

THE STATE OF **SOCIAL** 2024

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THE STATE OF SOCIAL MEDIA

Welcome to the new era of social media:

Social media has evolved to be more than just a way to connect with friends; it's how we discover and interact with the world around us. It's a sphere of influence, information, and entertainment.

Fueled by seismic shifts in user behavior, accessible AI technology, and government interference, we have officially entered the next phase of digital connectivity.

At BarkleyOKRP, our team of digital practitioners, social strategists and platform specialists FUEL brands daily by keeping a thumb on the pulse on how modern consumers and brands are using and consuming media.

This report provides an overview of where we've been, where we are now, and where we may be going on the roller coaster ride of social.

THE STATE OF SOCIAL

1

A New Era

The evolution of social media

2

Platform Updates

Important changes you need to know

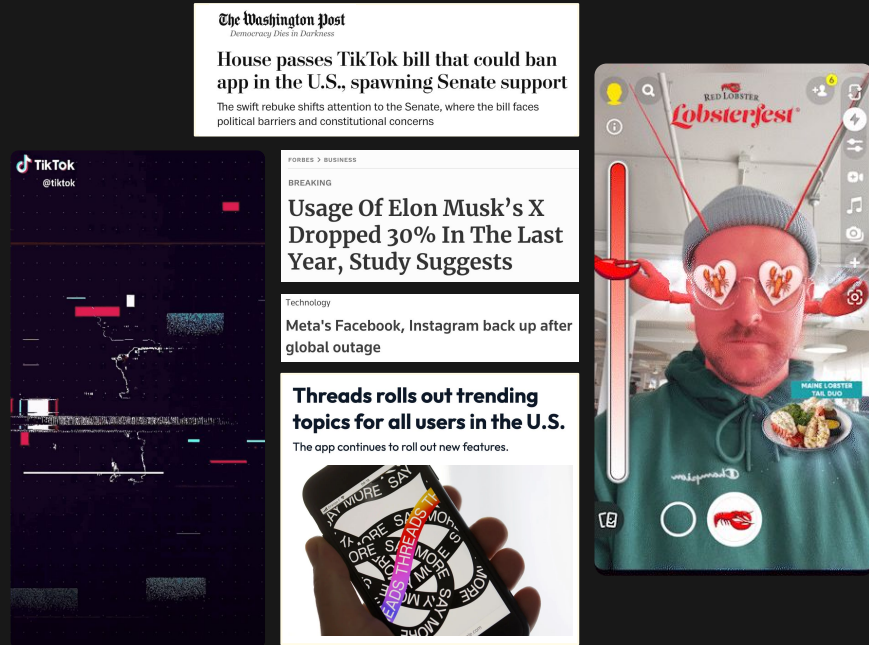
3

Organic, Paid & Partners

The right mix

SOCIAL & DIGITAL SPACES ARE CONSTANTLY CHANGING

Strategies and practices that have worked in the past are likely in need of a refresh, and this report will help future-proof your organization's social media efforts.



1**We've entered a new era of social media**

Social commerce and social search have made the medium more about utility than pure entertainment or social networking. And younger generations are putting traditional search engines on high alert.

2**The rise of Generative AI brings opportunity (and risk)**

Generative AI has transformed social media by providing users with personalized and engaging experiences. Now that this tech is available to the masses, the average user can generate images and videos that are visually appealing, relevant, and optimized for social media platforms. But with that comes risk.

3**Brands that leverage content creators as strategic partners are winning**

Influencers have been on the rise since social networks evolved to be more centered around parasocial relationships and entertainment. Creators have their own approach to creating content. That's why their audiences follow them, and that's why brand marketers want to collaborate with them.

4**The fracturing of audiences continues...**

Content creators, podcasters, newsletters, and politics are all driving the further fracturing of social media users. While traditional power houses like Facebook and YouTube maintain usage in the billions, smaller niche communities are building digital mini-campfires in places like Discord, Patreon, and other micro subscription-based services.

5**Social platforms are under more scrutiny than ever before**

Governments are cracking down on social media platforms largely due to their massive scale, reach, and influence. Data privacy and security are hot topics, and brand safety is a critical issue with advertisers in a politically-charged landscape.

THE EVOLUTION OF SOCIAL MEDIA

TWO DISTINCT ERAS

There have been two distinct eras in modern social media, defined by how users connect with each other:



1. Social Graph

In the past, social media platforms such as Facebook and Instagram used algorithms built on known or presumed “relationships” to digitally connect their users



2. Interest Graph

To engage more users and keep them scrolling longer, various social media platforms pivoted to personalized content based on users’ interests and preferences

FRIEND ME TO FYP

The implementation of AI-powered content recommendations and the rise of influencers created a fundamental shift from social networking to social entertainment

Social Graph

Interest Graph

Traditional Social Networking

Social Entertainment

AI-generated content recommendations, news, vertical video, AR filters,



2002-
PRESENT
LinkedIn



2004-
PRESENT
Facebook



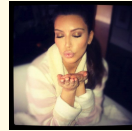
2005-
PRESENT
YouTube



2010-
PRESENT
Instagram



2011-
PRESENT
Snapchat



2012
[@kimkardashian's first IG post](#)



