

How COVID-19 Changed Social Media

Cinammon Davies

Agenda

How COVID-19 Changed Social Media

Why Do We Use Social Media?

When Is The Best Time to Post?

#Creativity vs #Doomscrolling

Normalizing vs Perfection

Niche Migrations

Why Do We Use Social Media?

Guess the Top 3 Reasons for Using Social Media: By Age Group



To fill up spare time



To stay up-to-date with news and current events




To find funny or entertaining content





To stay in touch with what my friends are doing


Question: What are your main reasons for using social media? **Source:** GlobalWebIndex Q1 2020

Base: 143,232 internet users aged 16-64

 To fill up spare time

 To stay up-to-date with news and current events

 To find funny or entertaining content


 To stay in touch with what my friends are doing


Gen Z (aged 16-23)


Millennials (aged 24-37)


Gen X (aged 38-56)

Baby boomers (aged 57-64)

 To fill up spare time

 To stay up-to-date with news and current events

 To find funny or entertaining content

 To stay in touch with what my friends are doing

Gen Z (aged 16-23)




41%


Millennials (aged 24-37)


Gen X (aged 38-56)

Baby boomers (aged 57-64)

 To fill up spare time

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41%


Millennials (aged 24-37)





36%


Gen X (aged 38-56)

Baby boomers (aged 57-64)

 To fill up spare time

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Gen Z (aged 16-23)



41%

Gen X (aged 38-56)




37%


Millennials (aged 24-37)





36%

Baby boomers (aged 57-64)

 To fill up spare time

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Gen Z (aged 16-23)



41%

Millennials (aged 24-37)



36%

Gen X (aged 38-56)





37%


Baby boomers (aged 57-64)




36%

 To fill up spare time

 To stay up-to-date with news and current events

 To find funny or entertaining content

 To stay in touch with what my friends are doing

Gen Z (aged 16-23)



41%



40%



34%

Millennials (aged 24-37)



36%



35%



34%

Gen X (aged 38-56)



37%



33%



29%

Baby boomers (aged 57-64)




36%





35%






25%

 To fill up spare time

 To stay up-to-date with news and current events

 To find funny or entertaining content

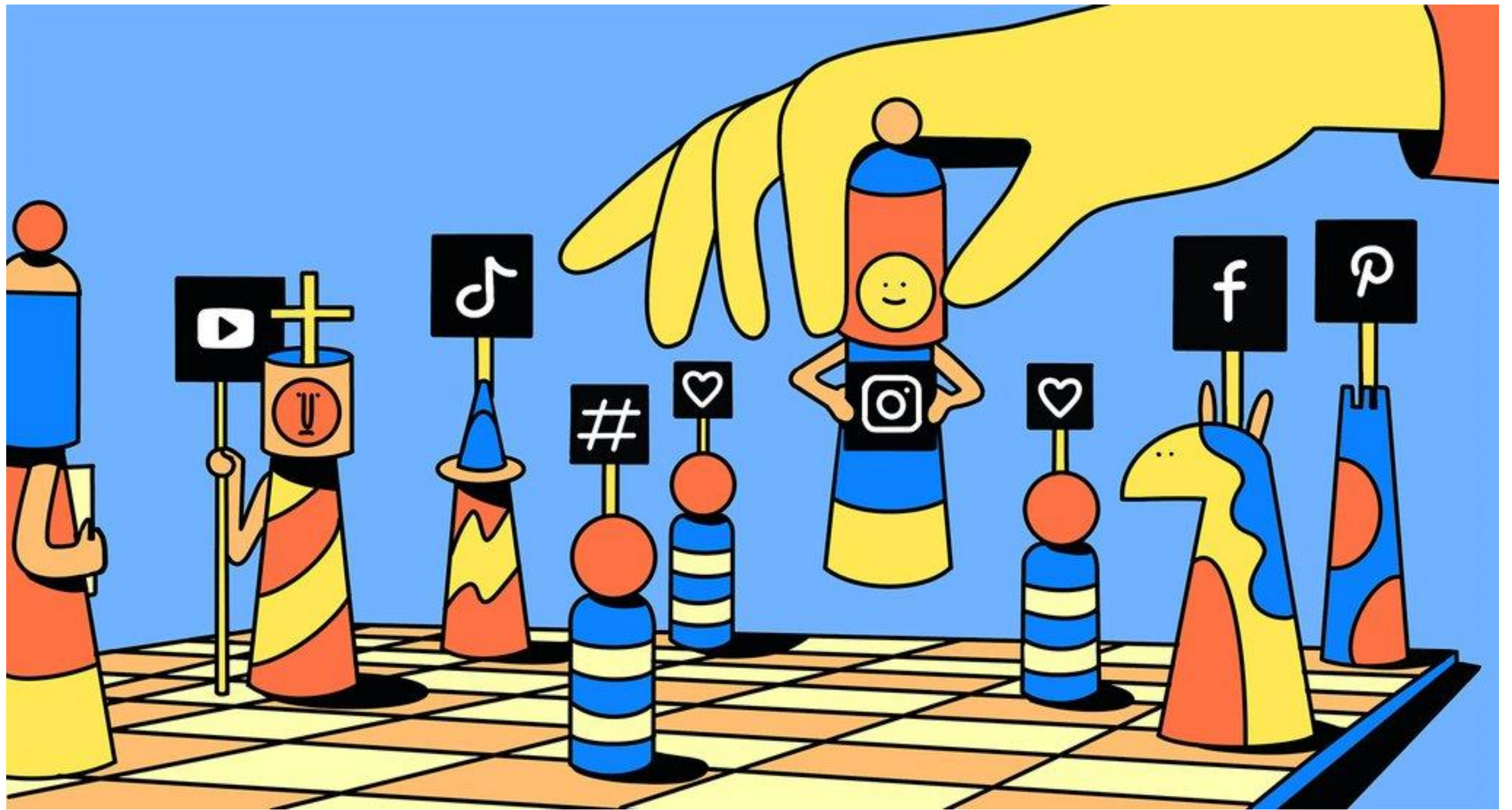
 To stay in touch with what my friends are doing

