



socialbakers

Most Important Social Media Trends to Remember in 2019

Social Media Statistics by Socialbakers





About Socialbakers

Socialbakers is a trusted social media marketing partner to thousands of enterprise brands, leveraging the largest social media data-set in the industry. Socialbakers help brands engage their audiences on social media through content personalization and grow their customer base using actionable AI-powered audience insights.

Introduction

"For marketers looking to drive value for their business via digital marketing no other platform comes close to Facebook and its family of applications, in terms of scale and audience engagement. With 2.27 billion monthly active users, social media performance data shows that it's still the place where most consumer engagement with brands is happening online."

Brands looking to leverage platforms like Facebook and Instagram need to make sure they are making data-driven decisions about where to invest their advertising budgets in order to maximize reach, engagement and business impact."

Yuval Ben-Itzhak, CEO, Socialbakers



Table of Contents

Instagram vs. Facebook	4–6
Platform Audience, Activity, Engagement	5
Engagement Distribution by Industries	6
Instagram vs. Facebook Advertising	7–12
Share of Instagram vs. Facebook Ads	8
Facebook Advertising Desktop vs. Mobile	9
Promoted Post Promotion on Facebook	11
Ad Placements On Instagram	12
Facebook Engagement	13–15
Organic vs. Paid Reach on Facebook	14
Number of Interactions on Facebook Posts	15
Instagram Engagement	16–17
Instagram Stories vs. Posts	17
The Rise of Influencer Marketing	18–20
The Influencer Industry and Minimizing Fraud	19
Spotting Fake Influencers by Follower Growth	20
Privacy and Security	21



Instagram vs. Facebook



Platform Audience, Activity, Engagement

Instagram has a smaller audience size compared to Facebook. However, despite this disparity, Instagram users are far more engaged than on Facebook. This demonstrates that Instagram is the go-to for capturing quality engagement within smaller communities, and will likely be the trend in 2019.

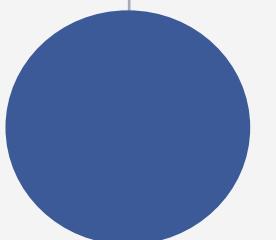
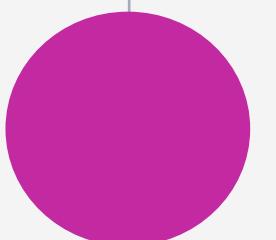
"Instagram is becoming the #1 social media platform when it comes to engagement for brands. When we look at engagement on an absolute level, Instagram has a lot more engagement for brands than Facebook, despite having a significantly smaller audience size. As a result, we see businesses leveraging Instagram for advertising more than ever before."

Yuval Ben-Itzhak, CEO, Socialbakers

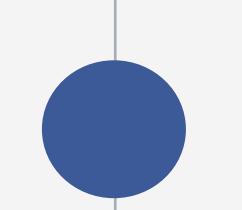
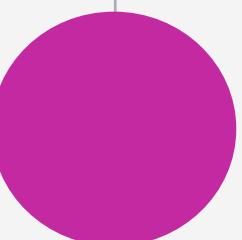
Audience
Size



