

Hootsuite 2021 Social Trends

@Hootsuite
#SocialTrends2021



TODAY'S AGENDA

- 1 Quick look:**
What's up with the networks?
- 2 Introduction:**
Hootsuite's 2021 Social Trends
- 3 Deep dive:**
A look into 3 trends



Your hosts:

@Hootsuite
#SocialTrends2021



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Hootsuite Trends Methodology



GLOBAL TRENDS SURVEY

11,189 Respondents



DIGITAL 2020

195 countries tracked

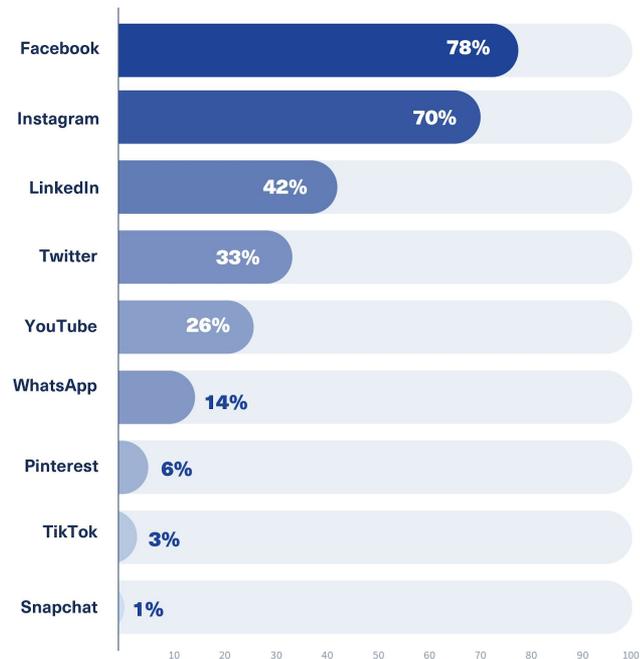


EXPERT INTERVIEWS

20+ in-depth interviews



What social platforms do you consider the most effective for reaching your business goals?



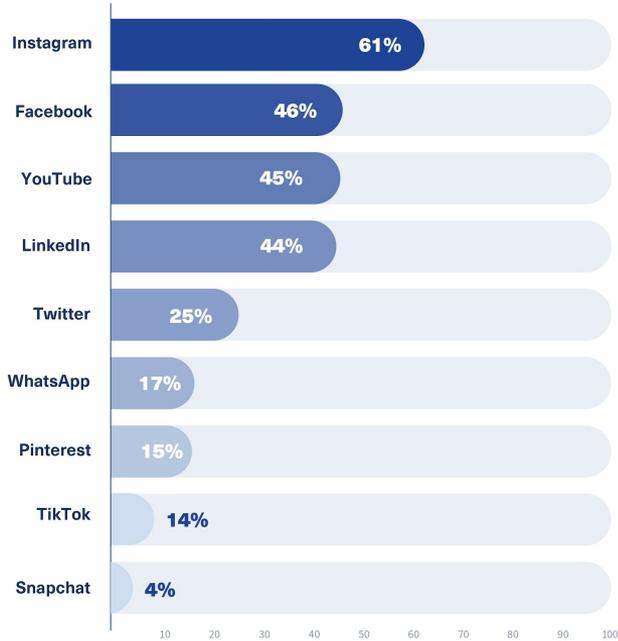
Source: Hootsuite Social Trends 2021 Survey.
Respondents were asked to select their top three options.
Due to rounding, numbers presented may not add up
precisely to the totals provided and percentages may not
precisely reflect the absolute figures. n = 9,487



Some quick network
insights from our annual
Social Trends survey



Do you plan on increasing your investment in the following channels in 2021?



Respondents could select as many options as applicable to them. Due to rounding, numbers presented may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. n: 9,487



+60% of businesses will increase their investment in Instagram in 2021.



Top platforms marketers plan to increase their investment in— industry slice

- **Health care:** Instagram, then Facebook
- **Financial:** LinkedIn, then Instagram
- **Government:** Instagram, then YouTube
- **Higher Education:** Instagram, then YouTube
- **Technology:** LinkedIn (LinkedIn is also their top effective platform), then Instagram
- **B2B:** LinkedIn, then YouTube
- **B2C:** Instagram, then Facebook



Hootsuite's 2021 Social Trends

1. The race to ROI

Social bridges the gap to a new customer experience

2. Silence is golden

Brands find their place in the conversation

3. Way more than OK

A generation ignored by digital marketers booms on social

4. Do I know you?

Tying engagement to identity gives advanced marketers new momentum

5. The perils (and promise) of purpose

Bold brands start in the boardroom, not the front lines of social

Get the full analysis, brand examples, and strategies for 2021 in the full report.



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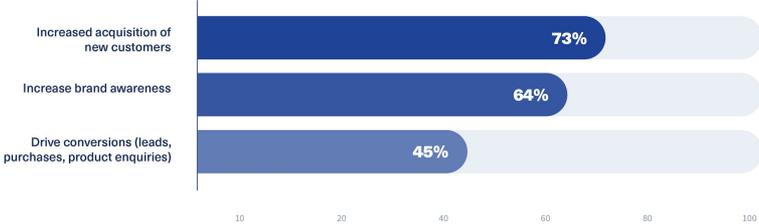


The race to ROI

Social bridges the
gap to a new
customer experience

Customer acquisition is the #1 outcome for social in 2021.

