

SOCIAL MEDIA TRENDS FOR 2019

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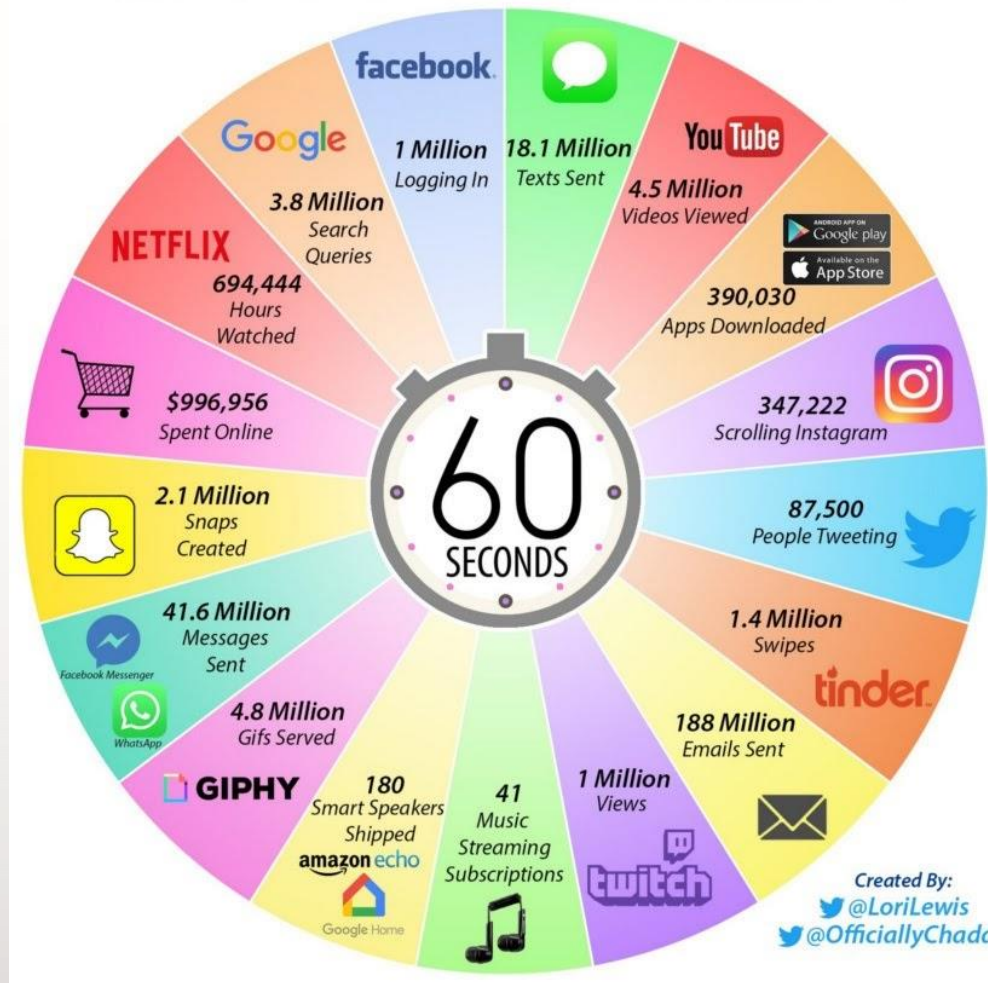
Social Media Coordinator



