



2022 SOCIAL TRENDS

PRESENTED BY PLANOLY



2022 SOCIAL MEDIA LANDSCAPE



Social media is constantly evolving and changing, making it essential for marketers, business owners, and creators to stay at the forefront of trends. Being in the know means you're able to embrace every opportunity to stay relevant.

We've identified seven trends every marketer should be on the lookout for in **PLANOLY's** 2022 Social Media Trend Report. Follow along for tips to apply our extensive research into your content strategy.

- **PLANOLY**

What's Trending?

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VIDEO GETS EVEN BIGGER

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BRANDS BECOME MORE HUMAN

Video Gets Even Bigger

SOCIAL VIDEO GENERATES

1200% MORE SHARES THAN TEXT AND IMAGE CONTENT COMBINED¹

WHY IT'S TRENDING

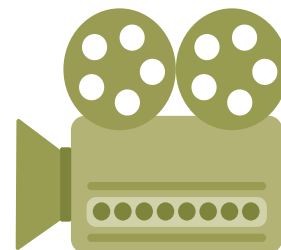


The push for video content is apparent. Virtually every central platform has added or is adding a video component for users. Even Instagram, formerly known as the photo-sharing app, is going video first. Instagram's introduction of Reels and their latest update, Instagram Video, combined IGTV and In-Feed Videos to make it one seamless video experience. Their goal? To make video on their app more accessible and entertainment-focused. Head of Instagram, Adam Mosseri, shared in his Instagram Live, "Video is driving an immense amount of growth online for all major platforms."²

Part of video's success is due to how algorithms prioritize video content. Algorithms boost content

based on user engagement. Since video content grabs user attention longer than image or text-based content, users will likely see videos versus static posts. Another reason it's so popular among brands is because of how adaptable and inclusive it is. It doesn't limit itself to a single audience. Since video uses audio and features added text capabilities, it makes it easier for more people to consume – not to mention that it appeals to younger audiences. 47.4% of TikTok's active users are between 10 and 29.³

1. WordStream: 75 Staggering Video Marketing Statistics for 2021, 2. Adam Mosseri: Instagram Video Updates 10/9/21, 3. Backlinko: TikTok User Statistics 2022



WHAT IT MEANS

TO GROW ON
SOCIAL MEDIA, YOU
NEED TO CREATE
VIDEO CONTENT

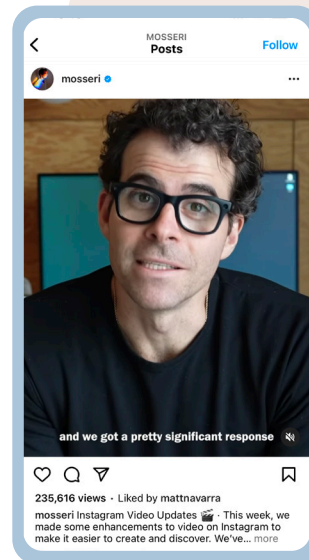
YOUR OPPORTUNITY

- Create Reels, TikToks, or Video Pins showcasing your products or services in use. Try it in the format of an OOTD (outfit of the day) or use trending audio on Reels or TikTok to keep it relevant.
- Make quick and easy tutorials that explain how to use your product.
- Partner with creators who are known for making video content. Not only will partnering with others help you reach new audiences, but also build credibility.

Ready to get started?

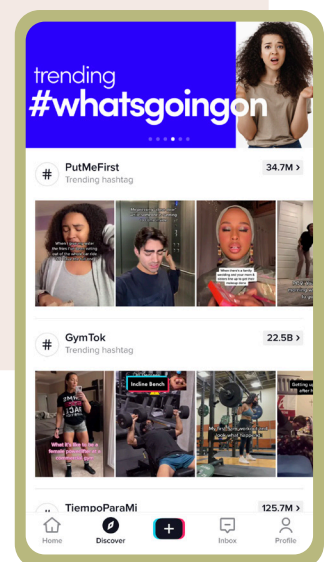
Plan and Organize your Reels content
with [PLANOLY's Reels Planner](#).

