



2020  
SOCIAL MEDIA  
TRENDS



1. The importance of the use of social media will continue to increase in 2020 as corporate-marketing and sales communication through traditional media decreases day by day.
2. On the other hand, the orientation will move from mass marketing and communication to a more individual and 1:1 interaction
3. Paid ads, customer service, campaigns, contests, and gamification will continue to evolve.
4. Video contents, one-to-one communication via messaging (Messenger, WhatsApp, Instagram DMs) and creating small/private groups tendency will rise through sincere, clean-lean “stories”.



5. As the data analytics capabilities of companies, brands and their integration with social media increase; customized content creation will also increase according to consumers' demographic data, location, preferences, needs, and habits.
6. Shopping via social media, augmented reality applications, chatbots, etc. will start to be adopted to each other more effectively, starting from 2020.
7. Employee engagement will contribute to content creation and social media will be everyone's business. Blog writing, podcast publishing will flourish again.
8. Mobile will be the mainstream for all kinds of communication and platforms.



**2020**  
SOCIAL MEDIA  
CHANNEL  
STRATEGY



1. Facebook is still inevitable despite all privacy issues. 60.6% of Internet users are using FB – 2.7 billion users. 80 mio business pages. 65% of FB users under the age of 35. 96% uses via mobile devices.

FB Private groups and interactions will be important in 2020 and onward.

2. LinkedIn continues getting popular. Executive's content creation gets even more important.
3. Instagram is also increasing its popularity for business (especially story + IGTV).
4. Twitter is steady (customer relations and news).
5. YouTube will keep rising as video content gets more and more important.



6. Pinterest is stable. It is good to be on this platform for SEO and brand awareness at least.

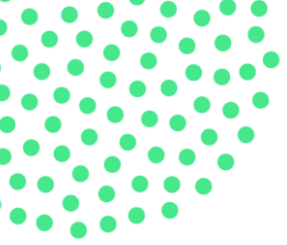
There are 300 Mio active users worldwide. 70% female, 30% male.

7. TikTok is quite remarkable. It should be observed. It is early for business and brands (except some special areas) yet. There are 500 Mio active users worldwide. 41% are between the ages of 16-24. 56% male, 44% female. Users spend 52 minutes a day at TikTok.

8. Social media on social media platforms such as Instagram, Pinterest and Facebook, along with other channels, will move towards becoming a mainstream retail channel. Brands and marketers will actively incorporate selling through social media into their sales strategies.



2020  
SOCIAL MEDIA  
CONTENT  
STRATEGY



1. Prioritize the information according to the audience's needs first, over sales/promotional messages.

Brand-Building and Sales Activations contents should be balanced.

B2C: 60% brand-building and 40% sales

B2B: 54% brand-building and 46% sales

2. Social and environmental responsible messages reflecting true efforts of the company should be shared more and more.
3. Employee advocacy / Career sites are getting more important especially for talent wars.
4. Customer testimonials, true, sincere sharing, user generated contents are the best to create credibility and trust.







5. Lotteries, campaigns, gifts, prizes etc. are getting more important to attract and engage customers, consumers who are under attack of severe competition.

6. Attractive contents:

- Video Content Visual Storytelling & Live Streaming
- Instagram & Facebook story
- Infographics, research results, diagrams
- Blogs, articles (on LinkedIn as well)
- Podcasts on Spotify
- Influencer Marketing
- Chatbots
- Augmented Reality
- Shopping on social media