

The background of the entire page is a collage of numerous small, diverse portraits of people of various ages, ethnicities, and expressions, all smiling. This visual represents the wide audience for which the guide is intended.

A GUIDE TO USER ENGAGEMENT WITH VISUAL CONTENT ON SOCIAL MEDIA



It has been over a decade since we were first introduced to Facebook and Twitter. While companies were initially hesitant to invest in these new channels, popularity among consumers soared.

Social media channels have evolved over the years. Once considered to be a tool to reach consumers, daily social media use has become common among consumer brands, public-facing organizations, and even B2B brands.

With the rapid advancement in technologies, social is constantly evolving and adding to the complexity of a brand's content strategy. This has never been truer than with the increased performance of visual content on social channels.

WHY VISUAL CONTENT?

The importance of including visual content on social media cannot be ignored. People are visual learners. According to Dr. John Medina, a developmental molecular biologist, we remember [over 65% of content that contains a visual](#), while only 10% of text.



Including visual content on social media gives people a reason to follow, like, comment, share, learn, and eventually buy.

PROOF IN THE NUMBERS

- LinkedIn internal data shows posts with images have a [98% higher comment rate](#)
- Over [60% of US internet users](#) access Facebook to watch videos according to Statista
- Twitter has found people are [3x more likely to engage](#) with Tweets containing any visual component

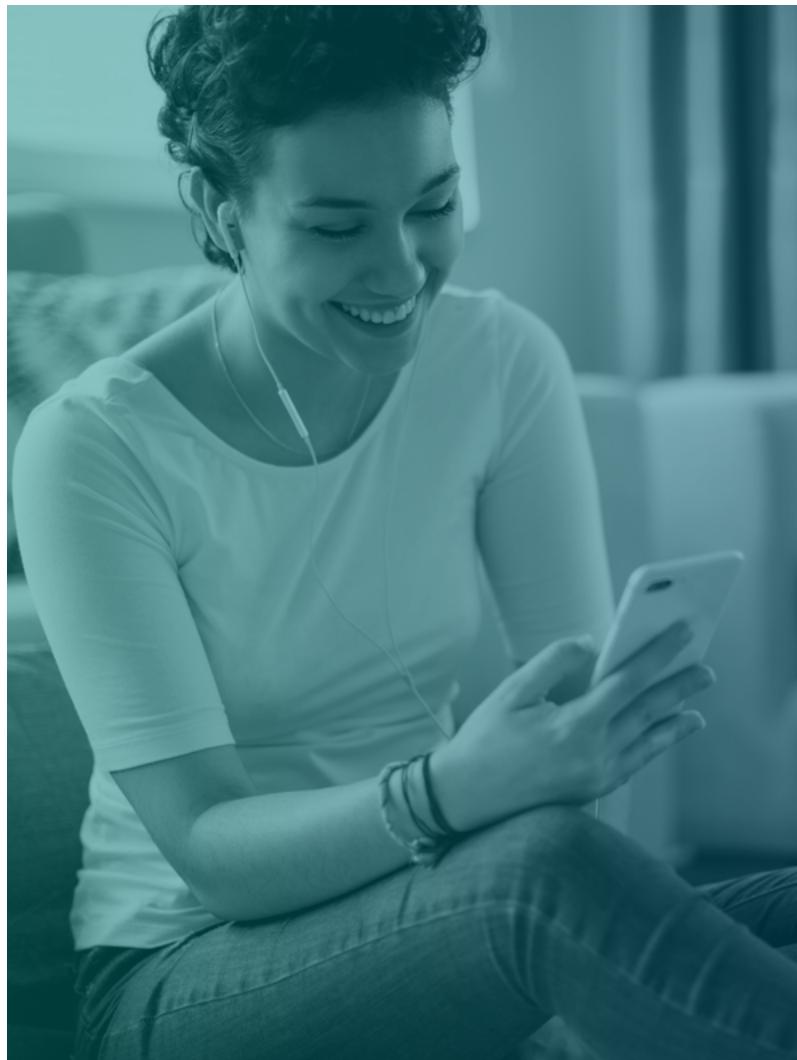
Consumers have turned to social media channels to learn about brands and research products, ultimately influencing their buying decisions.