STAY IN THE KNOW



Follow Head of Instagram's, [Adam Mosseri](#), to learn the most credible Instagram updates regarding video, the Instagram algorithm, new features & more!

Scroll through TikTok's Discover Page to find trending hashtags or use the search bar to find specific videos to recreate for your brand. You can apply these same sounds to Reels content.



Influencer Marketing Is Here to Stay

INFLUENCER MARKETING IS PREDICTED TO REACH **\$15 BILLION BY 2022⁴**

WHY IT'S TRENDING



During the pandemic, many took to social media for entertainment, and as a result, it became the leading channel for brand discovery and product sales.

According to Business Insider India, marketers increased their influencer marketing budget by more than 25% in 2021.⁵ As the influencer marketing budget continues to grow in 2022, the increase in spend will cause a change in the typical influencer-business relationship. Instead of influencers creating single posts with an expected reach, brands will work more closely and thoughtfully with influencers for more meaningful collaborations. We will start to see fewer single-time “sponsored posts” and more longer-term projects. This is a welcomed change because influencers understand what content

appeals to younger audiences and which platforms will garner the most attention.⁶

As the industry evolves even further, influencers will go beyond promoting products and even take on more internal roles at companies. For example, InStyle magazine hired social media comedian Tefi to run their TikTok account.⁶ This hybrid influencer-consultant type role allows brands to learn from influencers and create stronger social accounts to increase brand reach. We'll see influencers help companies understand the importance of creating timely yet educational content to stay up to date with the latest trends.

4. Business Insider Intelligence Report, 5. Business Insider India: Influencer Marketing: Trends to watch out for in 2022, 6. Vogue Business: Influencers get an upgrade. Now they're in charge.



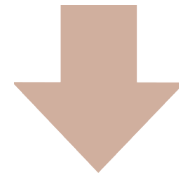
WHAT IT MEANS

FOCUS LESS ON DRIVING SALES AND MORE ON CREATING ENGAGING CONTENT SERIES WITH YOUR PARTNERS. THE REST WILL FOLLOW.

YOUR OPPORTUNITY

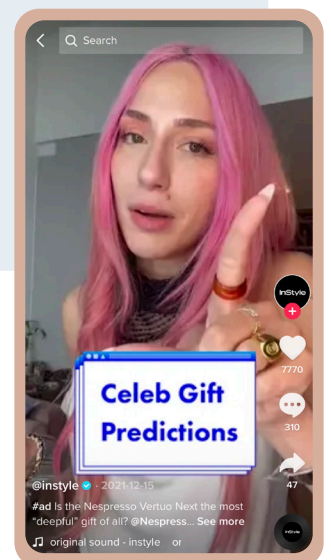
- Work with popular influencers on platforms you're looking to expand your reach on.
- Collaborate with influencers known for their video content to boost your video content portfolio.
- Foster brand loyalty from an influencer point of view. Not only will it lead to authentic content, but content that resonates.

STAY IN THE KNOW



Watch Social Media Consultant, [Rachel Karten](#) share best practices for creating timely (and compelling) content in her [PLANOLY Presents workshop](#).

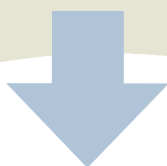
Follow [@instyle](#) on TikTok to see how Tefi transformed their TikTok account along with inspiration on future influencer partnerships.



Rise of the Creator Economy

THE TOTAL CREATOR MARKET SIZE IS OVER **\$104.2 BILLION** AND INCREASING DAILY⁷

WHY IT'S TRENDING



Since the start of the pandemic, the creator economy has multiplied – making up more than 50 million people worldwide.⁷ The creator economy describes the businesses built by independent social media content creators and their ability to grow and monetize their online communities. The creator market is worth \$104.2 billion and is projected to keep growing.⁷ Most recently, we're seeing social media platforms create business tools to help creators better monetize their content. And as more people continue to self-identify as creators, we will see even more of an investment in these tools in 2022.⁸ Creators add a lot of value to social media, and platforms can't afford to lose them. They're part of the reason platforms have so many active users.

