

# TOP 5

## SOCIAL MEDIA

# TRENDS OF 2018

Keep your business up-to-date on the latest social trends to take over 2018!



### 1. Focus on Generation z

With the oldest members of this generation (22 years old) ready to enter the workforce, 2018 and beyond will see Gen Zers with increased buying power and market share.



40%

Of the U.S. population will be made up of Gen Z by 2020.



\$44

Billion in current buying power.



74%

Of Gen Z spend five or more hours each day online.

### 2. Increase in Live Streaming

Though this trend started in 2017, it will really take off in 2018 as more brands realize the power of live streaming and more audience will come to expect this live experience.

August 2014



SnapChat introduces a live element in its app.

Periscope acquired by Twitter.



January 2015

August 2015



Facebook launches live streaming to select audience.

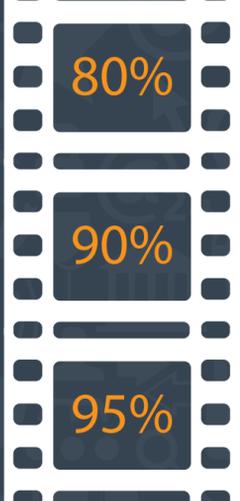
YouTube Announces live streaming on mobile.



June 2016

### 3. Video Consumption

Though video is already considered a powerful tool, it will become even more valuable as social algorithms will weigh it more heavily as a factor in determining your website's ranking position.



• • • Of global internet traffic will be video content by 2020.

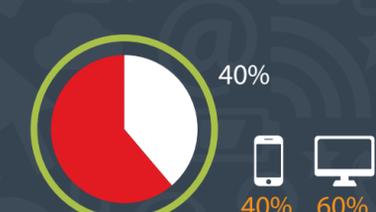
• • • Of all content shared by online users was video in 2017.

• • • Of a message communicated via video can be recalled by viewers, as opposed to a 10% recall rate if a message is communicated via written text.

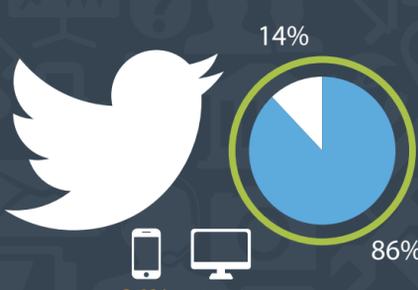
### 4. Mobile-Ready Content

The large population of mobile-only social media users means that your content strategy should be mobile-first. Make sure your 2018 social media plan puts emphasis on content that is easy to consume and share on the go, videos with subtitles, and links to mobile-responsive online content.

Mobile vs. Desktop:  
Time Spent on Social Platforms



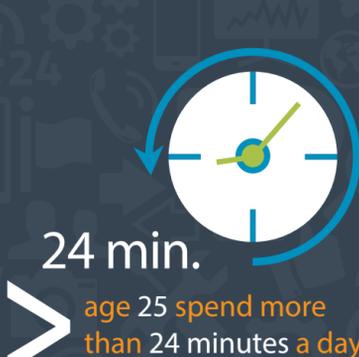
facebook



### 5. Popularity of Instagram Stories

As one of its most popular and useful features, Instagram Stories has raised the bar on what users can do with their content since its introduction in 2016. If your small business is on Instagram, it's essential to incorporate Stories in your social strategy.

More than 200 million people use Instagram stories



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If you still have questions about social media or need some professional marketing help, schedule a one-on-one consultation with an iMatrix online marketing expert today.

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Sources:

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