Activity
Volume

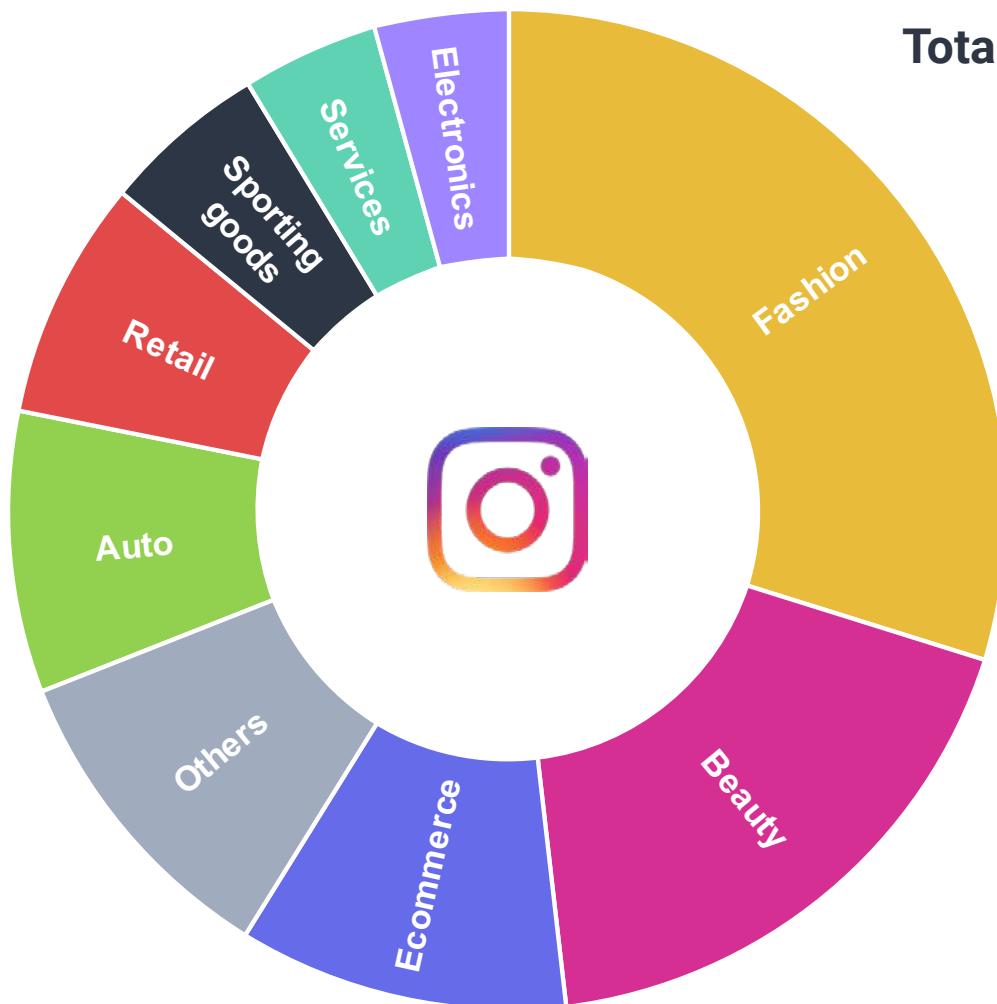


User
Engagement

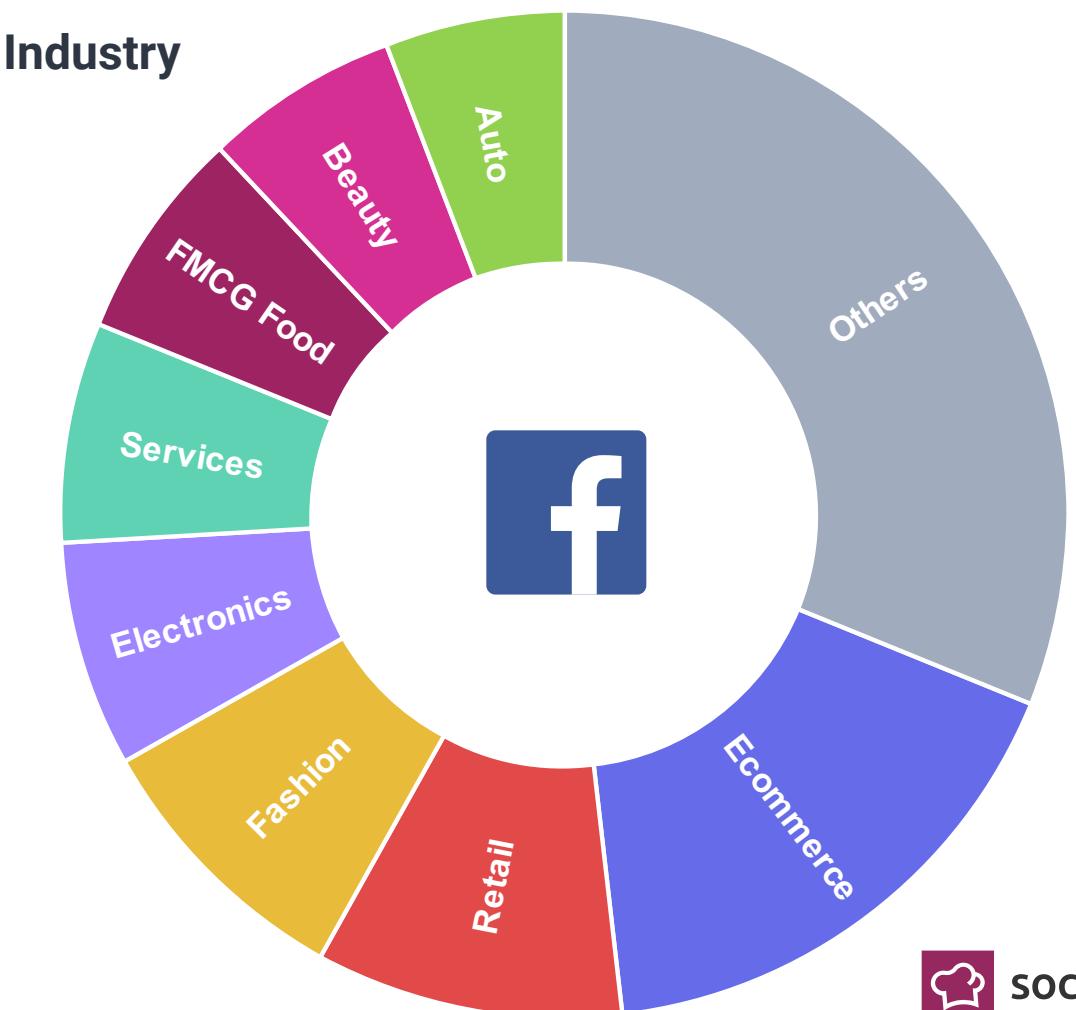




Engagement Distribution by Industries



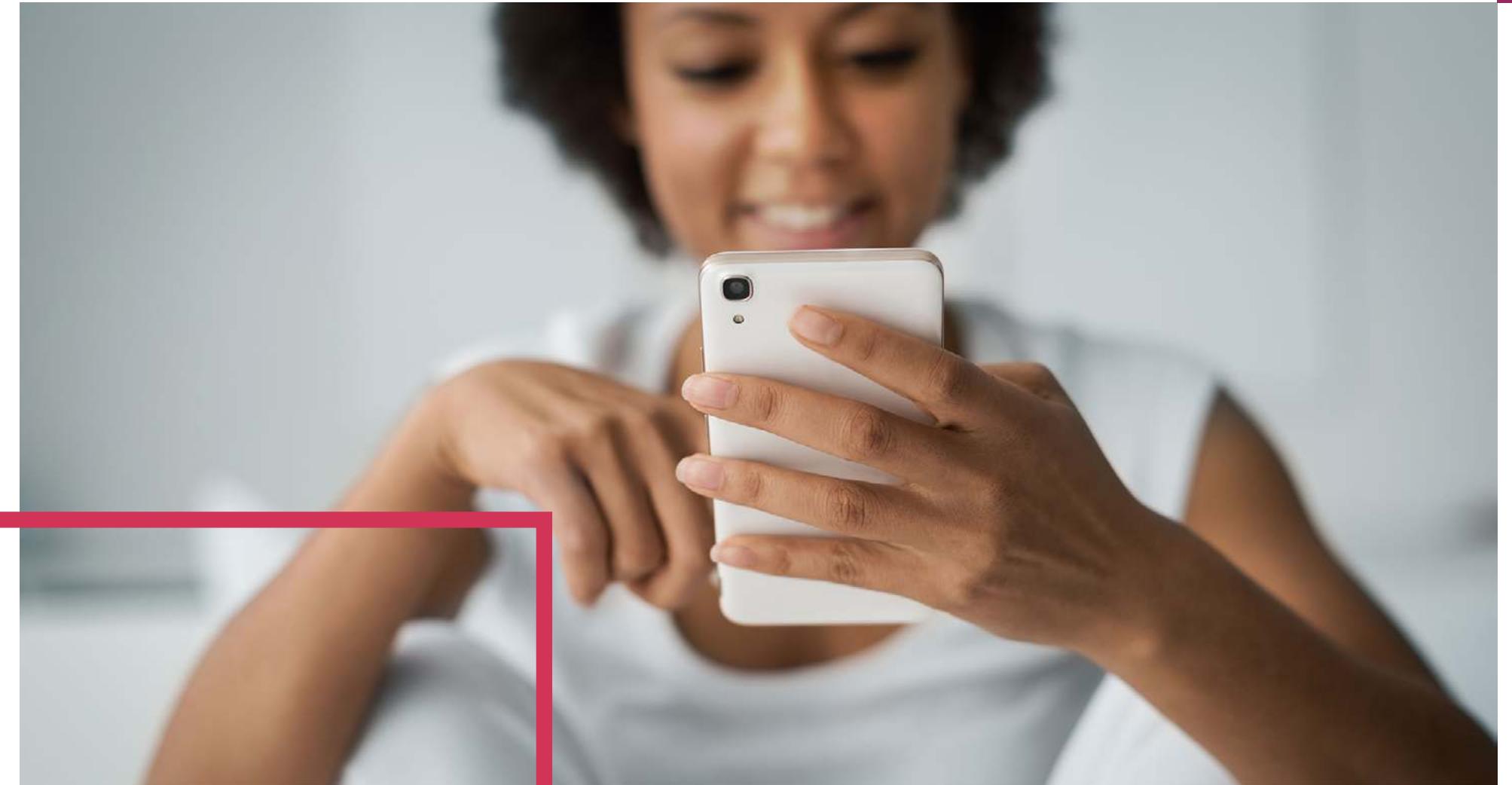
Total User Engagement by Industry



When it comes to the most engaged users by industry across Instagram and Facebook, there is a clear distinction between what content users value more on each platform. For Instagram, Fashion and Beauty dominate, whereas E-commerce sparks the most interactions on Facebook.



Instagram vs. Facebook Advertising

