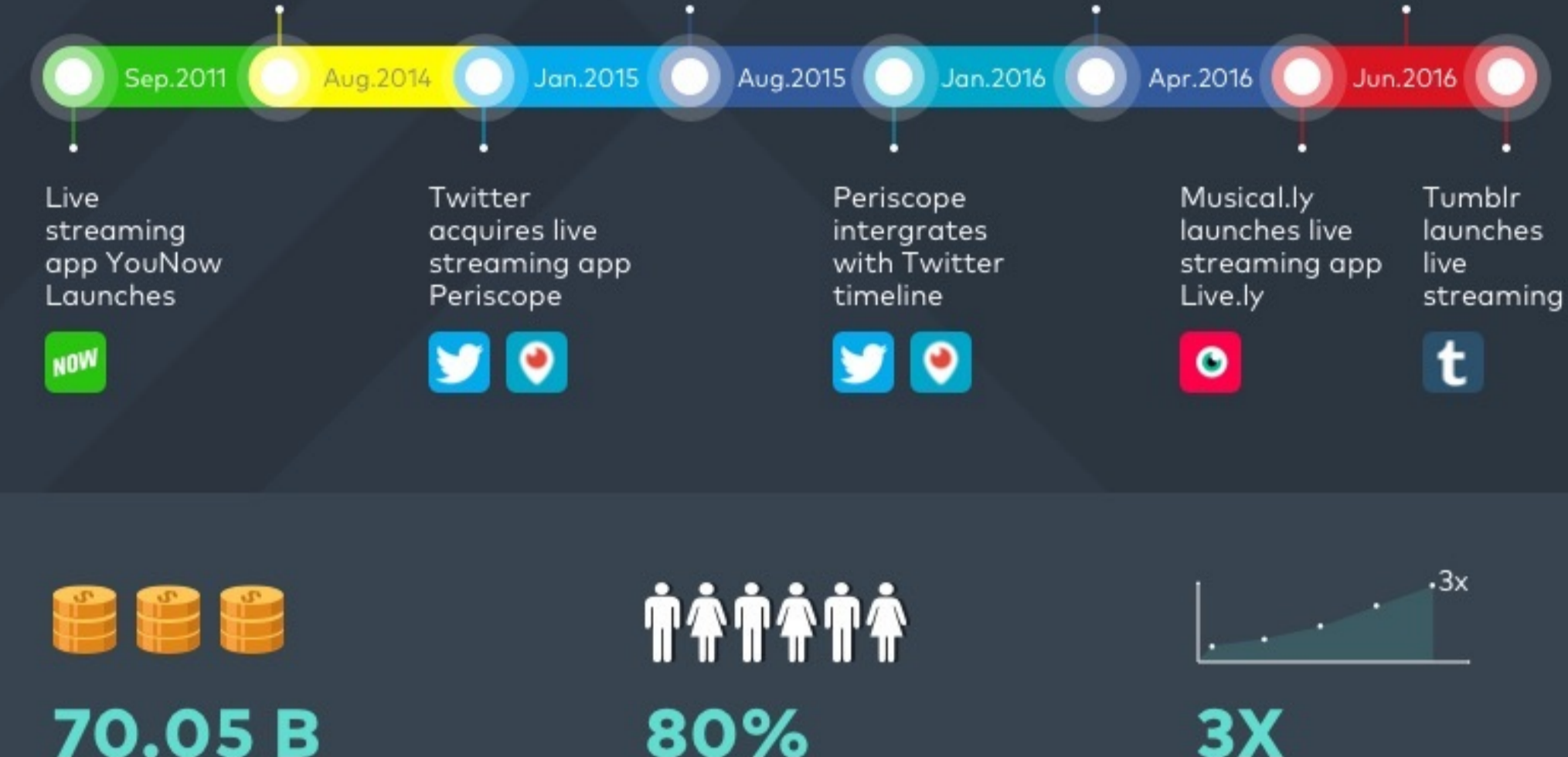


of message will be retained by viewers while only 10% with text

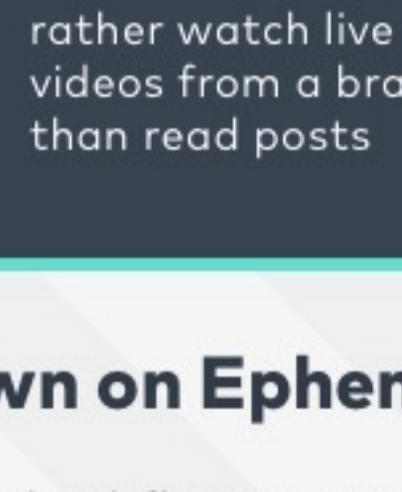
02

Expansion of Live Streaming

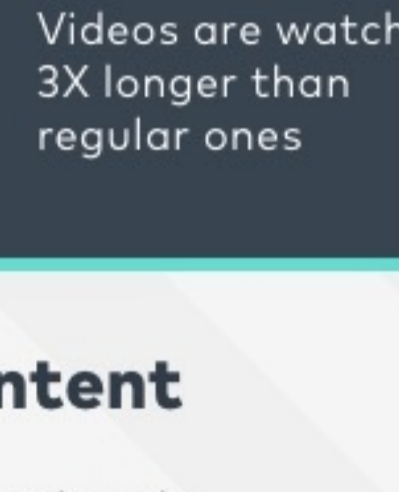
Adoption of Live Streaming in social media platforms



Video streaming market is on track to become a \$70.5 billion industry by 2021



of customers would rather watch live videos from a brand than read posts



Facebook Live Videos are watched 3X longer than regular ones

03

Doubling Down on Ephemeral Content

Ephemeral means short-lived, fleeting, or passing, and describes the nature of the media accessible up to 24 hours on social networks

