

Navigating Social Media in the New Normal

Issue 06

April 30, 2020

We're in this together.

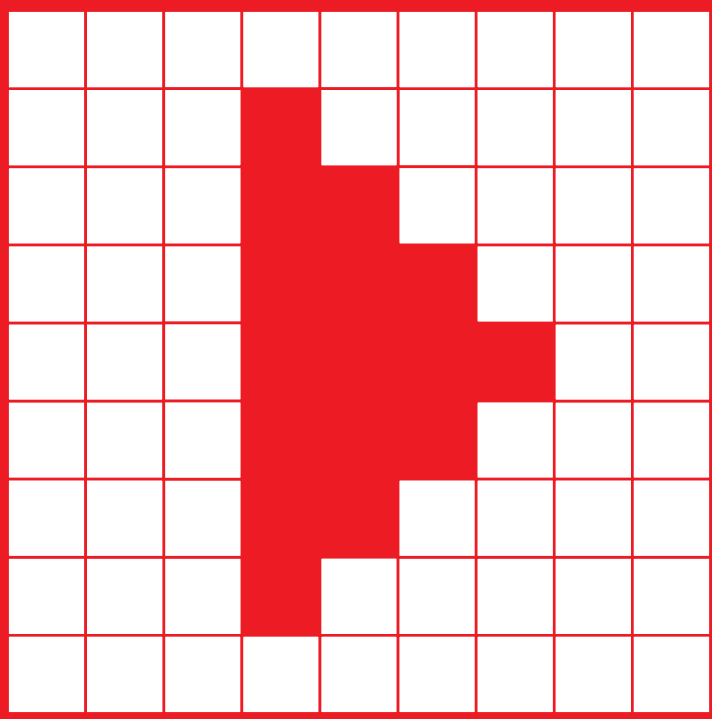
Welcome to Issue 6: The Rise and Shining of Video During COVID-19.

The road to recovery is beginning to open up. It remains a “slow construction zone” but work is being done across all industries and many marketers are helping to lay the foundation and set the speed limits for how quickly brands roll out and with what messaging tracks.

One facet of communications that hit the gas during the pandemic is video storytelling. From video conferencing, to UGC shorts of the front lines to 1:1 connections needed to make it through, video continues to evolve and reset expectations for how we will work in the future. And, yes, the Big 3 social platforms – Facebook, Snap and Instagram – have been taking copious notes to roll out updates that cater to the high demand for live streaming and video calling on-platform.

Read on for insights on the digital consumption of video and the updates hitting the world's largest platforms this month.

Best,
The Motion Agency Social Team



The Rise and Shining of Video During COVID-19

Year-over-year, the adoption of digital content consumption has increased

As countries across the world use online tools to stay connected, informed and in touch.

Digital marketers see this tidal wave of increases across all facets of online activity. From global increases in internet users and smart connected device ownership, to more time spent on those devices consuming content, the use cases of devices are shifting and so is time spent on them. From a global, social perspective, active social media users are increasing at staggering rates with more time logged 'on-platform' than ever before.

One recently published report from [Hootsuite](#) via [DataReportal](#) cut through the clutter with a full, comprehensive global view into how people use the internet, social media, mobile devices and eCommerce now as compared to April 2019.

The Rise and Shining of Video During COVID-19

COVID-19: Increase in Online and Digital Activities

WATCHING MORE SHOWS & FILMS ON STREAMING SERVICES



57%

SPENDING LONGER USING SOCIAL MEDIA



47%

SPENDING LONGER ON MESSENGER SERVICES



46%

LISTENING TO MORE MUSIC STREAMING SERVICES



39%

SPENDING MORE TIME ON MOBILE APPS



36%

SPENDING MORE TIME PLAYING COMPUTER OR VIDEO GAMES



35%

CREATING AND UPLOADING VIDEOS



15%

LISTENING TO MORE PODCASTS



14%

The Rise and Shining of Video During COVID-19

COVID-19: Types of Content People Want

FILMS
(MOVIES)