The State of Social

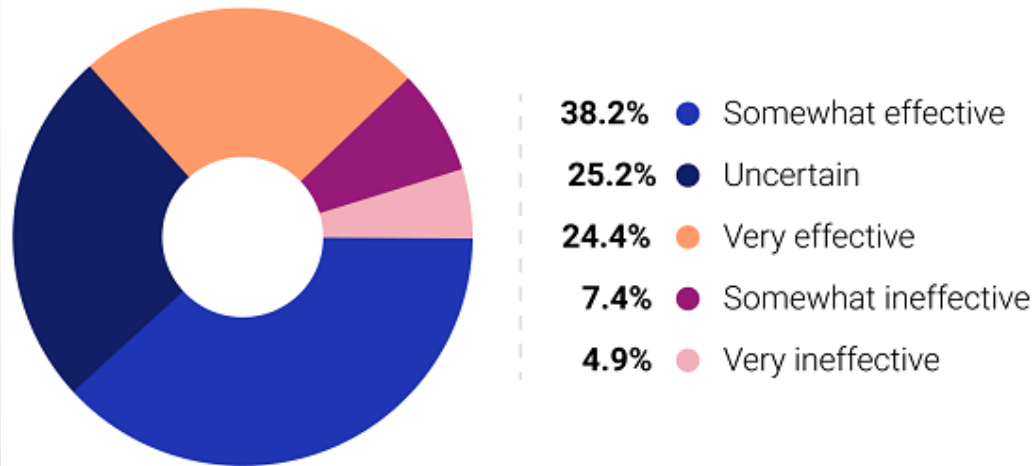


2019 *This Is What Happens In An Internet Minute*



1. There's still a lot of uncertainty about the effectiveness of social ads

How effective has paid social media advertising been for your business?

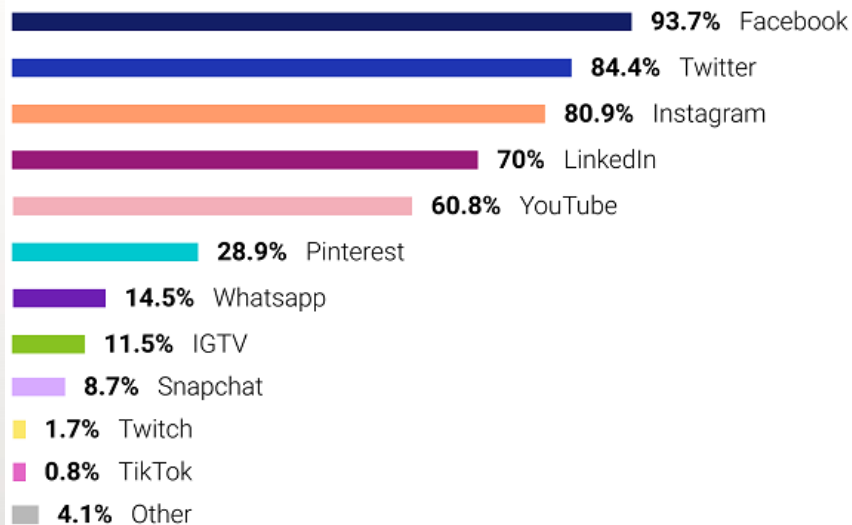


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2. Facebook and Twitter remain the most used channels

Which of the following channels does your business use currently?

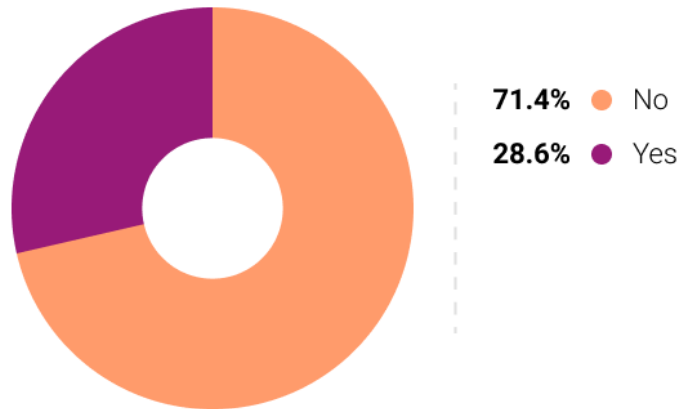


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3. Messaging apps are still overlooked by almost three-quarters of brands.

Has your business used any messaging apps for marketing?

