

Subject: Social Hits Laura May Have Missed | 9.6.18

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From: Moxie

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THINK
Stats and facts to get you thinking



Snapchat Wins with Teens, While Facebook Wins with Everyone Else

[Facebook is still king](#) on social media among all age groups, with the exception of teens, who still favor Snapchat. In fact, recent data shows that Snapchat will continue to add users ages 12-17 in coming years, while Facebook will continue to lose those same teens.

Since Snapchat surpassed Facebook in 2016 as the most popular social network among teens, it has continued to remain dominant, and projections show that it will stay ahead through 2022. While Stories on Snapchat and Instagram seem to be a driver of growth in the teen category, Facebook Stories don't appear to have taken a similar hold with teens.

Facebook still leads the pack with millennials, Gen X and baby boomers. 58.5 million millennials are expected to use the platform this year, and that number is steadily growing. Among Gen X, 45.1 million are on the platform, which is predicted ultimately to fall to 43.8 by 2022. Forecasts also predict baby boomers, with 31.9 million expected users this year, will hang steady on the platform.



Gen Z Talks Local, Sustainable and Walkable Brands

Gen Z continues to prove that they are not just mini-millennials. While millennials avoid brick-and-mortar stores, [Gen Z shows a preference](#) for “walkable” local spots, like Starbucks and 7-Eleven. They are also 23% more likely to visit shopping malls than other generations, including their millennial counterparts, who prefer online shopping. Not only does Gen Z appear to value brands close to home, but they also talk more about cultural and political topics like sustainability.

Conversation around traditional retailers like Nordstrom, Kohl's, Macy's and Sears has dropped significantly in recent years among Gen Z, while certain household brands like Breyers, Scott Tissue and Post have received more attention. From a brand perspective, the trick to marketing to Gen Z is finding a balance between a mobile component and in-store experience, which stores like Zara and Sephora are doing successfully.

MAKE
Platform updates that drive ingenuity



Instagram Reportedly Building Standalone Shopping App

According to a [recent report](#), Instagram is in the process of creating a standalone shopping app. The app would allow users to browse products from accounts they already follow on Instagram and purchase them directly from the app.

This development comes as Instagram continues to develop its e-commerce capabilities, and it would likely create more competition for e-commerce platforms like Shopify. With a standalone app, the platform would be able to further expand its shopping functionality and create additional opportunities

for revenue.

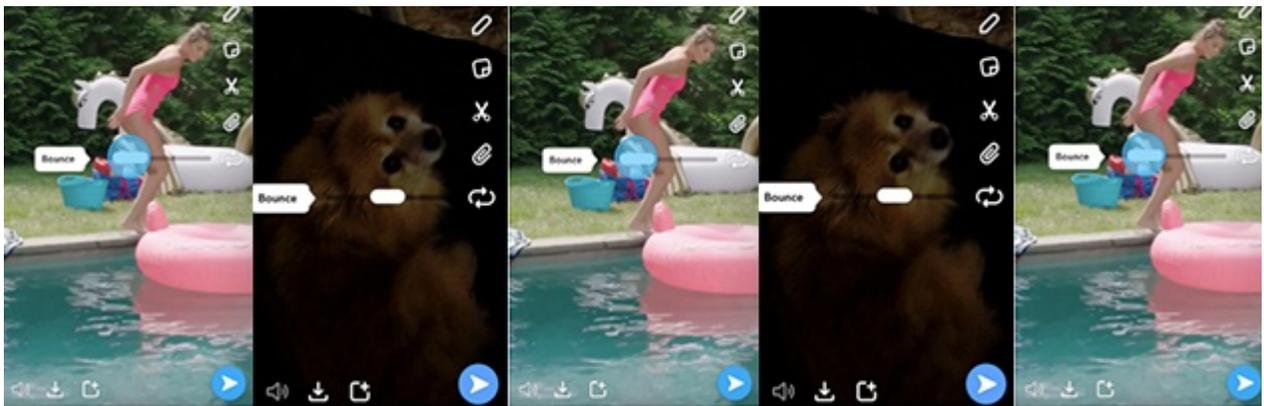
The app and release date have not been officially announced, so it remains to be seen exactly how it will play out and if users will be open to using an additional app for shopping. Nevertheless, brands will surely welcome another opportunity to drive sales through the platform.