Not to be confused with influencers, creators are different in the sense that they don't necessarily influence. Similar to small businesses, creators are entrepreneurs. However, they understand how important their content is for their audiences. Due to creators' success, businesses and brands are looking for more mutually beneficial ways to partner with creators. They're experts at creating social media content and can be a way for businesses to entertain and grow their audiences (or finally start breaking into video content).



7. The Influencer Marketing Factory: The Creator Economy Survey by The Influencer Marketing Factory 8. The Influencer Marketing Factory: 22 Marketing Experts Give their Predictions for 2022

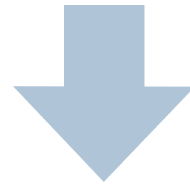
WHAT IT MEANS

TO TAKE ADVANTAGE OF THIS NEW CREATOR-CENTRIC ENVIRONMENT, BRANDS WILL HAVE TO THINK OF **CREATORS AS PARTNERS** AND MAKE THE PARTNERSHIP WORK BOTH WAYS.

YOUR OPPORTUNITY

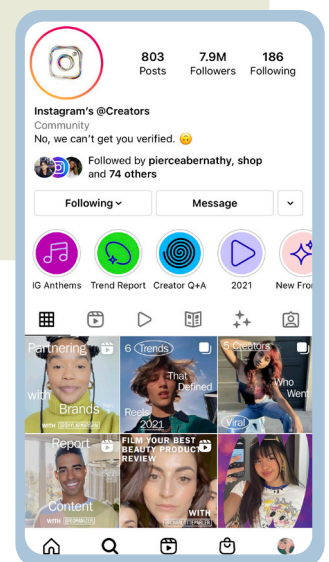
- Always appropriately credit and compensate creators for their work ([Here's how.](#))
- Test out working with creatives as freelancers for a specific campaign or project to evaluate if this model will work for your business.
- Try Instagram Badges, a content monetization tool, that allows users to tip their favorite creators via Instagram Live sessions.

STAY IN THE KNOW



Partner with artists to create exclusive designs for special events or promotions, e.g., **PLANOLY's Carra Sykes** partnered with Instagram to design IG Stickers for their 2017 Pride collection.

Follow the account [@creators](#) to learn about the most relevant and engaging content from top creators.



Gen Z Marketing is Key

GEN Z HAS AN ESTIMATED SPENDING POWER OF \$43 BILLION⁹



WHY IT'S TRENDING



Set to join Millennials as the dominant U.S. consumers, Gen Z makes up 41% of the world's population and has an estimated spending power of \$143 billion⁹ in the U.S. alone – a figure that will only grow as more enter the workforce. Born from 1995-2009, they're the first group of consumers that are a mobile-first generation. They can't remember a world without smartphones.

Traditional advertising doesn't really affect Gen Z, which is why brands need to shift how they approach marketing with this group. Social impact or genuinely mission driven brands are important to Gen Z. More brands will need to create content that's not only entertaining, but also authentic. We're seeing more and more brands on TikTok or using members

of Gen Z to help create content. During 2021's Met Gala, Vogue relied on prominent Gen Z figures to host the red carpet, which created a lot of buzz across platforms.

Gen Z responds well to video content and is part of why video content is so popular. They're quick to respond and comment. The scrappier the content, the better. They lean towards imagery over extensive text, and value originality in content.

9. Barkley: The Power of Gen Z Influence



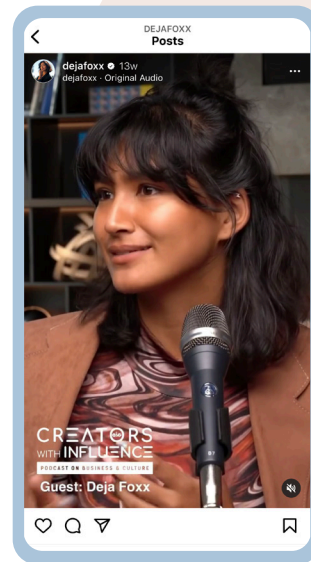
WHAT IT MEANS

MARKETING TO GEN Z IS A MUST, AND WHEN DONE EFFECTIVELY, IT CAN LEAD TO MORE PARTNERSHIPS AND A NEW AUDIENCE OF CUSTOMERS.

