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SOCIAL INNOVATION LAB

Top 5 Trends in Social Media

CANCEL SOCIAL MEDIA AS A BRAND STATEMENT

Lush Cosmetics has just granted their Global Anti-Social Media Policy last week, as a statement of quitting all 4 major Social Platforms, such as Facebook, Instagram, Tiktok and Snapchat across 48 countries. Earlier this year Bottega Veneta made the power move by signing out from Instagram. However, their brand community can still find the brand on the platform via #BotegaVenetta which turns to have 2 Million posts.

Credit: **Vogue Business**

1
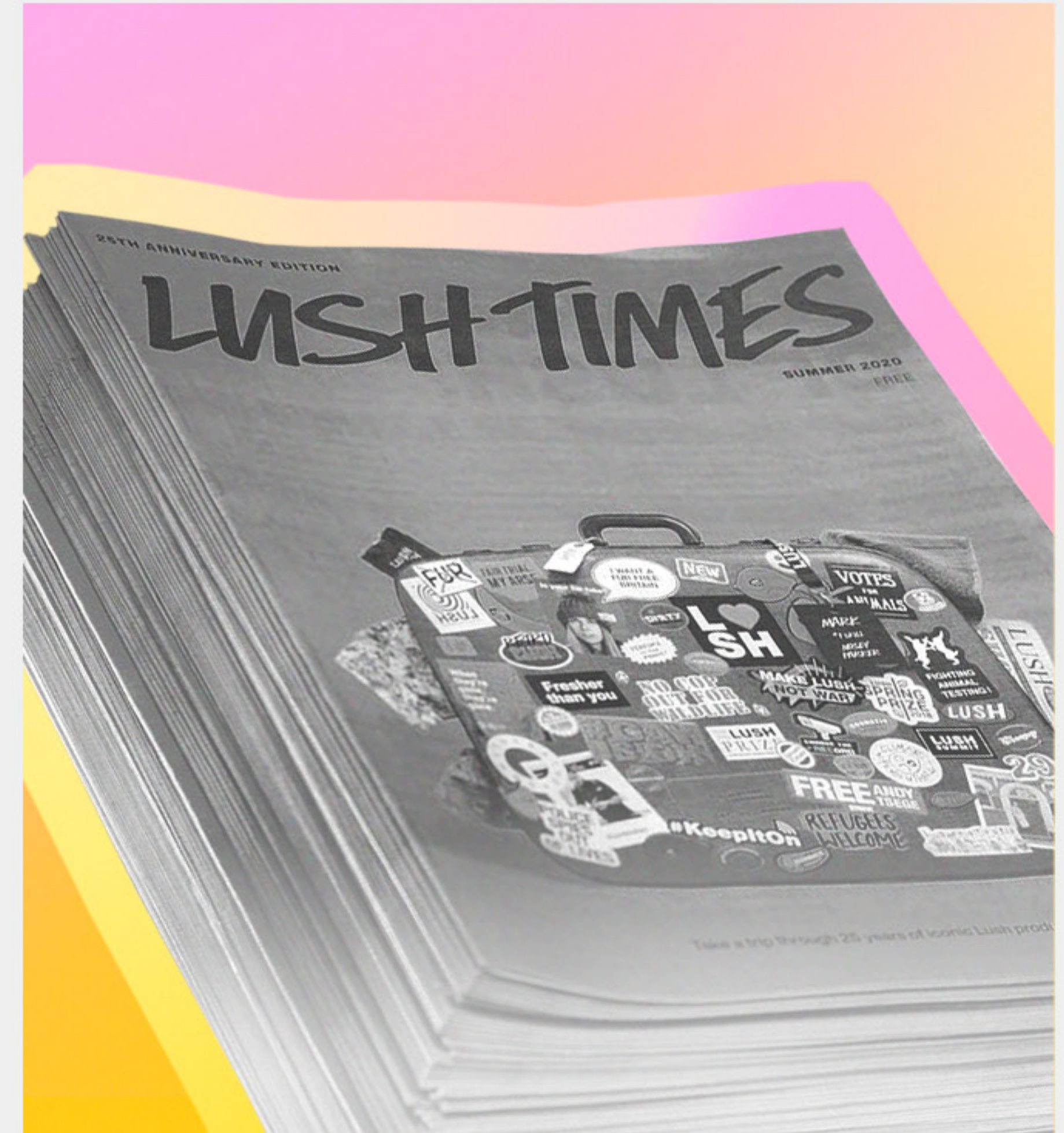
SILVER SOCIAL MEDIA

Compared to younger age groups, Baby Boomers and Gen X use social networks in a more purposeful way rather than "filling up spare time". Covid-19 has brought them to Social Media even more and helped them to adopt the mobile-first behavior.