 **Raymond L McKinnon**
5d • 

+



When Is The Best Time To Post?



What Is Your Posting Strategy?

The Top 4 Channels



According to Most Marketers

MO

TU

WE

TH

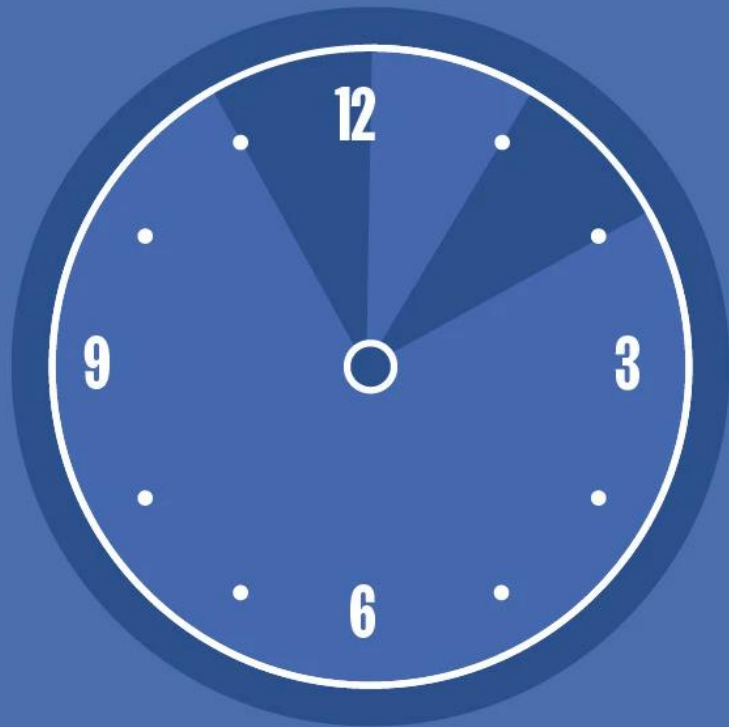
FR

SA

SU

Best Day

Worst Day



Wednesday

11 AM

1 PM - 2 PM

facebook

Best Times To Post Pre COVID-19

MO

TU

WE

TH

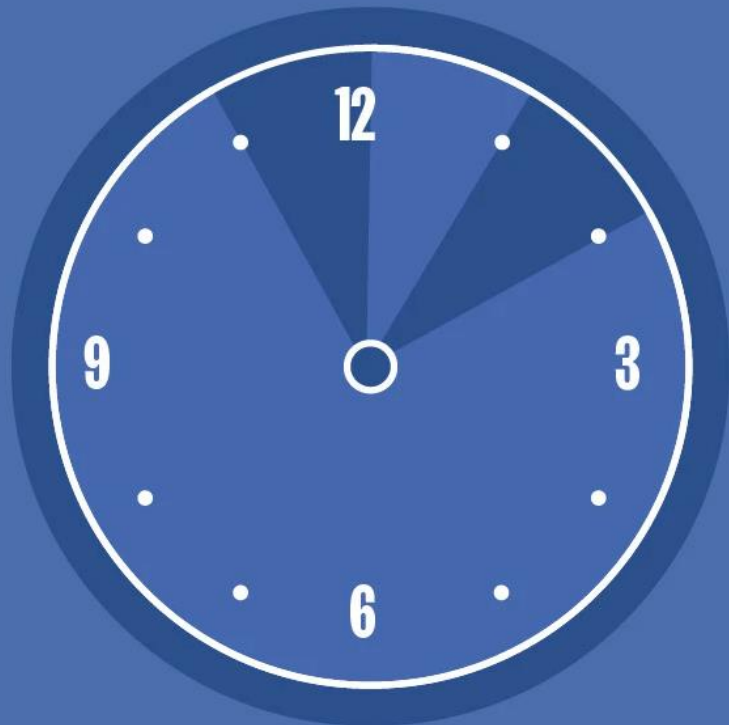
FR

SA

SU

Best Day

Worst Day



Wednesday

11 AM
1 PM - 2 PM

Best Time to Post



Best times:

10 AM - 11 AM

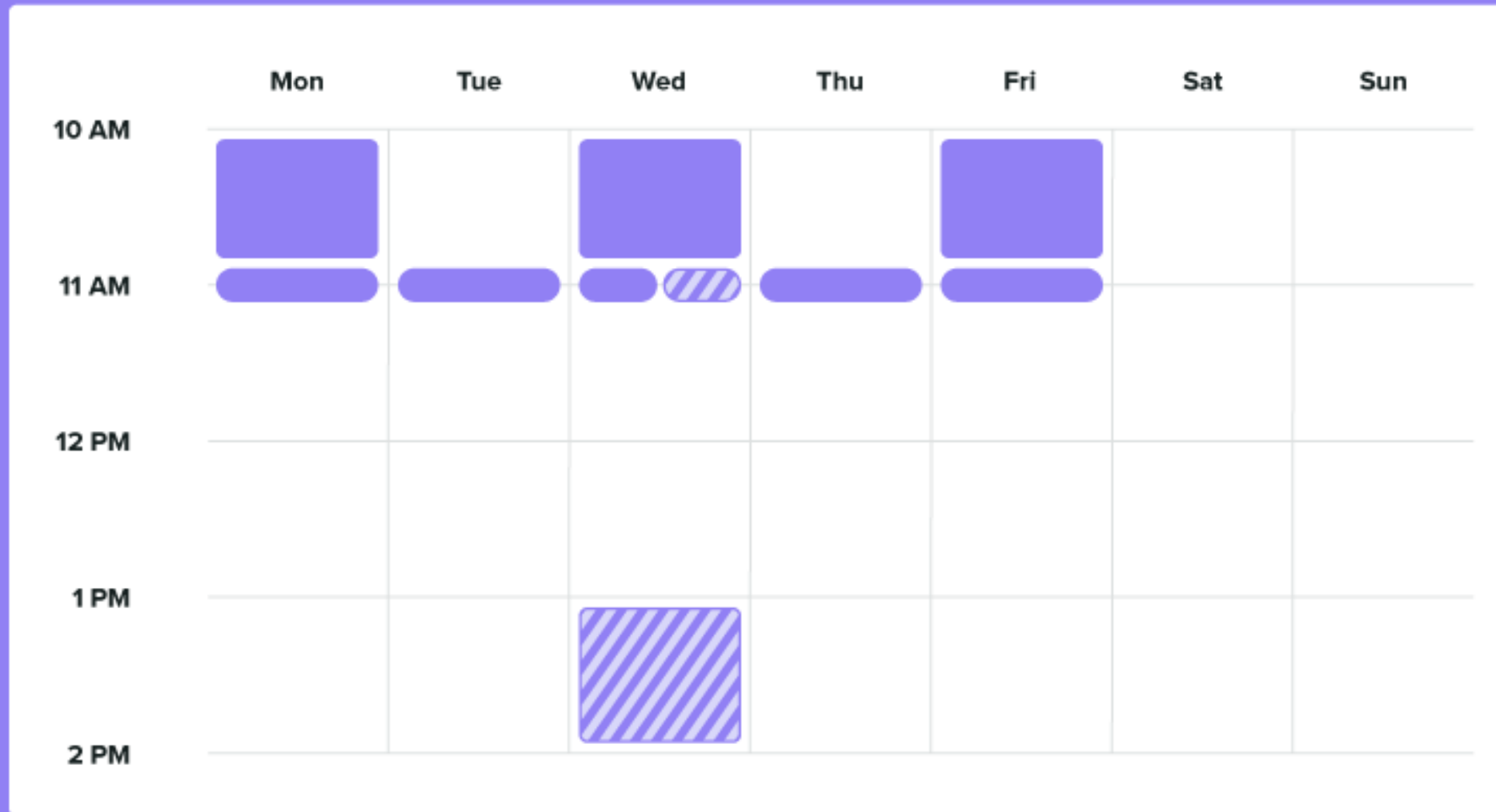
Worst time:

Weekends and
weekdays after 5pm

Best Time to Post on
facebook

As of Jan 21, 2021

Changes to Facebook best times for engagement

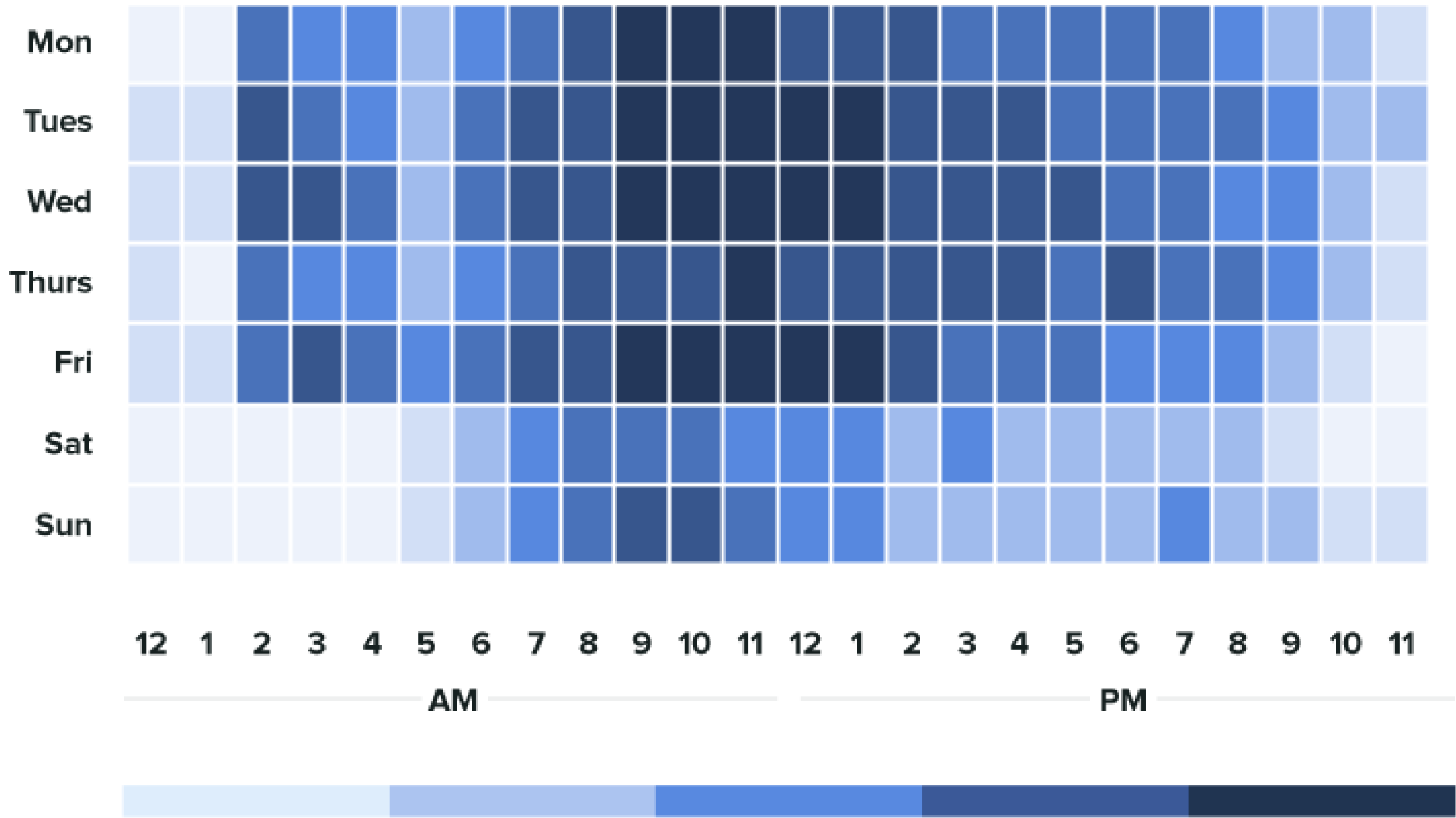


COVID-19 update

2020 average

Best Time to Post on
facebook

facebook

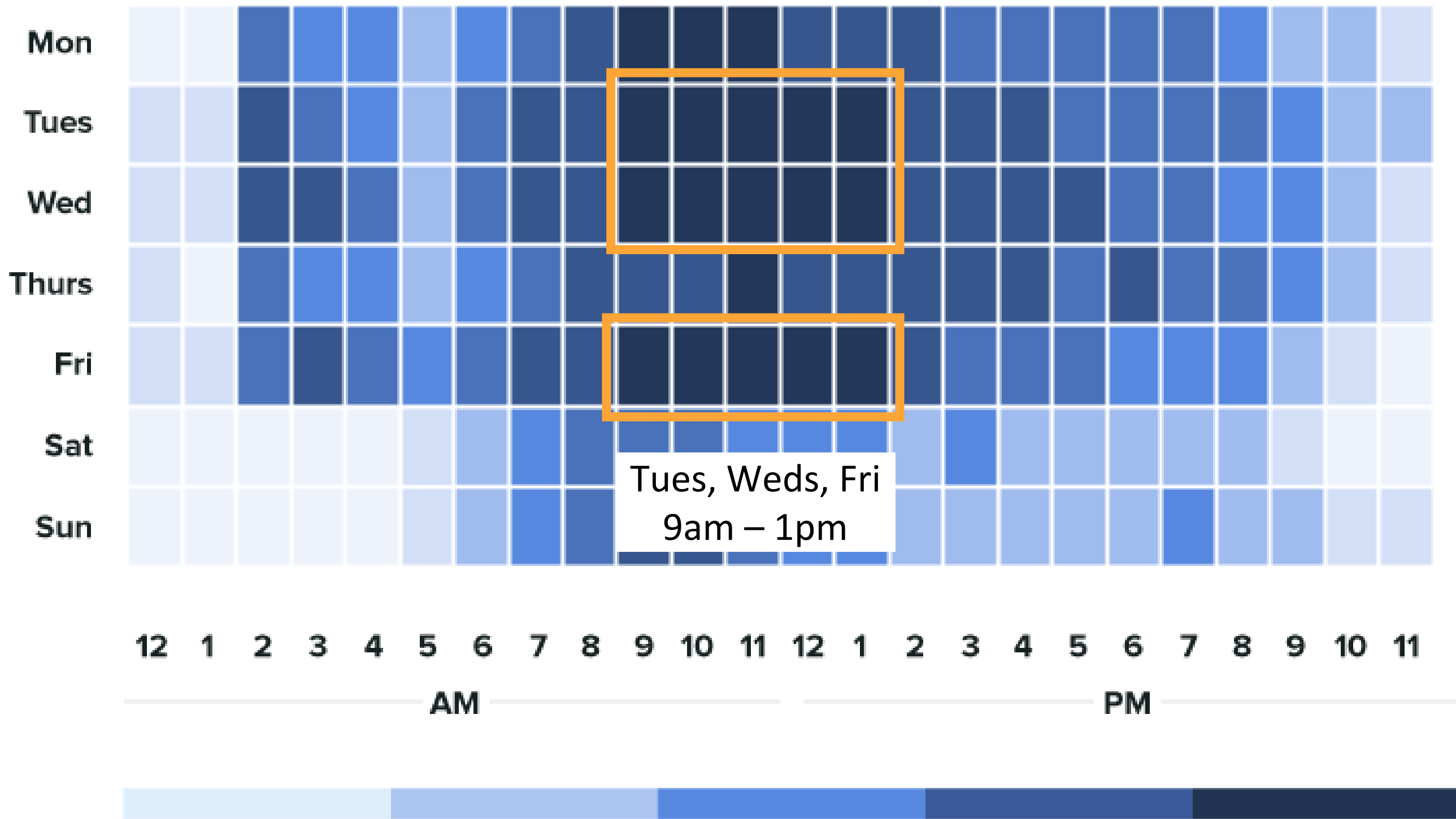


12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11
AM PM



Lowest Engagement Highest Engagement

facebook



Tues, Weds, Fri
9am – 1pm

Lowest Engagement

Highest Engagement

MO

TU

WE

TH

FR

SA

SU

Best Day

Worst Day



Wednesday

11 AM

Friday

10 AM - 11 AM

Instagram

Best Times To Post Pre COVID-19

MO

TU

WE

TH

FR

SA

SU

Best Day

Worst Day



Wednesday

11 AM

Friday

10 AM - 11 AM

Best Time to Post



Best times:

Monday, Tuesday, Friday

11 AM

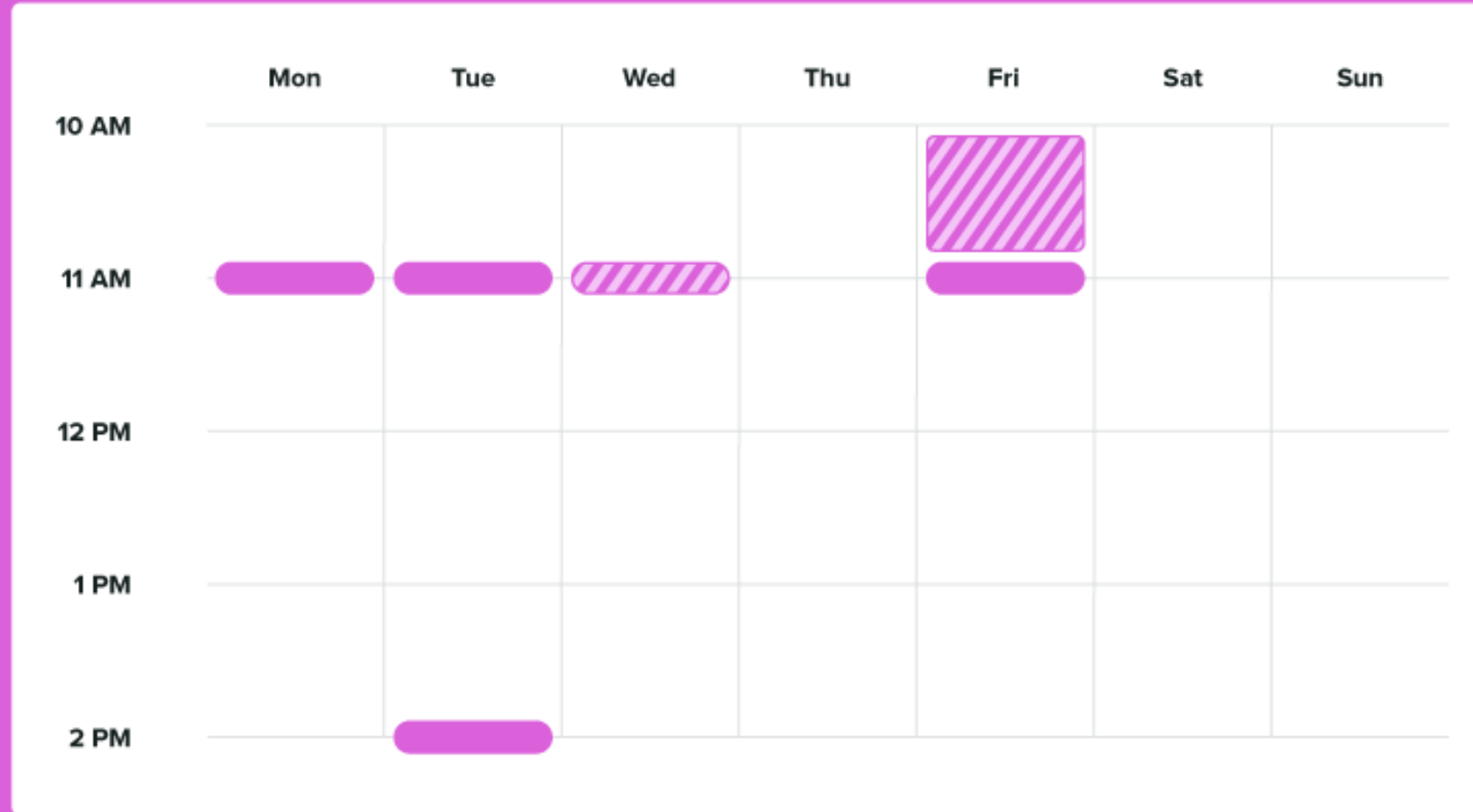
Tuesday

2 PM

Best Time to Post on
Instagram

As of Jan 21, 2021

Changes to Instagram best times for engagement

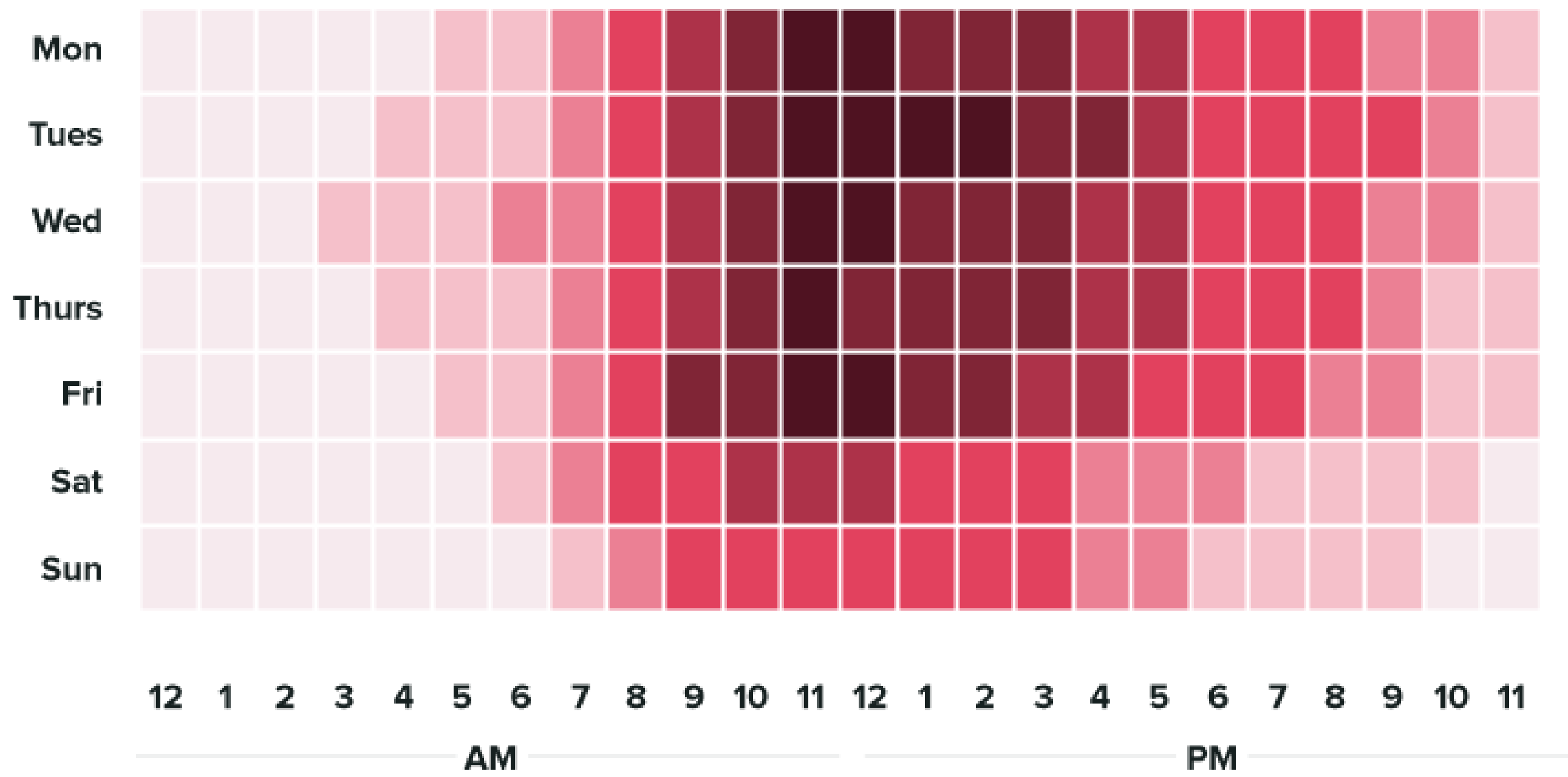


COVID-19 update

2020 average

Best Time to Post on
Instagram

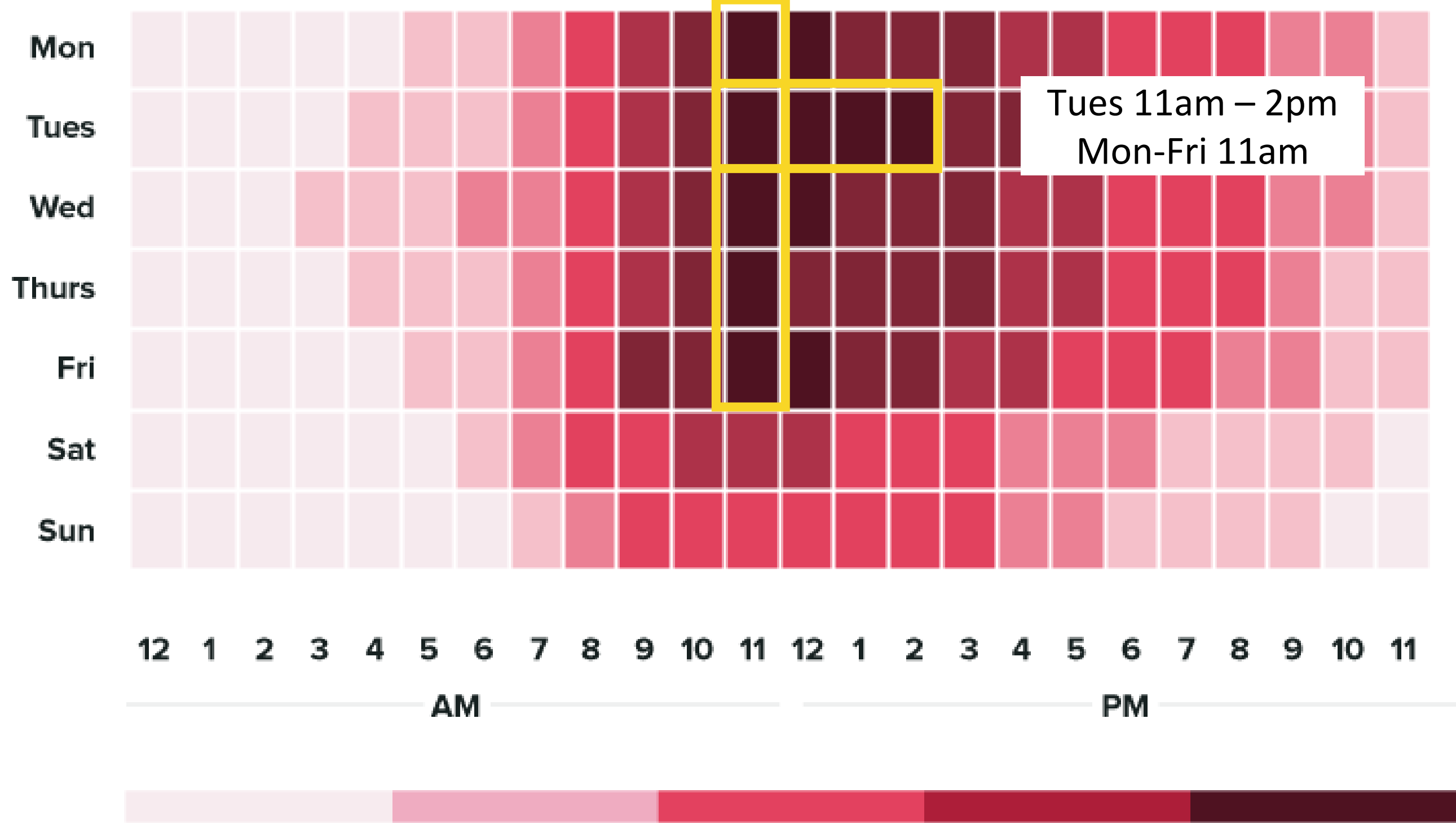
Instagram



Lowest Engagement