2016-
PRESENT
IG Stories



2018-
PRESENT
TikTok



2020-
PRESENT
IG Reels



1997-
2001
SixDegrees



2002-
2019
Friendster



2003-
PRESENT
Myspace



2006-
2023
Twitter



2010-
PRESENT
Pinterest



2013-
2017
Vine



2014-
2017
Musical.ly



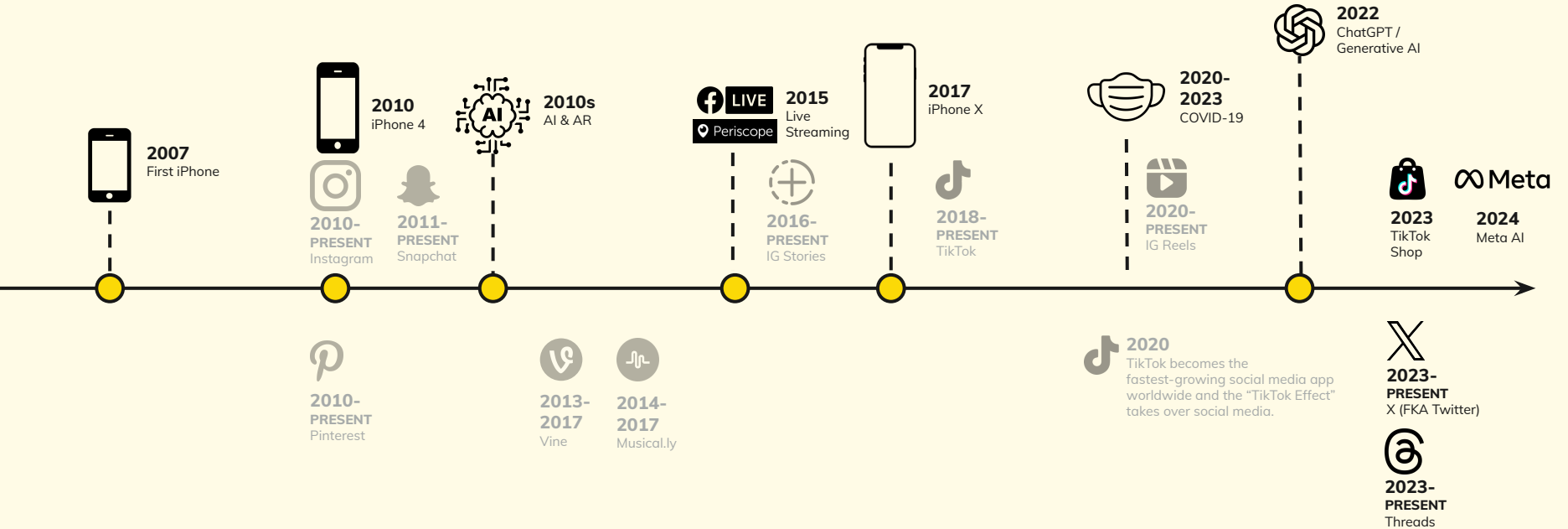
2023-
PRESENT
X (FKA Twitter)



2023-
PRESENT
Threads

TECH-INSPIRED SHIFTS

Hardware improvements, mobile adoption, and innovative storytelling tools also advanced social platforms and how we use them



MORE AND MORE VIDEO

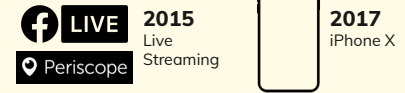
Video quickly became the dominant media type – even on predominantly photo-sharing apps



The invention of the smartphone liberated social media from the desktop and laptop computer, and the iPhone helped shift the focus of online community building to mobile apps.



Over the years hardware improvements such as powerful in-phone cameras shifted the focus of mobile apps to digitally-enhanced photos, vertical video and eventually augmented reality.



After that, we enjoyed easy-to-access live streams and larger screen real estate on mobile devices to enjoy more immersive vertical video experiences.

\$SOCIAL COMMERCE

COVID-19's impact to media consumption and behaviors accelerated mobile adoption when digital connectivity was critical.

This allowed social networks like TikTok to flourish, however, it is Social Commerce that made social media essential for virtually every type of business.

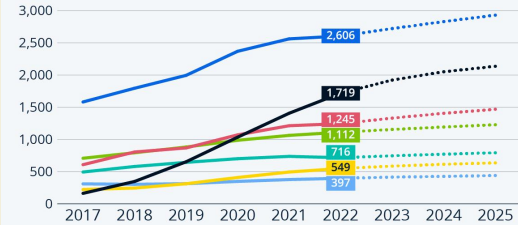
The explosion of touchpoints just on social provided a public square where brands could still be part of the conversation and social connection even when physical commerce wasn't happening.

The New York Times
Will TikTok Make You Buy It?
Give any social media platform long enough, and it turns into a mall.