As a result, in 2022, will be the chance for brands and marketers to tap into this community and portray their reality with more enthusiasm and relatability.
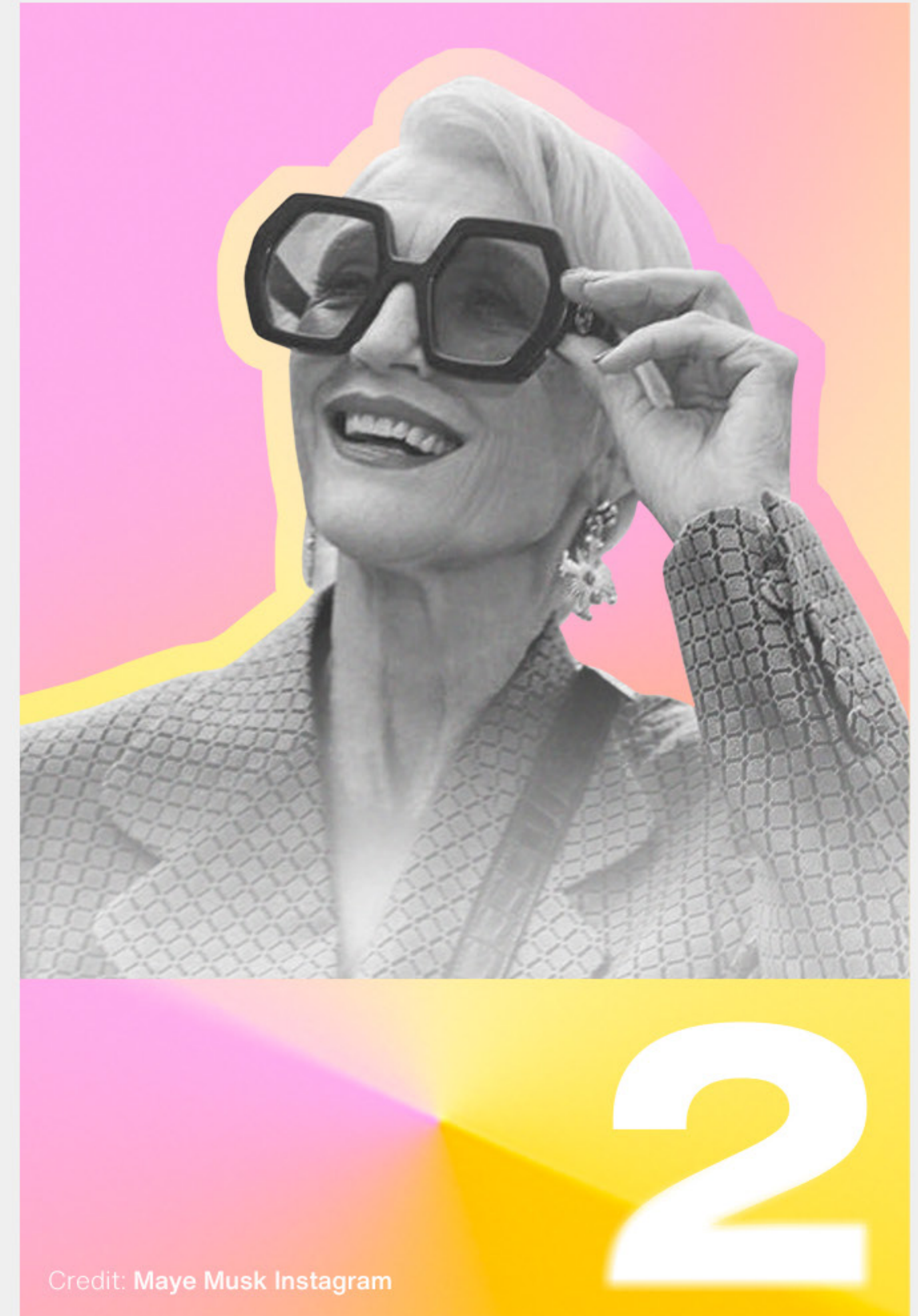
Credit: **Maye Musk Instagram**

