



Digital Trends report August 2020

OggaDoon's Digital Trends report explores the most impactful digital trends from the past month and what this means for your business. We unpack what's been going on across social media, search engines, and more.

[YouTube announces new policies ahead of US presidential election](#)

[YouTube has banned a video](#) which violated their new policies regarding deceptive content or videos that could interfere with the upcoming US election. Further details state that videos at risk of banning were those obtained through hacking, leaked details on candidates or hindered voting.

The move follows news that Facebook, Google, Twitter, Reddit, Microsoft, Verizon, Pinterest, LinkedIn and the Wikimedia Foundation are to [team up to protect the integrity of the 2020 election](#). The move aims to stop the spread of misinformation and international interference.

What it means for your business:

Regardless of whether you're American or not, this is a clear indication that social media platforms are increasing their regulation of what is deemed acceptable to post. For businesses, it will be interesting to see whether this will be exclusive to the election, or whether this is the start of increased moderation on social media.

[Apple's iOS14 update is a problem for Facebook Advertising](#)

Updates for user privacy from Apple's iOS14 will [increase privacy settings](#), which will severely impact the effectiveness of Facebook audience settings. In some cases, this will render the option ineffective. Facebook explained:

"Because of advertisers' reduced ability to accurately target and measure their campaigns, app developers and publishers should expect lower CPMs on Audience Network and likely other ad networks on iOS."

What it means for your business:

The change regards Apple's Identifier for Advertisers (IDFA) which allows app owners to track user's personal information. With less targeted audience information available, this could impact the financial return on investment from Facebook advertising for businesses. This is one to watch.



[The TikTok vs Trump War Continues](#)

Last month, we reported the growing tensions between TikTok and Donald Trump. The US president had previously voiced that he will be banning the Chinese-owned social media platform over fears the company is controlled and shares data with the Chinese Government.

Since then, TikTok has confirmed it will sue Donald Trump, with a TikTok spokesperson saying: “we have no choice but to challenge the Executive Order through the judicial system.” On the 27th August, TikTok chief executive, Kevin Mayer, quit after two months in the job, stating the political environment “had changed” since taking on his post.

What it means for your business:

With TikTok as the most popular platform for younger audiences, Trump’s banning of the platform could see TikTok’s growth hugely impacted, potentially losing its entire US audience. Rival video platform Snapchat, has seen a huge boost in August amid the TikTok uncertainty. Make sure you’re following the latest developments, before you start any marketing campaigns on the program, as TikTok undoubtedly has a period of uncertainty in the coming months.

[TikTok found breaking Google rules](#)

In yet more bad news for the social media platform, TikTok has broken Google rules to secretly track Android users. According to the Wall Street Journal, TikTok stopped this practice in November 2019, before US controversy had begun.

What it means for your business:

At present, TikTok doesn’t appear to be collecting more data than US-owned social media apps. In a world where social media collects data on us, we need more regulation and moderation under national and international laws. For businesses, it’s important to keep up with the latest developments as they happen before launching marketing campaigns, particularly if you are based, or planning to target, audiences in the US.

[Twitter testing limiting replies feature](#)

Twitter has announced that it is trialling a new feature that limits who can reply to your tweets. A small globe icon below your tweet will mean anyone can respond to the tweet, but tapping it allows you to make it accessible to those who follow your account or those tagged in a tweet. The move has been made to prevent online abuse and increase “meaningful conversation.”



What it means for your business:

This suggests that Twitter is allowing users to moderate their content. This follows Twitter's claims that they [increased enforcement of hate speech and abuse policies](#) in late 2019. This could be great news for businesses who can now select followers to comment on their posts, without fear of trolling or negative sentiments.

That's all for this month. If you need a hand with your digital strategy, [talk to one of the team](#) today.