The Rapid Rise of TikTok

Number of active users of selected social networks worldwide (in millions)

Facebook TikTok Instagram WeChat
LinkedIn Snapchat Twitter



Estimations as of June 2022. Projections from 2023 until 2025.
Source: Statista Advertising & Media Outlook



statista

Estimates show that the global value of social commerce will reach about **\$2.9 trillion** by 2026.
Shoonya, 2024

EMARKETER
Social commerce sales are rising faster than the number of social buyers
Article by Sara Lebow
Oct 23, 2023

SO WHERE ARE WE NOW?

SOCIAL'S MATURATION

Social's maturation into an effective, highly influential medium has brought unwanted scrutiny

Growing Concerns

Despite social media's continued high usage across all age groups, concerns are mounting over data privacy and security, misinformation, disinformation, mental health, deep fakes, and generative AI

Election Year

2024 is a make-or-break year for some platforms due to the general election, and social media's complex relationship with news, political ads, and mis/disinformation can be disruptive to advertisers who aren't looking to be dragged into polarizing discourse

Under Fire

Of the most popular social platforms, TikTok* and X** (formerly Twitter) have faced the most scrutiny from government officials and advertisers, respectively

*Under the the "Protecting Americans Data From Foreign Adversaries Act of 2024" TikTok's parent company, ByteDance, would be forced to sell its interest in the popular video-sharing app by January 19, 2025 or face a nationwide ban

**X (FKA Twitter) has struggled to retain advertisers as brands have been wary of rapid changes under Musk's ownership and lack of brand safety measures

Key Takeaways

THE PACE OF CHANGE AND INNOVATION IS **ACCELERATING**

1 Artificial Intelligence

AI literally everywhere

AI is nothing new in the social space, however, the surge in accessibility and adoption brings with it a lot of big new challenges for advertisers to navigate.

U.S. generative AI use has climbed from 7.8 million people in 2022 to 100.1 million people in 2024.*

The abundance of Generative AI in social media will enhance the user experience by providing even more personalized content as well as unique experiences with conversation bots, augmented reality and useful tools as part of the user experience.

2 Social Search

Social as a search engine

It's not enough to simply be entertaining or connect with friends and family—if the platform or your content isn't useful or searchable, you're irrelevant.

Gen Zers are more likely to use social networks than search engines when looking up brands, products, or services. In fact, nearly 40% prefer TikTok over Google for searches, according to Google's own data.

In addition to the massive scale and influence social platforms have over the masses, the addition of AI makes social media platforms more useful than they have ever been.

3 TikTok's Future

TikTok will have lasting effects

The TikTok Effect is real and has heavily influenced other platforms as well as how people create and consume content.

Whether TikTok is actually sold or banned in the U.S. will come down to the courts, however, under what is now US law, TikTok is forced to find a new owner before January 19, 2025 or be banned from the United States entirely.

Should an outright ban go into effect, Content Creators are advertiser's canary in the coal mine. Where they flock to and expand their following is where brands should also find success.

4 Fractured Audiences

Creators competing for dollars & views

Social media platforms have long operated on a free-to-use model supported by advertising revenue, but micro-subscriptions and the "Patreon-ification" of content from Creators are on the rise.

This provides them with guaranteed eyeballs and revenue, however, it further fractures audiences that would otherwise be seeing branded content in their social feeds.

It's critical that advertisers counter with first party data of their own as well as Creator partnerships and test and learn opportunities with more niche audiences.

PLATFORM OVERVIEW

MOST SOCIAL PLATFORMS HAVE AN UPWARD TRAJECTORY AND POSITIVE OUTLOOK WITH SOME NOTABLE EXCEPTIONS

Platforms that continue to have success leverage sophisticated algorithms to continuously serve relevant and entertaining content to the end user. This keeps audiences engaged and coming back for immersive vertical video experiences, interest-based communities, and private 1:1 messaging.



Despite social media's continued high usage across all age groups, concerns are mounting over data privacy and security, misinformation, disinformation, mental health, deep fakes, and generative AI

Platform Overview

LEGACY PLATFORMS REMAIN ON TOP

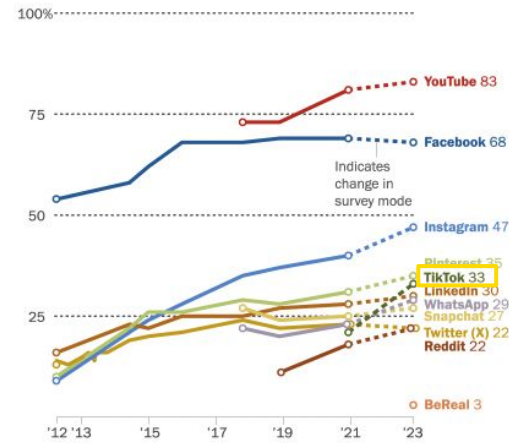
Despite TikTok's outsized influence on social platforms and user behaviors, adoption and usage is much higher on established Meta and Google platforms.

What TikTok lacks in relative scale, they more make up for in engagement.

Source: Pew (2024)

A third of U.S. adults say they use TikTok, up from 21% in 2021

% of U.S. adults who say they ever use ...