Highest Engagement

Instagram



Tues 11am – 2pm
Mon-Fri 11am

Lowest Engagement

Highest Engagement

MO

TU

WE

TH

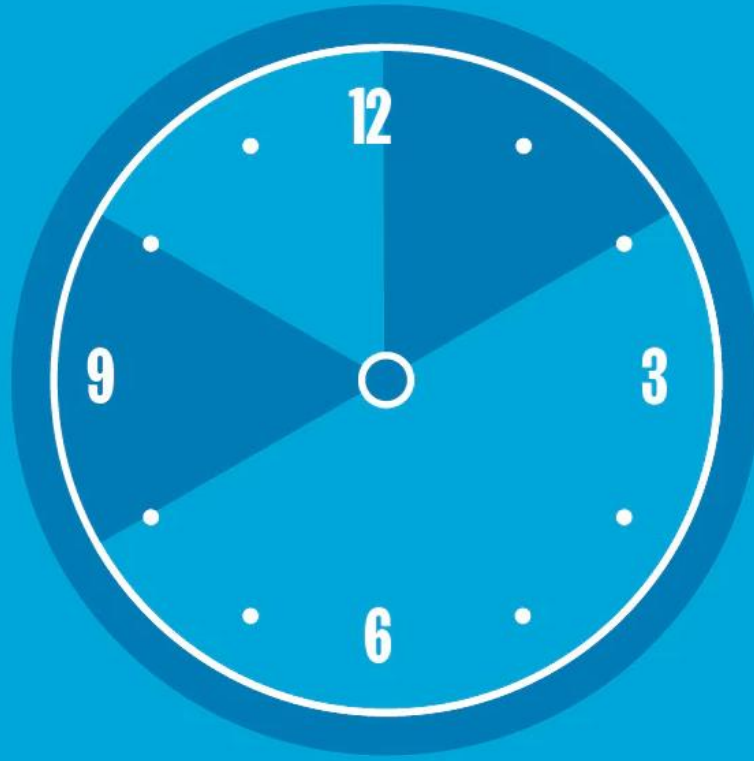
FR

SA

SU

Best Days

Worst Day



Wednesday

8 AM - 10 AM & 12 PM

Thursday

9 AM & 1 PM - 2PM

Friday

9 AM

LinkedIn

Best Times To Post Pre COVID-19

MO

TU

WE

TH