YOUR OPPORTUNITY

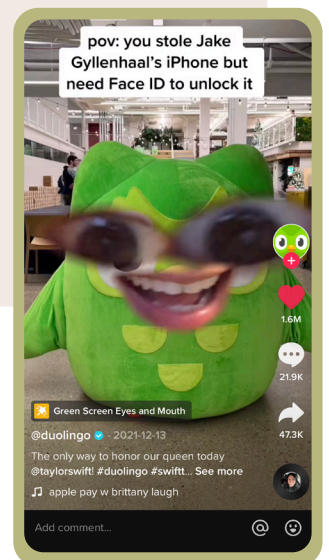
- If your product can benefit a younger audience, then try partnering with a Gen Z influencer to create a series of videos on TikTok that showcase your product in a way Gen Z would use it.
- Since social impact is close to Gen Z, pick a cause to support that closely aligns with your business. This initiative will build trust among younger audiences.
- If you don't need to appeal to the Gen Z audience but still want to make a name for yourself among this group, consider venturing onto TikTok to display a more fun and creative side to your business.

STAY IN THE KNOW



Follow Gen Z Girl Gang's, [@dejafoxx](#), to understand and learn how Gen Z thinks. She nails simple concepts that can maximize through the Gen Z lens.

Follow [@Duolingo](#) on TikTok to see a brand that truly leaned into Gen Z behavior. Not only is the account well-loved by Gen Z, but by everyone on TikTok.



The Future of Shopping Is Virtual



SOCIAL COMMERCE GENERATED 475 BILLION U.S. DOLLARS IN REVENUE IN 2020 AND IS EXPECTED TO GROW 28.4% BETWEEN 2021 AND 2028¹⁰

WHY IT'S TRENDING



Social commerce, the merging of ecommerce and social media, has completely reshaped the way people shop. Not having a social commerce component can deter potential customers from making a purchase. In addition to customer convenience, shopping via social media platforms is a way to keep users on-platform longer and generate more revenue. As we head into 2022, platforms will continue to create ways to make the digital shopping experience more robust and lifelike.

Meta, formerly known as Facebook, continues to lead social commerce with Facebook and Instagram Shops - not to mention the Metaverse - and is looking to expand shopping on-platform via their Live video features.

McKinsey Digital reports China's live-commerce market

is expected to reach \$423 billion by 2022¹¹, and Facebook sees similar potential in U.S. markets. TikTok also has a lot of influence when it comes to how users shop on social media, causing many companies to sell out of products in a matter of days just because of a viral video. Similarly, augmented Reality (A.R.) and Virtual Reality (V.R.) technologies are also finding ways to make a seamless virtual shopping experience for customers. Think virtual showrooms, virtual try-on solutions, or the filters that apply makeup to your face or change your hair color. A brand can sponsor those filters so customers will buy their product after seeing how they look. By the end of 2022, the A.R. and V.R. Market is forecasted to grow up to \$209 Billion.¹²

10. Statista: Social commerce revenue worldwide from 2020 to 2028 11. Mckinsey Digital: It's showtime! How live commerce is transforming the shopping experience

12. Maropost: Top 8 Ecommerce AR and V.R. Trends To Watch in 2022



WHAT IT MEANS

TURNING YOUR SOCIAL MEDIA ACCOUNTS INTO AN ONLINE SHOP IS ESSENTIAL FOR DRIVING SALES. PEOPLE TURN TO SOCIAL MEDIA TO WINDOW SHOP, AND IT HAS THE POWER TO TURN FOLLOWERS INTO CUSTOMERS.