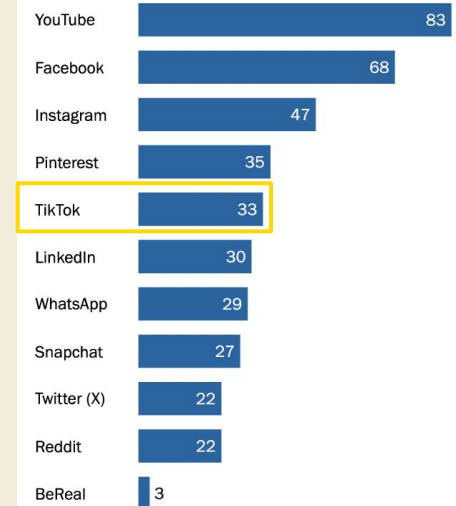


Note: Dotted line indicates a change in mode. Polls from 2000-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

Most U.S. adults use YouTube and Facebook; about half use Instagram

% of U.S. adults who say they ever use ...



Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

Platform Overview

BRANDS PRIORITIZE MOST ENGAGING PLATFORMS

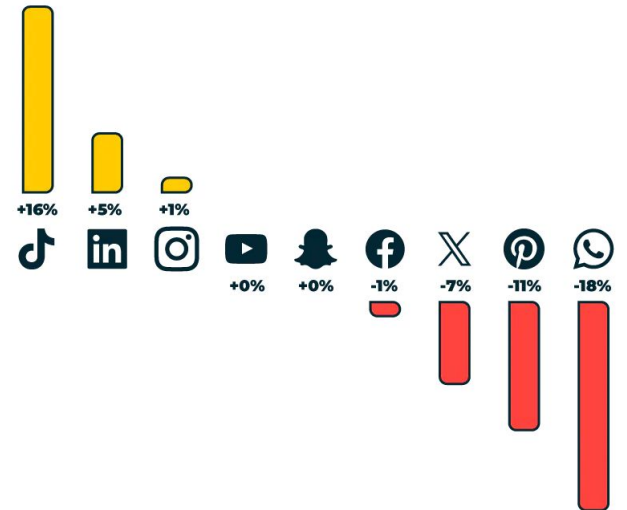
Diversification is key, however, it's better to invest in a few key platforms that yield the strongest results and syndicate to (or sunset) other platforms.

This results in more quality content that can be tailored to each platform and its audience.

Source: Hootsuite (2024)

No value, no point: Brands leave some of the social platform giants

Change in platform use for businesses from 2022 to 2023



Platform Overview

TIKTOK BILL SIGNED INTO U.S. LAW

President Biden signed a bill that could ban TikTok (in 2025) What does the TikTok legislation do?

The bill that Biden signed gives TikTok's Chinese parent, ByteDance, 270 days to sell TikTok. Failure to do so would lead to significant consequences: TikTok would be prohibited from US app stores and from "internet hosting services" that support it.

That would effectively restrict new downloads of the app and interaction with its content. Biden's decision to sign the bill on Wednesday puts the deadline for a sale at January 19, 2025. Under the legislation, however, Biden could extend the deadline another 90 days if he determines the company's made progress toward a sale, giving TikTok potentially up to a year before facing a ban.

Weekly Usage of TikTok, YouTube, and Instagram by US Teens, 2022 & 2023

% of respondents

	2022	2023
TikTok	69%	68%
YouTube	69%	66%
Instagram Reels	19%	30%
YouTube Shorts	9%	15%

Note: ages 12-17

Source: Forrester Research, "Youth Survey, 2023," Nov 2, 2023

284182

Insider Intelligence | eMarketer

The most significant outcome of a TikTok ban would be an audience shift that would massively benefit Instagram and YouTube, which have competing short-form video platforms. In fact, 60% of TikTok users suggest they would jump to Instagram Reels following a ban.

LATEST PLATFORM UPDATES

Outlined in the following section are noteworthy stats and updates on each of the top social media platforms in use today by consumers, content creators and brands.

YOUTUBE

Founded in 2005, YouTube stands as the largest video-sharing platform worldwide and ranks as the second-largest social media platform, boasting an impressive user base exceeding 2.70 billion individuals – this is a 44% increase since 2022. As the second most visited website globally, projections suggest that YouTube's global user count will surge to approximately 2.85 billion by the year 2025.

- 52% of internet users access YouTube at least once a month.
- YouTube gets around 113 billion visits each month.
- Users consume 1 billion hours of YouTube videos every day.
- More than 40% of global shoppers surveyed say they have purchased products they discovered on YouTube.
- YouTube has been the most-watched streaming service on TV screens for 15 months running.
- YouTube is the second-largest search engine, behind its parent company, Google.

The Largest Video Sharing Platform

YouTube is adding an AI-powered ad optimization tool for non-skippable ads and updating the look of QR codes appended to ads.

It's refining its pitch to advertisers to create more scarcity by raising the threshold for its YouTube Select program, which packages inventory across the top channels on the platform.

Competition to keep an eye out for: TikTok is going long-form with 60-minute videos

The creator economy could approach half-a-trillion dollars by 2027

May 2024 | Pause comments: You can stop new comments from being published, but keep existing ones, by using the pause feature under comment settings. Learn more about how to pause comments.

