

# Social Media Trends - US - May 2021

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## This report looks at the following areas:

A desire for connection and entertainment propelled social media through the COVID-19 pandemic. Brands offered new ways to bring users together by invigorating online communities and encouraging positive communication. The role of social media companies will change, as users expect platforms to take a more active role in monitoring and responding to user posts. Brands will need to navigate a sea of new features and updates to reach users by experimenting with content and how it's delivered.

## Key issues covered in this Report

- How social media platforms cultivate their user base to grow influence.
- What brands can do to turn passing interest into purchase through social media.
- What role users expect social media companies to have in the free exchange of ideas, along with the pitfalls of that promise.
- How influencer culture is shifting in light of the pandemic.



"In spite of the occasional confrontation, social media is largely seen as a positive experience for users looking for a place to connect with like-minded individuals through compassion and kindness."

– John Poelking, Senior Analyst

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- **Building out interactive live entertainment**
- **A new focus on short content**
- **Improving shoppable features to direct consumers**
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- **Social media has become an effective marketplace**
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