FEMALE: **47%** MALE: **50%**

FUNNY VIDEOS
AND MEMES



FEMALE: **34%** MALE: **33%**

HOW-TO AND
TUTORIAL VIDEOS



FEMALE: **34%** MALE: **32%**

REPEATS OF POPULAR
CLASSIC TV SHOWS



FEMALE: **35%** MALE: **30%**

LIVE-STREAMS FROM MY
FAVOURITE MUSICIANS



FEMALE: **21%** MALE: **20%**

REPEATS OF CLASSIC SPORTS
MATCHES AND EVENTS



FEMALE: **13%** MALE: **21%**

LIVE-STREAMS FROM MY
FAVOURITE SPORTS STARS



FEMALE: **11%** MALE: **17%**

LIVE-STREAMS
OF ESPORTS



FEMALE: **8%** MALE: **14%**

UPDATES FROM
BLOGGERS AND VLOGGERS

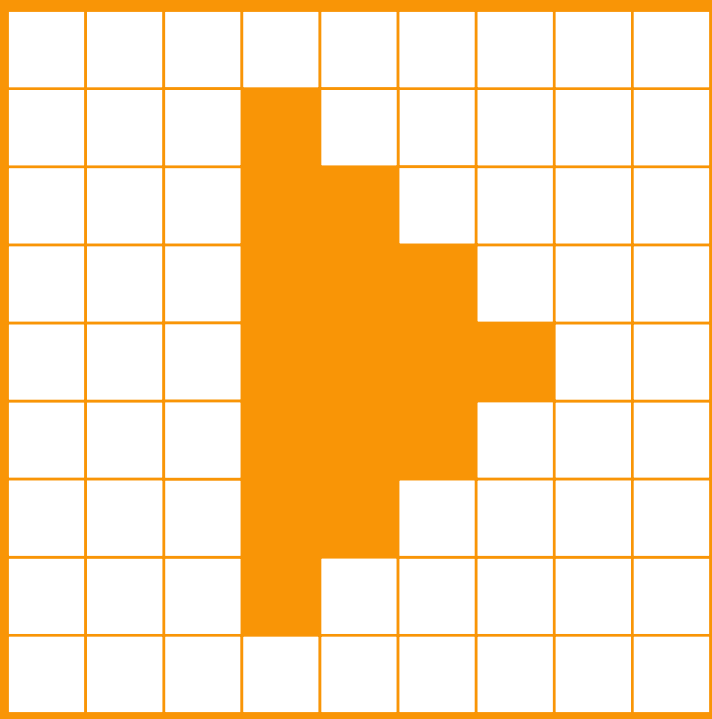


FEMALE: **11%** MALE: **11%**

NONE OF THESE
KINDS OF CONTENT



FEMALE: **13%** MALE: **14%**



Press Play for Video Evolution on Social Platforms

Video continues to be the foremost way many of us currently communicate to the outside world and is helping millions of users get through this pandemic together.

