

ICG *SpringLoaded*

Social Media Trends for 2021

icg.agency

Social Media Trends for 2021

Social commerce will continue to grow

54% of social media users research products using social media. We're seeing more features and tools that support quick and easy shopping across FB and IG including store fronts, product tags, IG shopping tabs.



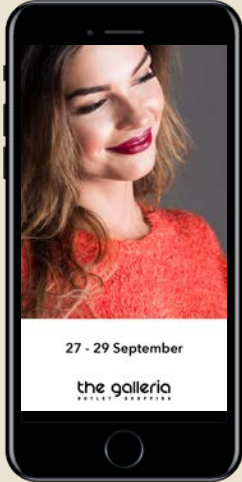
54%

say they use social media to research products

Live streams will remain popular

During the global pandemic, users have become used to being able to interact with brands live without ever leaving their homes and livestreams are continuing to gain popularity.

Social Media Trends for 2021

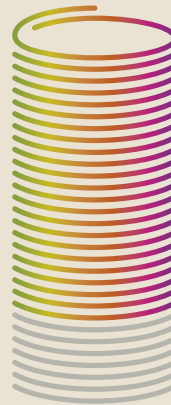


Stories as a content format

Over 500 million users are interacting with IG stories everyday so integrating stories into your organic planning is essential. Videos get more engagement than photos.

Consider Customer Service via Social Media

About 67% of consumers are seeking resolutions for issues through Twitter, Facebook and other social media networks.



67%

consumers seek resolutions for issues via social networks

Social Media Trends for 2021

Cross channel posting on the rise

With features such as IG Reels, IG Stories, FB Lives, Tik Tok Videos becoming more popular, we are seeing a lot of cross-channel promotion, particularly Tik Tok videos on channels such as FB and Instagram. This is great for increased brand awareness.

facebook



TikTok

LinkedIn



YouTube

Social Media Trends for 2021

Groups and communities on Facebook are growing

With noise increasing on social media, brands are looking for ways to stay personalised and targeted. We are seeing an increase in brands joining private groups and communities, particularly on Facebook. There are rules on selling in groups but they are a great way to generate leads.

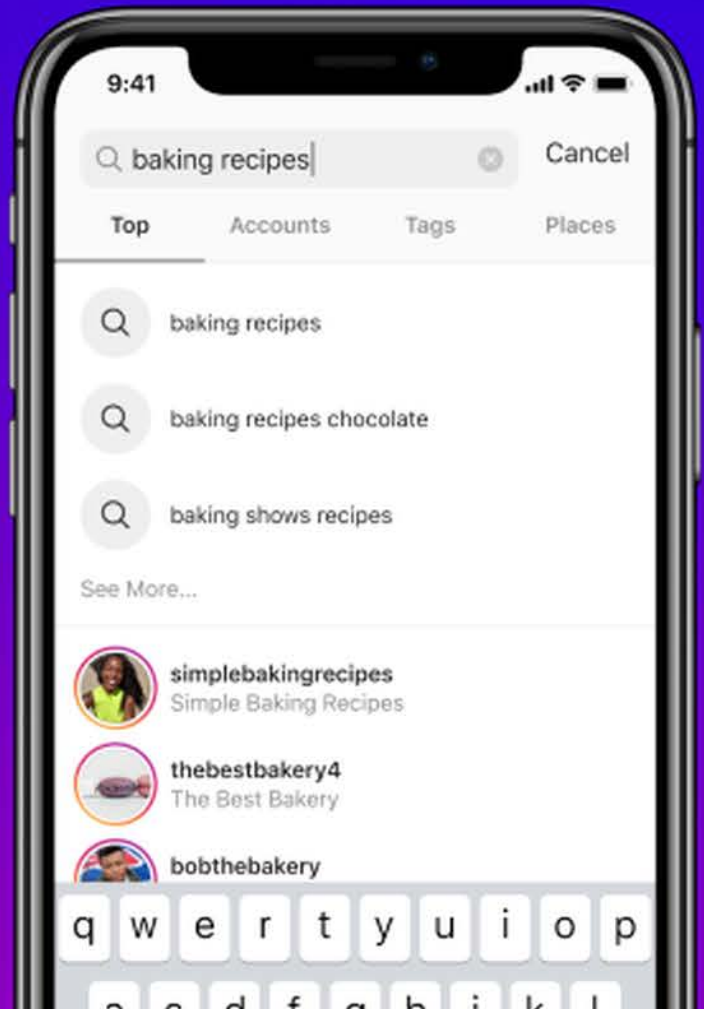


Social Media Trends for 2021

SEO drives organic Instagram visibility

Instagram has released a new feature that allows users to search for keywords as well as the traditional hashtag.

This means increased visibility for brands as IG is scanning all content within your posts and not just hashtags - so make it relevant!



Social Media - Glossary of Terms

Reach

Reach is the number of times that a user has been exposed to your ad or your content on their device. When it comes to measuring how successful your content or ad was, reach is a much more reliable metric than impressions as reach allows you to understand how many times your ad or content was seen vs how many times it was clicked.

Impressions

Impressions is the number of times that your ad has been delivered to a device, regardless of how many times it was actually seen by a user. This makes this metric less reliable when it comes to analysing how successful your ad has performed as impressions are often heavily influenced by your budget and audience size.

Social Media - Glossary of Terms

Clicks

The metric counts multiple types of clicks on your ad, including certain types of interactions with the ad container, links to other destinations and links to expanded ad experiences.

It includes:

- Link clicks
- Clicks to the associated business page profile or profile picture
- Post reactions (such as likes or loves)
- Comments or shares
- Clicks to expand media (such as photos) to full screen
- Clicks to take actions identified as your campaign objective (such as liking your page for a page engagement campaign)



Social Media - Glossary of Terms

CPM

Cost per 1,000 impressions.

CPM measures the total amount spent on an advertising campaign, divided by the number of impressions and multiplied by 1,000. (Example: if you spent £50 and got 10,000 impressions, your CPM was £5.)

CPC

The average cost for each click.

The metric is calculated as the total amount spent divided by clicks.

Social Media - Glossary of Terms

CTR

Click through rate (CTR) is the ratio of users who click on a specific link to the number of total users who view an ad.

A CTR is calculated by dividing the number of unique clicks by the number of ad impressions. For example 20 Ad clicks divide it by 1,000 impressions is 0.02. Times this by 100 will give a CTR as a percentage - 2%.

Conversion

A conversion is the action you want a user to complete.

A conversion can ultimately be anything of value but is usually one of the following:

- Form completion
- Phone number clicked
- Certain amount of time spent on a website ie 1 minute or 2 minutes
- Certain page on website viewed
- Website purchase

Social Media - Glossary of Terms

Action -

An action is an activity that happens on your ad (for example, someone watches your video ad) or as a result of your ad (for example, someone views your ad and then downloads an app).

Actions that occur on your ad may include link clicks, outbound clicks, post engagement, video views and more.

Actions that happen as a result of your ad include website conversions, website leads, mobile app installs. We attribute these actions to your ad if someone viewed or clicked on your ad within a certain period of time, as defined by the attribution window.

Social Media Image Sizes Spring 2021



facebook



LinkedIn

Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	1080 x 1920	1080 x 1920
Cover Photo	N/A	851 x 315	1500 x 1500	1128 x 191

ICG SpringLoaded

If you would like further information on anything social media, please drop us an email.

info@icg.agency



Windy Harbour Barn,
Warton, Preston,
Lancashire PR4 1YB

T: 01772 679 383
E: info@icg.agency

icg.agency