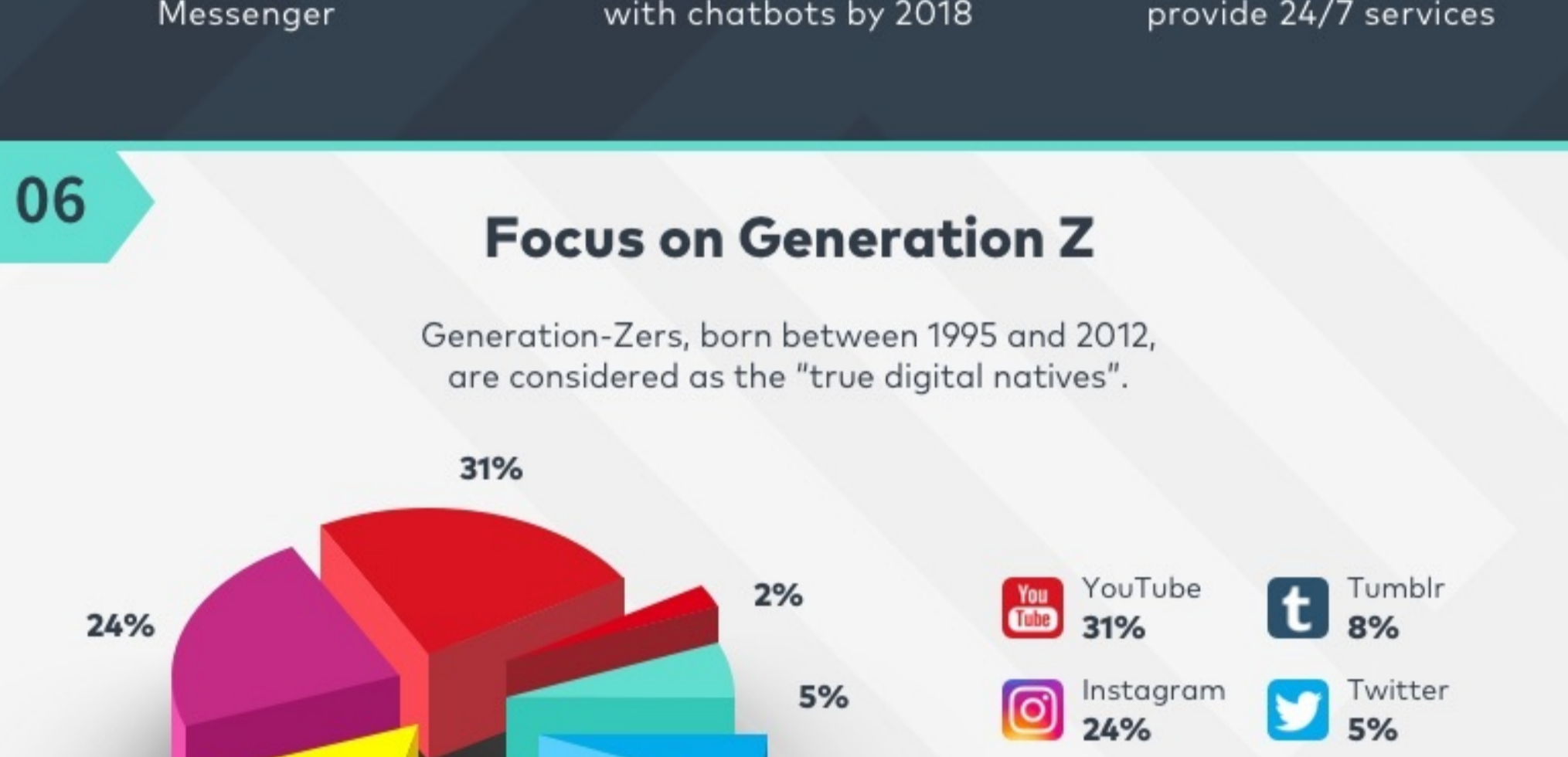


- ✓ Authenticity
- ✓ Fear of missing out
- ✓ High Engagement
- ✓ Mobile First

04

Rise of Augmented Reality

AR is developed as a creative and innovative method of connecting with customers and the audience



05

AI & Chatbots Have Been Widely Used

We all know that social media makes us closer to our customers. Chatbots and AI can make Real-Time Engagement with the customers.



