Trends to anticipate in social media, 2020-2022

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IAEA Technical Meeting on Using Social Media for Public Communication and Stakeholder Involvement for Nuclear Programmes
Social media growth

› We are half-way through the social media growth story

› It is used by 45% of people globally (Source: Hootsuite)

› Main lens for public affairs

› Most leaders and all future leaders are already there

› Consolidated and maturing
Some things that are not really changing

- **Smartphone technology has plateaued**
  More and more powerful but no new features

- **Smartphone usage keeps increasing**
  Will reach 50% of internet traffic in 2022 (Source: Cisco)

- **5G is coming but may not impact in the 2020–2022 timeframe**
  Promises 10x faster data but no winning application yet

- **New platforms not expected**
  Latest were Snapchat in 2016, TikTok in 2017
Expect bigger, better, more

› There will be a lot more people using social media
  It is growing at the speed of the birth rate

› There will be more creativity, and it will move faster
  It is driven by the young and the relatively young
    All new entrants are digital natives

› More to discover, more rewarding, more useful, more central
  Thanks to a fuller range of people and subject matter
Gen-Z arrives

Born between 1996 and 2010, so-called Generation-Z:

> Want to be themselves
> Value having information available
> Do their own research but still trust family and friends
> Are quite cautious and pragmatic
> Do everything on mobile

The first generation to come of age with this technology
Also came of age with climate change, fake news, poor economies
They are now entering the workforce and beginning to influence
Competition between tools

› Free and cheap tools are competing for your creativity
e.g. Canva and many other resources highlighted

› Platforms also compete with creative tools
  Stickers, music, captions etc. e.g. Insta stories and TikTok video

› It will be easier for everyone to produce graphics and video
Content trend: video

▶ Video is already popular
  Gives 40% higher engagement (Source: Imagen)

▶ Video will grow
  Better tools, higher bandwidth, lower barriers to entry

▶ Video will be standard for brands, and could hit ‘saturation’
  Could hit 80% of brand content in 2022 (Source: Cisco)
Online CEOs

The average age of a CEO is 50
(Source: Crist Kolder)

64% of adults aged 45–54 use social media
(Source: Ofcom)

Therefore:
Incoming CEOs and senior staff
will be active social media users, and could even be
influencers with their own followings
Every year the age spread of users increases
Usability improvements make social media more inclusive
Video and voice will bring in the very old, very young and less literate

**Your reach is getting deeper and broader**

**There will be more need for targeting**

Recommend:
It's less and less appropriate to post the same things on every channel. Think about focusing platform content more to user personas. It might be worth making small experiments with paid targeting
As barriers to content creation get lower, competition for audience attention will increase and public expectations of your channels will increase. **Getting attention will become more difficult and getting started to a good standard will get harder.**

Recommend:
Get started and get organised now. Begin using those creation tools. Make small investments in equipment and start practicing. 
Incoming CEOs and senior staff will be social media savvy

The same applies to entry-level staff

**You will need a top-to-bottom policy and strategy for employee use of social media**

Recommend:

Embrace this, and make it a positive, not a negative.

Do some trials, build confidence now you are ready to take advantage when your own influencers appear
Stay up to date

Social Media Marketing is a huge business and there are tons of articles online as well as tools and resources you can try

At a minimum, subscribe to some free newsletters

Communication is fundamental to nuclear energy’s social licence...

... and the nuclear industry is committed to excellence and continuous improvement ...

... so communication should have appropriate commitment!

> Expertise, training, equipment and respect
> (when the online CEOs come, they will know that)
Jeremy Gordon is Fluent in Energy

www.fluent-in-energy.com  jeremy.gordon@fluent-in-energy.com