

Social Media Trends - US - April 2018

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This Report covers trends in social media, inclusive of which services carry the greatest engagement with users and the types of content shared and consumed, including influencer marketing, ads, and coupons. Other topics explored in the Report include the use of social media for product research and discovery, and the use of social media as a communication platform for brands.

This report looks at the following areas:

- Secondary sites serve a primarily young audience
- Older ages have limited contact with brand content
- Sharing of brand content atypical

This Report explores how user generated content on dedicated services connects people, products, and brands.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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