monthly active bots on Facebook Messenger



of our chat conversation will be with chatbots by 2018

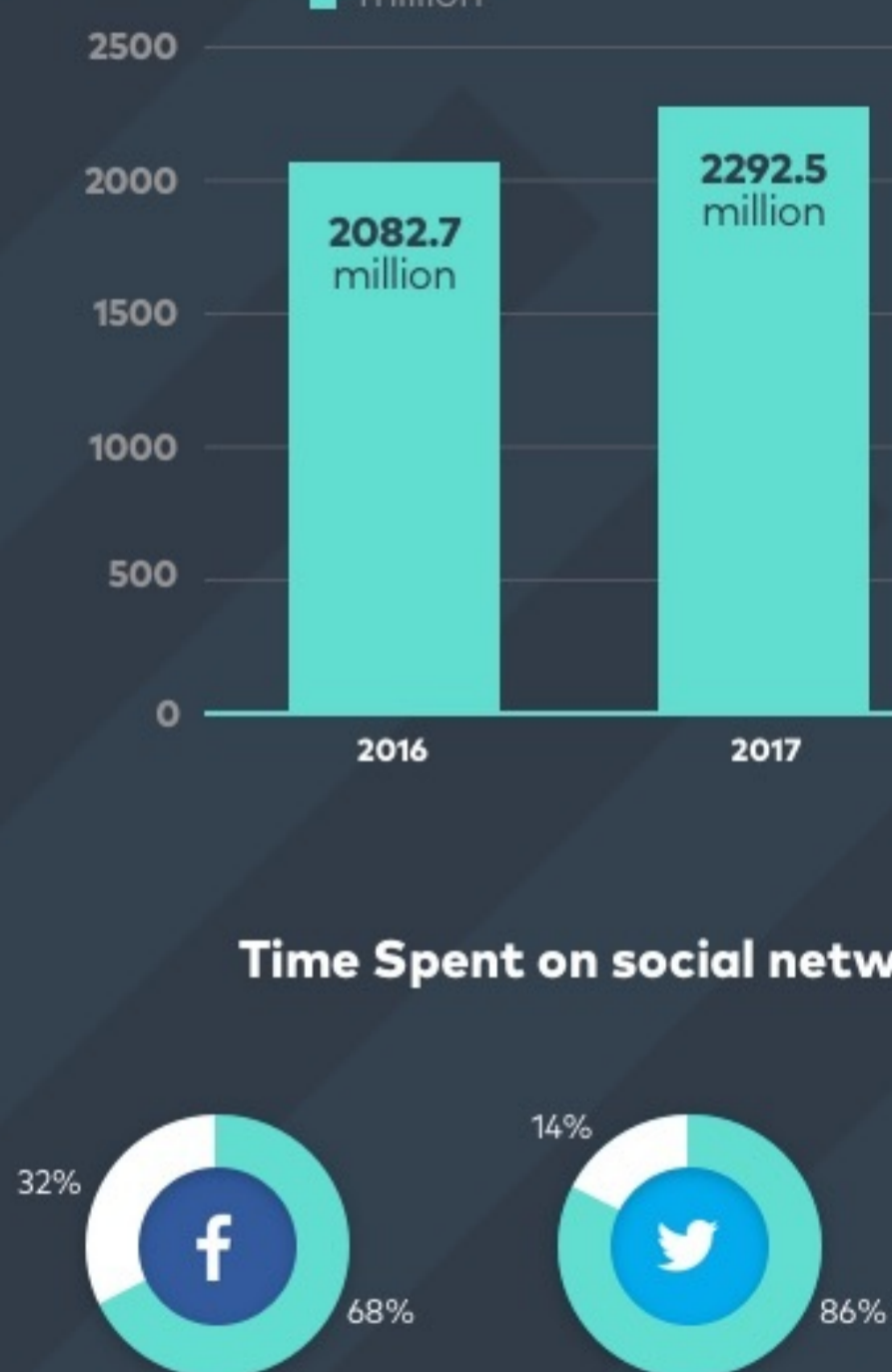


of Chatbots can be used efficiently to provide 24/7 services

06

Focus on Generation Z

