

A 3D illustration of a smartphone with various app icons floating around it, symbolizing mobile applications. The icons include a TV, lightning bolt, basketball, calendar (Sunday 7), weather (+27°C), settings, search, mail, SMS, play button, phone, music, camera, and others. The phone is black with a silver bezel and a home button.

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OVERVIEW OF SOCIAL MEDIA

As we get into 2021, one thing is certain: We've spent a lot of time on social media in the last few years.

But, our increased connection to social media isn't at all shocking.

In 2020, as countries implemented stay-at-home orders due to the global pandemic, statistics reported a 21% uptick in monthly social media usage.

Throughout the year, consumers have not only continued to use social channels to catch up with loved ones, but they've also embraced them for product research, the latest news coverage, and hours of mindless entertainment.

Now, as the world hits 3.6 billion social media users and continues to deal with the pandemic, brands aren't just wondering how they'll engage huge social media audiences next year. They're also asking, "What social media trends should I expect in this constantly changing landscape?"

I've compiled expert or research-backed **Statistics** and **Predictions** that businesses should watch or leverage in 2021.

SOCIAL MEDIA STATISTICS

- 54% of social browsers use social media to research products.
- 1.3 million new users joined social media every day in 2020.
- LinkedIn has more than 722 million active users in 200 countries and regions worldwide.
- 69% of U.S. adults use Facebook and 76% have visited the platform in the last month.
- 90% of people on Instagram follow a business.
- 79% of consumers expect brands to respond within a day of reaching out over social media
- The best times to post on Instagram are Wednesday at 11 AM, and Friday between 10-11 AM.
- 420 billion people are active on social media.
- Each person spends an average of 2 hours and 25 minutes on social networks and messaging.
- Facebook had 1.84 billion daily active users in December 2020.
- 79% of people say that user-generated content on social media significantly impacts their purchasing decisions.
- The best times to post on Twitter are Wednesday and Friday at 9 AM.
- 64% of Instagram users are under the age of 34.
- YouTube is the second most popular channel for businesses sharing video content.
- Facebook Stories have 500 million daily viewers.
- Tweets with hashtags get 100% more engagement.
- YouTube accounts for more than 25% of total worldwide mobile traffic.
- 98.3% of Facebook users access the platform on mobile devices.
- 83% of people use Instagram to discover new products and services.
- Over 46% of all social media traffic to company websites comes from LinkedIn.

SOCIAL MEDIA PREDICTIONS

To maintain a competitive advantage, companies must be attentive to the latest changes, updates and trends to consistently gain visibility, viability and brand sustainability with their audience.

Here are a few social media marketing predictions that companies should be aware of in 2021:

1. Brands will continue to take a "less is more" posting approach.

This year, many brands spent less time churning out social media posts and more time producing only content that felt thoughtful, valuable, and in-touch with the world around them.

2. Content value will beat production quality.

When many businesses were forced to go completely remote in 2020, social media and video marketing teams needed to develop scalable production processes that could be done from home.

3. Conversational marketing will change its tone.

Conversational marketing isn't new. In fact, most of the big brands we know and love allow you to connect with them via social media messaging channels at any time. But, in 2021, with more messaging channels than ever -- and consumers needing more information to make a worthy investment -- the tone of digital conversations might change.

4. Consumers will crave snackable content.

In 2020, we saw the rise of TikTok and Instagram Reels, continued engagement on Stories content from Facebook, Instagram, and Snapchat, and brands creating other short-form or "snackable" pieces content to educate consumers about their brand.

5. Video will continue to take center stage.

Early in 2020, HubSpot's Not Another State of Marketing Report found that video was the most commonly used marketing content -- and the second most engaging content type on social media.

6. More brands will go live.

In 2020, as many brands were forced to take conferences, events, and other marketing experiences online, it's not shocking to think that 2020 live stream numbers could be higher.

7. Social media platforms could double as shopping channels.

As many brands learned how to do business completely online, platforms like Facebook, Instagram, Twitter, Snapchat, and TikTok raced to develop more online business marketing solutions.

9. Authenticity will be vital.

This year, consumers and brands faced a global pandemic, uncertain financial times, and a number of major events that paused nations in front of news channels. Consumers need more than just great deals to trust, identify with, and invest in a brand. At this point, many brands have taken notice by embracing authenticity and their human side on social media.

CONCLUSION

Social Media is a powerful and affordable marketing tool...if it's taken seriously. Instead of a shotgun approach, you need to be consistent to create a social media marketing plan with a focused, refined strategy that can generate results.

Your business can successfully use Social Media to achieve your business objectives. To this end, plan ahead to ensure that your time spent on Social Media reinforces your other business messaging and engagement and yields measurable results.

Areca Marketing, LLC is a top provider of expert Social Media Marketing Services. We have over 32 years in marketing and Social Media services, and a long list of satisfied customers.

Our goal is to provide a comprehensive Social Media Program that integrates smoothly with existing marketing and advertising programs.

Effective Social Media Marketing takes quality and consistency over time to build interest and a following. We work with all of the major social media brands to create an innovative and consistent marketing presence for your company.

All information is generated and approved before posting and integrates your company's expertise in your industry...

AND WE MANAGE IT FOR YOU!



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