

Report



- Date and time: 8 December 2020, 9:00 - 10:30
- Title of the session: **Upcoming social media trends**
- Format (select one): Workshop
- Moderator: **Klaudia Bencze** (social media team leader, European Committee of the Regions) / Speakers: **Rebecca Dredge** (senior postdoctoral research fellow, KU Leuven), **Matt Navarra** (social media industry commentator), **Dante Licona** (senior social media officer, International Federation of Red Cross and Red Crescent Societies), **Melis Figamrese** (senior campaigns officer, International Federation of Red Cross and Red Crescent Societies)

Main topics discussed

Lack of trust in relation to political events and exchanges online and the need to participate and engage with the content found on platforms.

Focus on the objectives of your campaign to decide on the platform and the content and match it with the well-being of the audience to create engagement.

The importance of having user-generated content and engagement (TikTok platform).

Key messages from each speaker

Do not focus on politically engaged audiences online.

As a result of not being able to control our context, people are looking for content that allows them to be active participants. Young people especially are looking for small-scale measures that have a real-life impact.

Be on top of new apps and push for content creation in your audience. Create content that adds value. Look for content already created either by users or people in your organisation.

Create new communities on different social media platforms to ensure their content is shared in small groups that do not feel "broadcast".

Audio formats are expanding as well as video formats. Also, shopping features are growing on some platforms. VR is starting to grow for some brands and is worth following.

Solutions proposed

Liaise with social media providers: a good relationship with TikTok helped the Red Cross by promoting their content.

Questions from the audience

What is the difference between TikTok and Instagram and other channels? TikTok technology is the fastest-changing and most adaptable tool in the market, and it is very easy to create content with it. The choice of the platform depends on the goals of your organisation and the audience profile.

TikTok rewards good content, Instagram does not. Content is key to going viral on TikTok, not follower numbers as with Instagram.

Take-away messages

The key for the future of social media is user-generated content.
Experiment with new platforms and new trends as they come to market.