

Social Media: Engaging with Brands - UK - 2022

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This report looks at the following areas:

- Key launches by social media platforms impacting brands and advertising
- Usage of social media platforms
- Which social media platforms users follow brands/companies on
- The types of brands/companies consumers follow on social media
- Consumer interactions with brands on social media
- Attitudes towards advertising on social media

61% of Instagram users follow a brand/company on the social media platform, rising to 73% among users aged 16-24, highlighting just what an important platform Instagram has become to brands.

Social media platforms have been taking more active content moderation roles in recent years, especially following the outbreak of COVID-19, when potentially very harmful misinformation began to spread about the pandemic. For advertisers, stricter moderation has been helping to increase brand safety on social media. The purchase of Twitter by Elon Musk is going to throw a significant spanner into the works. Brands will be concerned about Musk's plans to reduce the role of advertising on the platform, as well as how his free speech approach could impact brand safety on the platform.

Data privacy regulation and platform changes, such as Apple's new privacy policy, are re-shaping the digital advertising landscape. Cookies and third-party data can no longer form the basis of targeted advertising on social media. Social media platforms and brands are having to adjust advertising strategies to ensure adverts are still reaching the right consumers.

There has been a lot of excitement around VR since Meta CEO Mark Zuckerberg's high-profile announcement of plans to invest in creating a metaverse. While more extreme metaverse concepts are still some way off, Mintel's research shows that there is already significant interest in using VR on social media to try products. As social media platforms increasingly add more



"Elon Musk's expected purchase of Twitter is set to shake-up the social media landscape. Musk's goals are to limit Twitter's reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform."

– **Rebecca McGrath,**
Associate Director for Media and Technology

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interactive and virtual features, it opens a range of new engaging advertising options for brands.

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