

# SOCIAL INNOVATION

*Social Trends to Watch in*

2022



# VIRTUALIZATION

In 2021 we witnessed the rise of NFT's, brands testing their first virtual reality environments, influencers wearing virtual clothing and more and more people connecting or getting back to gaming (Gen-Zers played 7.3 hours per week on average). **Those familiar with video games will be comfortable in 2022** navigating the Metaverse for working or shopping purposes as well. Surely, a new option for digital escapism.



Credit: TeamLab Art Collective

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# THE RISE OF COMMUNITY COMMERCE



Online communities have relied on shared values, passions and interests to interact and create genuine connections. Content has lived harmoniously within them, bringing on an entertained environment were now, commerce steps in. **People become more receptive to purchase when they feel they belong and are entertained.**





# DIGITAL CREATORS 3.0

2022 will be the year of Creators. Officially every Social Media platform has launched a program to support and stimulate users to create original content. Consequently, influencer marketing continues its stable expansion, now with more noticeable employee-generated content. And AR technology is now broadening the possibilities and captivating the attention (and talent) of the next generation of digital ad creators.





# **SOCIAL MEDIA PRIVACY**

Facebook and Instagram have been involved in privacy-related issues in the past years, and rebranding to Meta, has raised significant questions about data privacy. However, most recently they declared taking a thoughtful approach to privacy as they have a new focus:  
**building the metaverse.**



Credits: Vogue





# **SOCIAL MEDIA WELL-BEING**

Social Media platforms created dedicated tools to support users' well-being during 2021: from safety mode settings, young leaders boards, search intervention, and warnings about sensitive content to anti-burnout oasis and sticker packs to help users express themselves via text. With more tools becoming available, **2022 brings the opportunity for platforms to strengthen their programs and guarantee safer scrolling**, while asking users' for a more critical approach to the content they consume.





# Want to hear more?

Head over to our **Social Innovation Lab**   **Podcast**, where we dive deep into these trends and discuss the secrets involved in creating social media marketing campaigns that truly connect and inspire.