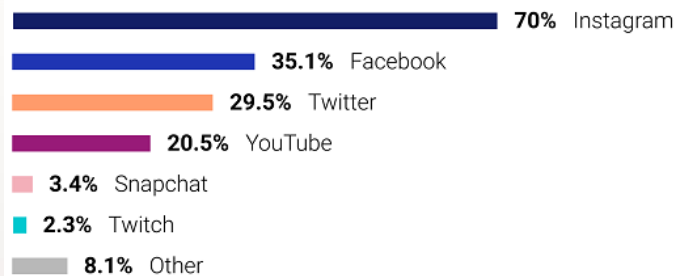


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4. Influencer marketing is on the rise

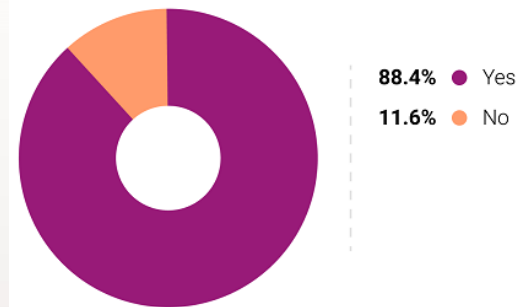
What platforms have been most effective for influencer campaigns?



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Are you planning on continuing to invest in influencer marketing in 2019?

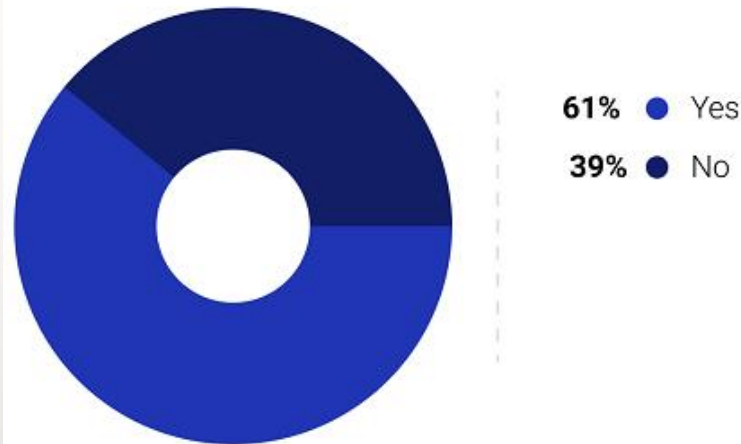


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5. Stories will be a key focus in 2019...

Do you plan to invest more in stories ads in 2019?

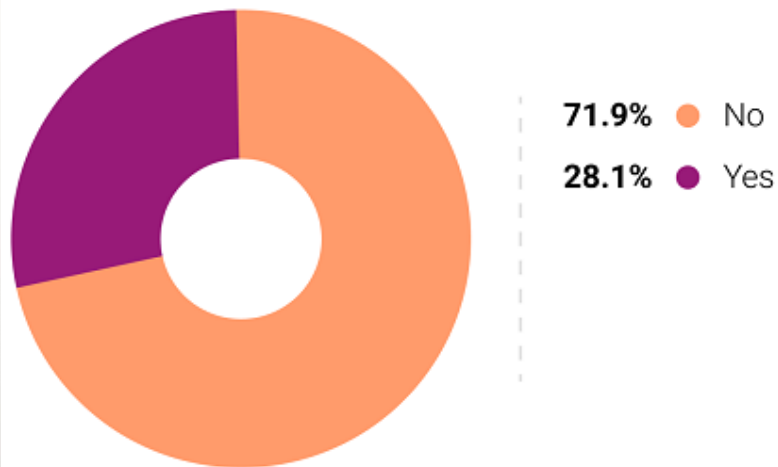


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IGTV - not so much

Do you plan on creating content specifically for IGTV in 2019?



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Social Media Trends for 2019

1. The Rise of Private Groups and Accounts



The Rise of Private Groups and Accounts

- Facebook groups took off in 2018 as a way for brands to directly connect with fans without the algorithm affecting their posts.
- Used to garner quick feedback about products but also as an additional engagement tool.
- Zuckerberg said last June that the mission is now “give people the power to build community and bring the world closer together.”