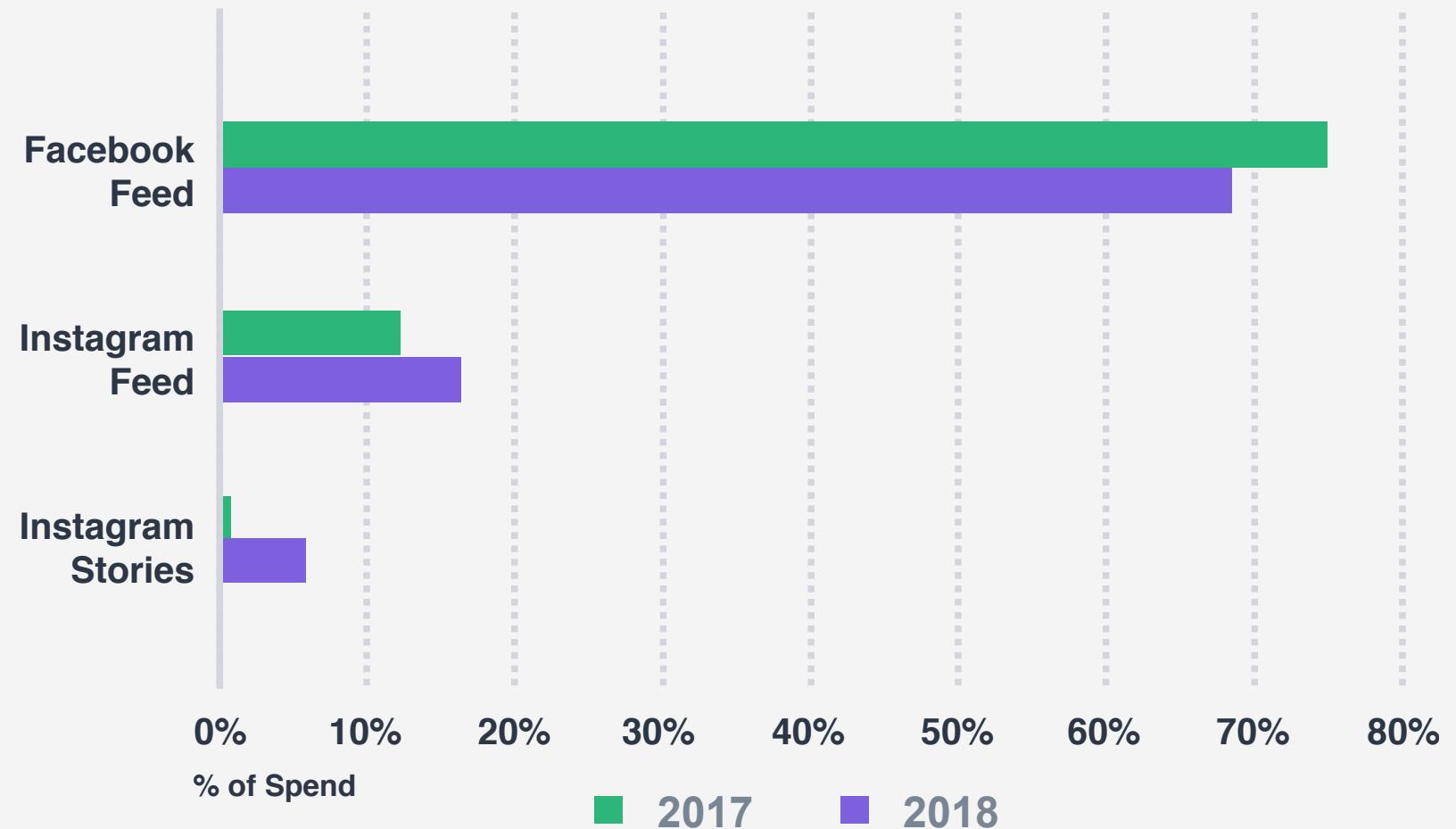




Share of Instagram vs. Facebook Ads

When comparing ad spend distribution by platform from 2017 to 2018, we found that Instagram ads increased in 2018, whereas ad spend on Facebook decreased. There was another important shift in advertising formats, from the News Feed to Stories.

Ad Spend by Platform and Distribution
Means of Relative Account Distribution



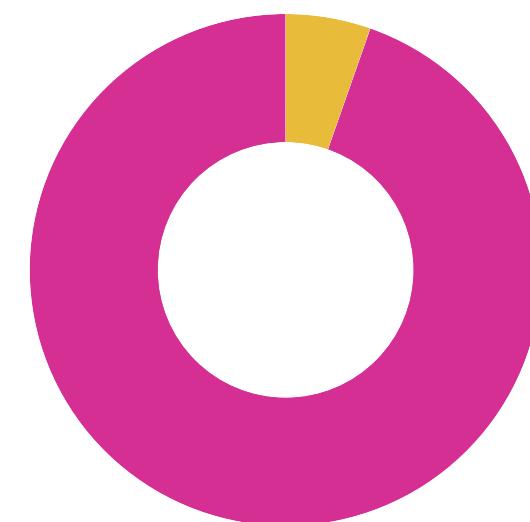


Facebook Advertising Desktop vs. Mobile

Facebook usage on mobile is overwhelmingly dominant, as mobile users consume more ads over desktop.

