WHAT’S CHANGED ON SOCIAL MEDIA
FAIREN HORNER, VT SOCIAL MEDIA MANAGER
JANUARY 2021
2020 STATS

Total number of active social media users: 4.14 billion
Social media penetration (users vs. total population): 53%
Annual growth in the total number of social media users: +12.3% (+453 million)
Total number of social media users accessing via mobile phones: 4.08 billion
Percentage of total social media users accessing via mobile: 99%

Source: KPMG Analytics, Social Media Company Statements and Earnings Announcements, Social Media Purveyor 2018, Trends of Advertising to All Media, Social Media Score, Q disemb An (latest data available in Q4 2020). Penetration figures are for total population, regardless of age.

* COMPASS: GETT ADVISOR. Source: We Are Social.
2020 STATS

Top Higher Education Institutions on Instagram

<table>
<thead>
<tr>
<th>Rank</th>
<th>University</th>
<th>Total Engagement</th>
<th>Engagement Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>James Madison University</td>
<td>750,669</td>
<td>8.99%</td>
</tr>
<tr>
<td>2</td>
<td>Virginia Tech</td>
<td>962,418</td>
<td>6.85%</td>
</tr>
</tbody>
</table>

THE WORLD’S MOST-USED SOCIAL PLATFORMS

Based on monthly active users, active user accounts, or addressable advertising audiences (in millions)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Monthly Active Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,701</td>
</tr>
<tr>
<td>YouTube</td>
<td>2,000</td>
</tr>
<tr>
<td>WhatsApp</td>
<td>2,000</td>
</tr>
<tr>
<td>Facebook Messenger</td>
<td>1,300</td>
</tr>
<tr>
<td>WeChat / Weixin</td>
<td>1,206</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,158</td>
</tr>
<tr>
<td>TikTok</td>
<td>649</td>
</tr>
<tr>
<td>QQ</td>
<td>648</td>
</tr>
<tr>
<td>Douyin</td>
<td>600</td>
</tr>
<tr>
<td>Sina Weibo</td>
<td>533</td>
</tr>
<tr>
<td>Gezone</td>
<td>527</td>
</tr>
<tr>
<td>Snapchat</td>
<td>433</td>
</tr>
<tr>
<td>Reddit</td>
<td>430</td>
</tr>
<tr>
<td>Kuaishou</td>
<td>430</td>
</tr>
<tr>
<td>Pinterest</td>
<td>416</td>
</tr>
<tr>
<td>Telegram</td>
<td>400</td>
</tr>
<tr>
<td>Twitter</td>
<td>353</td>
</tr>
<tr>
<td>Quora</td>
<td>300</td>
</tr>
</tbody>
</table>

DATA UPDATED TO: 19 OCTOBER 2020

SOURCES: Altro Analytics, Company Statements and Earnings Announcements, Platforms' Self-Reported Advertising Tools (as of latest available date). NOTES: Platforms identified by ** are not published monthly active user numbers in the past 12 months, so figures will be less reliable. Figures for platforms identified by (*) are based on the number of addressable audiences reported by each respective platform's self-service advertising tools. October 2020 figures for TikTok do not include Douyin.
COVID-19 updates
COVID-19 SOCIAL UPDATES


This claim of election fraud is disputed, and this Tweet can’t be replied to, Retweeted, or liked due to a risk of violence

Linsey Marr
@linseymarr

Engineering prof at VT with expertise in airborne transmission of viruses, air quality, nanotechnology. Intellectual omnivore and avid recreational athlete.
COVID-19 SOCIAL UPDATES
Platforms prioritized COVID-19 content and education through “wear a mask” and “stay home” alerts and interactive features; we ensured our visuals sent the right message, too.
COVID-FRIENDLY FACEBOOK EVENTS

Events default to “online” but can be changed to in-person, with warnings.

Fairen, Stay Up to Date on Coronavirus (COVID-19) Information
It’s up to all of us to slow the spread of COVID-19. Everyone, including young and healthy people, should avoid large gatherings during this time. Stay up to date with public health guidelines from cdc.gov. See Guidelines

Event Host
Select the Page or profile who will host this event

Required Info
Enter the following information to create your event.

Event Photo or Video

Event Name
Add a short, clear name

Event Type
Online Event

Online Format
Select a format for your online event

Other
Include clear instructions in your event details on how to participate.