Generation-Zers, born between 1995 and 2012, are considered as the "true digital natives".

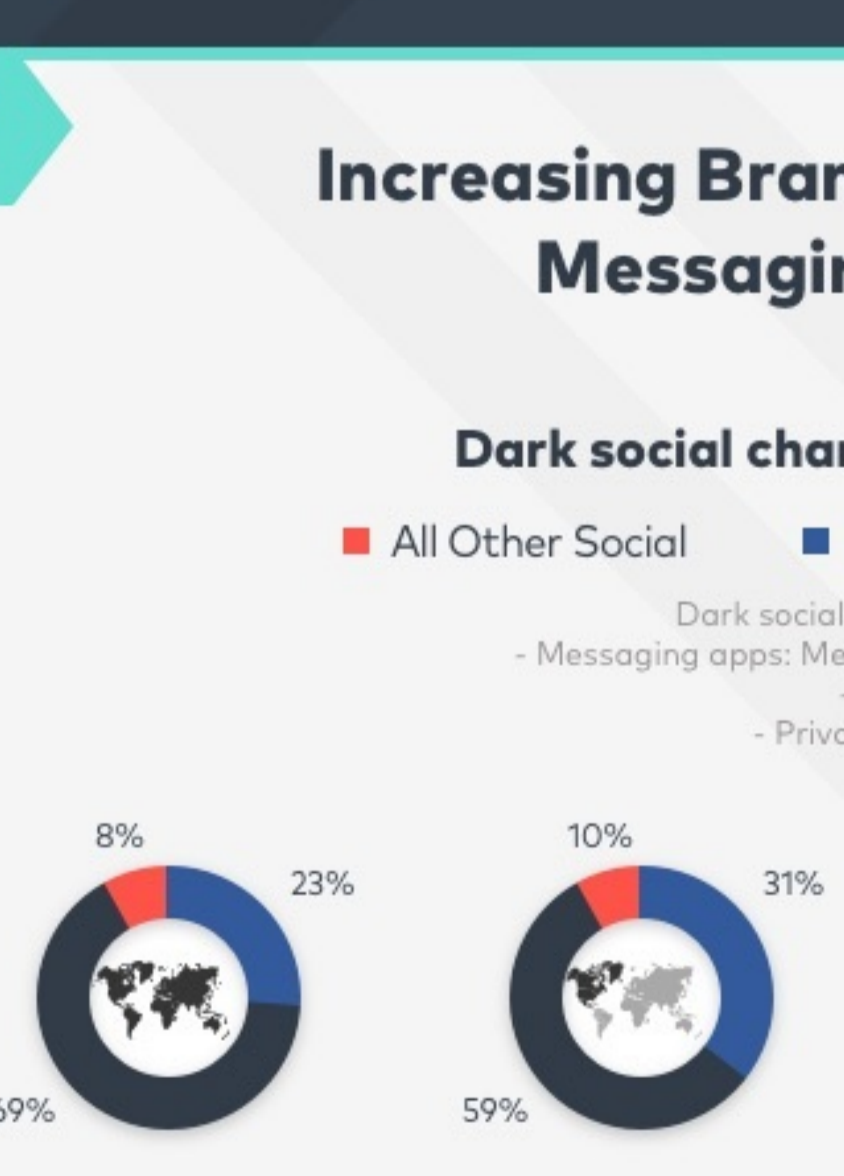


- YouTube 31%
- Instagram 24%
- SnapChat 14%
- Facebook 11%
- Twitter 5%
- Other 5%
- Pinterest 2%
- Tumblr 8%