Cost-Per-Click was more expensive on desktop compared to mobile, though, advertising on mobile received more impressions over desktop.

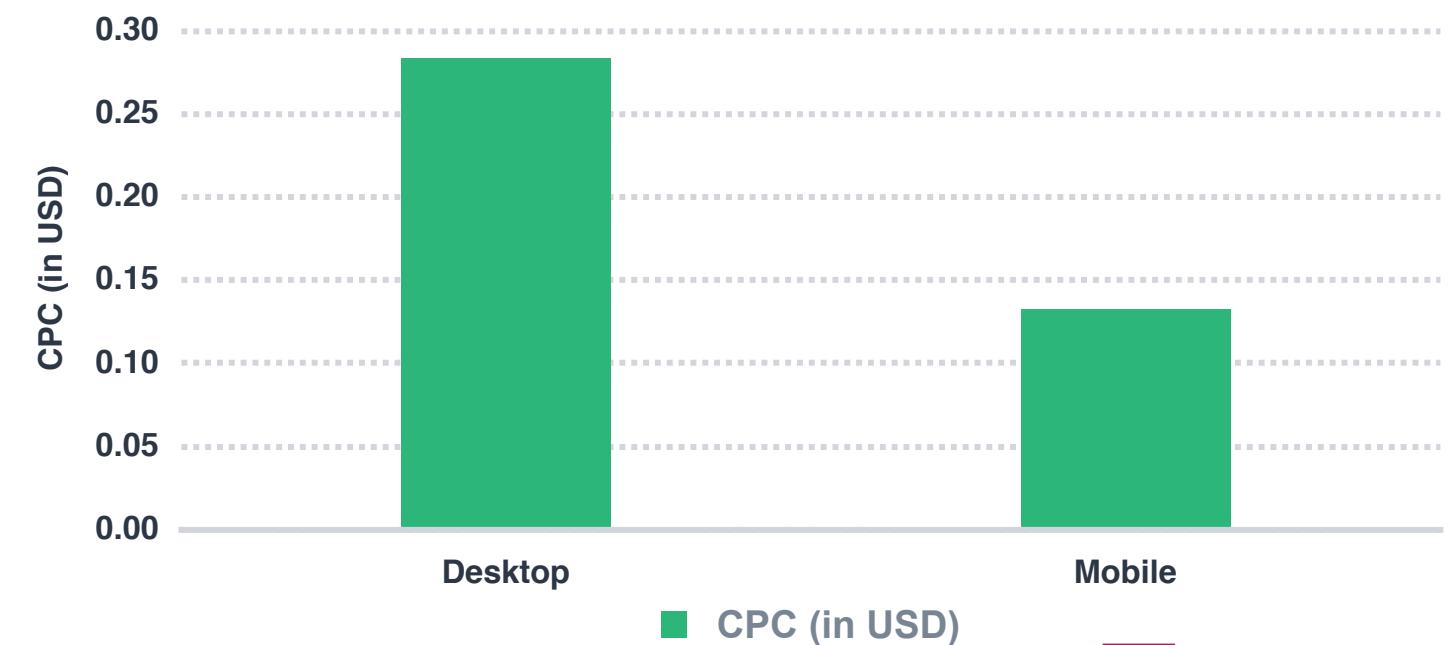
Share of Average Advertising Impressions by Device
Means of Relative Account Distribution



Desktop: 5%
Mobile: 95%

socialbakers

Cost Per Click by Device
Median Ad Account CPC Values



socialbakers



Why is mobile such an important trend?

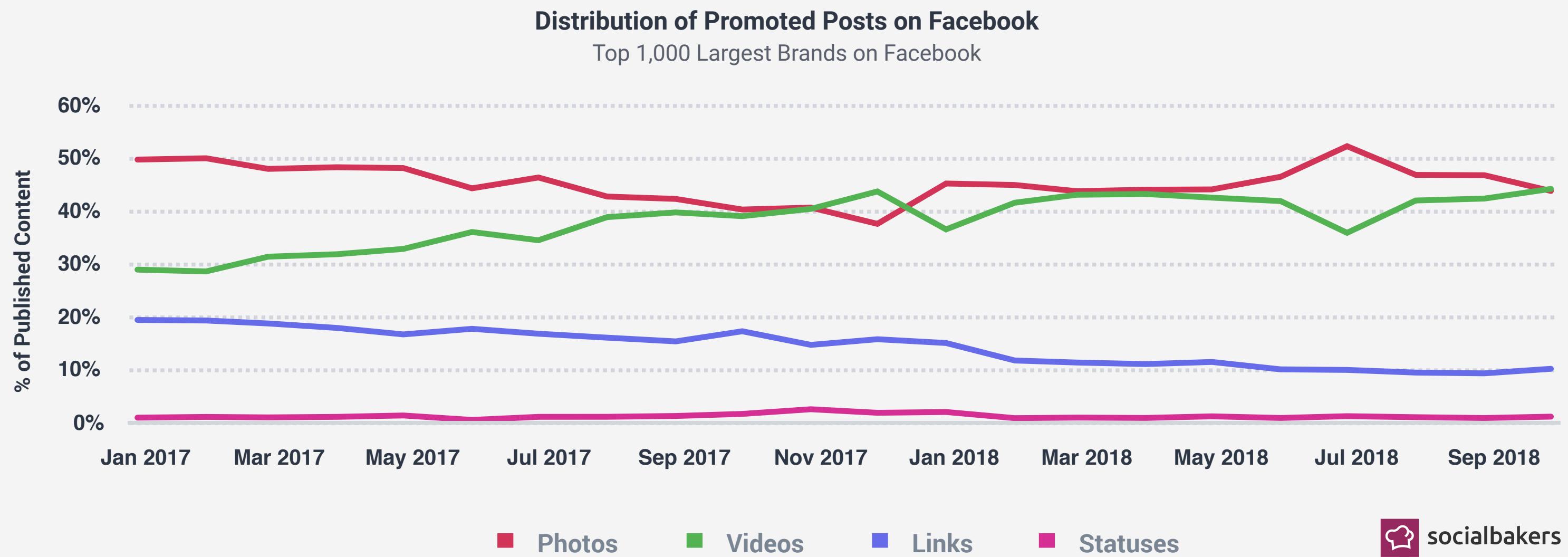
“According to Kleiner Perkins, an average user spends over three hours per day consuming digital media on mobile - a growth of nearly 4x over just the past five years. Mobile ads present a huge opportunity for marketers, they just need to start thinking about using mobile-friendly content formats. The key with mobile content is to focus on understanding the nature of mobile, then use those learnings to test and refine your content until you find what works best for your brand and audience.”