YOUR OPPORTUNITY

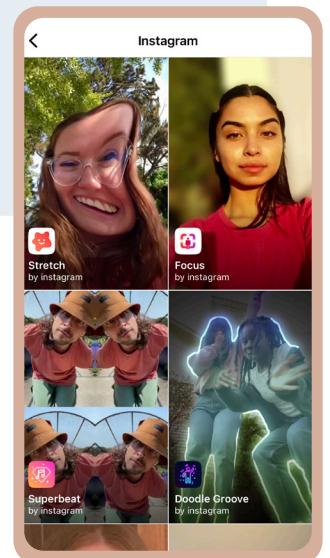
- Make filters to upload to Instagram, TikTok, or Snapchat to show customers what they would look like wearing your product or how it would look in their room.
- Host virtual fashion shows or live shopping experiences so users can see your products almost as if they were real-life.
- To create a seamless shopping experience for your customers, you need to continuously update your shopping links, product inventory, and other valuable store information!

STAY IN THE KNOW



Follow fashion brand, [Tibi](#), to see how they use Instagram Live to teach their audience how to style outfits using their products

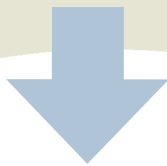
Browse effects on Instagram and see how they could work for your brand or product.



Long-Form Content Turns Bite-Size

68% OF PEOPLE WILL HAPPILY WATCH A BUSINESS'S VIDEO IF IT'S UNDER A MINUTE ¹³

WHY IT'S TRENDING



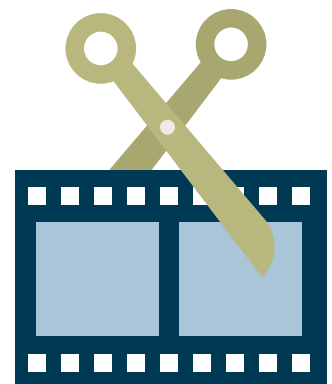
There's no shortage of content these days, which means the influx of information presents marketers, businesses, and creators with quite a few challenges. But the biggest one might be grabbing a user's attention in a matter of seconds. Hence the reason more accounts are leaning into bite-size or short-form content.

Apps like TikTok and Instagram make creating short video content easy. We're even seeing accounts shoot longer form content to trim down and then distribute to different channels. It's an

effective way to create a lot of content you can customize. You can even upload it to TikTok or Reels. Adding trending Reels audio, hashtags, and filters will improve its performance even if it's not made on-platform.¹⁴

13: Colormatics: Short Form Video Statistics and 2020 Marketing Trends

14: PLANOLY: How to Find Trending Music & Audio for Instagram Reels



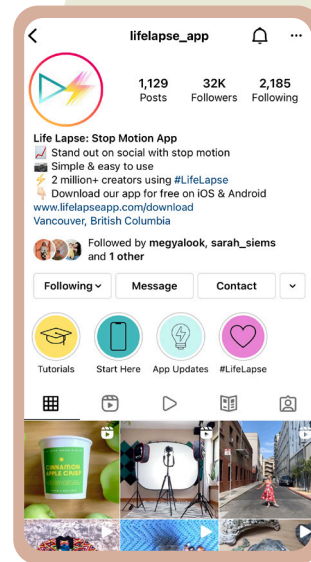
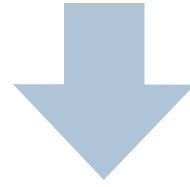
WHAT IT MEANS

MOVE AWAY FROM LONG, OVERLY PRODUCED CONTENT AND FOCUS ON CREATING CONTENT THAT'S ATTENTION GRABBING AND DOESN'T TAKE TOO LONG TO CONSUME.

YOUR OPPORTUNITY

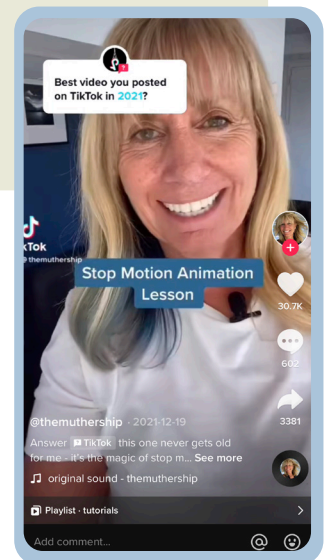
- Create 15-second video ads on Instagram and earn up to \$8.83 for every \$1 spent.
- Turn your long-form video content into sounds you can later upload as TikTok or Reel's audio and increase your chances of going viral.
- Upload your bite-size content as audio on Clubhouse or Twitter.