March 2024 | Altered content setting: Globally, you are required to disclose in the upload flow whether or not the content you're uploading is meaningfully altered or synthetically generated. This tool will be available first in YouTube Studio on computers, and then expand to mobile creation. Learn more here.

122M

Daily Users

2.7B

Monthly Active Users

40%

Viewers make a purchase after seeing a brand on YouTube

FACEBOOK

Facebook, Meta's original product, is the behemoth of social media with the most monthly active users of any social platform. It is also the third most visited website in the world, behind Google and Youtube.

The platform's ubiquitous nature and slew of features attracts those seeking news, connection, entertainment.

- Facebook has 3.05 billion monthly active users
- 98.5% of Facebook users access the platform through a mobile device
- 30% of US adults regularly get news from Facebook
- Only 19% of teens use Facebook daily.
- 91% of organizations have a Facebook presence.

Despite news of the platform's decline, Facebook continues to dominate in terms of scale and universality

The platform's ubiquitous nature and slew of features attracts those seeking news, connection, entertainment.

- May '24: Meta AI Llama 3 You can use Meta AI on Facebook, Instagram, WhatsApp and Messenger to get things done, learn, create and connect
- April '24: Updated unified fullscreen video player across formats: reels, longer videos, and lives. Users can engage directly with Reels on Facebook.
- February '24: Facebook News dedicated tab was discontinued in February 2024 in the US.
- October '24: Facebook Broadcast Channels: People who manage Facebook Pages can start broadcast channels as a way to engage more deeply with their followers.
- September '23: Meta Verified expanded to Businesses on Instagram, Facebook, and WhatsApp
- Meta merged Creator Studio with Business Suite in 2023

54%

Of US Facebook audiences identify as female

43%

Of US Facebook users are between the ages of 25-44

77%

Of global Facebook users also use Instagram

INSTAGRAM

Instead of words, Instagram is built almost entirely around sharing images and videos. This visual twist is why Instagram is the cultural powerhouse it is today — "Instagramming" is officially a verb now. However, with the popularity of TikTok rising daily, Instagram has recently prioritized the platform for video content with an emphasis on its Reels format.

Instagram creates a space where users can interact with content, connect with other users and brands and discover new profiles and products.

- 64.8% of users are looking for funny or entertaining content.
- 70% of shoppers look to Instagram for their next purchase
- 62.7% of Instagram users follow or research brands and products on the app
- Only 0.2% of Instagram users are unique to the platform

Visual Inspiration at your Fingertips

Instagram algorithm updates for creators. Instagram is updating its system to give smaller creators a fairer chance. They'll prioritize original content, label reposts with the original creator's link, and remove content aggregators from recommendations. They're also refining what content gets recommended based on sensitivity and adherence to community guidelines.

New stickers for IG Stories. Instagram dropped new stickers on Stories in May to give you fresh ways to connect with friends over the things you care about most. Add Yours Music sticker, Frames, Reveal, and Cutouts

Instagram now has AI-powered search. The search query in the search bar leads you to a conversation in DM with Meta AI, where you can ask questions or use one of the pre-loaded prompts.

Instagram added an option to limit political content in our feeds.

2BN

Monthly Active
Users

60%

Of Instagram users
are between the ages
of 18-34

50%

Of Instagram users
identify as Male, an
even gender split

PINTEREST

Top categories on Pinterest lend themselves to lifestyle and aspirational focused behaviors for users. Primary categories include travel, decorating, fashion, tutorials, and how-to guides.

Pinterest's native features encourage click through, as well as repeat traffic, coming back to a useful article or outbound link via saving and pinning to a user's personal boards.

- Pinterest has 518 million monthly active users.
- Gen Z is the fastest growing audience, making up 42% of the global user base.
- Pinterest reaches 40% of US households with an annual income over \$150K.
- Gender split is 70% women and 30% men.
- Pinterest's annual trend prediction reports have an 80% success rate.
- 85% of Pinners use the platform to start a new project.

70%

**Demo Skews
Female**

42%

Gen Z Users

518M

**Active Monthly
Users**

The Largest Video Sharing Platform

Pinterest launches first-ever streaming TV show with Tastemade Inspired by Pinterest trends, each episode will invite food and design lovers over to cook, create and gather. From bubbly brunches and backyard BBQs to game nights and dinner parties, host Danni Rose and her guests will turn to Pinterest to plan menus, create homemade decor and bring each gathering to life.

The Pinterest Summer 2024 Trend Report: Embrace big, bold style Pinterest users are planning for big and bold fashion this summer, as anticipated in the "Make it Big" theme from the Pinterest Predicts 2024 report. This summer will be full of rock and roll style, alternative outfits, eye-catching patterns and unconventional silhouettes. Bold fashion allows individuals to showcase their unique personalities and individuality.

Pinterest's new body type ranges deliver better and more inclusive search results Body type ranges put the power of choice in the hands of Pinterest users: When users search for women's fashion or wedding inspiration, they will be prompted with a visual cue to select between four body type ranges to deliver customized search results that better reflect how they see themselves. Pinterest will roll out this feature more widely later this year, including for men's fashion.

The ready-made creative ecosystem that every brand wants to join, but doesn't know where to start. As of February 2023, TikTok is leading the way as the social media platform receiving the most user attention in the US.