07

Increased Investment in Influencer

Marketing channel that growing fastest



94% of those who used influencer marketing believe it's an effective strategy

49% of Twitter/Instagram users rely on recommendations from influencers

10X Influencers bring 10X rise in conversion rate

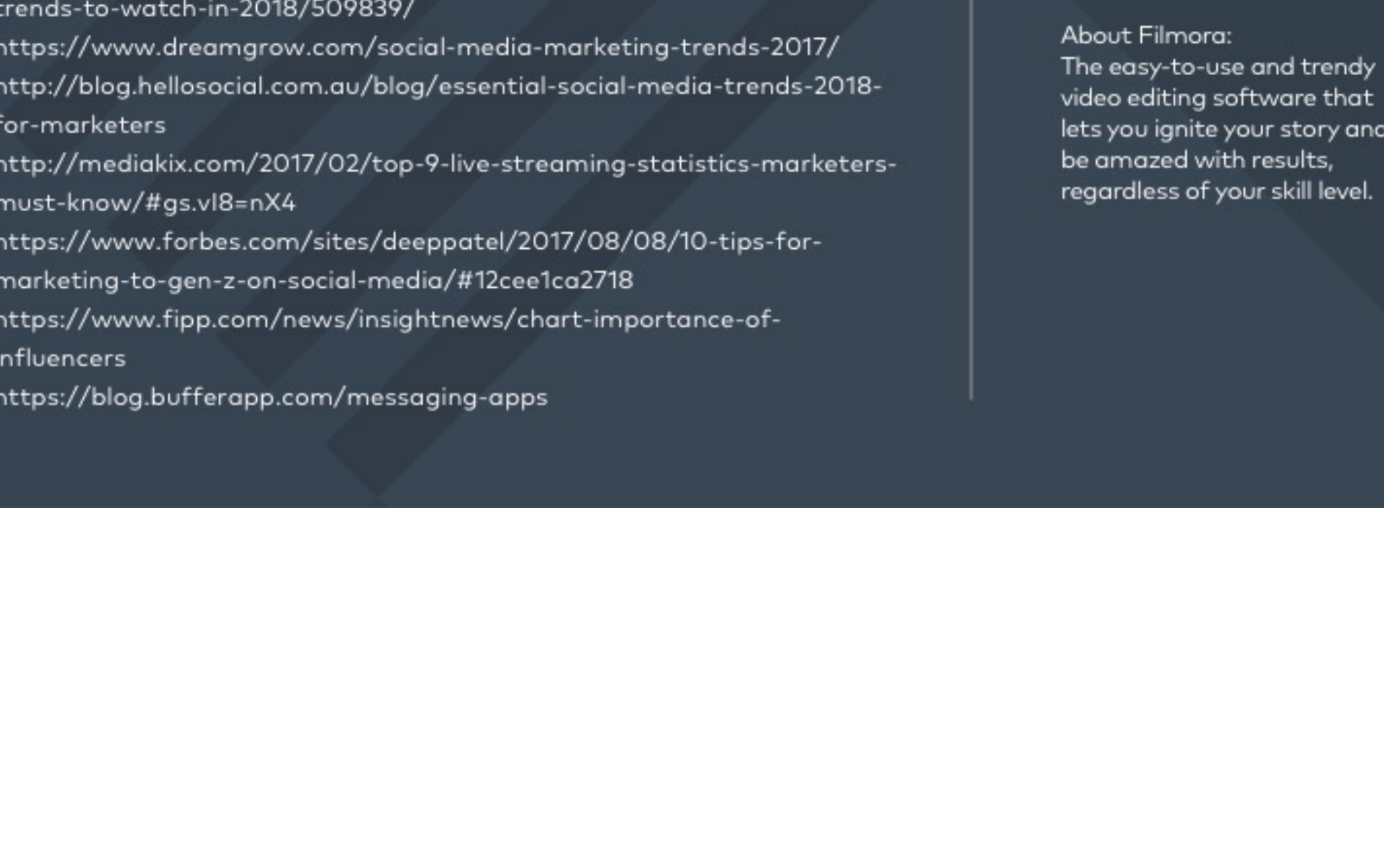
08

More Mobile ready content

Number of Smartphone Users Worldwide



Time Spent on social networks in US: Mobile vs Desktop



09

Increasing Brand Participation in Messaging Platform

Dark social channel's market share



Top 5 Social Messaging Leaders

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About Filmora: The easy-to-use and trendy video editing software that lets you ignite your story and be amazed with results, regardless of your skill level.