

Digital Trends Report

JULY 2021

Here's July's Digital Trends report from OggaDoon. We unpack what's been going on across social media, search engines, and more, telling you what each development means for your business.



Let's talk! Get in touch with us via email:
elena@oggadoon.co.uk

INSTAGRAM IS ABOUT TO CHANGE 1

INSTAGRAM NO LONGER A PHOTO-SHARING APP

This “bomb” was dropped on us by Adam Mosseri, the head of Instagram himself. The intention is for Instagram to be positioned more like a video-sharing app, to compete directly against TikTok and the video platform giant YouTube.

This update comes with several changes in the Instagram experience:

1. Users will receive more video suggestions, from accounts or topics they do not even follow.
2. Video content will get a full-view experience not only across Reels and Stories but also in the feed.
3. Photos shared by connections will be drilled-down in users’ feeds to favour video content.

This announcement triggered mixed reactions. On one side, those opposing the change are saying that Instagram will likely lose the interest of many “grammers” who were using the platform primarily as a photo-sharing app. On the other side, the users embracing this evolution are stating that, as with everything in social media, this is a natural stage in the platform’s evolution.

What this means for your business:

For those using Instagram for business, it's becoming clear that the content they share needs to be favouring the video format, in order to make Instagram’s algorithm happy and to get more reach, impressions, and engagements for their posts.

However, this comes with additional intricacies. If up until now it would have been easier to take a decent shot and upload it to Instagram using one of its cool filters to enhance its visual appeal, from now on companies need to invest more in video creation. This means:

1. More time to work on the script, to record and edit the video material.
2. Investing in videographers, making them part of the full-time marketing team.
3. Refining the in-house skills and equipment to produce high-quality video content.

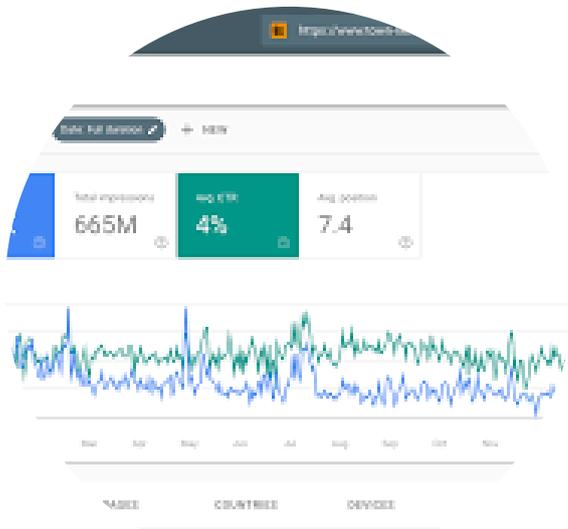
However, this raises some questions: Will you do it? Or will you stick to the photo-sharing posts continuing to share your captions? Or say goodbye to Instagram altogether?

While we advocate not making any rushed decisions, we advise trying out video content, mixing it with single-image and carousel content, and see what your analytics say across a couple of months. If in the meantime you want to make video content a long-term strategy, give us a shout, we can help you with this transition.

NEW FEATURE FROM GOOGLE

2

GOOGLE SEARCH CONSOLE ROLLS OUT INSIGHTS



It's Google time, AGAIN! This time it comes with great news.

The updated Google Search Console Insights now comes with a measurement tool, allowing users to see page views and average duration, indicating how these metrics evolved from the previous month. What's more, with this update, it is now possible to see the top traffic channel and the top referring websites, a function that was only available through Google Analytics (GA) reporting.

The update is now in the beta phase, and the downside is that it's only available for accounts using Universal Analytics for their Google Analytics account.

What this means for your business:

This update from Google will make reporting more intuitive, easier to visualise and interpret. Google Search Console is an invaluable tool that informs marketing professionals, bloggers, and content providers what search queries their websites are ranking for, and how these queries evolve from a month to another, allowing them to adjust the content to improve the click through rate (CTR) for their websites.

With this new update from Google, you can focus more of your monthly reporting on Google Search Console, instead of looking into multiple reporting pages through Google Analytics. You'll be able to quickly track your referral traffic, as well as the most visited and most trending pages, against others, not as successful. These insights will inform you what's working on your website, so that you can accordingly amend the pages that are not ranking so well.

Moving to Universal Analytics for your GA account is a natural evolution, so this is the starting point for you to be able to enjoy these new benefits of Google Search Console.

INSTA-TWEET

3

CONNECT YOUR TWEETS TO INSTAGRAM STORIES

At the tail end of last year, Twitter began testing a feature to allow users to use the iOS share sheet to add tweets to Instagram Stories - and now, that ability is available to all iOS users.

It's simple to do: tap the share icon which is beneath each tweet and then select the Instagram Stories option on the menu.