Yuval Ben-Itzhak, CEO, Socialbakers



Promoted Post Trend on Facebook

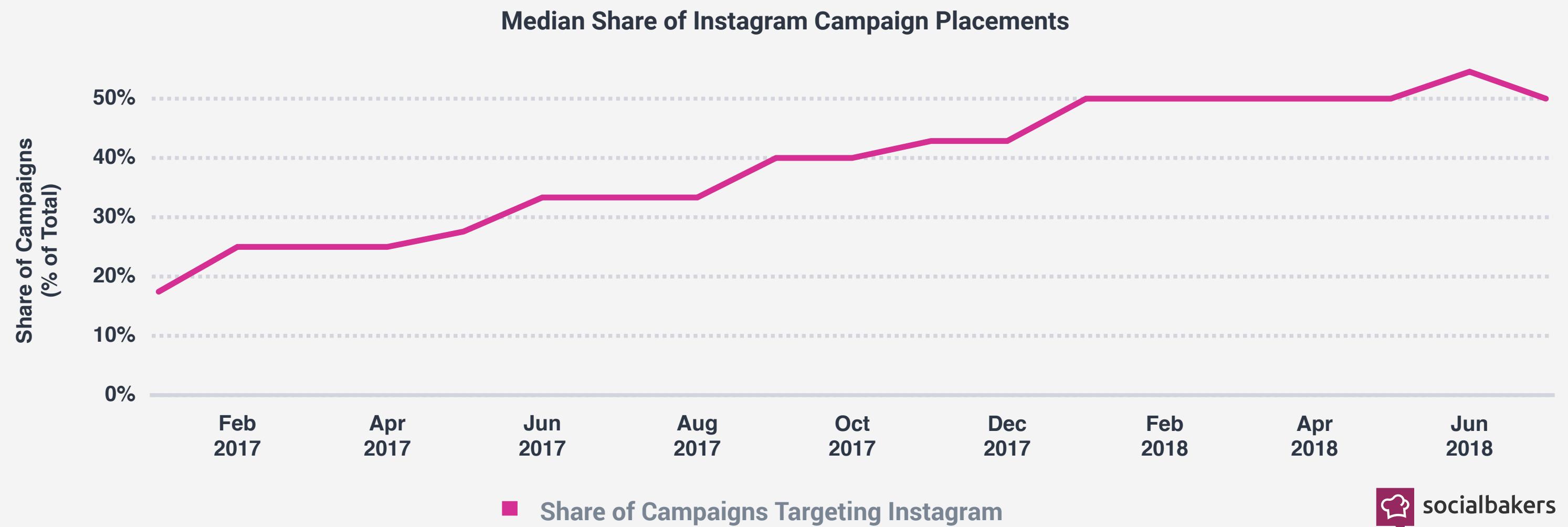
Photos are the most heavily promoted compared to any other content format. However, video promotion soared in 2018 and converged with photos in September.





Ad Placements On Instagram

In 2018, we've seen Instagram ad campaigns rise and reach their highest adoption rates thus far, in June. Though it's tapered off, as Instagram audiences grow, so will marketers' ad campaigns.





Facebook Engagement





Organic vs. Paid Reach on Facebook

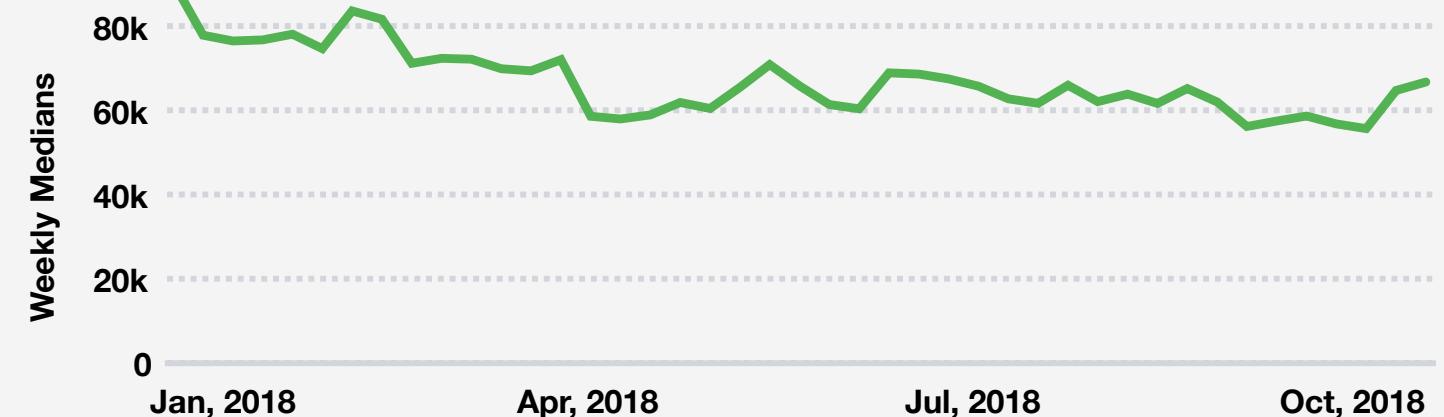
Data highlights the importance of having a well-balanced organic and paid promotion post strategy.

"Today, it's crucial that marketers are making data-driven decisions with their advertising budgets. Not knowing how your content will perform and investing in posts indiscriminately, could mean you might be wasting half of your advertising budget - but which half? Content grading can help ensure that the quality content you do promote is achieving optimal engagement, improving cost efficiency, and maximizing your budget."

