

2020 SOCIAL MEDIA TRENDS



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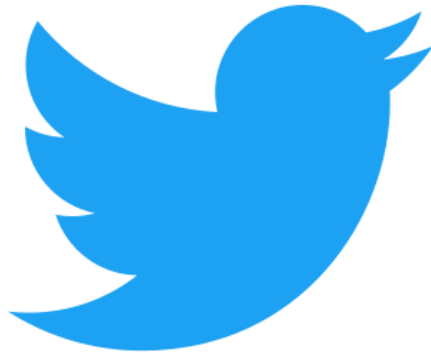
Reevaluating Metrics

Authentic Connections:

- Responsiveness
- User-Generated Content
- Messaging and ~*Aesthetics*~

-Get Creative with:

- Video
- Stories
- Content



REEVALUATING METRICS

Removal of Likes and a push for engaging on smaller, tight-knit communities means you need to **look beyond surface-level**

Key Performance Indicators:

- Engagements
- Impressions
- Reach
- Sentiment
- Request for more info



AUTHENTIC CONNECTIONS

Post consistently and be responsive:

- Use **Insights** to determine the best times to post
- Engage with your audience to boost your reach and build community
- Messaging chatbots** can share information quickly and automate customer support
- Chat blasting:** Email blasting, except done through Facebook Messenger
 - (Promote limited time sales, polls/surveys, share new content/sites/podcast, etc.)

Not So Fun Fact: About 90% of questions sent to Facebook business pages remain unanswered!



AUTHENTIC CONNECTIONS

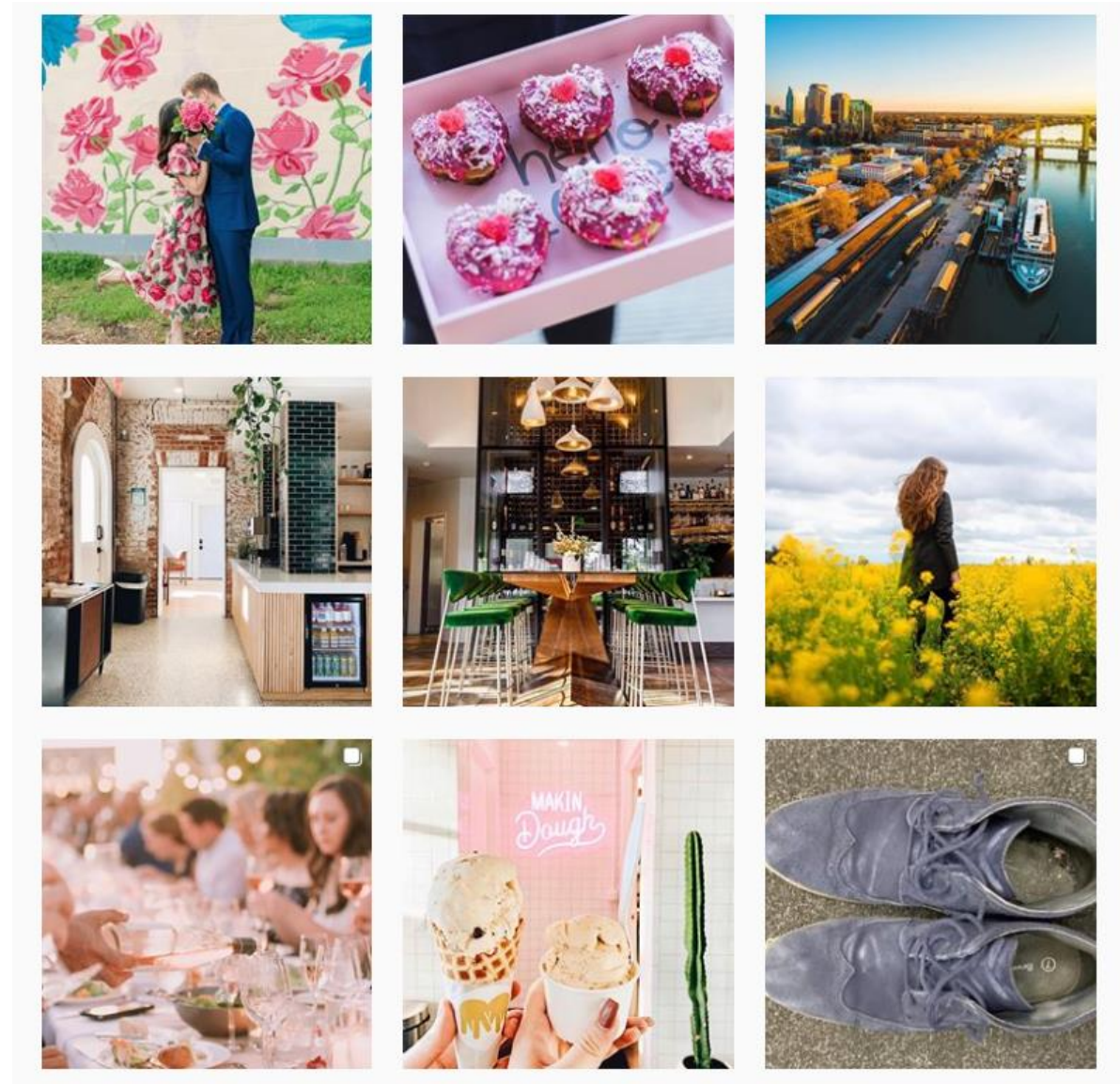
User-Generated Content (UGC) is Your Friend:

- Saves you time *and* humanizes your brand
- Share UGC with a **strong strategy behind it**
- Encourage UGC through contests, #hashtags, and (vetted!) influencer takeovers

exploremidtown Following ▼ ⋮

1,288 posts 18.3k followers 6,076 following

Explore Midtown
Making Midtown the center for culture, creativity, and vibrancy in Sacramento's urban core. Use #exploremidtown to be featured!
[exploremidtown.org](https://www.exploremidtown.org)



AUTHENTIC CONNECTIONS

Messaging and Aesthetics

- Transparency:** Share the good, the bad, the struggles
 - Facilitates meaningful interactions
- Inclusivity:** Showcase the diverse community you exist for
- The “No-Edit” Look:** Slight color changes, light on filters, not-so-obvious posing



exploreMidtown • Following her Elevated ...

exploreMidtown At @her_elevated, women are encouraged to show up in their natural state, quit comparing themselves to others, and thrive in the elevated version of who they are!

At her Elevated you can participate in group fitness classes like yoga, Zumba, strength training, all-body detoxes, boot camps, and more!

You can even rent out their 1,300 sqft. bright and beautiful studio for fitness, classes, workshops, seminars, receptions, paint nights, you name it.

Check out what they're all about at

♥ 💬 📌

👤 Liked by bstreettheatre and 280 others

JANUARY 3

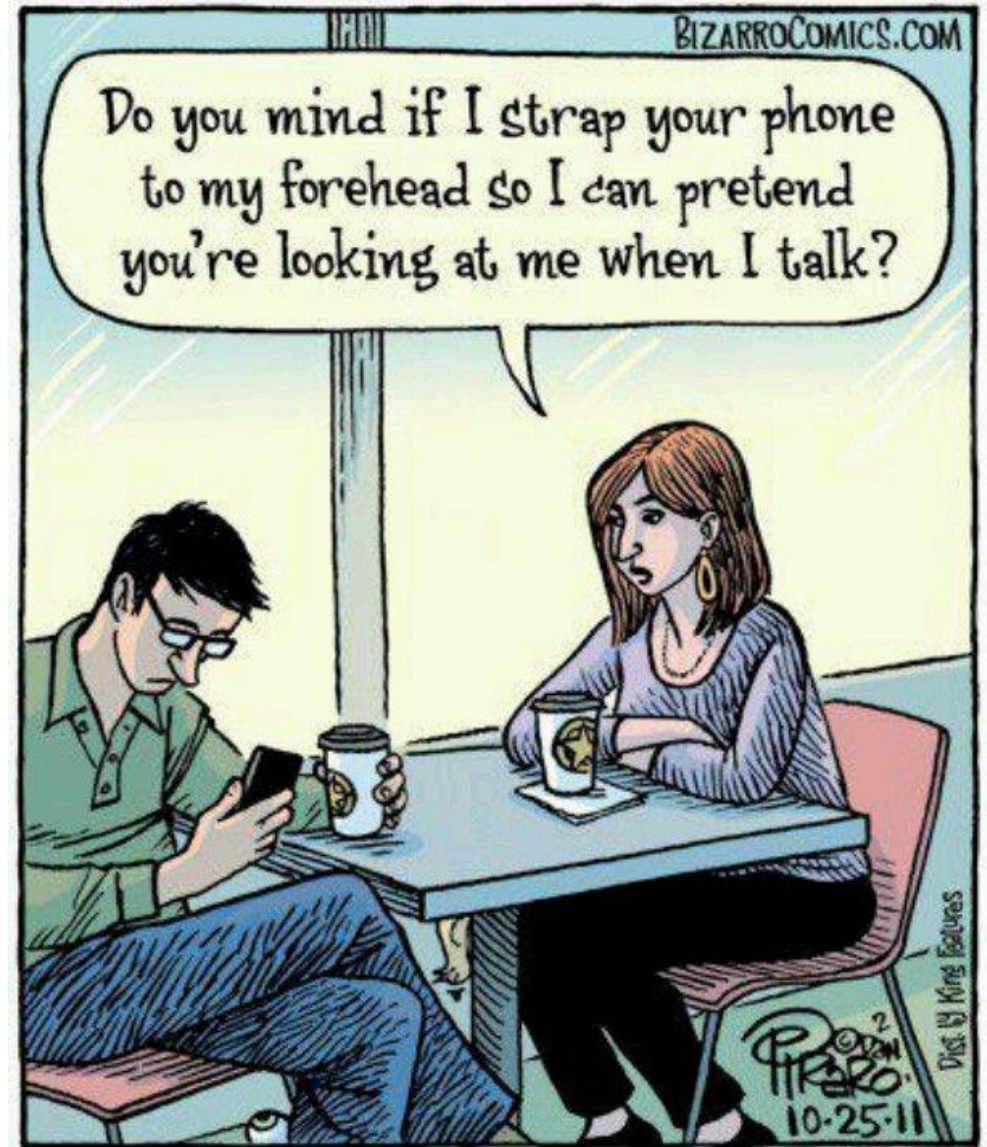
Add a comment... Post



GET CREATIVE: VIDEO

*Video is longer a nice-to-have feature.