Though the shared tweets appear on Instagram, the feature is non-interactive and doesn't allow users to link back to the original tweet. However, this allows tweets to be more legible than adding screenshots of popular content. The tweet can also be resized, repositioned and decorated with stickers.

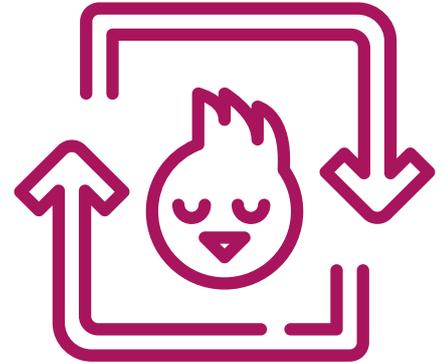
Android users will need to wait a little longer as there has been no mention of when it will be available on the mobile operating system.

What this means for your business:

Though this is a minor development for Instagram and Twitter, it's the possibilities that make this one exciting. The platforms rarely work together and so this new feature could be the start of rival social media companies teaming up and allowing users to share content between services.

Think about the reach too. Twitter's current audience amounts to 199 million in 2021 (according to research from Statista), whereas there are 1.074 billion users on Instagram (from Oberlo). Together, it greatens the chances of users seeing posts that are relevant to them.

Linking still appears to be an issue on this new Instagram feature, however, we can imagine that this may be added in the future to improve the experience for users of both platforms.



TIKTOK EXTENDED

4



MORE TIME ON THE CLOCK FOR TIKTOK

Since TikTok's explosion in recent years, it was only a matter of time before users began asking for longer videos - and luckily, that moment has come.

The new length of videos will be tripled to 3 minutes, providing more opportunities for users to create unique content. The current maximum time of videos is up to 60 seconds, with users weaving multi-part stories together to combat the time limit.

The rollout will take place over the next few weeks, with users getting a notification that longer videos are available as part of their creative toolbox.

The social media platform has described the move as "paving the way for even richer storytelling and entertainment" through creative expression.

What this means for your business:

Though TikTok has been considered a more B2C marketing tool, this development provides the opportunity for more B2B communications. In TikTok's words, allowing users to post longer videos will change "how we entertain, educate, inform, and inspire." For businesses, this could extend to "how to" videos and showcasing company culture.

Most interestingly, this once again shows that social media platforms are copying what works from the competition. The upside? Platforms are more built for what will keep users using the service, however, many people are starting to believe this makes each tool less unique.

This move could also be bad news for YouTube, who previously launched their TikTok style feature, Shorts. Longer videos could pull users from Google's video platform, growing TikTok's already massive user base.

We're interested to see how the platform will develop over the coming months, but for now, it could be the perfect time to jump on the TikTok bandwagon.

THE PRIVACY WAR

5

WHAT THE FUTURE LOOKS LIKE FOR FACEBOOK IN THE PRIVACY-ERA?

It's no surprise that Facebook has opposed the recent announcement from Apple regarding the implementation of Identifier for Advertisers (IDFA) changes that is requesting iOS users to opt-in or opt-out of data tracking. This change affects how businesses run ads via Facebook, as advertisers will lose valuable insights regarding their targeted audience.

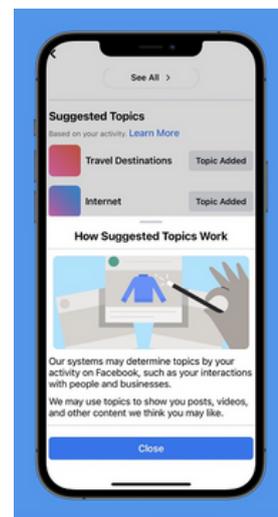
As Facebook is interested in offering the best advertiser experience on their platform, they're working on new strategies to help businesses deliver their commercial messages to the right audience.

One such strategy was introduced back in April when Facebook launched the "Topic of Interest" feature in some users' feeds, which helps advertisers target users based on their interests. Another strategy is to add a new badge on ads displayed for small businesses, with the purpose to encourage users to support SMBs.

What this means for your business:

Facebook is an excellent platform for advertisers, specifically because it allows detailed targeting based on interests, demographics, online behaviour, or geo-location. The IDFA changes and the newly announced "Privacy Sandbox" from Google that would give users control over how their data is being used is worrisome for the continued business model of Facebook. And indeed, it is worrisome for businesses that are advertising on Facebook, as such controls would limit the insights on the targeted audience.

This means that businesses will no longer be able to select audiences that fit into their profile because they will not have these insights. This will translate into either fewer or lower qualified leads. The fact that Facebook is working towards finding new ways to work around the privacy control updates from Apple and Google shows that they're prioritising paid content over anything else. This is good news for companies who are advertising through Facebook, but bad news for those who are only using Facebook organically, as it means that it will continue to decrease the reach for the latter.





Want to talk to us about the latest stories facing business owners?

We're game! Get in touch with us via email: elena@oggadoon.co.uk