In 2021, what are the top 3 outcomes your organization (or clients) are trying to achieve with social media?



Source: Hootsuite Social Trends 2021 Survey.
Due to rounding, numbers presented may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. n = 9,279



Marketers are under pressure to bring new customers in the (proverbial) door.



TREND 1 - THE RACE TO ROI

**Transactions alone don't
create memorable brands,
boost loyalty, or drive
long-term growth.**



TREND 1 - THE RACE TO ROI

In 2021, wise marketers will drive short-term ROI with performance marketing tactics and build experiences that bring discovery, connection, and fun back to the customer experience.



TREND 1 - THE RACE TO ROI

Clarins reimagined the offline experience for online shoppers



What you should do in 2021?

- **Multiply your ROI by Adding more channels**
- **Turn inspiration into incremental revenue**
- **Put social back into shopping**
- **Make social the leading light in customer loyalty**



Silence is golden

Brands find their
place in the
conversation



Reality check

**People primarily want to
connect with *each other* online.
Not brands.**



TREND 2 – SILENCE IS GOLDEN

68%

**of people don't
think brands share
interesting content**

1

**The number of pieces of
content the average
Facebook user has shared in
the past month**



TREND 2 – SILENCE IS GOLDEN

In 2021, the smartest brands will understand where they fit into customers' lives on social media. They'll sit back and listen, and then win by finding creative ways of fitting *into* the conversation instead of trying to lead it.





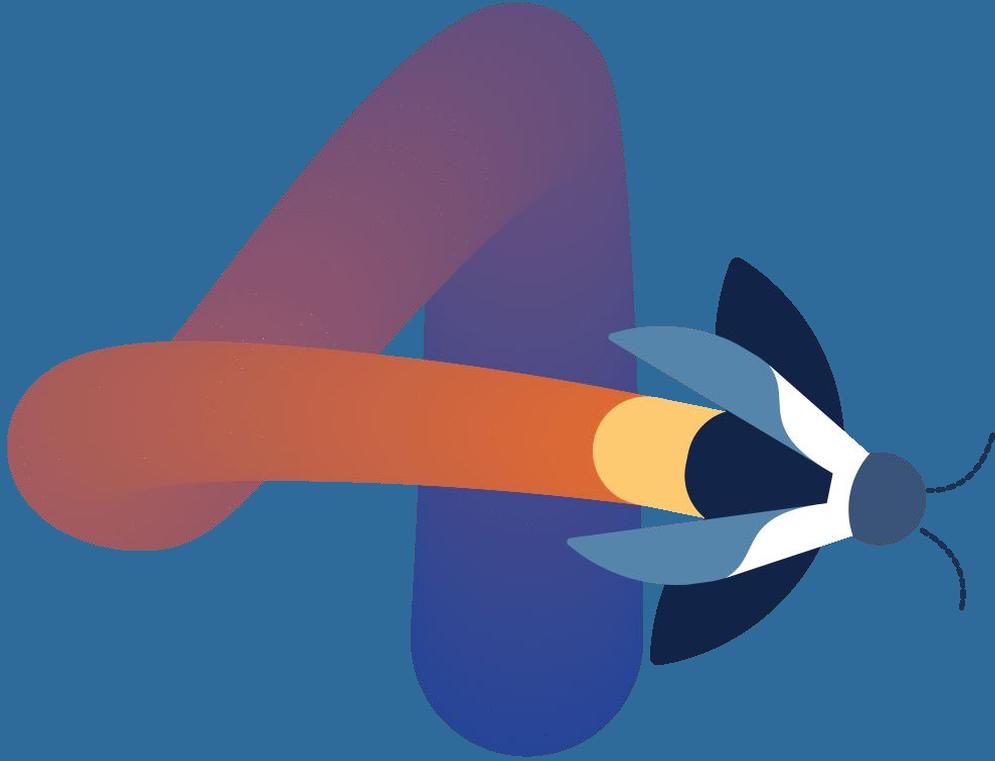
**Coors Light gave away
free beer to help combat the
“sucky, suck, suck, suckiness”
of the pandemic.**



What you should do in 2021?

- **Don't dismiss passive content consumption**
- **Bolster Social Listening data with other sources of insight**
- **Lean on trusted UGC to replace costly content production**





Do I know you?

Tying engagement data to identity gives advanced marketers new momentum



TREND 4 – DO I KNOW YOU?

**Are we actually engaging with
our customers on social media?**

**And are the customers who engage with us
on social more valuable than those who
don't?**



TREND 4 – DO I KNOW YOU?

85%

of marketers that integrate social data into other systems are confident in quantifying social ROI

10%

of marketers feel they have mature practices around integrating social data





TREND 4 – DO I KNOW YOU?

Linking social media engagement to customer identity has been a challenge for years. But with renewed momentum and executive attention on social media, now is the time to take steps—big or small—to bridging this critical gap.



What should you do in 2021?

- **Hold social accountable for more than just reactive engagement**
- **Start taking small steps toward gathering quantifiable data from social engagements**
- **Set up manual workflows in the absence of perfect technological solutions**



Hootsuite®

S O C I A L T R E N D S

2021



Hootsuite's fifth annual report on the latest global trends in social media

Get the full report:

Download our Social Trends 2021 report for deeper analysis and additional data.

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Q&A



Thank you