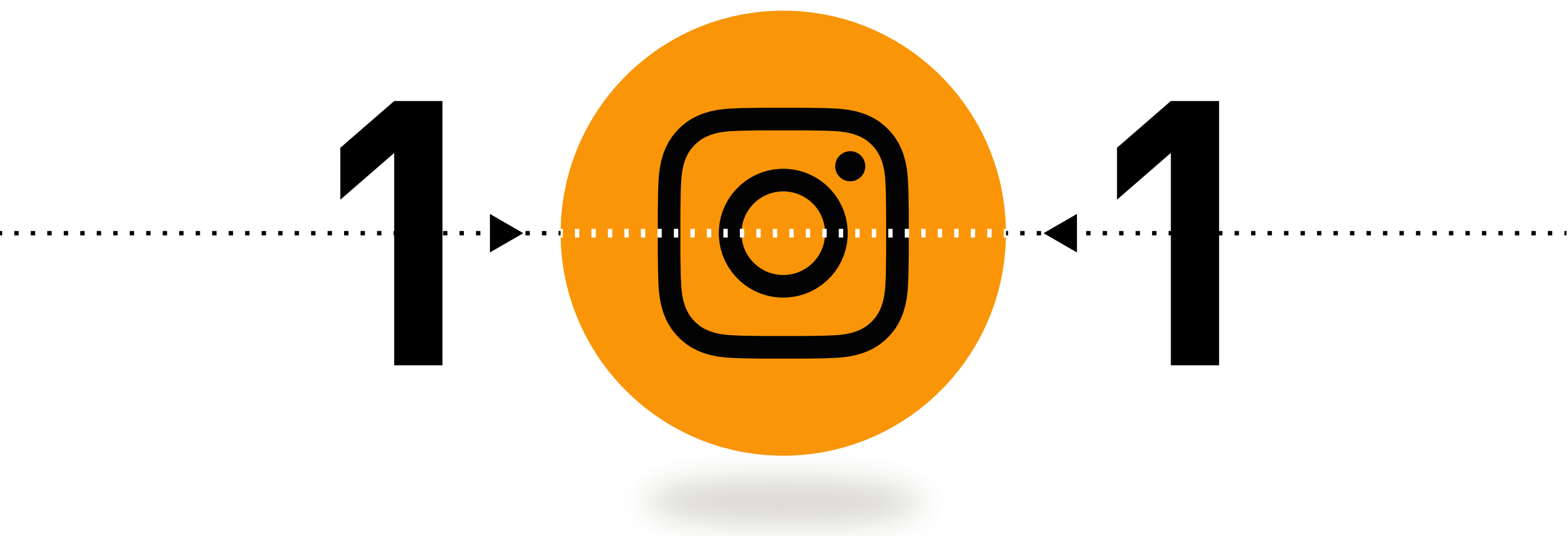
Digital interactions are surging – and social channels are at the core of surge's apex.

[Digital Information World](#) shared that Facebook is no longer topping the charts when it comes to platform popularity during the pandemic – even with a staggering 4% user growth since the beginning of quarantine. Instagram posed a 4.5% growth rate followed by Snapchat just below at a 4.2% growth rate worldwide. We're not shocked by these platform surges but we are intrigued by the "why."



Press Play for Video Evolution on Social Platforms

Rooted in any good hypothesis is a line that connects user base to platform functionality. If we look at the “Big 3” mentioned here – what’s the common thread that connects each? The need for a bridge between 1:1 conversations and face-to-face interactions is in full force. The conclusion: The rise of video content dominating the platform’s algorithms.



But Facebook isn’t the only application with video chatting resources. Neither is Instagram. Neither is Snapchat. Popular apps like Zoom, Houseparty, or Microsoft Teams have made headlines on the overnight explosion of new users for those wanting to expand their digital hangouts beyond a 1:1 chit-chat, thread of selfies or 60-second clips.

