

Key **social media** trends and developments 2020



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Digital Pocket Guide | 2020



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With a continual stream of new social media developments and trends to look out for, we explore the changes in user attitudes, behaviours and outline the key expectations for 2020





Time to **take notice** of **TikTok's** potential

66% of TikTok's users are under 30 ,
and its monthly active users grew
from **500 million** in June 2018 to
around **750 million** in 2019



User **wellbeing** and **responsible** engagement

As brands take a more **responsible approach**, some have even reduced how often they publish posts, focusing more on **relevant community discussions**



Social **engagement** to improve ranking

Brands will be encouraging users to **share and comment**, rather than simply clicking 'like' on posts. **Social engagement** will be the main ranking criteria across most social networks.



Dominant **video** to take **centre stage**



Video is now so popular that YouTube is the second-largest search engine after Google. **Video will account for 75% of mobile traffic by 2020.**



Chatbots and social— automation for customer service

Brands can now deal with more customers, far quicker and with smaller teams. **85% of customer service interactions** will be powered by **chatbots by 2020**.



Looking **forward**

In 2020, social media will continue to grow and change in new and exciting ways. To **explore these social trends in more detail** you can read our full blog on **www.paragon-cc.co.uk**.

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Sources:

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