



Top 6 Social Media Trends for 2020

By Wendy Lewis

In 2020, three billion, or almost half of the world's population and twice the population of China, are active on some form of social media. Social media has grown up to serve such an important role in people's lives that it is the first thing they check when they open their eyes in the morning, and the last thing they look at as their head hits the pillow. It connects us to everything that is going on locally, regionally and globally in seconds. Our attention spans have also become exceedingly short which impacts on how we like to consume content.

Here, 6 emerging trends for social that plastic surgeons need to know about:

1. This accounts for why Stories continue to grow in popularity; they are short, engaging, and addictive so we can scroll through Story after Story. Instagram stories now rule. In fact, from 2018 to 2019, the number of users jumped by a cool hundred million.¹ Another factor in the rise in stories, is the potential threat that Instagram may remove the 'likes' feature permanently at some point.
2. Video is widely predicted to dominate social over static images. So, if video is not in your marketing plan, it's time to get on it. The versatility of video content makes it highly effective for spreading your message. You can edit a single video into multiple snippets, with or without text, voice or music, to be used across every social platform.
3. Whatsapp, the beloved messaging app owned by Facebook Inc., is rumored to be the next in their portfolio to have an ad platform. This popular app features end-to-end encryption which has made it a useful tool for communicating with patients and other physicians in many parts of the world.
4. PR and social media marketing are merging. Influencer marketing using multiple niche or nano/micro influencers



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rather than engaging with a handful of high-profile influencers with millions of followers, is proving to be cheaper and more effective, as they are more relatable to the most patients.

5. Artificial Intelligence (A.I.), Augmented Reality (AR) and Virtual Reality (VR) are changing the way you run your practice. For example, customer service is being outsourced by A.I. as chatbots or messaging bots have been adopted by all sorts of service businesses for interacting with consumers, and Twitter, Facebook, Instagram are the platforms of choice. Location based targeting is proving to be the most effective social ad strategy. Think, "Alexa, find cosmetic surgery practices near

me." Best practice is to adapt some of these technological time-savers to reduce the workload while maintaining the human touch to differentiate your practice.

6. TikTok was the disruptive platform of 2019 and attracts the Gen Z population. But is worth watching for now because it offers clues as to what younger consumers may want in the future. You can use these insights to adjust the content you're putting out on established channels until you're ready to jump in, or not. To date, over 60% of users reside in China.

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1. <https://influencermarketinghub.com/resources/social-media-trends-for-2020-and-beyond>

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