It's must-have content.*

- Facebook users watch an average of **100 million hours** of videos every day
- 80% of audiences prefer video** from brands as opposed to reading a blog
- 85% of videos on Facebook** are watched without sound



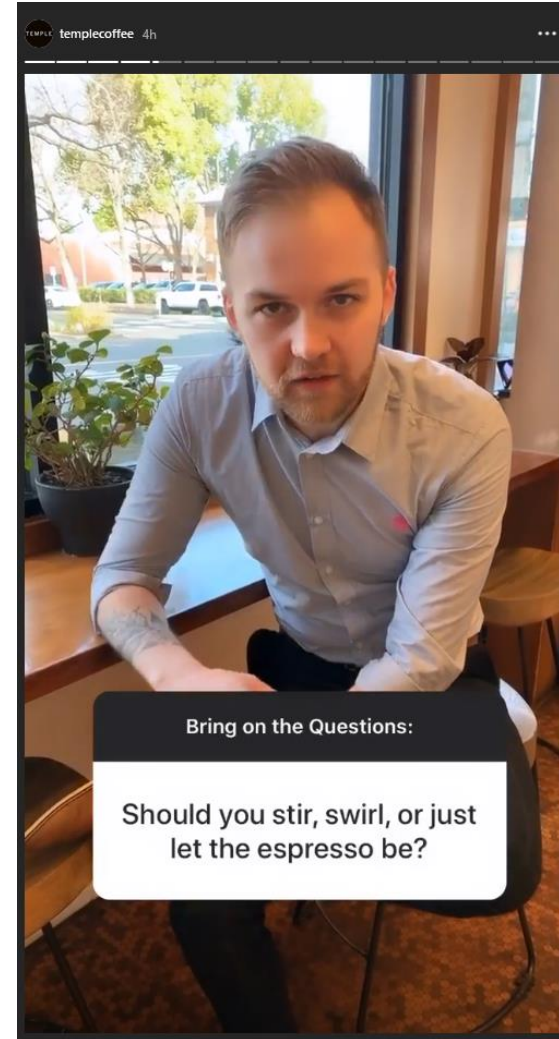
GET CREATIVE: VIDEO

- Use **creative edits and effects** to capture attention
- Put **best foot forward** in first 10 seconds
- Film vertically** for mobile phones
- Add subtitles** to make content accessible
- Chop content to **optimize across different platforms**
- Share exclusive, **behind-the-scenes content**



GET CREATIVE: STORIES

- Over 500M people watch Instagram Stories every. single. day.
- Story feature on Instagram, Facebook, YouTube, and Spotify platforms
- Use polls, countdowns, interactive posts create a fun back and forth between you and your audience (and as research!)
- Stories add a touch of humanity to your social with emojis, stickers, and templates
- Instagram is testing a Group Stories feature



GET CREATIVE: CONTENT

- Embrace nostalgia** with pop culture flashbacks
- Add fun graphic elements to Stories, video, and posts
- Share viral posts, memes and quotes**
(Incorporate recognizable brand elements)
- Make Instagram content easy to find** with clickable landing pages

...but remember:

Your content must be relevant to your purpose/mission/vision AND your audience!



QUESTIONS?

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