

# Social media predictions

for 2020



## 1 Marketers will turn to TikTok

TikTok's growth over the past 3 years in the US:

October 2017

2.6 million

September 2018

7.5 million

March 2019

14.3 million

9

Social media network site in 2019

3

Most downloaded app in the first quarter of 2019

## 2 Marketers will increase the use of social listening



90%

of social media users try to reach out to brands or retailers on social media

The latest survey on the benefits of social listening showed that they helped:

24%

Improve products or service



25%

Attract new customers

21%

Provide better customer service



## 3 Micro-influencers will become more effective in promoting the brand



Social is still effective in promoting the brand:

74%

rely on social media when making a purchase decision.

Many types of large influencers are no longer trusted by consumers



61%

of consumers will trust the recommendations of friends and family over celebrity endorsements.

## 4 Live content will dominate

The past years brought **Facebook live**, **Instagram live**, **YouTube live**.



Viewing hours of live video content rose **65%** from 2017 to 2018.



Live streaming for **Super Bowl** was up **19%** in 2019.

## 5 There will be less fake news

In 2019, Twitter **banned** political ads. Other networks are expected to follow.

Increased demand for regulations and fact-checking will decrease the amount of fake news on social networks.



## 6 Social media platforms will be less harmful



Instagram and Facebook are both getting rid of the likes. Twitter is expected to do the same.

Features to fight bullying and social media addiction are being tested.



Sources:

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