Twitter Tests New Reply Formats

Twitter is testing [new reply formats](#) in an effort to better emphasize tweet engagement. The platform is experimenting with a few different options, including threaded replies to individual responses, color coding to highlight replies and green dots on profile images within conversation threads to show when a user is active.

A Twitter product manager [recently posted](#) examples of the different formats asking for user feedback. As expected, Twitter users responded with other potential options and ideas of their own. While changes are not yet final, it will be good for brands and users to stay informed as these changes could boost engagement and add more clarity to tweet threads.



Snapchat Adds 'Bounce' – Its Answer to Boomerang

Snapchat recently unveiled a [new feature](#) called "Bounce," which is similar to the ever-popular Boomerang feature on Instagram. The new Instagram-like video feature is just the latest in a series of updates the platform has made, seemingly in an effort to keep its audience active and engaged.

To use Bounce, Snapchat users record a video and then tap to hold the "Infinite Loop" button to scroll over to Bounce. Unlike on Instagram, where the entire video clip is a Boomerang, the new Snapchat feature allows users to have more control and add Bounce to only a specific portion of the video.

MOVE

Innovations that move brands forward



YouTube Debuts Tools for Charitable Giving

[YouTube recently announced](#) new offerings on its platform that will make it easier for users to support charitable causes that align with their interests. YouTube noted that users have already been leveraging the platform to amplify causes they care about. Now it's simply tapping into that behavior by testing four new features (three of which are in beta) to allow for direct fundraising from the platform.

Through a feature called Fundraisers, YouTube creators and qualifying non-profits can create and embed a fundraising campaign right next to their videos and live streams. With Fundraisers, viewers will be able to directly contribute to a cause via a ["Donate" button](#). YouTube is also testing a feature called Community Fundraisers, where multiple creators will have the ability to co-host a fundraiser. [St. Jude Children's Research Hospital](#) recently used the feature to team up with 12 separate gaming creators.

The third feature, called Campaign Matching, will allow creators to receive matching pledges to help amplify their efforts and inspire more fans to get involved and maximize impact. Lastly, the platform is launching [Super Chat for Good](#), which enables creators to raise funds for qualifying nonprofits on live streams and Premiere videos.



Shameless and Twitter Partner to Remind Fans to Watch Premiere

The Showtime original series, Shameless, is tapping into Twitter to make sure their viewers tune-in for the premiere on Sunday night. In a [recent tweet](#), the show plugged the upcoming premiere and asked fans to "like" their tweet to receive an auto-reminder on Sunday.

If a fan likes the Shameless tweet – and has their Twitter notifications turned on – they receive a push notification on the night of the premiere reminding them to tune in to the show. This auto-reminder functionality is being used by brands in various ways to prompt fans to opt-in to experiences, content series, games and ongoing reminders within the platform.

This tactic is an effective way to engage followers and understand who is most engaged. When a user has opted in to an experience from a brand they like, they're more likely to be pleasantly surprised, rather than annoyed, when they later receive content from the brand.



Instagram Eyes Beauty Brands with IGTV

Among active Instagram users, 25% follow at least one beauty or makeup account, and those users appear to be enthusiastic and open to brands and influencers. Beauty brands have taken note, [tapping into IGTV](#) more frequently to engage in new ways with this audience.

A best-in-class brand example is Benefit Cosmetics. The beauty brand posts a mix of educational content and aspirational footage on IGTV. Recently, the brand created an eyebrow shade matcher IGTV video to promote its Brow collection of products—that video received nearly 41,000 views on the channel.

Although beauty communities on Instagram are already the top producers of video content within Stories, feed and IGTV, it is not yet possible to add a link to purchase from IGTV. Until this monetization becomes a reality, beauty brands and beauty influencers will need to leverage IGTV for more of a brand awareness play.

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