Despite the popularity, a potential TikTok ban has been proposed.

- TikTok had 1.5 billion monthly active users in 2023 and is expected to reach 1.8 billion by the end of 2024
- TikTok has been downloaded over four billion times.
- More Gen Zers use TikTok than Instagram.
- 29% of TikTok users open the app every day.
- 40% of Americans use TikTok as a search engine.
- 71.2% of TikTok shop users have bought something after seeing

TikTok Ban: What You Need To Know

- This is ever-evolving, but at this time TikTok could be imminent if ByteDance does not sell.
- Why the U.S. Is Forcing TikTok to Be Sold or Banned
- What a TikTok ban in the US could mean for you
- TikTok Timeline

TikTok Ban: What You Need To Know

- TikTok drops yearly trend reports. Check out the 2023 Trend Report.
- After initially ditching the platform, Universal Music Group, announced an agreement to return their music to TikTok's billion-plus global community.
- TikTok introduced a mobile effects editor, similar to their Effects House
- As AI continues to evolve, TikTok recently shared how they are advancing AI transparency and literacy.
- Fans around the world can now discover and buy live event tickets for their favorite artists on TikTok through the AXS partnership
- They recently introduced a TikTok Media Buying Certification

1.5B

Monthly Users

58m

Daily Minutes Spent

93%

Users take action following content they see

LINKEDIN

LinkedIn weaves the interface and functions of a social media network with business at its core, creating a place for people to connect with colleagues as well as companies. Unlike traditional social media platforms, it is also a resource for companies to share industry news, thought leadership, recruit talent and engage entire industries at large.

- 1B members
- 65M users searching for jobs weekly
- 244M US based profiles
- 67M company profiles
- 12M contributors to collaborative articles
- 140 job apps submitted every second
- 6 people are hired through LinkedIn every minute

Where Professionals Go to Network & Connect

Featured Posts: Page super admins can now select up to three posts to feature front-and-center on your Page. These posts will appear in the Featured section of your Page's Home tab. This is in addition to the existing ability to Pin a post atop of your Page's feed.

Promote LinkedIn Articles: While not organic, you can now sponsor Articles through the Boost flow in LinkedIn Pages or through a single image ad campaign creation in Campaign Manager.

Have blog posts on your company website? Copy your blog post to your organization's LinkedIn Page as an Article and boost it.

LinkedIn Pages Messaging: Page Messaging is now available for all companies. Members can reach out to organizations with a Message button on the Page, enabling admins to engage in 1:1 conversations via a dedicated inbox for Pages. Conversations are member-initiated, and only super or content admins for your Page have the ability to reply.

Newsletter Analytics: Learn more about the performance and audience of your LinkedIn Newsletters through Newsletter Analytics. You can now use customized date ranges to gain insight into trends, article KPIs, subscriber demographics and new subscribers.

50%

Of LinkedIn users are 25-34 years olds.

56%

Of LinkedIn users are male.

53%

Of LinkedIn users in America have at least a bachelor's degree.

SNAPCHAT

Snapchat boasts 422 million users daily with features that allow users to communicate with friends through camera-driven visuals. With a dynamic advertising suite, leadership in the AR space, heavy usage in younger demographics, and more opportunities than ever for businesses, Snapchat creates opportunities for businesses to make a splash on the platform.

- 422M daily users
- 30 mins (on avg.) spent on Snapchat daily
- #10 most popular social media platform worldwide
- 5B+ Snaps created daily
- 40+ (on avg.) app opens per day

The Largest Video Sharing Platform

Spotlight: “Snapchat’s FYP” designed to drive entertainment and discovery of creators and brands on the platform

Spectacles: Looking to bring AR experiences beyond a phone screen, Snapchat continues testing Spectacles: their AR glasses. Spectacles are currently for sale to creators only so that they can discover new applications for worldview AR.

Stories Revenue Share Program: Creators with a minimum of 50K followers and 25M monthly snap views are eligible for the stories revenue share program, which places ads in their stories and compensates the creator.

AR Mirrors: Snapchat introduced AR mirrors in retail spaces to bridge the digital and physical worlds. Adopted by Nike and Coca Cola so far.

AR Extensions: Snapchat also announced AR Extensions, which will allow advertisers to integrate AR Lenses and filters directly into all of the app’s ad formats, including Dynamic Product Ads, Snap Ads, Collection Ads, Commercials, and Spotlight Ads.

Brand Safety Enhancements: In Q1 2024, Snapchat announced a partnership with Integral Ad Science, IAS, to jointly develop a new brand safety third-party measurement product. In the study results, IAS found that both Spotlight and Creator content on Snapchat is 99% brand-safe.

65%

Of Adults under 30
use Snapchat

108M
+

U.S. Users

\$4.4T

Global Spending
Power

X/TWITTER

X, formally Twitter, is a real-time micro blogging forum, focused that amplifies what people are talking about right now. It's a leader in trending conversations and the founding platform of many trending social terms and memes. Decline in usage and ad revenue continue to plague the platform since Elon Musk acquired it in 2022. However, it still offers brands with an identifiable voice the opportunity to create and join trending conversations.

