

# Social Media Trends: Incl Impact of COVID-19 - Canada - August 2020

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## This report looks at the following areas:

- The impact of COVID-19 on social media networks.
- How the social media market will fare post-COVID-19.
- Explores social network usage, engagement with social media content, response to company posts on social media, types of videos watched on social media, social media behaviours and attitudes towards social media.
- Examines the challenges faced by the social media market, the market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends.

The COVID-19 outbreak has caused Canadians to increasingly rely on digital communication channels such as social media networks, as a result of government imposed limitations on social gatherings and stay-at-home orders. As Canada tackles the effects of the virus and prevents its spread, usage should remain stable. Longer term, we should see the market prosper in-line with population growth, as well as the increasing prevalence of shopping through social platforms as operators invest in new shopping tools on their networks.

The majority of social media users are engaging with video content on social media, followed by news and content created by family and/or friends. Consumers are most likely to watch funny video shorts on social media, which are especially salient in a time when the COVID-19 pandemic has introduced stress and uncertainty. Additionally, data is major issue among social media users with concerns about social media companies tracking their activity. Consumers are also using social platforms as a research resource, and influencers on social media can play a role in shaping consumer purchase behaviours.



“Social media is ingrained in the daily lives of many consumers and has likely taken on a larger role in communicating with others during the COVID-19 pandemic. Consumers are utilizing social platforms as a research resource and there is acknowledgment that some platforms are doing better than others in terms of user activity.”

– Andrew Zmijak, Consumer Behaviour Analyst

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- Social media companies tackle misinformation
- Consumers rely on social media for a host of reasons
- South Asian Canadians are a boon for the category

### MARKET FACTORS

- The effects of a potential ban on TikTok in the US
- Social media companies tackle misinformation
- Consumers will rely on social media for a multitude of reasons
- South Asian Canadians are a boon for the category

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- Social media brands update their offerings
- Operators offer financial aid to those most affected by COVID-19
- Ads could arrive on WhatsApp by the end of the year

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### COMPETITIVE STRATEGIES

- **Social media evolves as a shopping tool**
- **Social media brands update their offerings**
- **Operators in the category offer financial aid to those most affected by COVID-19**
- **Ads could arrive on WhatsApp in 2020**

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