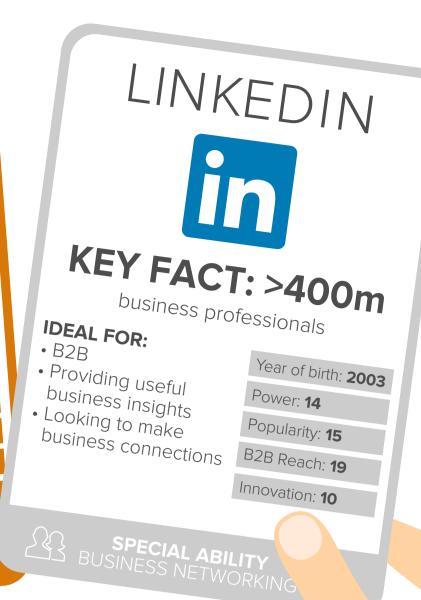
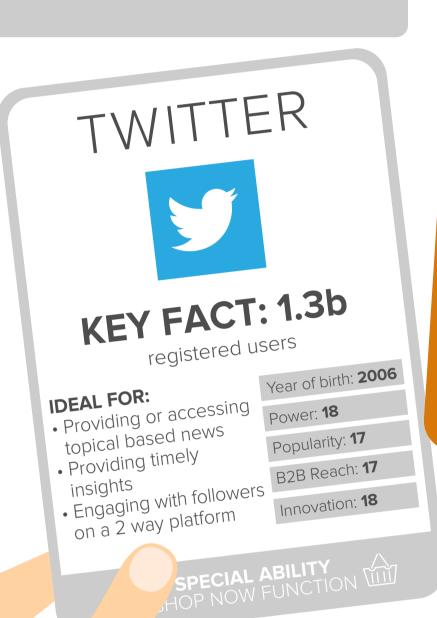
## SOCIAL MEDIA TOP TRUMPS

Which Social Channels are Best for Business in 2016?





70% WATCH ONLINE **VIDEOS TO RESEARCH BUSINESS INVESTMENTS** 

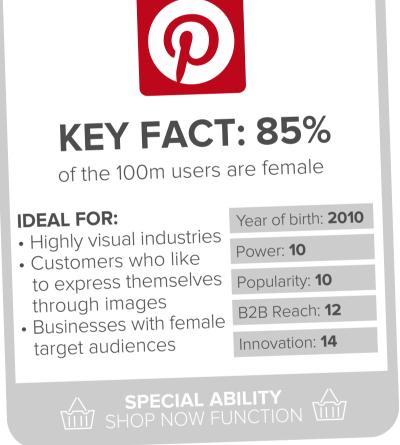




IT'S PREDICTED THAT IN THE **NEXT 5 YEARS, BUSINESS** YOUTUBE CHANNELS COULD **REPLACE WEBSITES** 

PINTEREST





## Key Social Trends for Business in 2016:



- dominating up to 80% of internet

Increased use of video

traffic by 2019 (Cisco)



More measurable results / ROI delivered across social media



Focus on quality of engagement, not quantity of likes / followers



Publishing of full-length articles on social platforms - negating use of external links



Improvement of security and privacy features to help allay user concerns



features on social media sites

Increased use of search



A significant growth in customer service delivery through social

Live-stream video and



'in the moment' updates will become prevalent

Contact the IT insider team through our 'Get Involved' feedback form

WANT TO FIND OUT MORE OR

VOICE YOUR OWN OPINIONS?

**Explore the topic further at:** 

The following sources were used as points of reference in creating this infographic:

inc.com/michelle-manafy/how-to-choose-the-best-social-media-sites-to-market-your-business.html

theitinsider.co.uk/social/