As of 2024, X/Twitter has seen an annual decline in usage and ad revenue since 2022.

- X has 335 million daily active users worldwide
- X user activity has declined by 30% since 2023
- 53% of X users use it as a news source
- 61% of X users identify as male
- 75% of users have engaged with a brand on the platform
- The top four conversation topics on X in 2023 were sports, gaming, music and food

X Continues to See Changes Since the Acquisition

- Elon Musk announces all X accounts with over 2500 verified subscriber followers will get Premium features for free and accounts with over 5000 will get Premium+ for free.
- Twitter.com now automatically reverts to x.com, plus all core X/Twitter systems are now housed on X.com.
- X Hopes to Lure Creators, Take On YouTube With New Ad Targeting
- X Is Hiding Post Likes for All Users

47M

**US Adult
Users**

33m

**Of users are 18-24
years old Average
daily mins spent**

54%

**Decline in worldwide
ad revenue since
Musk's acquisition
in 2022**

THREADS

Threads, created by the Instagram team and launched in July 2023, is an app for sharing text updates and joining public conversations. The feed largely consists of text-based posts, although users can also post photos and videos, that allow people to have real-time interactions.

According to Mark Zuckerberg, Threads gained 70 million users within 48 hours of its launch. This makes Threads the fastest-growing social network in history. A rapid decline of users followed the initial successful launch.

- Threads currently has over 190 million users.
- Out of those 190m users, there are only 150+ million monthly active users.
- The top 10 most-followed Threads accounts are all celebrities / professional athletes, no brands.
- Threads is a unique channel due to its integration with Instagram and its stand-alone nature.

The Text-Based Platform to Rival X

Trending Section: help you find timely topics and join conversations you care about. At this time, the feature is only available in the US.

Fact Checking: third-party fact-checking partners will be able to review and rate false content on Threads

Threads Has Lost More Than 80% of Its Daily Active Users. Two separate data analysis firms say Threads has unraveled even as Meta rushes to add highly requested features.

Threads Launches Initial Test of Keyword Search. Keyword search will show you all of the posts that mention your chosen terms, in addition to the current search results, which only return relevant usernames.

Threads Adds New Desktop Functionality, and the Ability to Follow Specific Conversations. As requests for UI upgrades flood in from users, Meta has debuted several updates in the past month to copy X's platform abilities.

33M

Daily Active
Users

37%

Of users are 18-24
years old

75%

Of users check
the app daily

Self-proclaimed the “Front page of the internet,” Reddit is a network of online communities based on people’s interests, from mainstream to ultra-niche.

- Reddit has 267.5 million weekly active users
- On average, US Reddit users spend 30 minutes a day on the app
- A majority of Reddit users fall within the 18–29 age range, making up 64% of its user base.

Reddit IPO'd on March 21, 2024 and started trading at \$47 per share.

Making moderating easier and introducing new AI-powered moderation tools.

- Includes superpowered Post Guidance, keyword highlighting for quick content searches, and saved responses for templated replies without leaving the app; new tools to manage community growth and conversations; safety tools with improved automated content removal, LLM-powered harassment filters, and user detail reporting.

Improving the user experience – they are aiming to increase FTFY (fixed that for you) comments this year with:

- Faster redditing and quicker access to shortcuts and transitions.
- New search capabilities.
- Consistent and simpler navigation across all devices.
- Continued support for old Reddit, with new features inspired by it.
- A compact view with a collapsible navigation bar.
- Localized content for better accessibility in various languages.
- Enhanced accessibility features, like closed captioning and font resizing, aiming for WCAG 2.1 compliance by the end of 2024.

Enabling developers to bring new experiences to Reddit.

- They're enhancing the Developer Platform to let the community create new, engaging Reddit features. While admins build new tools, they believe redditors know best how to advance the platform.
 - This year, they've seen developer-built apps like the custom Super Bowl scoreboard in r/taylorswift and a trending module in r/wallstreetbets.

73M

Daily Active Users

50%

Of Users are Based in U.S.

64%

Of Users Identify as Male

ORGANIC, PAID & PARTNERSHIPS

Organic and paid social media as well as strategic partnerships continue to have distinct roles to play within your digital marketing mix:



Organic

- Humanizes brands
- Builds community
- Drive brand affinity



Paid

- Expands reach
- Targets specified audiences
- Converts customers



Partnerships

- Appeals to new audiences
- Lends equity
- Amplifies messaging

ORGANIC SOCIAL IS ALIVE AND WELL

- Overall, engagement rates are stable across most commonly-used social platforms. And while TikTok engagement rates may have dipped YoY, Facebook engagement rates have increased
- Despite talks of a ban, TikTok remains the undisputed, most engaging social media app in the U.S.
- Brands and users alike are posting more frequently to Instagram and TikTok while posting frequency has unsurprisingly decreased on Facebook and X (Twitter).
- Content inspired by holidays and cultural moments continue to yield strong engagement—especially when using relevant hashtags
- Reels has officially made Instagram a video-sharing platform and is now the dominant content type by engagement rate on the ‘gram. Vertical video also dominates IG Stories.
- Due to the rise in Creator content and behavioral shifts towards direct (private) messaging, user-generated content may be in decline and have become difficult to measure
- Online communities continue to fragment into sub communities made up of smaller, niche audiences based on various and highly specific interests
- The comments section can’t be ignored. For many users, the comments are just as much a part of social scrolling as the posts themselves. More than half (54.2%) of Gen Zers use social media to comment on content

