

Social Media Trends to Watch



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Video continues to dominate and drive engagement.



Stories Content Continues to Grow

Facebook Stories are now watched by approximately **500 million daily users**.

Interactive media inside Stories is becoming more and more popular. As newsfeeds create burnout, Stories content is a viable alternative.

Instagram, Facebook, SnapChat, YouTube, all of them are embracing this kind of content.



Social Platforms Follow Netflix

- IGTV
- Facebook Watch
- YouTube Premium

Video Trends on Social Media

1. Longer form series content
2. Documentaries
3. Influencers
4. All genres - comedy, drama, action, etc.
5. Collaboration



Don't be Afraid to Go Live

It's estimated that Facebook live videos get an average of 64 billion views per day and 78% of marketers use live streaming platforms on Facebook. Facebook live videos are viewed 3x longer than non-live videos.

Why Go Live?

1. Educate
2. Entertain
3. Be in the moment
4. Be more personal
5. Be real



Chatbots save time and drive conversions.



Chatbots and AI

[Revfine.com](https://www.revfine.com)

“Many customers now book their travel and accommodation with the help of internet chatbots, specifically tailored AI who can handle queries and assist customers with useful information when human operators are unavailable.”

“For hotels and other businesses in the tourism industry...there has already been widespread adoption for the purposes of powering chatbots on social media platforms, as well as instant messaging apps...

Used in this way, AI is able to respond to questions and provide valuable information to customers, even when a customer service rep is not available. Customers are demanding faster and faster response times on online platforms, and artificial intelligence allows businesses to deliver times that would be impossible for humans.”



Pro Tip - Use Quick Replies

Facebook and Instagram have been upgrading their messenger systems. They can now be managed from your Facebook page. Set up Quick Replies to make engaging customers through your inbox easier.



Pro Tip - Check out Mobile Monkey

Mobile Monkey

Create custom chatbot conversation funnels that help get customers in the info they need and makes it easy for them to identify their questions, preferences, and personal feelings and receive a clear, specific response.



Social shopping is evolving and improving.



Social Shopping Gets Easier

- Instagram and Facebook launch the Commerce Manager.
- Shopping options have evolved on Instagram, Facebook, and Pinterest.
- Buying in your social app is becoming more and more common.





Local residents are searching for local businesses.

According to Google's Observations

Road trips have also become more appealing during the pandemic. Not only does traveling via personal vehicle limit contact with others, it offers people a sense of independence and control. In a recent survey, more than 43% of U.S. residents who have taken a road trip this year said their main reason for doing so was either to meet friends and family safely, or simply as a safe way to travel.¹⁵



97%

of all trips this summer will be by car.

Think with Google

Source: USA Today, "Coronavirus pandemic will dent summer travel, AAA predicts, but not road trips," June, 25, 2020.



64%

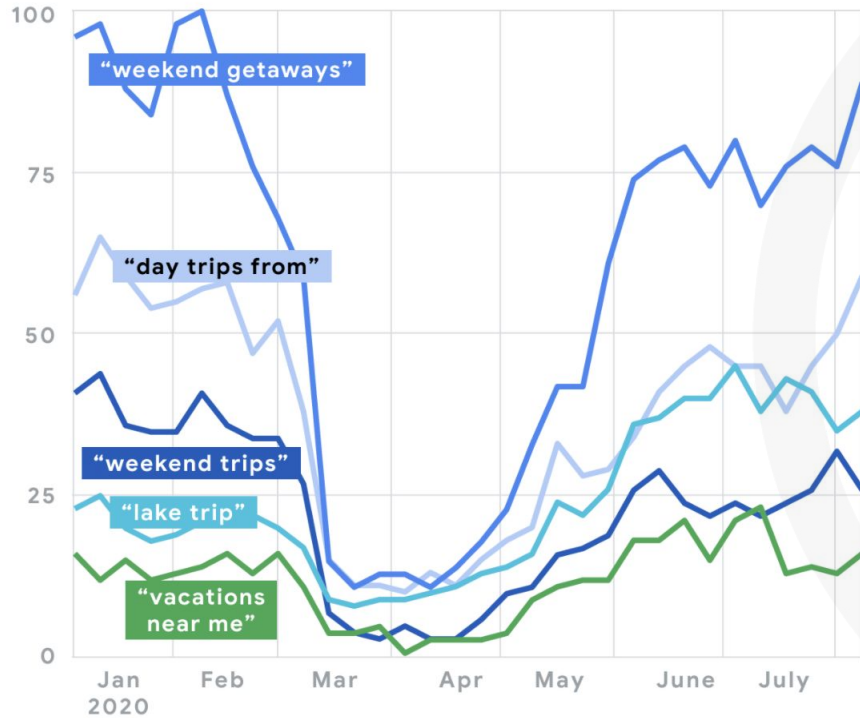
of U.S. adults who currently work from home said that they are likely to book a nearby vacation rental between now and the end of the year.

Think with Google

Source: Google Survey, U.S., 500 U.S. respondents who work from home, Aug. 2020.

Rentals in particular are in high demand. In one survey, 64% of U.S. adults who currently work from home said that they are likely to book a nearby vacation rental between now and the end of the year.⁵ Similarly, 30% of U.S. parents with kids under 18 said they too would be likely to book a vacation rental for their families before the end of the year.⁶ As people balance pandemic precautions with the need for time off, we're seeing an increase in searches like "beach rental" (over 100% year over year),⁷ "cabins for rent" (more than 100% year over year),⁸ and "lake house rental" (over 200% year over year)⁹ — places where travelers can get away while still enjoying the comforts and security of home.

Search interest over time: U.S.



Search interest over time: U.S.



“Camping near me” is more popular than it’s ever been.³



Connect with Locals and the People they Love

Expedia's 2020 Summer Travel Report

- Interest in domestic summer stays is up 10% year-on-year, making up nearly 85% of hotel searches overall in June
- Last-minute getaways are on the rise, with more travellers booking 0 to 7-day trips this summer than in previous years
- Demand for staycations is on the rise



Go beyond sales and marketing and make real connections.



Tell the Truth and Accept Responsibility

Evinex Social Media Marketing

BE OPEN AND TRANSPARENT

Being open and transparent is key to success for any business. If you're honest and share real information, your audience will trust you. It will lead more engagements and more conversions. **So when you make mistakes, instead of hiding the bad side, you need to admit them and handle them with integrity.**



Your existing supporters and customers are the key to social growth.

Get your clients engaged and active and social media algorithms may show your content to their friends, followers, connections, etc.

Take Action

Creativity + Listening

- Tell relatable stories
- Put people's experience first
- Make time to be in the moment

What is the Purpose of your Social Media?



“Good marketers see consumers as complete human beings with all the dimensions real people have.”

- *Jonah Sachs*

Author of [Winning the Story Wars: Why Those Who Tell—and Live—the Best Stories Will Rule the Future](#)

Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday
Nov. 4, 2020
- ★ [Free Digital Marketing Toolkit](#)

Online Courses

Find out more about the [Content Strategy Roadmap](#).

Resources

[Think with Google - Summer Travel Trends](#)

[Think with Google - Pandemic Consumer Behavior](#)

[Think with Google - Travel Trends in 2020](#)

[New York Times](#)

NEVER STOP LEARNING



Thank you!

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