Yuval Ben-Itzhak, CEO, Socialbakers

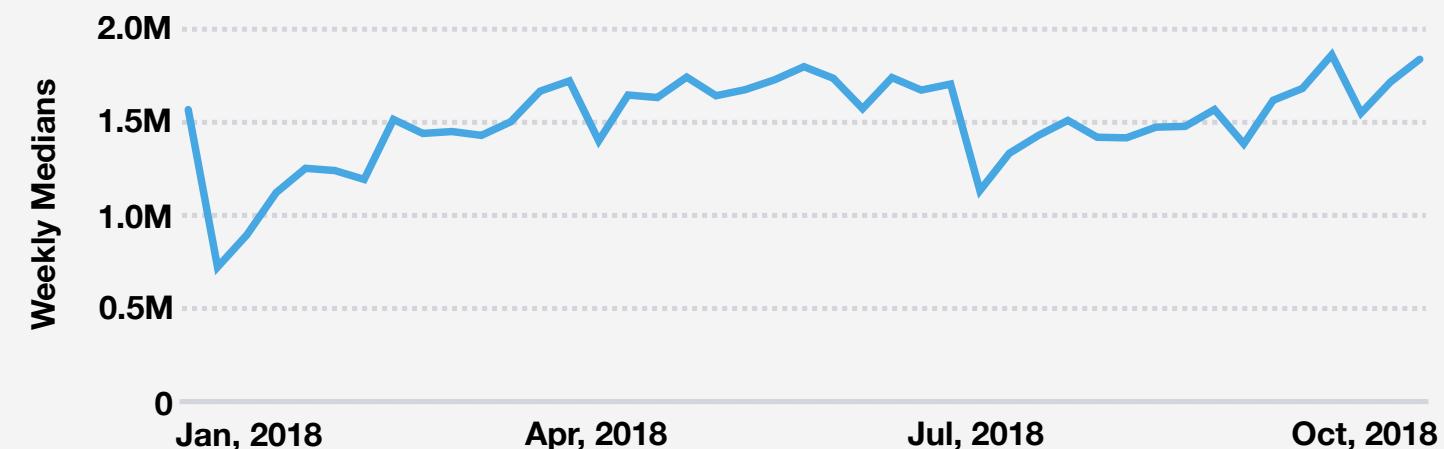
Median Weekly Organic Page Post Reach

Facebook Brand Pages



Median Weekly Paid Page Post Reach

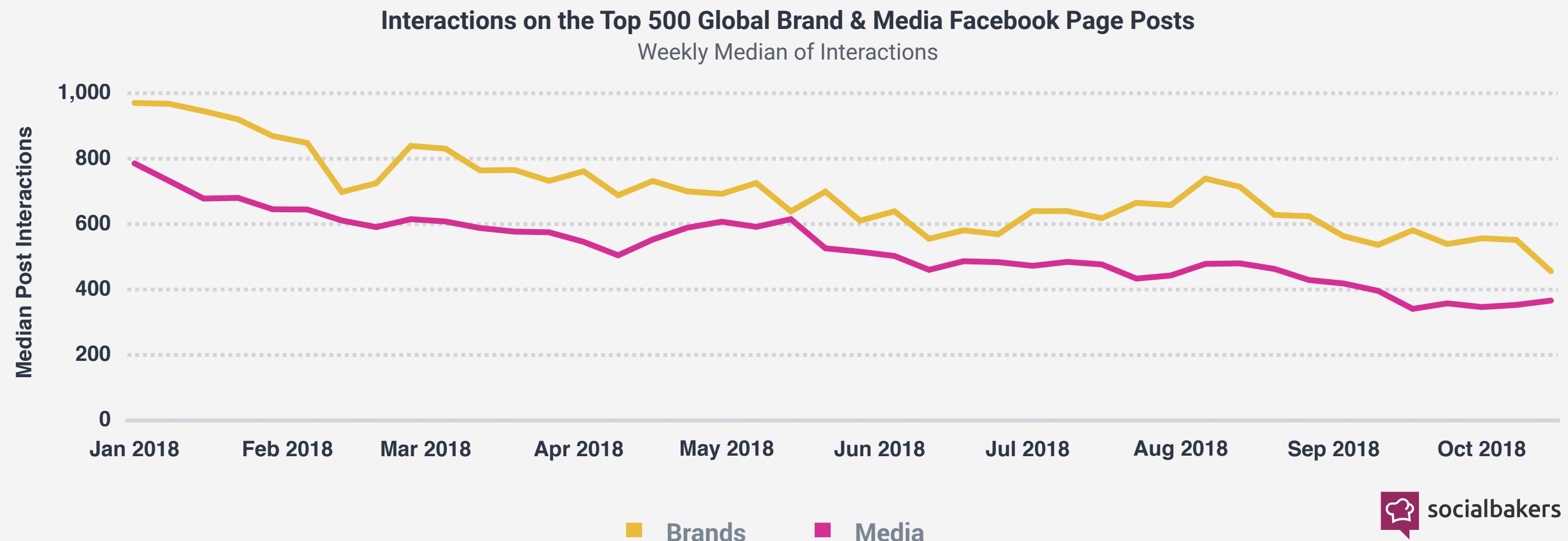
Facebook Brand Pages

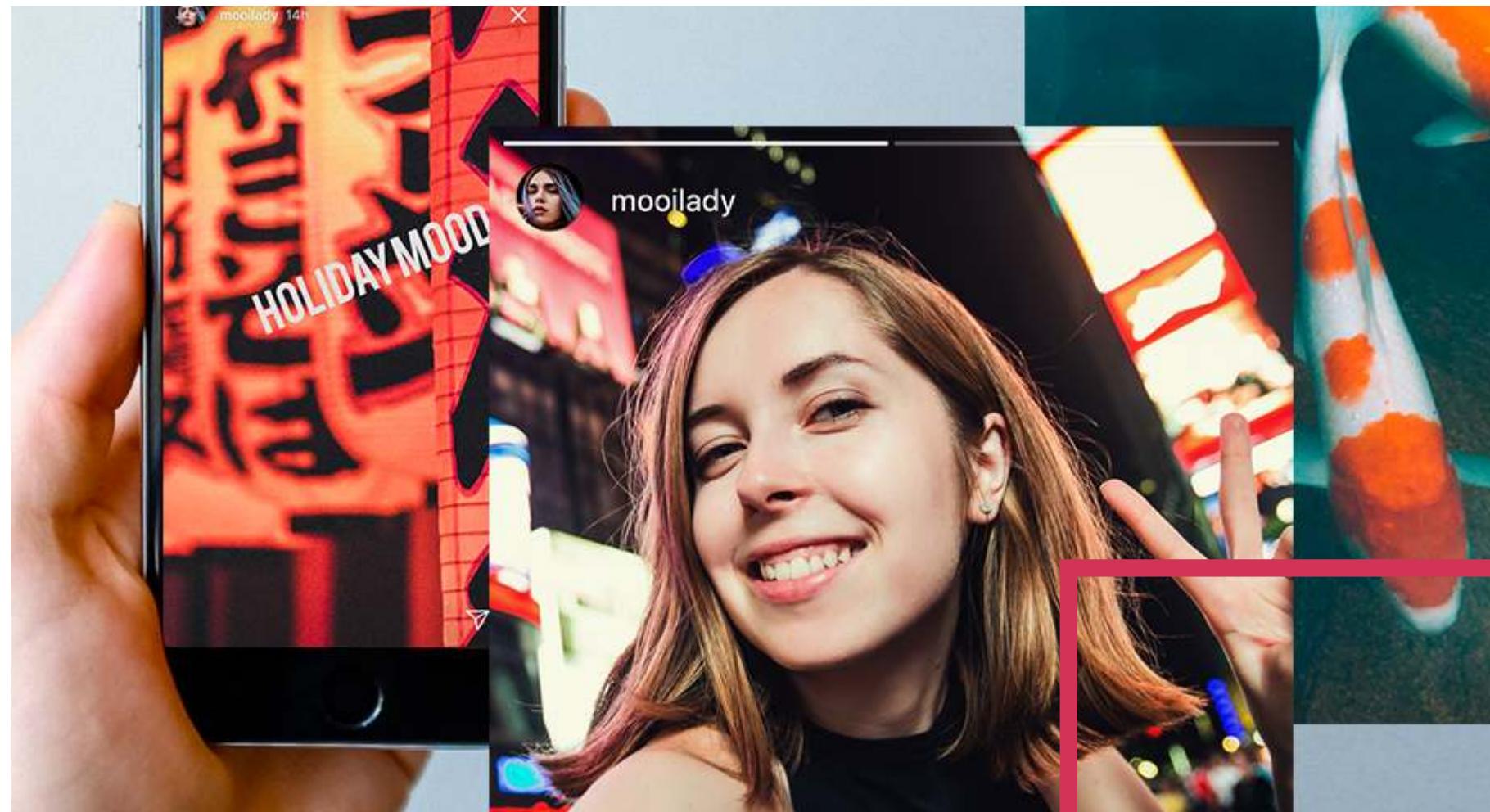




Number of Direct Interactions on a Facebook Page Post

The median of interactions on the top 500 global brand and media Facebook Page posts has started to decline over 2018. That is a decrease in 50% of engagement from what pages experienced in January. However, this is in line with [Facebook's expectations when they changed their algorithm](#) to prioritize content from friends and family over media and brands.



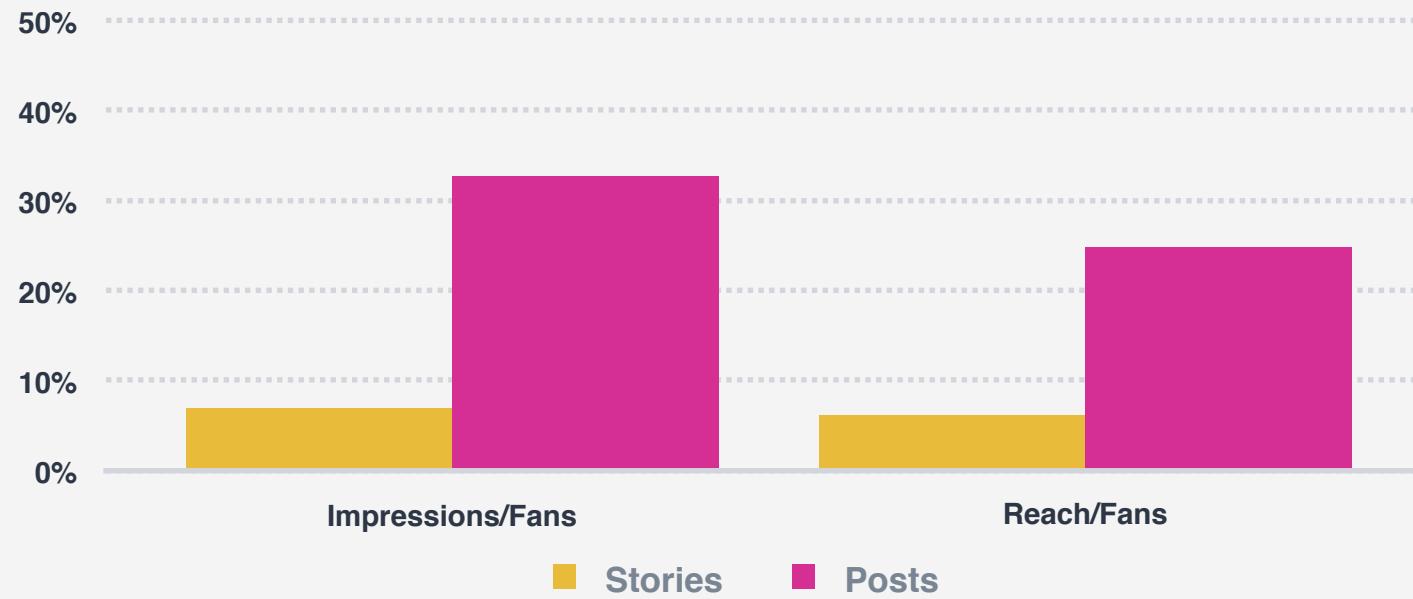


Instagram Engagement



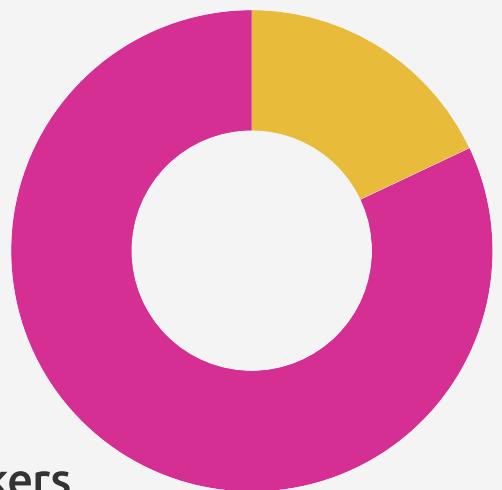
Stories vs. Posts on Instagram

Average Reach and Impressions per Fans



Stories vs. Posts on Instagram

Average Reach and Impressions by Format



socialbakers

Instagram Stories vs. Posts

In 2018, Instagram Posts are still reaching and garnering more impressions per Fans over Instagram Stories - roughly 15% and 25% more, respectively. That uplift in reach and impressions are free visibility. However, as Stories adoption increases amongst users, these metrics will continue to rise.

The volume of brands posting Instagram Stories has increased 4x over the course of 2018. In the battle for organic reach and engagement, adopting new content formats like Stories has worked well for brands as they are consumed actively, while feed content is consumed passively.”