2

SOCIAL HOLIDAY MARKETS

Major Social Media platforms have launched their own live-streaming events to kick start the holiday season, featuring new products, exclusive promotions and influencers to stimulate sales. Snapchat true to its nature, is using AR technology to create virtual holiday stores for brands, such as Coca-Cola, Hollister, Prime Video, Under Armour, Verizon and Walmart. From livestream adoption to AR try-on experiences, the 2022 social commerce landscape looks exciting, refreshing and mobile.
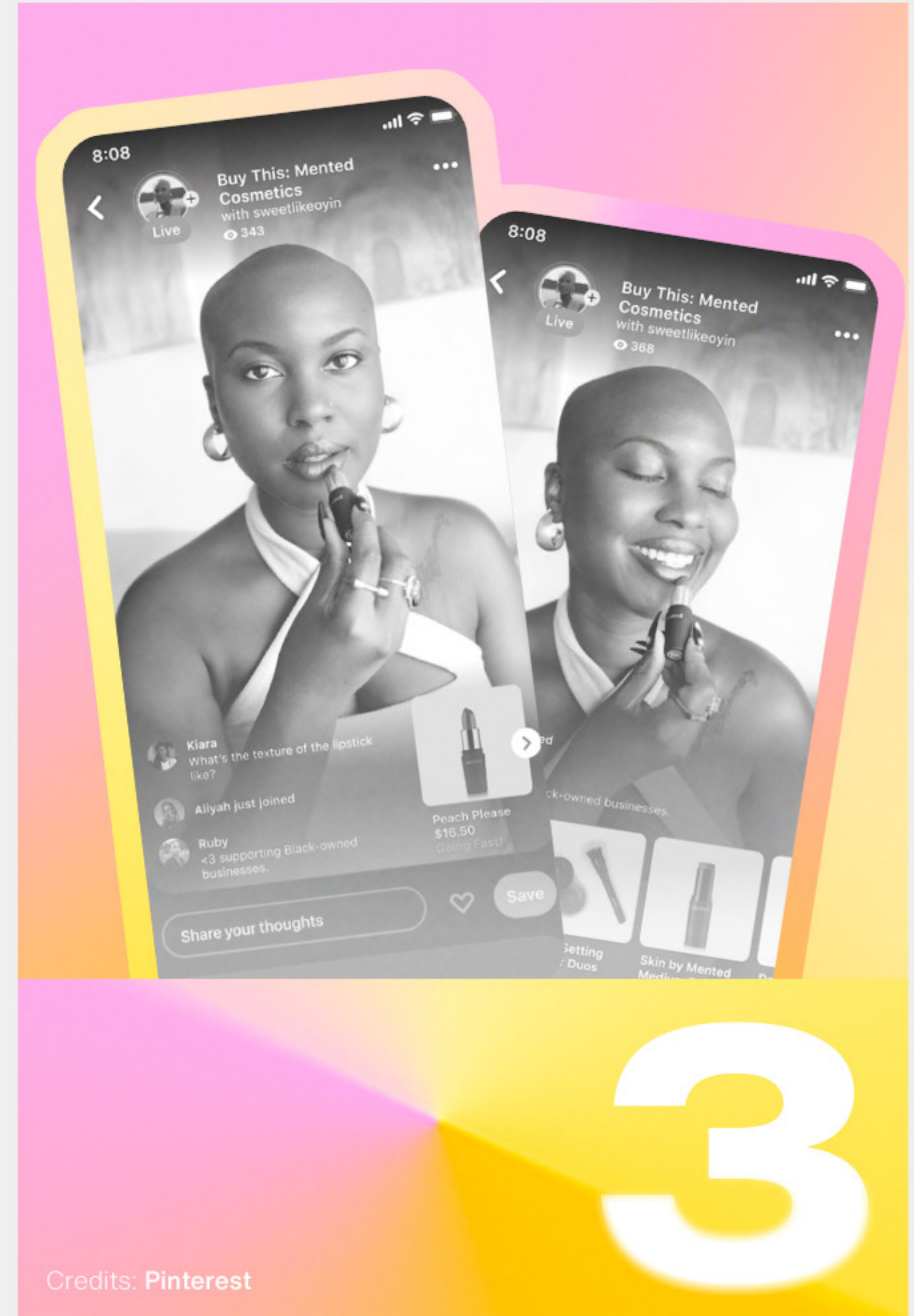
Credits: **Pinterest**

3

DON'T MAKE APPS, MAKE TIKTOKS

During 2020 and 2021, Instagram, Youtube and Pinterest have developed or enhanced their short video and livestream content formats, in reaction to the impending TikTok success. Competitors race to find the right way to bring back the user share lost against the fun, positive and entertained environment they found on TikTok.

Credits: **TikTok for business**

4

"ADD YOURS"

Instagram Stories 's has launched a new co-creation feature. **"Add Yours"** launched in November has created a buzz across Instagram on different topics, from outfit of the day (#OOTD), childhood pictures, to sharing your name meaning from Urban Dictionary.

The launch of the feature have sparked the massive sharing of original content in the platform.

Credits: **Adweek**

5