Examples

UC Davis Freshman Class of 2021
(Official)
Closed Group

About

Members

Shortcuts

The Buffer Team

Dawn Riders

Social Media Mast... 20+

Alfred's Test Page 20+

Hwa Chong Alumni A... 1

Alfred's Test Group

Social Media & Mark... 2

Ahrefs Insider 14

Hwa Chong Canoeing



+ Join Group

... More

Join this group to see the discussion, post and comment.

About This Group

Description

Welcome to the official page for the UC Davis class of 2021.

Information about UC Davis, including upcoming events and activities, will be posted here.

The group admins reserve the right to block or remove members who are in violation of the UC Davis social media guidelines, and to remove material it deems offensive or in violation of these guidelines. Please see <http://ucdavis.edu/social-media/guidelines.html> for more information.

If you have any questions about your admission status, please hop on over to the UC Davis Undergraduate Admissions page and post your question there! facebook.com/ucdavisua

CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

Suggested Groups

See All



UC Davis Off-Campus Housing
2,049 members

+ Join

- Creates a new Facebook group for every batch of new students at the university, which is managed by a group of administrators from their marketing and communications team.
- Allows new students to connect and interact with one another even before the university term starts.



- You can connect the Group to the Page so it's more visible and easier to find

Locked IG Accounts



2. Demand for Transparency

- 2018 was a landmark year for the major social media networks
- Facebook battled privacy and data sharing concerns
- Twitter struck down troll accounts while making it easier to report harassment

Topics That Demonstrate a Brand's Transparency on Social Media



Topics Consumers Want Brands to Be Transparent About on Social Media



Transparency

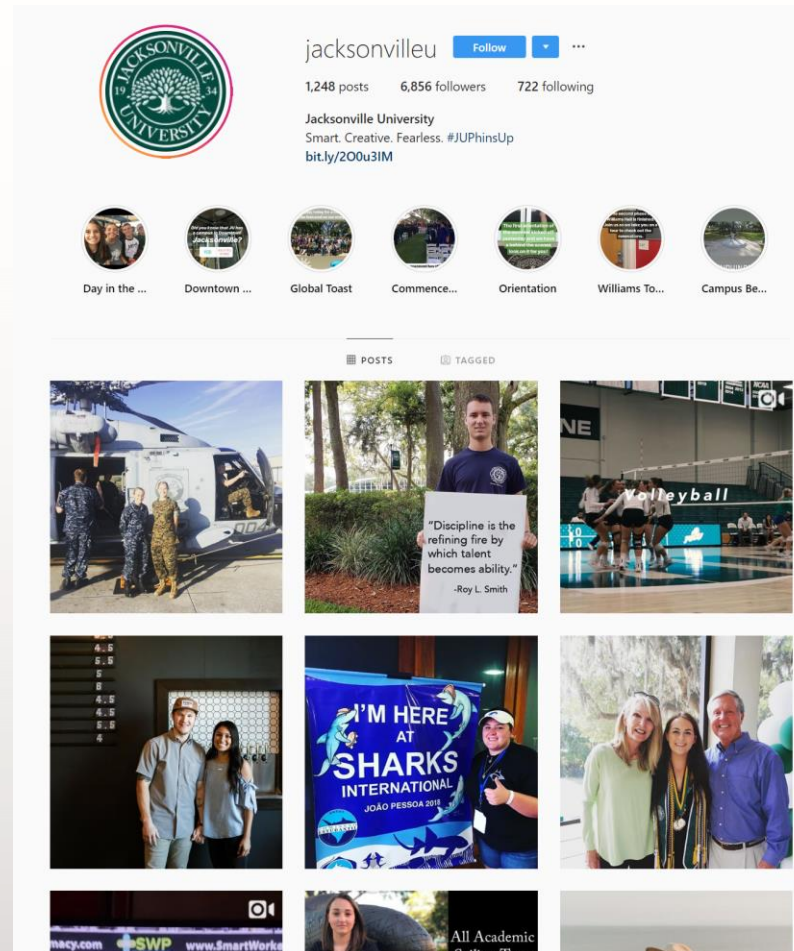
- Proactively respond to student concerns and questions
- Don't be afraid to talk about money and cost of courses online
- Bring your into marketing decisions (where it's helpful)