Yuval Ben-Itzhak, CEO, Socialbakers



The Rise of Influencer Marketing



The Influencer Industry and Minimizing Fraud

According to Statista, influencer marketing is projected to be a [\\$2.38 billion market by 2019](#). With so much money on the table, it's unsurprising that fraud exists in the influencer marketing space. The first challenge the industry faces is pinning down real vs fake accounts; right now, a bulletproof strategy doesn't exist. However, we've been able to spot 3 types of fraudulent activity when it comes to influencer marketing - fake followers, engagement and interests.



Spotting Fake Influencers

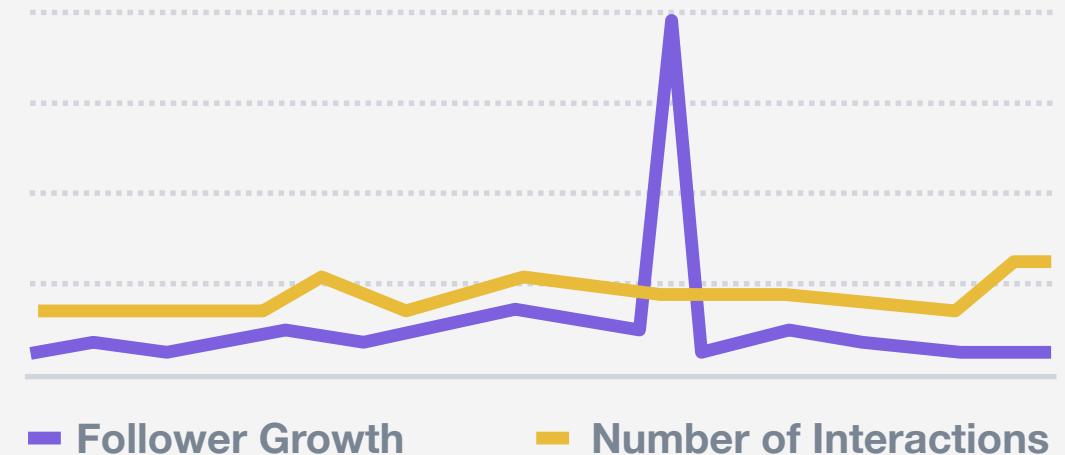
These mock charts were designed to demonstrate unusual and normal activity to help you spot the difference between a real and fake influencer. Here we can see that the top chart has a suspicious increase in follower growth, and normal interactions. If posting rates are the same, then this is unusual activity. Compare with the chart below which shows a positive correlation between the number of interactions and follower growth.

"Our research has shown that brands can minimize the risk of working with influencers with fake followers by looking at two key data points - the influencer's performance over a longer time period, like 6 months, and their engagement level per 1K fans. The former metric allows marketers to easily spot spikes of followers and performance that can highlight fake activity and the latter metric gives a clear insight into whether the influencer's followers are actually engaging with the topics that resonate with the brand's audience. In addition, benchmarking the performance of a few influencers over time can also greatly help to identify anomalies that are a result of fraud."

Yuval Ben-Itzhak, CEO, Socialbakers

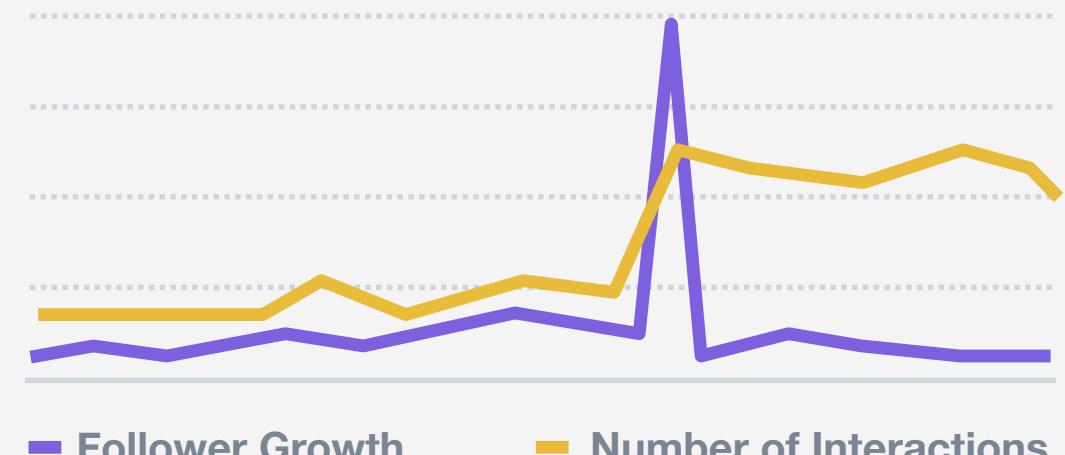
Follower Growth vs. Interactions

Unusual Growth and Decline



Follower Growth vs. Interactions

Usual Growth and Decline



socialbakers



Privacy and Security

“2018 was a wake up call for the social media platforms, for users and for marketers alike when it comes to privacy and security. Not only did brands acting in Europe have to conform to GDPR, but we also have seen Facebook, Twitter, and Google ramping up their efforts to increase transparency and clean up their platforms. From the roll-out of Instagram verification badges to the launch of a new View Ads tool, which provides a public list of all ads currently running on Facebook, Instagram and Messenger, right through to Twitter deleting a huge volume of fake accounts, the platforms have been doubling down their efforts.

These steps have all been very important when it comes to ensuring that users are having an authentic experience on the platforms. Users want to know that the content they see comes from credible, trustworthy sources and marketers want to know that they are investing their ad budgets in platforms that are free of digital pollution. 2018 for the social media platforms has been like 2002 was for Microsoft when they launched the now infamous Trustworthy Computing initiative, after it came under fire given repeated security issues with Windows. Security and privacy will undoubtedly be ongoing themes for the social media platforms moving forward.”

Yuval Ben-Itzhak, CEO, Socialbakers



socialbakers

Socialbakers is the trusted social media management partner to thousands of enterprise brands and SMBs. Leveraging the largest social media data-set in the industry, Socialbakers' social media marketing platform helps brands large and small ensure their investment in social media is delivering measurable business outcomes. With over 2,500 clients across 100 countries, Socialbakers is the leading social media management platform. Socialbakers has been a Facebook Marketing Partner since 2011, a Pinterest Marketing Partner since 2017 and a LinkedIn Marketing Partner since 2017. Socialbakers was named in the 2018 Inc. 5000 list of the fastest-growing private companies in Europe.

www.socialbakers.com