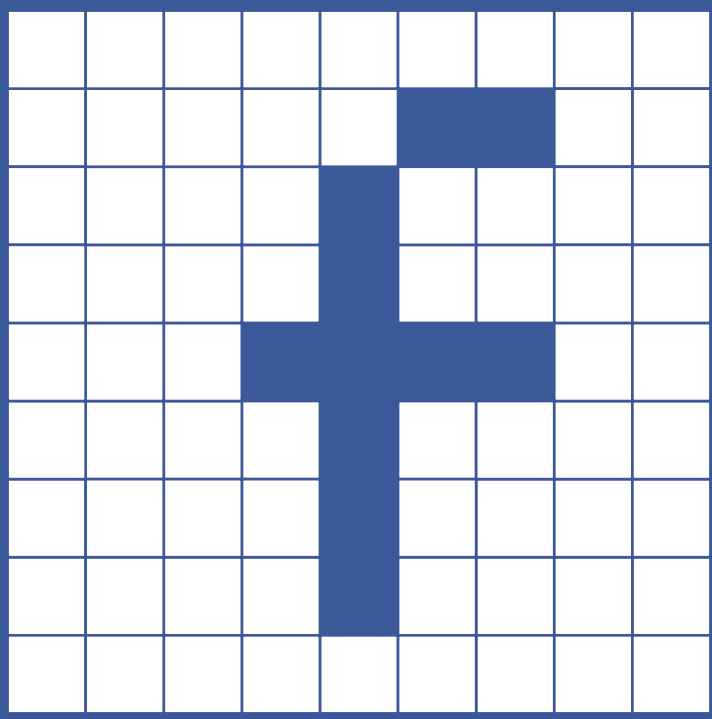


Press Play for Video Evolution on Social Platforms

But, even with Zoom jumping from 10 million to 200 million users in three months (via [VentureBeat](#)), they can't compete with a social titan like Facebook.

And you best believe that the world's largest social platform has been taking copious notes with a goal of incorporating their most popular video features into its own platform architecture. And those "learnings" are already rolling out as Facebook recently announced major platform updates centered on expanding video extensions with improved UI/UX video chatting in hopes to cater to the high demand for live streaming and video calling on-platform.