STAY IN THE KNOW



Transform your content with [Life Lapse](#), a stop motion app ([Sign up](#) with our Preferred Partner discount!)

Follow TikTok account, [@themuthership](#), for tutorials on the latest TikTok video trends.



Brands Become More Human

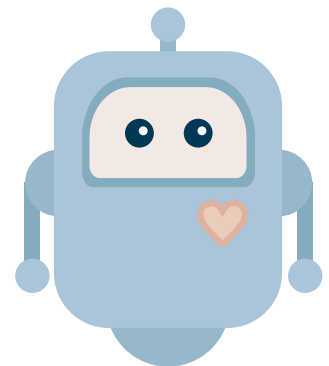
AN EMERGING TREND WITH A STRONG SOCIAL PRESENCE IS LEVERAGING YOUR C-SUITE AND SENIOR LEADERSHIP AS EXTENSIONS OF YOUR BRAND¹⁵

WHY IT'S TRENDING



As a way to break through the noise and connect with their audiences, brands are blurring the line between digital and real life. Before a few years ago, brands didn't always speak on cultural topics. However, Gen Z is holding brands accountable to their mission and causes. We're even starting to see business leaders themselves leverage their social presence as an extension of the brand to drive the message home to new audiences. Customers want to know that what they see is what they get. It's why we are seeing an emphasis on customer and brand relationships. Brands are pinning important follower comments with their responses to promote transparency.

The social media brand accounts who do humanization well are ones who understand how their voice online and company values impact their audience. Sweetgreen, Wendy's, and Duolingo are great examples of how to leverage internal leaders or create mascots to be the face of the company.



15. Forbes: 13 Social Media Trends For Brand Builders To Consider In 2022

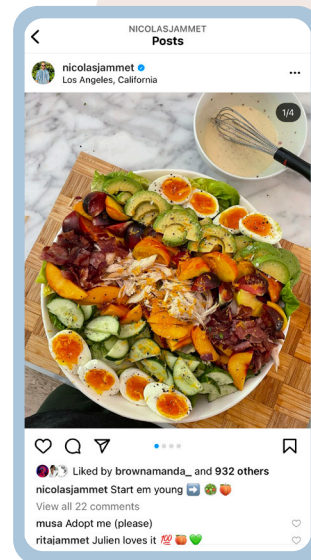
WHAT IT MEANS

TO CREATE A STRONG FOLLOWING, MAKE CONTENT THAT'S ACCESSIBLE AND RELATABLE. YOUR AUDIENCE WILL ENGAGE AND LOOK FORWARD TO THE CONTENT YOU'RE POSTING.

YOUR OPPORTUNITY

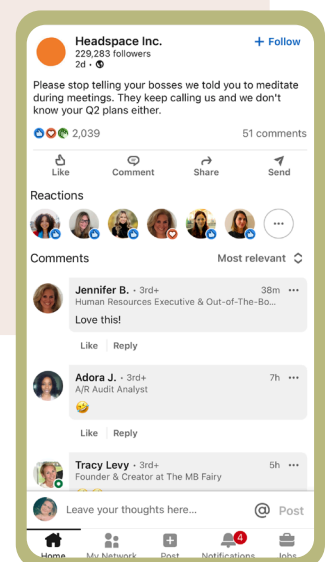
- Hop on Instagram Live and host workshops or Q&A sessions so your audience can get to know more about you.
- Regularly respond to Instagram D.M.s from customers to foster relationships and make followers feel like you're a brand or person they can trust.
- Lean into your brand voice, possibly even personify it. Even though you're playing a character, it's something your audience will look forward to if they want to know what new content you posted.

STAY IN THE KNOW



Follow [@nicolasjammet](#), the co-founder of Sweetgreen, to see how a c-suite executive leverages their social media to build community between their employees and customers.

The mobile meditation app, Headspace, shares a relatable post on LinkedIn. It pokes fun at workplace situations, but is honest and empathetic of what their audience might be going through.



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