Switch to In Person
Accessibility updates
ALT TEXT AND CAPTION UPDATES

- Instagram adds auto-generated captions to IGTV videos (but be cautious before using this)
ALT TEXT AND CAPTION UPDATES

- Twitter improves accessibility by adding an alt text field to GIFs
- Two new accessibility teams and automated captions coming in 2021
- Facebook adds auto-captions to live videos
- Updates for screen readers
DESIGNING FOR INCLUSIVITY

WEAR A FACE MASK

Be committed. Be well.

DOWNLOAD THE HOKIE READY APP
Facebook updates
NEW WAYS TO CONNECT AND SHOP

Merged inbox

Facebook Campus

Facebook Shops

Shop

- Men's Fanati... $59.99
- Corkcicle Vir... $34.99
- Women's Cut... $106.24

Men's Nike V... $27.99
- Virginia Tech... $44.99
- Women's Gra... $51.99

Women's Whi... $35.99
NEW FACEBOOK LAYOUT THAT EVERYONE HATES

- UX closer to mobile experience
- New design favors groups and events
- FB Notes removed
- Creator Studio app launched
Instagram updates
REELS AND A REAL FRUSTRATING NEW LAYOUT

- Instagram launches TikTok rival, Reels, putting them front-and-center on the home screen (replacing the compose button)
- Activity tab is replaced with the Shop tab; activity and compose have been moved to the top right
“Pin” three strong comments to the top of your post

virginia.tech 🔄 A few updates:
Today is Tuesday, December 8. Yesterday it snowed a bit.
Tomorrow is the last day of classes.
The year is somehow still 2020.

Stay sharp for finals, Hokies!

Top Comments

noah.corpuz can you drop some words of inspiration for my finals for me

4w ⬇️ Pinned 47 likes Reply

virginia.tech 🔄 @noah.corpuz “There is no substitute for hard work. — Thomas Edison” — Virginia Tech

4w 162 likes Reply

virginia.tech ☁️ You love #Hokies, we love Hokies, and we’re all doing our best to protect one another right now so let’s switch it up and spread some positivity. Tell Hokie nation what you’re loving most about being back at #VirginiaTech, despite the circumstances. ❤️ 3

18w

nadialikeslife I love being on a regular schedule again and having the privilege to study on campus

18w ⬆️ Pinned 17 likes Reply

browni_licous25 I love that Burruss Hall plays music at the top of the hour. I’m a freshmen so I didn’t know about this until being campus...

18w ⬆️ Pinned 19 likes Reply

chrisjduvall_ I’m loving my professors hard work in making my virtual classes interactive and educational. I really feel like I’m getting a top-of-the-line education for my senior classes. Shout-out to the School of Neuroscience 😊

18w ⬆️ Pinned 4 likes Reply
TESTING NEW STORIES FEATURES

- No more reacting to reactions and having them take up space in your inbox
- General vs. primary inbox and new desktop inbox
UPGRADED STORIES FEATURES
New templates, fonts, and capture modes

- Interactive prompts
- 18+ new font options
- New multi-capture feature
Twitter updates
NEW WAYS TO SHARE

- MORE. STORIES. Well...“fleets.” This disappearing feature has a long way to go before it comes anywhere near IG Stories’ success. The interactive features are severely lacking.

- Embed a Twitter user’s native video in your own tweet on mobile to retain credit and native analytics, while adding your own narrative.

- See replies with context without additional clicks
NEW REACTIONS

Appreciate it! I'll share this over the weekend

Thanks so much!

We're excited to have you at Virginia Tech! If you haven't already, reach out to our Cranwell International Center at 540-231-6527 or international@vt.edu and they can help answer your questions.

Thank you so much, I will contact international graduate centre. Looking forward to have memorable grad school memory ;)
NEW DESKTOP FEATURES

Quick account swap

Docked inbox
NEW WAYS TO TRACK YOUR MENTIONS

And RTs open automatically to quote tweets to encourage users to add their thoughts
NEW WAYS TO SAVE AND SCHEDULE

Schedule and save tweets on desktop

Save Tweet?
You can save this to send later from your unsent Tweets.

Discard
Save
NEW FEATURES WE WON’T USE
“HIDDEN” REPLIES

Some replies were hidden by the Tweet author

To give people more control over the conversations they start, Tweet authors can hide replies to their Tweets.

Hidden replies are moved to a separate page, which you can view by selecting the hidden reply icon on the Tweet. 
Learn more
NEW FEATURES WE WON’T USE
Giphy
FACEBOOK ACQUIRED GIPHY
NEW GIPHY OPTIONS

GIPHY Create
Create GIFs and backdrops and decorate them with captions, filters, stickers, and more.