PAID SOCIAL OFFERS MORE CUSTOMIZATION AND INTERACTIVE ELEMENTS THAN EVER BEFORE, AIDING ROI FOR BRANDS

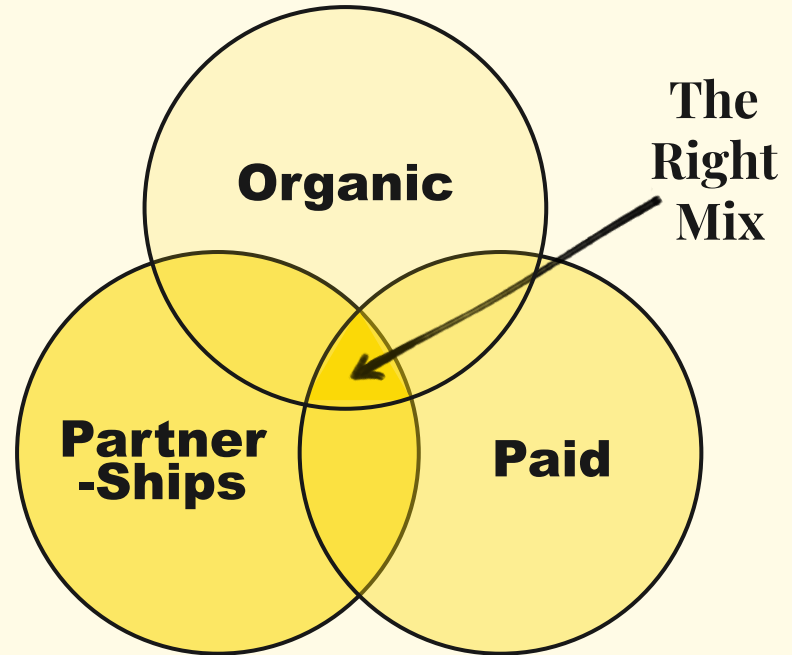
- Video remains a dominant medium for marketers to drive full-funnel actions. Short form video is the name of the game, but consumers are latching onto longer videos for product education during their purchase journey.
- Preparations for a cookieless world must begin as consumers simultaneously crave more data privacy and greater customization. Advertisers must focus on strengthening first-party data sources like CRM as opposed to 3rd-party data tools.
- As consumers engage primarily with personalized content, 92% of businesses are utilizing AI-driven personalization tactics to drive higher ROI.
- Attention is shifting toward interactive and immersive ad experiences, including:
 - Collection Ads/Native Shopping Experiences
 - AR-driven shopping experiences and lenses: Gucci Sneaker Try-On
 - Immersive experiences/gamified ads: Gamified AR with Sephora
- Less produced, native-feeling content continues to drive high impact. Utilizing native-feeling ads, UGC, and creators in advertising helps drive strong results.

CREATOR PARTNERSHIPS ARE ON THE RISE WHILE TRADITIONAL INFLUENCERS MAY HAVE PEAKED DUE TO USER FATIGUE

- TikTok is the most utilized platform for individual partnerships with 69% of brands for utilizing it for influencer marketing, surpassing Instagram at 47%
- Priorities shift toward long-term partnerships inspired by authentic relationships between the individual and the brand, making a greater impact on the content and the audience
- Creators with specialized niches create unique opportunities for brands to tap into new audiences
- The rise in use of micro- and nano-influencers indicates the value of small creators with highly engaged audiences within their niche vs. celebrity-level influencers
- Employee-generated content (ECG) has become a powerful tool for content engines. 75% of citizens trust employees more than any other corporate source
- Brand collaborations, as exclusive product drops or simply on social media, create unique cultural moments that drive engagement and conversation while reaching new audiences
- Excessive 'brand trips' on social media drive engagement but are frequently criticized for their over-the-top nature in the current climate

When combined strategically, these channels work together to support a potent full-funnel social strategy:

- Prime audiences with evergreen or seasonally-relevant content
- Run paid placements to drive action based on campaign objectives
- Leverage partnerships (Content Creators, Influencers, Brand Partnerships) to reach broader audiences



OUR CONCLUSION



THE SPEED OF NEED

Social is fleeting.
Brands should embrace this.

The social and digital landscape will only get more complex. Paired with rapidly advancing AI technology and legislation that struggles to keep up, advertisers need to build their teams and plans accordingly.

Brands will need to prioritize their organic and paid social media efforts as well as work to develop long-term strategic partnerships to ensure they're reaching their desired audiences.

Through experimentation and thoughtful analysis, brands can (and should) diversify their mix of media and creator partnerships. And always be optimizing.

Doing this right requires a dedicated team—not a department of one. At BarkleyOKRP, our FUEL team is made up of more than seventy digital experts whose sole mission is fueling your brand every day.

THANK YOU!