3. Stories

- Almost every platform recreated Snapchat's features of a disappearing post
- Instagram Stories received major updates in 2018 with AR filters and interactive stickers
- Facebook added Stories to personal accounts, Pages, Messenger and Groups. Both WhatsApp and YouTube also invested in Story-like features



Example: Jacksonville University

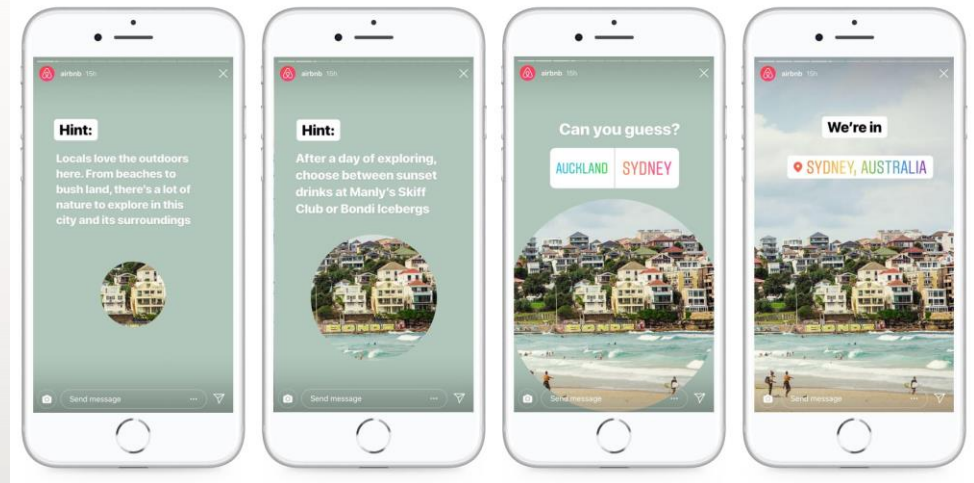


Ways to use Stories

- Give tours
- A Day in the Life student series
- Orientation
- Campus culture series
- Mix it up

Best Practices for Stories

- One to seven stories at a time
- Schedule or post stories before and after the work hours
- Post your best stories first



4. Creative content



Monmouth University Launches A Charming Social Campaign On Instagram

Monmouth University Takeaways

- Modest and direct
- Snackable moments that add value
- Shows school spirit and creates a friendly feel for the brand
- Cost effective

University Of Colorado's Student-Focused Content Is Inspiring And Effective

University of Colorado Takeaways

- Effectively blended animation and interview
- Featured first-generation college students, each at a different campus
- Stories are diverse, inspiring and aspirational for prospective students from a variety of backgrounds

20 Creative Ways to Share Your Content on Social Media



Turn a blog post into a video



Create a how-to video



Go live



Interview someone (live)



Post 360 photos or videos



Attach a GIF



Curate user-generated content



Use a self-explanatory image



Use charts or graphs



Share relevant, helpful infographic



Partner with another brand



Do a social swap



Organize a social contest



Poll your audience



Ask a question or for help



Pull an interesting stats from a blog post



Pull a meaningful quote from a blog post



Create a list in the caption



Add emojis or symbols



Share or retweet your followers' posts

5. Employees Are the New Influencers



- Influencer marketing has become so bloated an industry that accounts are faking their partnerships.
- Encouraging your employees to talk about your brand will help brand awareness even more.

Steps to making it work

1. **Make it stick by making it personal** - Define the value of sharing for your employees and get them excited!
2. **Overcome fear with education** - Create guides and provide tools and training to enable even the most un-savvy social user to tweet with ease. Educate, don't police.
3. **Find your champions** - Share their story with others in your organization. In addition, empower them to create their own content
4. **More than individuals, it's a culture** - All of these pieces are not just a "social media" effort; employee advocacy is built into the culture.

Thank you