GIF
supports JPG, PNG, GIF, MP4, MOV

Sticker
supports JPG, PNG

Backdrop
Spice up your video calls with our custom virtual background tool

UPLOAD
Upload your GIFs, Stickers and Videos to share on Facebook, Twitter, Instagram, text message, email, and everywhere else.

GIF
Upload one or more GIFs or images to decorate or combine.

Sticker
Create stickers by uploading transparent GIFs.

Video
Upload videos with sound.

GIPHY Super Cut
Automagically create a set of GIFs & Videos from a longer clip.
NEW GIPHY OPTIONS
REMINDER: WE HAVE A GIPHY CHANNEL

Through our VT Giphy channel, VT GIFs are available in the GIF dashboards on all primary social media platforms, and 600+ other platforms.

Send us video clips that you think would do well in the VT Giphy library!
LinkedIn
NEW WAYS TO REACT AND ENGAGE

- MORE.STORIES.
- First major redesign in five years
- Introduction of polls and reaction emojis
EVENTS

Welcome to the City VT Alumni: NYC
Event by Virginia Tech

- Online
- Oct 6, 2020, 6:00 PM - 7:00 PM (your local time)
- Registration link: https://aimsbbis.vt.edu/welcome-nyc
- 45 attendees

- Tap into your professional and alumni audience with LI events
- Apply for LI live
- Improved video upload options (SRT, edit, etc.)
Other platforms
TIKTOK

- Almost banned multiple times
- Most app downloads in a quarter ever
- Infiltrating pop culture and everyday life
- Snapchat copies with “Spotlight” and IG with “Reels”
SPOTIFY AND YOUTUBE

- YouTube attempts to get users to reconsider their toxic comments.
- We have a Spotify channel! Oh, and Spotify Wrapped was stellar as always.
ADOBE SPARK

- Updated to include over 20,000 new design assets and elements - professional illustrations, brush tools, new textures and overlays (P.S. Canva has made a lot of changes too)
Now what?
WHAT TO EXPECT IN 2021

- More ephemeral content
- Stories competition
- Strategic silence
- More podcast-like apps
- More activism
- More personality
- Continued rise of LinkedIn
- TikTok trends transcending platforms
New Year’s resolutions
REAQUAINT YOURSELF WITH THE VT SOCIAL MEDIA WEBSITE

Follow along with what's happening around the university, by following the official university accounts below.

To submit your college/department/unit to the social directory, click here.

<table>
<thead>
<tr>
<th>VT COLLEGE/UNIT</th>
<th>SOCIAL MEDIA HANDLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Tech</td>
<td>[link to social media]</td>
</tr>
<tr>
<td>Agricultural and Applied Economics</td>
<td>[link to social media]</td>
</tr>
<tr>
<td>Alternative Transportation</td>
<td>[link to social media]</td>
</tr>
<tr>
<td>Alumni Relations</td>
<td>[link to social media]</td>
</tr>
<tr>
<td>Athletics</td>
<td>[link to social media]</td>
</tr>
<tr>
<td>Biochemistry</td>
<td>[link to social media]</td>
</tr>
</tbody>
</table>
GIVE YOURSELF A BREAK

Set up your Facebook and Instagram away messages and only reply during business hours (unless it is an emergency).

How can I get a COVID-19 test?

Students who wish to receive a COVID-19 test should contact Schiffert Health Center: https://healthcenter.vt.edu/covid19_testing_qa.html

Virginia Tech Faculty and Staff should contact their primary care physician or the Virginia Department of Health: https://www.vdh.virginia.gov/coronavirus/covid-19-testing/

How can I find information about the Fall 2020 semester?

Visit vt.edu/ready for the most up-to-date information regarding the Fall 2020 semester and COVID-19 health and safety practices.

Hi Ojofor, Thanks for your message. We typically respond to messages Monday through Friday, 8 a.m.-5 p.m., when the university is open. For immediate help, please visit vt.edu and use the search function. Thank you!
CLEAN UP YOUR ACCOUNTS

ASK YOURSELF:

- Do I really need this account?
- Have I mastered my primary accounts?
- Can another account just help me lift up my content on this platform?
- Do I have the bandwidth?
- Does my target audience want to consume content from me on this platform and are they using it to begin with?
- Do I even have enough of the right content for this platform?

CHANNEL NOT WORKING OUT?
DON'T FEEL BAD THROWING IN THE TOWEL.
QUESTIONS?

SOCIALMEDIA-G@VT.EDU

To view this training and other social media trainings, visit vt.edu/social-media.