

SOCIAL MEDIA TRENDS OF 2017

THE GROWING POWER OF SOCIAL MEDIA



TOP 4 MOST POPULAR

SOCIAL NETWORKING SITES



FACEBOOK

1,940,000,000



YOUTUBE

1,000,000,000



INSTAGRAM

700,000,000



TWITTER

313,000,000



VIDEO: THE PRESENT AND FUTURE KING

CEO MARK ZUCKERBERG HAS REPEATEDLY MADE CLEAR HIS INTENTION TO TRANSFORM FACEBOOK TO A VIDEO-FIRST PLATFORM—ONE EXECUTIVE WENT SO FAR AS TO SAY THAT THE APP WILL BE “ALL VIDEO” BY 2021.

SOCIAL ISN'T JUST FOR MILLENNIALS ANYMORE

ON FACEBOOK, 53 PERCENT OF U.S. USERS ARE 35 OR OLDER.

ON TWITTER, ABOUT 45 PERCENT OF USERS ARE AT LEAST 35.

INSTAGRAM AND SNAPCHAT, REMAIN A HAVEN FOR THE YOUNG: 69 PERCENT OF INSTAGRAM USERS ARE UNDER 35, AS ARE AN INCREDIBLE 82 PERCENT OF SNAPCHAT USERS.

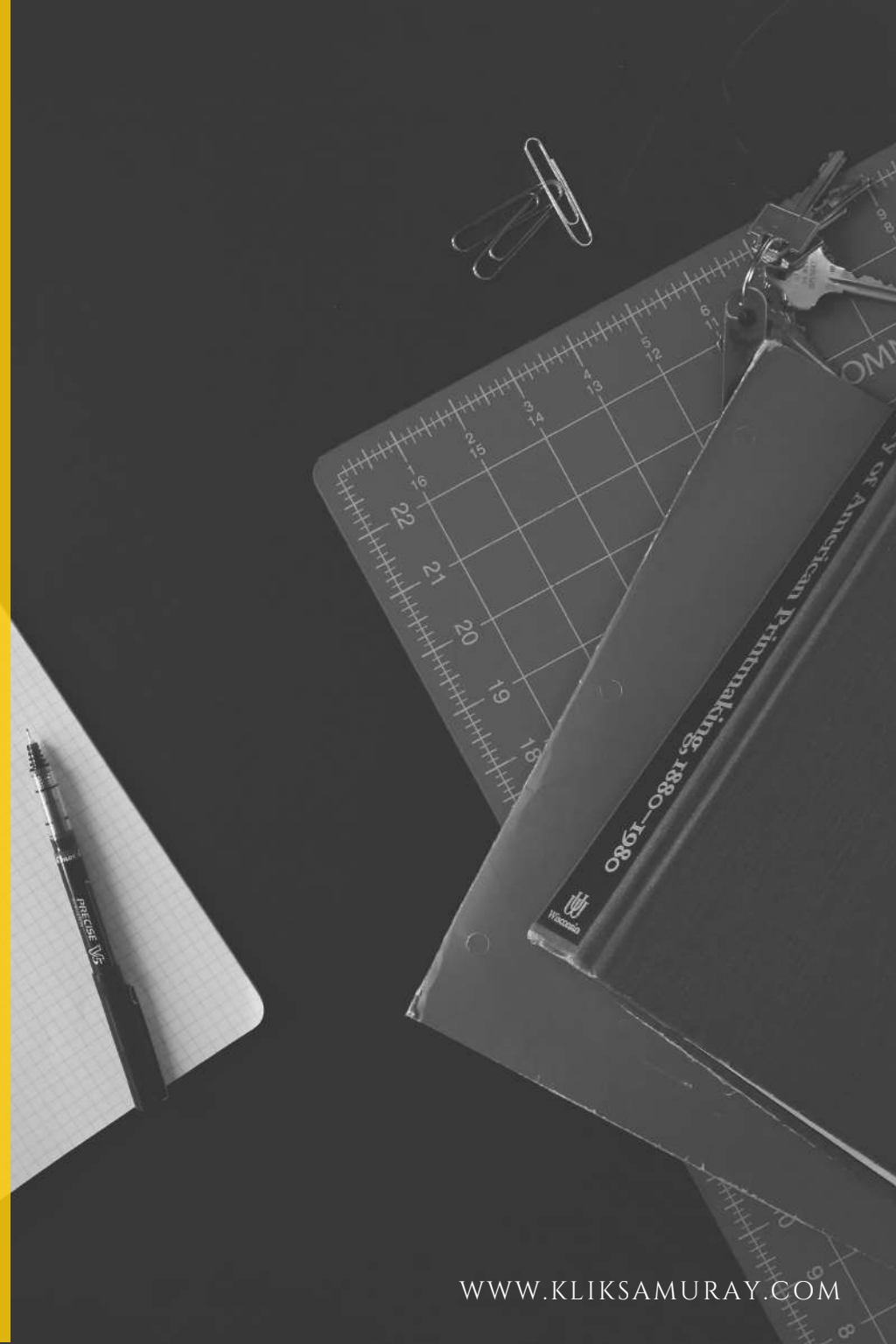
EVERY PLATFORM IS EXPECTED TO GET OLDER BY 2020, SNAPCHAT AND INSTAGRAM ESPECIALLY.