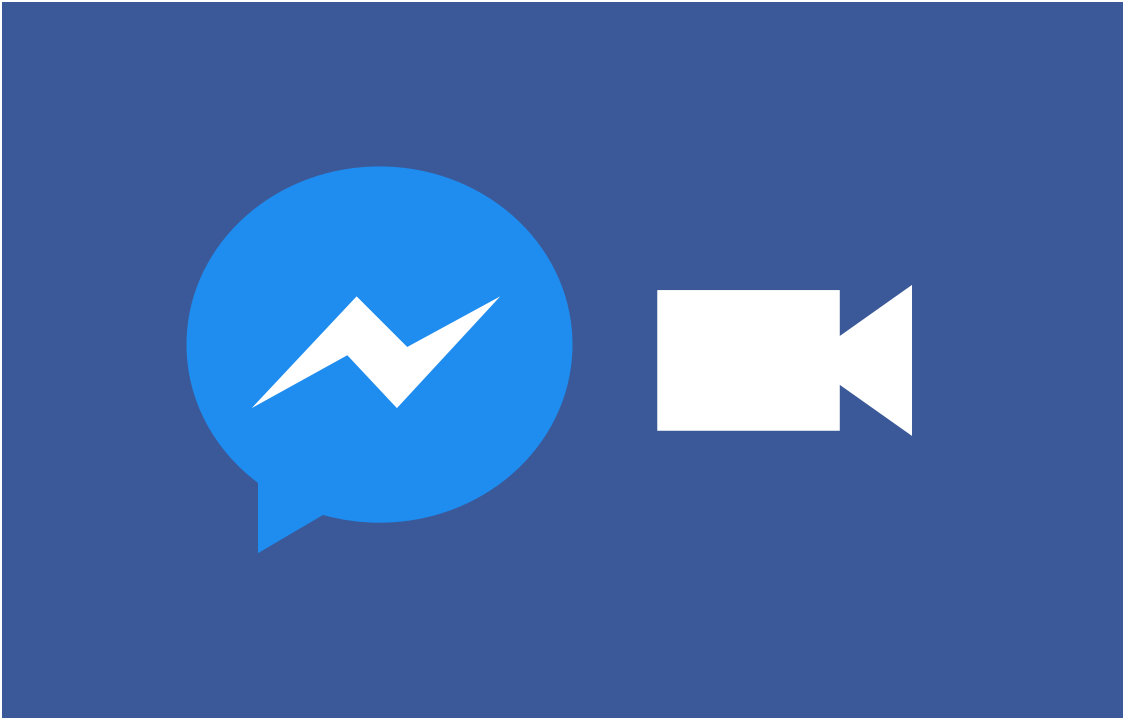
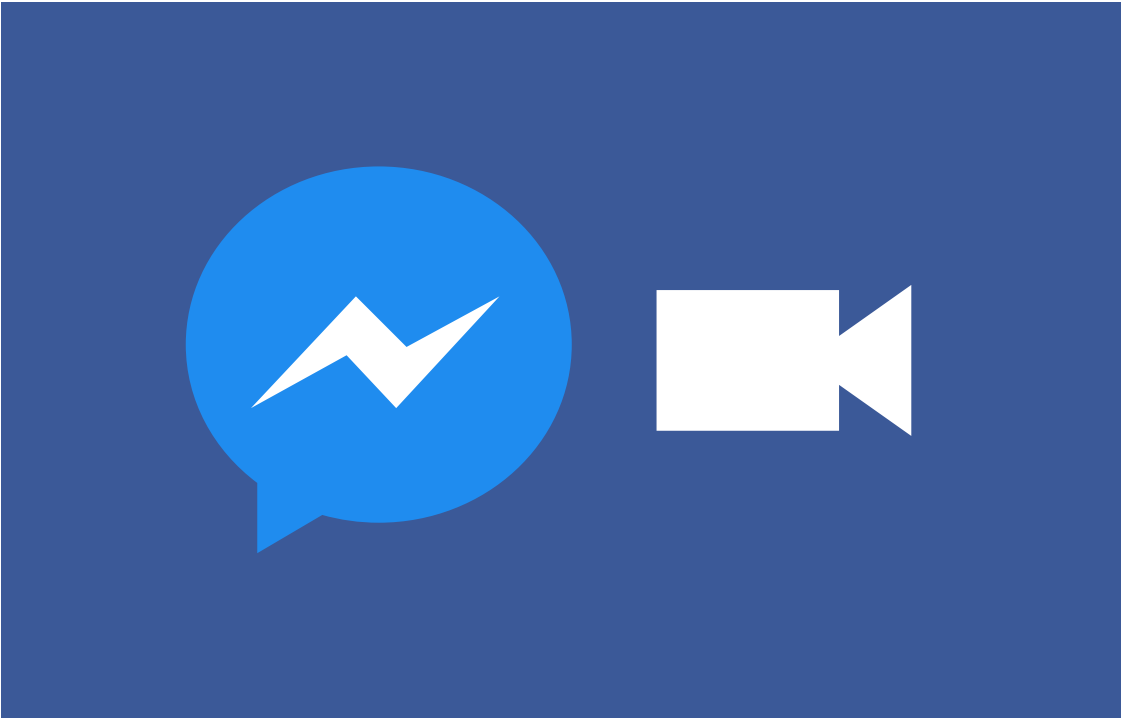
