

File name: social_content_&_wellbeing_8_social_media_trends_in_2022-_invest_ni (720p).mp4

Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Declan Murtagh: Just in terms of content trends over the next year, you know, HubSpot carried out a survey around what content formats people are going to invest in this year. People are going to invest in long form content, short form content, and audio content. So, what, what does that actually mean? So, their study suggested that, you know, the majority of, of companies this year are going to invest in short form videos. So, that's your five-second, ten-second videos, which, you know, relates to TikTok, Instagram Reels, YouTube Shorts. So, a lot of people are going to invest in those short form videos. They're also going to invest in long form videos, so two, three-minute videos as well, as well as live audio chat rooms. So, we can see, that's obviously related to the likes of Clubhouse, which is the-, you know, I suppose it's the latest social media trend, again, increasing popularity over the, the last number of, of years, during lockdown and so on, where people could go into audio rooms and, and listen to experts and, and so on. People are also going to interest-, invest, sorry, in memes and, and infographics, which'll be that longer form of, of content. And, as I say, we've seen the rise of, of TikTok, Instagram Reels and YouTube. We've also seen that short-form content, in terms of stories and-, on Instagram and, and Facebook and Snapchat continue to get high engagement. And this is because, you know, our, our social media attention spans are, you know, continuing to, to shrink. You know, we're, we're swiping even faster, we're scrolling faster.

And that, sort of, snackable content, it's described as. So, those memes, those short-form videos, those infographics, can, can really offer that, sort of, immediate, sort of, entertainment, that education, that information or enrichment, you know, promptly. It also, you know, prompts social sharing as well, because it's-, you know, it's, it's an immediate hit. So, you know, the immediate reaction might be to share, or like or comment, and it does attract new leads as a result, because the more engagement you get on that content, the more people see it, the more chance of, of, of getting leads and, and sales, and so on. So, these, obviously-, as we said, you know, quote graphics, memes, infographics, short form videos, GIFs, and so on. So, we have some examples here of content. So, this was the John Travolta, sort of, Grease to Pulp Fiction, sort of, scenario there, where people were leaving 2019, entering 2022, after the pandemic, and so on. So, that, that got great share-ability and virality over the internet over the past year. You know, quote graphics from Muhammed Ali, and so on, and those sorts of infographics. So, those are the types of content that are going to be heavily invested in by businesses over the next year or so. And there's also going to be an, an emphasis on mental health and burnout prevention. There'll be more and more businesses and influencers talking and having conversations around our relationship with social media and how it affects us.

There was a poll recently done on-, by Vibely and they're saying that 90% of, of content creators, so the likes of influencers, and businesses and so on, experience real social media burnout. 71% of them have actually considered quitting social media altogether because of the fatigue element, and we-, yes, as we've said, we've seen, you know, lots and lots of different brands talking about, you know, mental health and well-being, and setting digital boundaries, and, and taking breaks from social media and so on. So, that's going to be something that maybe you need to be part of the conversation with over the next year and, and encouraging your audience to do, and Instagram is leading the way with that. They're, they're trialling a new, 'Take a break feature', which has been tested in various countries around the world, which allows reminders within the app, if you've scrolled, you know, for 20 minutes, an hour, so on, to receive, sort of, break reminders, you know, during that app experience. Most smartphones nowadays, as well, will have a, a time limit that you can set for, for Facebook and, and Instagram and, and any other, even gaming apps, or whatever, which can basically stop working after you've used them for an hour during the day, or whatever time limit. So, we will see more and more of that over, over the next twelve months or so.

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