THE LINE BETWEEN “INTERNET USER” AND “SOCIAL NETWORK USER” HAS BLURRED

BY 2020 MORE THAN 7 OUT OF 10 US
INTERNET USERS WILL USE SOCIAL
NETWORKS

MILLENNIALS LOVE AUTHENTIC CONTENT (A.K.A. LIVE VIDEO)

SOCIAL VIDEOS HAVE MUCH MORE
ENGAGEMENT THAN ANY OTHER
CONTENT FORMAT. EVEN NEWS
SOURCES ARE CITING FACEBOOK
LIVE VIDEOS WHEN COVERING
MAJOR EVENTS.





BRANDS LEAN ON MESSAGING APPS MORE THAN EVER

BRANDS ARE USING MESSAGING APPS SUCH AS FACEBOOK MESSENGER, WHATSAPP, AND WECHAT TO COMMUNICATE ONE-ON-ONE WITH CUSTOMERS.

BRANDS MAKE THE SHIFT FROM SNAPCHAT TO INSTAGRAM FOR STORIES

AT 600 MILLION USERS, INSTAGRAM OFFERS A VASTLY BIGGER AUDIENCE THAN SNAPCHAT AT 150 MILLION USERS.

MOBILE ADVERTISING GROWS MORE COMPETITIVE

Net US Mobile Ad Revenue Share, by Company, 2016 - 2019

% of total and billions

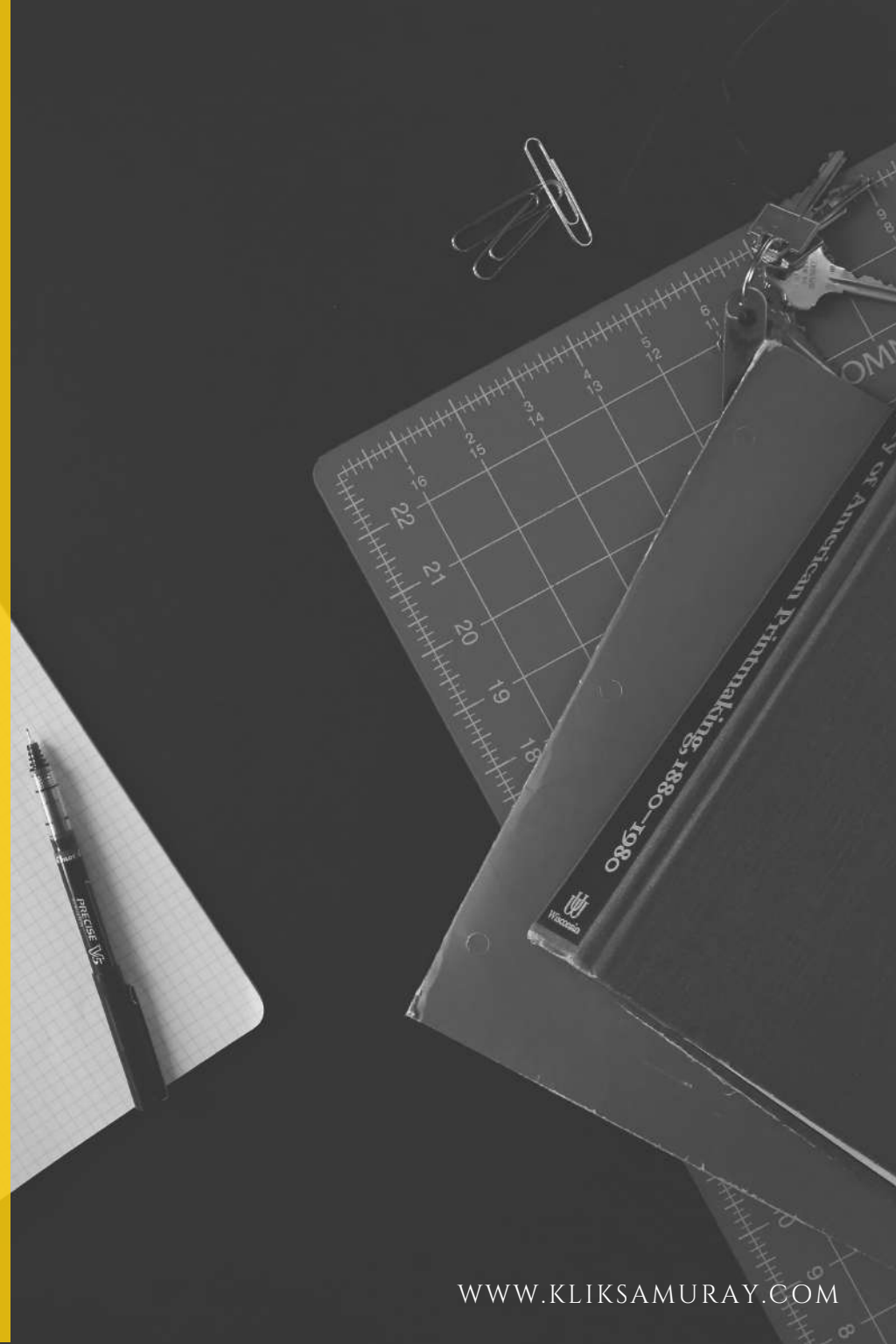
	2016	2017	2018	2019
Google	31.5%	32.4%	33.2%	33.8%
Facebook	22.5%	24.6%	26.0%	26.5%
Yahoo	2.6%	2.3%	2.1%	2.0%
Twitter	2.6%	2.0%	1.7%	1.4%
Pandora	1.8%	1.7%	1.6%	1.5%
YP	1.6%	1.4%	1.3%	1.2%
Snapchat	0.6%	1.3%	1.8%	2.7%
Amazon	0.5%	0.6%	1.0%	1.2%
Yelp	0.6%	0.6%	0.6%	0.6%
Microsoft (LinkedIn)	0.4%	0.4%	0.4%	0.5%
Other	35.3%	32.7%	30.3%	28.6%
Total (billions)	\$46.70	\$58.38	\$70.05	\$82.31

Note: net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; includes display (banners, rich media, video and other), search and messaging-based advertising; includes ad spending on tablets; numbers may not add up to 100% due to rounding

Source: company reports; eMarketer, March 2017

SOCIAL MEDIA ECOMMERCE BECOMES A POWERFUL AVENUE FOR SALES

ACCORDING TO A SURVEY FROM AIMIA, 56% OF CONSUMERS SAID THEY FOLLOWED BRANDS ON SOCIAL MEDIA TO BROWSE PRODUCTS FOR SALE, AND 31% OF ONLINE SHOPPERS SAY THEY'RE USING SOCIAL MEDIA SPECIFICALLY TO LOOK FOR NEW ITEMS TO PURCHASE.



WHAT'S NEXT FOR BRANDS?

Social media is constantly changing and you need to be prepared for anything. And if you're not sure where to get started with your social media plan, don't worry -- we've got you covered.



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THANK YOU

HAVE A NICE DAY!

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