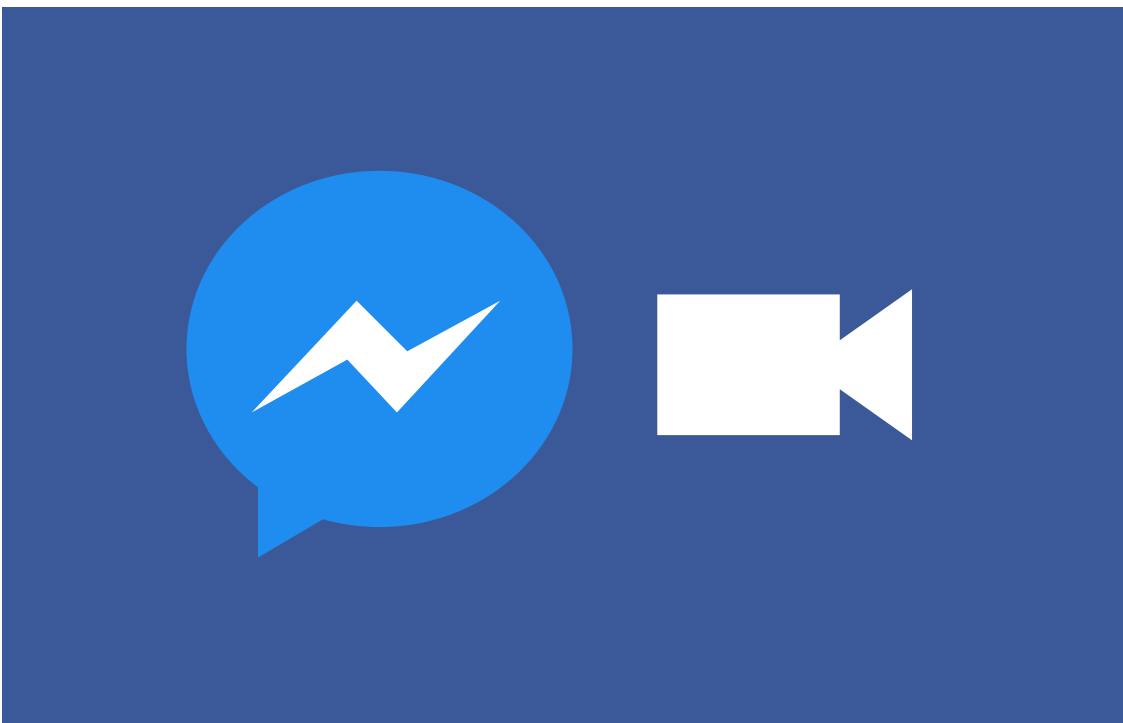
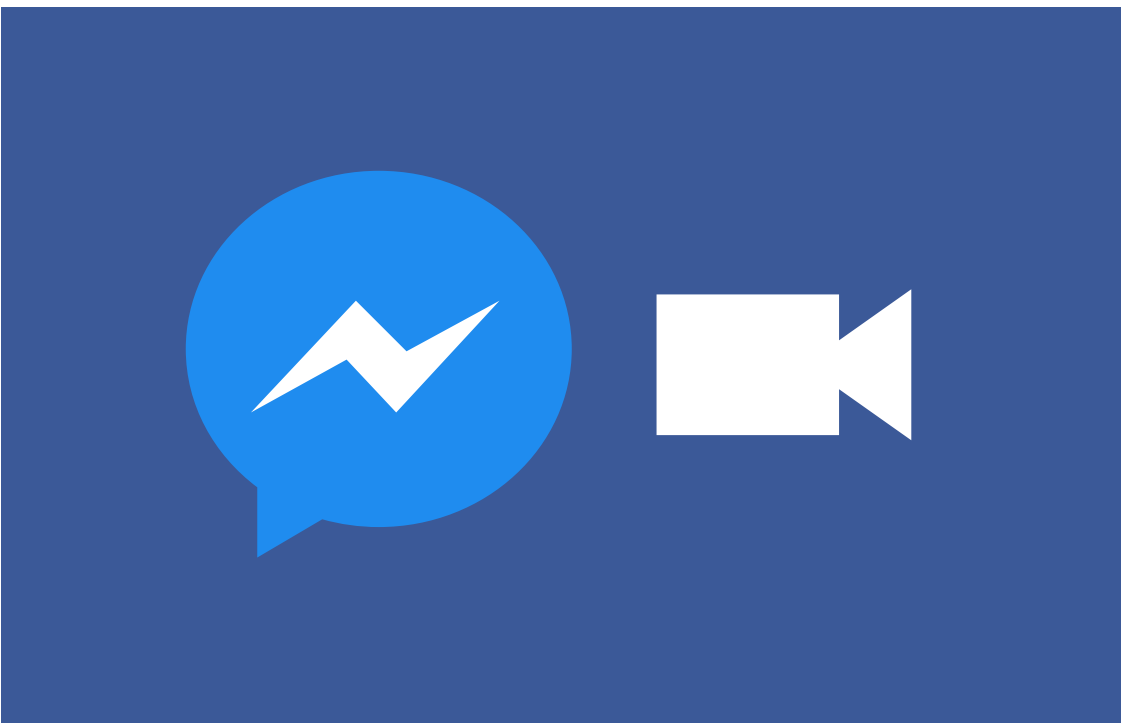