When a consumer loves a brand enough to follow it on social media, then there is an opportunity to turn them into a brand advocate. Including visual content significantly increases shares, retweets, likes, and favorites.

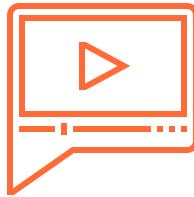
A [Perficient Digital study](#) of four million Twitter users, found the following when including an image in a tweet:

- Retweets more than double to 67%
- Favorites increase by 74%
- Total Favorites can increase 4x – 12x

Retweets and Favorites are strong initial indicators of Twitter engagement, so these are the numbers to be paying attention to. To get real engagement, tweets absolutely must include an image.



VIDEO GARNERS THE MOST ENGAGEMENT



[Video earns the highest rate of engagement](#) despite only making up 3% of content. With over 1.5 billion users on YouTube, the rapid rise of TikTok among Generation Z, and video streaming capabilities on Facebook, Twitter, and Instagram, video continues to put up the highest engagement numbers of any visual content.

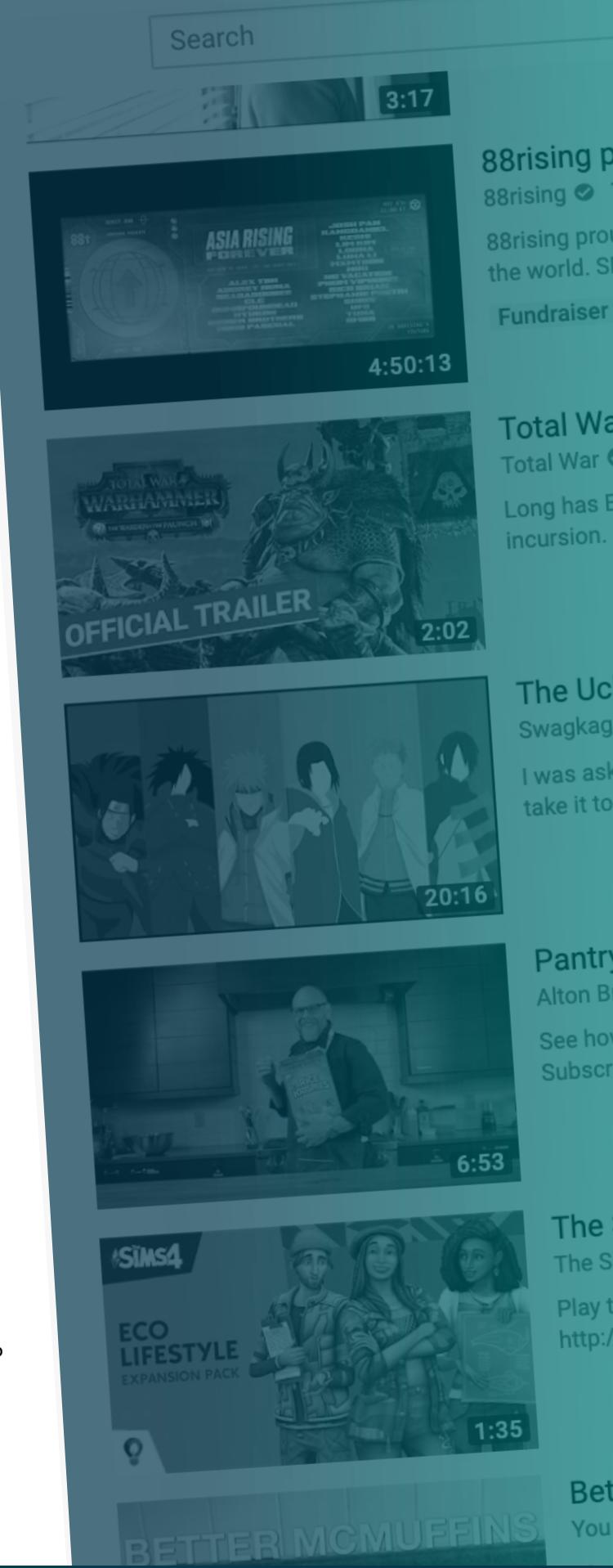
Brands have always used online video to build awareness. But now it is more evident that shoppers are turning to video throughout every stage of the journey. [Google](#) research shows more than half of shoppers used online videos to help decide which brand or product they choose to buy. With 7 in 10 people feeling empowered, motivated, or confident after learning something new from a YouTube video, brands can convert leads into buyers.

