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Moderator questions in Bold, Respondents in Regular text.

KEY: Unable to decipher = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Declan Murtagh: The last main trend we're going to talk about and, I guess it's not so much as a, a social media trend but I think it's worth including because it has sky rocketed in terms of even Google searches, when, and it's been driven by, obviously with the biggest social media company, Meta, or Facebook as it used to be called. So it's being driven by a social media company so there is going to be elements included in social media platforms. So I thought it would be, you know, wise to mention it. And this is the Metaverse. So what is the metaverse? Well, it can be described as various different things but I'm going to try and succinctly explain exactly what it is. So it's a 3D virtual world basically focussed on, on social connections. So, what, what does that mean? So it's seen to be the next version of the internet. So we've seen obviously, you know, from, you know, art and paintings to imagery to photography, to, you know, basic internet to virtual reality and so on. So it's almost going to be the next version of the internet. And it plans to be more immersive than any online experience that you've ever had before. Where you are actually in the experience with other people and in real time. Now that sounds a little bit like virtual reality, however the, the key is that it's not in isolation. It's in a live environment.

So let's try and break it down here. So, so it's a massively scaled interoperable network of real time rendered 3D virtual worlds, so, what that basically means is that you have this world, so it's this huge world, a replication of the real world or a virtual world. And that can be experienced in real time synchronously and persistently by an effectively unlimited number of users. So thousands of people can all experience this 1 experience in real time. And so with that comes an individual sense of presence, but also the continuity of, of, of data, history, objects, payments, whatever. So theoretically, we put on a virtual reality headset, which is what it's, it's gonna to be, or some sort, sort of headset. And I'm going to go into a shopping mall, Victoria Square, whatever, and I'm gonna be able to, to go into a shop and I'm gonna be able to pick something off the shelf and if, say somebody else was able to do the same, they see that instead of there be 5 items on the shelf, there are now 4 items on the shelf. So it's real time and I'm gonna be able to go up to the counter and purchase that item and it's, that transaction is going to go through and all. So that's some of how this is intended to work. Other things that we could potentially do is, obviously we've seen this work from home culture. So you could have your office working from home. But everybody in these virtual reality headsets where people can be sitting around a board table through their, their avatar, or their caricature, if you want to call it that. Where they can write on blackboards and whiteboards and you can all see instead of on a Zoom. So that is potentially something that we can do with the metaverse. Learning and education. So we've obviously seen Universities and schools work remotely over the last while but, but now we can actually, you know, have schools or education settings and have that sort of experience. You know, so the likes of the Open University which work remotely could potentially use something like this where they're, they're seeing this in real time. So it's an

immersive experience.

We could also all attend a concert with our friends from a, you know, a famous singer or whatever. This, this was sort of almost replicated by Travis Scott on Fortnite recently where, where he conducted a, a concert on the Fortnite platform. Now it wasn't just quite as immersive night, it was an immersive experience, I think 12 million people tuned into it so, huge sort of audiences attending that. And that's something that we'll, we see in this metaverse. And we've mentioned, you know, the shopping experience as well. Coming down the line with this metaverse. Now it may not be for 2022, it may be further years, but it's something that we're going to hear more and more of. And in terms of social media, and maybe marketing in general, Mark Zuckerberg's announcement was that this metaverse is going to encompass everyone of our products. So his products are Facebook and Instagram, WhatsApp, Messenger and Oculus. So it's gonna venture onto social media now in what shape or form I don't know, do they know? Possibly. But it's going to be something that we're able to experience in various, various different formats.

Some other quite notable trends. So, we've seen businesses use social media as a form of currency. So there's a Canadian based company called Milk Up, it's like a coffee shop, ice cream, doughnuts and so on. And they were basically allowing people to come in, have a coffee and a doughnut in exchange for payment there were asking people create TikTok videos of them enjoying the video. On the way out, they showed them the TikTok video and, instead of payment, they were tagged in the, the TikTok video and that was the form of currency. So will we see more brands doing it, branching out and doing a, you know, a social media currency hour perhaps? Who knows. They'll be an increased emphasis on social listening and really using advanced tools to monitor campaigns, listen to what people are saying around various themes and topics, looking at sentiment, so looking at how positive and negative people are towards various different segments and topics and so on. We'll see more and more short, short form vertical video. So holding your phone in a vertical shape which lends itself to TikTok and Instagram reels and so on. There'll be a renewed focus on accountability and diversity where more and more brands will speak out on social issues and, you know, take accountability for all things, you know, including their employees, their, their stance on various topics and so on. And we'll also see an increase of social media for customer service and that after sale service and resolving problems on social media as opposed to the typical ringing or, or calling or emailing. One thing, a, another notable trend is the, the local targeting will become more and more prevalent and that's where we, we've probably seen a shift in, in local SEO, local Search Engine Optimization over the last number of years, and that's gonna be something quite prevalent on social media this year. Where people are targeting and tagging locations so they can target local businesses, local consumers and, and so on. And also we'll see this inclusivity, and that space around those social issues as well. And brands taking a stance and weighing into conversations around issues that are happening in day to day.

So some last tips I suppose and advice on how to maybe capitalise on some of these trends, and obviously we spoke a lot about the platforms and, and the ads and the engagement and so on. And that's, you know,

if you can leverage videos as much as possible, you can capitalise on some of those trends. Creating relatable, relevant content for your audience. So content that people can really relate to, that engages them and is, is personal to them. And the whole idea around social media is being social. So you do need to keep a conversation, you know. You want people to comment on this. So it needs to spark some sort of conversation. Try and invest in design tools. So, you know, even basic things like Adobe Spark to create videos, there's lots of various different apps you can get on your mobile. TikTok, Instagram, all have various filters and AR and VR functionality that you can use to create really, you know, creative content. And this, as well, is actually a big trend, and something that's almost come full circle. You know, it used to be, you know, so, you know, don't post too much on social media, you don't want to annoy your audience, you know. And then again it came to sort of, you need to post often, or as much as possible on social media to really gain traction with your audience and to be present and so on and, it's now almost came to the point, where, you know, rather than create paying posts, of mediocre quality, you know, create 3 or 4 really great posts in order to get that, you know, virility or share ability or engagement. So it's, it's almost really come nearly full, full circle. So it's quality posts over quantity. So, thank you very much for listening today. Captions by www.takenote.co