**What Users
Can Expect
On The
World's
Largest
Platform**

What Users Can Expect On The World’s Largest Platform

For starters, Facebook Messenger will now display six participants at a time for video chats. Users will now have the choice of up to 360 virtual backgrounds, mood lighting effects, and the parental audience can also enjoy an expansion of Messenger Kids – as the app has experienced 3.5x growth during the COVID-19 lockdown.



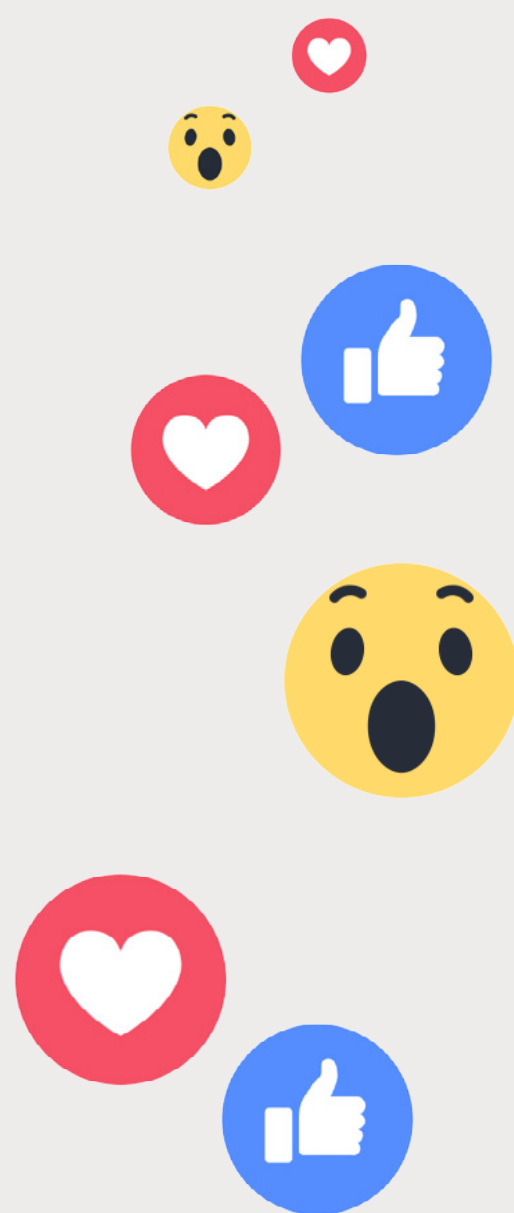
Facebook Messenger Thrives (And Grows)

Arguably the greatest new addition is Facebook Rooms. This tool – accessible via Facebook Messenger – gives users the option to start a “room” at any time with up to 50 guests (no reservation necessary) and all active rooms will be displayed at the very top of your Facebook News Feed for quick access into multiple conversations. Users can still schedule a meeting if they want via Facebook Rooms, and people without a Facebook account can join via URL too.



Facebook Live Remains Prominent

Facebook Live is getting a user boost. And Facebook is making it easy for brands and event planners to stream alternative versions of now cancelled physical events with live video content. That precious real estate on the top of all of your newsfeeds has likely been overtaken by joint live streams with celebrities, athletes and musicians. With this in mind, the platform will include the option to charge a fee in order for a user to join a Live stream. Facebook will also be updating Instagram Live streams to allow users to view the content via the web.



Write a comment...



What This Means for Brands?

These new updates are centered on the needs and demands to better connect. Marketers and social media professionals are already listing out the pros and cons of how these updates impact a brand's ability to better connect with their community.

Motion social media experts are already testing and concepting how these updates help us guide clients to audience-first content experiences now and as we plan and activate brand partners in the 'now' normal.

If your brand is looking to video as a catalyst for connecting with audiences, our team is standing by to assist and produce what's needed to resonate, capture attention and foster a virtual connection with your intended customer or consumer.



Social Posting Gut Check(list)



1 ☐ Am I over-evaluating language, imagery, and delivery in my posts that are still being published during the pandemic?

Copywriting that's reliant on metaphors is prime for scrutiny. Brands need to rely less on copy that's subject for interpretation and more on direct, emotionally engaging messaging. On the visual front, establishing a new cadence of sharing text heavy video is quickly becoming the new norm to avoid visuals not in accordance with the mandated social distancing.

