10 Social Media Trends You’ve Been Ignoring
Introduction

No matter how well you think you’re keeping up with the latest and greatest in social, it always seems like there’s some new development popping up for you to learn about. We’ve done the heavy lifting for you, finding the hidden social gems you’ve probably been ignoring.

Now all you need to do is sit back and read.
Social Media x SEO

The savviest brands are coupling their social efforts with SEO efforts to achieve maximum relevance. Why?

Recent changes to Google algorithms now factor social signals on Twitter as an indicator in search rankings. Google takes into account factors such as how many Retweets your content received, how many people tweeted your content, and the time frame of when the content was shared as they index. It pays to get involved in of-the-moment conversations on the Twitter.

One of the many factors that contributes to a high ranking in Google’s SERPs (Search Engine Results Page) is how many linkbacks your website receives. Due to the overuse of black-hat SEO techniques, Google has chosen to replace link-building with social shares in determining where your content should place in search rankings.

Your influence matters. Google will rank your blog posts and website higher if it sees that you are a credible source. The determining factors for credibility are how many people link back to you and your social media influence.

PRO TIP:
To craft an organic marketing plan that works, it’s important to understand how social media and SEO work together, and modify your strategy accordingly.
It’s time to invest in interactive ads and native ads. These ad types are proven methods of cutting through social’s noise and creating a meaningful brand experience for the people you actually want to reach, whether you’re a B2B or B2C company.

Interactive ads ask for involvement and feedback from users. Social marketers can use these interactions to solidify customer relationships, better understand user behavior, and optimize posts for greater ROI.

Native ads are focused on offering users a natural connection with the brand in question. These ads look just like regular content inside a platform that a user is already engaged with. They are usually labeled in small print as “sponsored” posts. Such ads might appear in a user’s Facebook News Feed, Twitter stream, or Buzzfeed web page.

PRO TIP:
Encourage users to click certain sections of an image or choose between videos within a series, creating a “choose your own adventure” experience.

PRO TIP:
Avoid coming off as “salesy.” Use conventions that make sense in the context of the social media outlet. Since native ads can be “shared,” test several variations and look at your metrics to refine your approach.
A recent Pew study focused on the social media habits of parents, and found that mothers are heavily engaged on social, using it mainly to respond to good news and receive support from others.

**PRO TIP:**
Your brand should leverage these findings by positioning yourself on either end of this cycle: either sharing good news or responding to your follower engagement as individually as you can, in a positive, supportive way.
As streaming services Periscope and Meerkat rapidly mature, they’re beginning to offer more metrics for success, too, mirroring the insights which Facebook and YouTube videos have been able to offer brands.

Periscope just surpassed 10 million users -- quite a feat, considering the app launched in March of this year.

In the Medium post that Periscope published to celebrate their milestone, the app included a lengthy discussion of the Time Watched metric as “the metric we care most about, and what we’ll keep you updated on periodically.”

Pay attention to the metrics which streaming apps begin to roll out, and tailor your content accordingly.

As Periscope’s post put it:

“Most importantly, we want Periscopers to know and feel that they’re contributing to a growing ecosystem. And we want people to know that the Periscope team is measuring itself in a way that aligns with the value that the community gets from Periscope.”
#5 A Plethora of Moving Image Apps at User Fingertips

There is no shortage of apps out there for your social media manager to get creative with. It seems like a new one pops up every day, and we’re all for experimenting. Create some novel, eye-catching content, and tweet it, ‘gram it, and ‘book it! Here are some of our favorites.

**VHS Camcorder**: This app recreates the experience of shooting video with old school cameras. All the videos you shoot are shareable to other platforms like Instagram, Facebook, and Vine.

**GLIF**: This new social media tool lets you create branded video content on Twitter. Here’s how it works: you log into your Twitter account and craft a Tweet, using this hashtag: #YourBrandGlif. Then a branded video is created for you automatically. An example would be using #FaceOffGlif for the show Face Off, and being served up a glif which uses this branded content.
Camoji: If you’d like to make your own GIF’s instead thankyouverymuch, check out Camoji (which Lyft just acquired, by the way). The app enables users to quickly capture and share moving images, overlay them with additional text and symbols, and share them via text or on social networks.

Giphy: Similar to Camoji, Giphy, the GIF search engine, has just released a phone app. It lets users create their own GIF’s to send or share on social media.

PRO TIP: Whichever app you use to give your social posts a kick in the pants, remember to surprise but don’t stray so far away from your brand messaging that you become unrecognizable.
#6 High Growth in Disposable Content

The younger demographic is interested in disposable content -- cue Snapchat.

If your brand targets the 18-34 demographic, you should start a Snapchat account and make sure you’re cross-promoting it on your other social channels so that people know you’re active on the network.

According to Global Web Index, Snapchat was the fastest-growing social network of 2014, and that growth is showing no signs of slowing. Other “copycat” apps in this field include Slingshot, WindUp, and Bolt.
Some of you are thinking, “Duh!” It’s baked into your business model. But some of you wouldn’t even know where to begin making the love connection between sales and social.

Internet Retailer’s 2015 Social Media 500, a study of 500 leading merchants’ use of social media, reveals that retailers’ increased efforts to build social media audiences (follower numbers were up an average of 33% on Facebook from 2013 to 2014) are paying off when it comes to sales.

According to leading statistics provider Statista, by the end of 2015, social selling will amount to $30 billion worldwide, a 50% increase over 2014’s $20 billion.

Twitter, Facebook, and Pinterest are all developing buy buttons and promotions to help marketers track sales directly to the platform. Provable ROI for social media will mean more budget attributed to it for companies who are serious about both their sales and marketing efforts.
Recent Pew statistics reinforce that podcasts are continuing to gain momentum and offer a great opportunity for brands who want to touch their customers in the sweet spot between social and content marketing.

In addition to a doubling in podcast listens since 2008, it’s also worth noting that 1/3 of Americans have listened to a podcast at some point or another.

With few big brands advertising on podcasts and 38% of podcasts having no ads at all, there’s still plenty of green field for your brand to create your own podcasts using the resources you already have in-house, or experiment with advertising on popular shows at reasonable rates and partnering on social with these successful podcasts to build influencer buzz.
The One-Stop-Shop Trend Continues for Facebook, Google, and Twitter

Facebook, Google, and Twitter are all attempting to be your one-stop-shop for all things social, mobile, and high-tech.

Facebook owns the four most downloaded apps and mobile apps of 2014: Facebook Messenger, Facebook, WhatsApp, and Instagram.

Google Inc. is now Alphabet Inc., and owns an incredible amount of properties including Calico, the longevity research division, Fiber, the high-speed broadband service, Sidewalk Labs, the new company for cracking urban problems, GoogleX, Google Capital, Google Ventures, and YouTube.

Twitter purchased Periscope to get in on the streaming business and is also home to Vine.

This trend will only continue as the major players in the social/high-tech space continue to expand their offerings and acquire smaller start-ups.
#10 Measuring ROI Is Still the Biggest Challenge

According to our 2015 Social Media Marketing Trends Report, which surveyed nearly 600 social media practitioners, measuring ROI is still the #1 challenge for the social marketer.

You might think that the social marketing industry has evolved to the point where this shouldn’t be a problem, but it still is -- and if you’re ignoring the ROI challenge, it’s time to stop.

WHAT DID WE MISS?

Success is often defined as much by what we don’t see as what we do see. We know we missed something, so let us know on Twitter @SimplyMeasured and clue us in!
**About Simply Measured**

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