A recent [Statista](#) survey shows US social media users are watching videos across social networks, such as Instagram (51%), Facebook (46%), and Twitter (32%). [Additionally, a Statista 2019 US online video reach survey](#) shows:

- **90% of US internet users use YouTube to watch videos**
- **85% of online users in the US watch online video every weekly**
- **62% of US online audiences watch video on a smartphone**

Video consumption has continually grown year-over-year with more video content available, an increased variety of devices other than desktop PCs, mobile apps, and streaming devices. But it's not just watching video that has become easier, producing is no longer an expensive marketing component. With a smartphone, brands can create a high-quality video for the cost of an app.

YouTube still sees the most users watching video, while Snapchat and TikTok have seen rapid growth in user numbers since their inception. The success of these video-based platforms have resulted in Twitter, Facebook, and Instagram expanding their video capabilities with the addition of live streaming. Brands are now able to provide consumers exclusive content.





WHICH PLATFORM MATTERS TO AUDIENCES?

People use different social media channels for a wide range of purposes. Taking advantage of advancements in AI allows brands to analyze and understand photos and other visual content. AI enables marketers to view features and objects in an image and extract the same insights from a visual piece of content as they would text.



Marketers and brands need to know their audience's demographic, needs, and intent to use the right piece of content on the right platform.



FACEBOOK

Facebook continues to dominate the social media landscape and should be a part of any organization's social presence.

- Over [2 billion monthly users](#)
- 65% of US online users view photos; [46% watch videos](#)



TWITTER

Twitter is an essential communications tool. Brands can communicate with the public as well as listen to users to identify trends, preferences, and possible branding issues needing addressing. Along with Facebook, Twitter is an essential social media platform for all organizations.

- Averages [330 million monthly users](#)
- Great for communicating directly with consumers



INSTAGRAM

Instagram was acquired by Facebook in 2012 but continues to operate as a separate social network. A photo-based platform, Instagram Stories have seen a rise in video content.

- [Nearly 1 billion monthly users](#)
- Best for sharing images



SNAPCHAT

Snapchat allows users to share photos and videos for a short time before being permanently deleted. It has a strong following with millennial users Gen Z who love for being fun to use.

- [Over 290 million monthly users](#)
- **Best to work with influencers who have a following**



TIKTOK

TikTok is a video-sharing app that allows users to create, edit, and share short-form video clips. Users can animate their video clips with filters and trending music. TikTok is popular among younger users and primarily by members of Generation Z.

- [Surpassed 200 million monthly active users in December 2019](#)
- **Best for brands using video to reach teenage consumers**

