

# Social Media Global Best Practice

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## Synopsis



# Why you need to act now to maximise the effectiveness of your social media in 2016

The social media landscape is changing fast, and even bigger seismic shifts are on the horizon.

There will be a clear divide between those who embrace the changes and others who miss out.

## Trends in 2016

Social media is rapidly being driven by the 'attention economy' – time-poor people scroll increasingly quickly through feeds.

The major social media channels are reacting to this in different ways.

Those demonstrating best practice are already refining their social media offering by channel - adapting their strategy and engaging with each platform in a more specific, targeted way - to exploit the different opportunities each platform brings.

## Facebook

Take the predictions of Facebook's downfall with a pinch of salt – it still has over a billion active users per month!

- Facebook is actually 10 times larger than the world's biggest TV channel
- It is expected to overtake YouTube for video in 2016
- Mobile video traffic is forecast to grow by 55 percent each year until 2020
- Growing prominence of virtual reality and immersive content
- Facebook is aiming to become the world's 'virtual town square' - where people interact, get their news, do their shopping and everything in between!
- Facebook will encourage organisations to use their company pages as the first port of call to interact with customers/audiences, rather than their website

## Twitter

As of Q3 2015, Twitter averaged at 307 million monthly active users.

- New Twitter applications, such as Periscope, Moments and Polls will increasingly come to the fore
- Twitter is shifting to providing a more news-driven feed, to ensure relevance in the face of increasing challenges from competitors
- Twitter will increasingly prioritise visuals and live streaming
- Tailored Audiences and timeline targeting will ensure organisations reach more relevant audiences





## LinkedIn

There are 5 million organisations on LinkedIn. 79 per cent of LinkedIn members in the UK impact decisions within their organisations.

- LinkedIn is increasingly prioritising mobile platforms
- LinkedIn Pulse, the professional blogging service, was rolled out in 2015 as a mobile app and will continue to grow in importance in 2016
- LinkedIn will also make Pulse and other apps available for the Apple Watch
- LinkedIn Groups will be re-designed to give a 'single snapshot' of all activity
- LinkedIn will aim to become a leading platform for learning and development

## Google+

Despite the warnings of Google being a dying platform, the benefits that it brings for SEO performance and Google rankings, mean Google+ actually remains a key social media.

- Google+ Communities will enable organisations to reach very large audiences of relevant users
- Posts should be specifically written for Google+ as 'micro-blogs'
- Video content will be particularly important on Google+ in 2016 - due to the integration with YouTube

## Instagram

Instagram has 400 million users, yet organisations are still posting less on Instagram (4.9 times a day) than on Twitter (18.3 times) and Facebook (6.5 times).

Instagram actually has the highest engagement of any social network - 4.21 percent per post compared to 0.7 percent for Facebook.

- In-app functionality will diversify and spread
- Users will be able to click on images and buy/sign-up straight-away
- Instagram will be able to access Facebook's data, widely expanding potential audience reach
- Instagram will increasingly utilise tools, such as customised audiences, to enable ads to be targeted to specific audiences

## Pinterest

Pinterest has over 100 million monthly users and 85 percent are female. Although, male users have grown by 120 percent this year, moving towards greater gender equality on the platform.

- Pinterest will start to drive significant referral traffic - second only to Facebook
- 80 percent of this traffic will come from mobile devices
- Content on Pinterest will need to be evergreen
- Buyable Pins will be rolled out in 2016, providing seamless transactions inside Pinterest

# Summary

Our full series of reports will cover all this and more, helping you to put in place a transformative digital strategy for 2016. Call 01253 600800 or email [richard@gdrpr.co.uk](mailto:richard@gdrpr.co.uk).

# About Us

We are a trusted PR agency that delivers exceptional results. Consistently.

Established in 1999 – and named after the founding directors – the GDR team has the power and expertise to deliver the right messages through the right media at the right time.

At the heart of what we do – whether it's an integrated PR campaign or competitor analysis report – is our dedicated team of professionals. Headed by founder and managing director Richard Baguley, our agency has the skills and knowledge to deliver.

Our well-established team of journalists, PR executives, media trainers, design experts and social media specialists, enables GDR to execute highly successful campaigns.

We pride ourselves on enjoying long-term relationships with our clients and media contacts alike. Working with Corona Extra beer for over 10 years is just one example of our proven ability to deliver fantastic results.

# Contact Us

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