2 ☐ Am I properly scoring social attribution and social success?

If you're still active on any or all social channels, odds are you're likely still tracking performance and data and metrics. While most are chalking up Q2 as a wash, you can still attribute a new scoring model to all of your outgoing, audience-first, social posts.

Shifting a reporting lens to focus on KPI's like monitoring a surge in brand equity, sentiment, and engagements will prove useful in Q2 when all other data might show a dip on social referrals to your website or conversion.

3 ☐ Am I proactively social listening to better understand how the conversation is shifting daily?

It's imperative that all brands are actively listening to better understand how social conversations are fluctuating. Keywords to monitor include your brand name and hashtag as well as trending hashtags like #coronavirus, #covid19, and #CoronavirusOutbreak.

4 ☐ Am I offering useful, timely information or clarity that will best support and inform my audience during this time that is not tied to my own brand's gain/bottom line?

Information that assists in the health and well-being of your community and the greater good is what is crucial right now.

5 ☐ If the box for number four is checked, how often should my brand post content?

You don't want to add to already cluttered feeds. Practice "content distancing" and place higher bets on lower amounts on content. We're counseling our general B2C brands to either pause active paid flights, dial back spends significantly or halt social advertising altogether for the time being.

6 ☐ Is our brand committed to timely and personalized community management responses?

Social is a real-time touchpoint and now is your chance to let your audiences know that you're there, listening, responding, and committed during these unpredictable times.

Extra care should be taken with all incoming messages, mentions, comments, and most importantly complaints. Do not hide comments. Show empathy and realize that everyone is going through this together

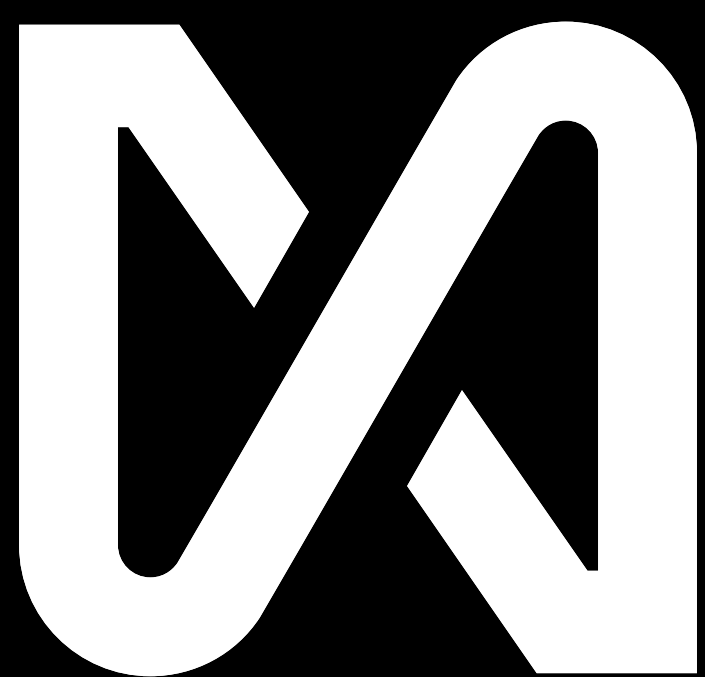
7 ☐ You check the previous boxes. It's time to do another gut check and ask yourself, "Does this post align with who we are as a brand, our mission, the current state of affairs, and most importantly, the needs of our audience during this phase of our new normal?"



Gaelen Bell
VP, Motion

gbell@agencyinmotion.com
312.565.0044

agencyinmotion.com



MOTION

We're here if you have
questions about how to
navigate your social strategy
or modify your content plans.

Gaelen Bell

VP, Motion

gbell@agencyinmotion.com

Jack Meehan

Director, Motion

jmeehan@agencyinmotion.com

Alli Ellwood

Account Executive, Motion

aellwood@agencyinmotion.com

agencyinmotion.com