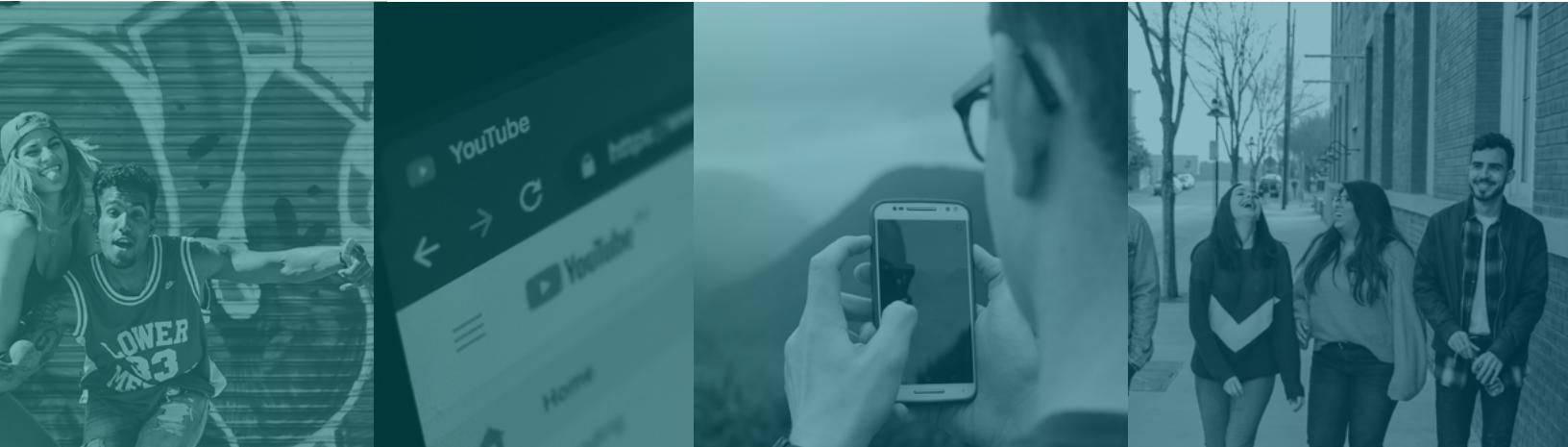


YOUTUBE

YouTube continues to be an essential destination for video content. While other platforms are providing competition with advanced streaming capabilities, YouTube remains the go-to platform for video-focused online influencers.

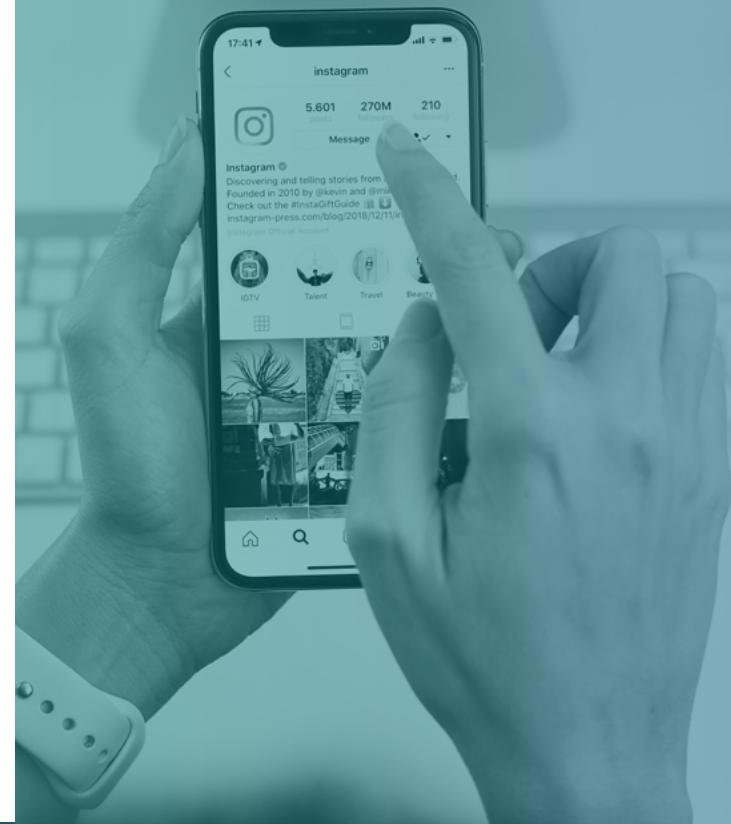
- [Over 1.5 billion monthly users](#)
- **Best for brands using video as a large part in their content strategy**

With visual analytics, brands can see which images are going viral, how a visual is performing, and understand how consumers use products based on their sharing habits. Social media platforms provide a detailed picture of who users are. If brands pay attention, they will be able to target a specific audience across social platforms. platforms provide a detailed picture of who users are. If brands pay attention, they will be able to target a specific audience across social platforms.



CONCLUSION

Over the past decade, social media has changed the marketing landscape, becoming a dominating factor in a brand's content strategy. With advancements in technology and evolving user behavior, incorporating visual content is essential for optimal engagement. Including relevant, high-quality visual content creates more compelling content that drives results.



Request a demo now to learn how to monitor your broadcast media and build better relationships with influencers who matter.

CISION

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130 E Randolph St. 7th Floor Chicago, IL 60601, USA | 866.639.5087