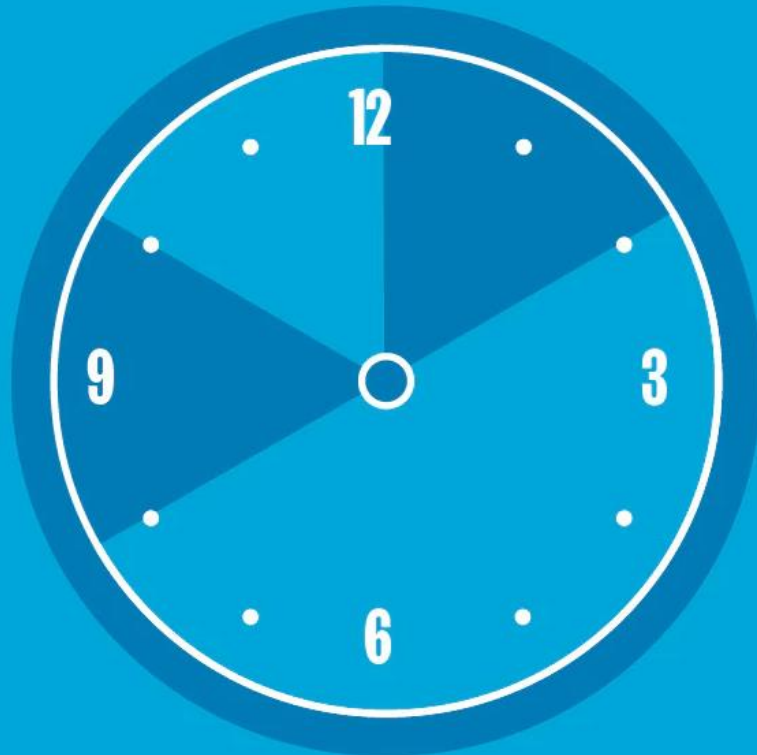
FR

SA

SU

Best Days

Worst Day



Wednesday

8 AM - 10 AM & 12 PM

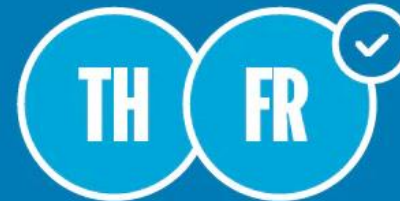
Thursday

9 AM & 1 PM - 2PM

Friday

9 AM

Best Time to Post



Best times:

Wednesday

3 PM

Thursday

9 AM - 10 AM

Friday

11 AM - 12 PM

Best Time to Post on



As of Jan 21, 2021

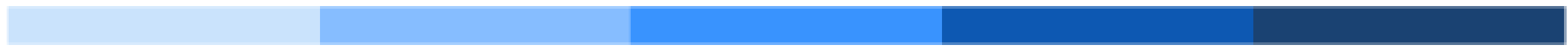
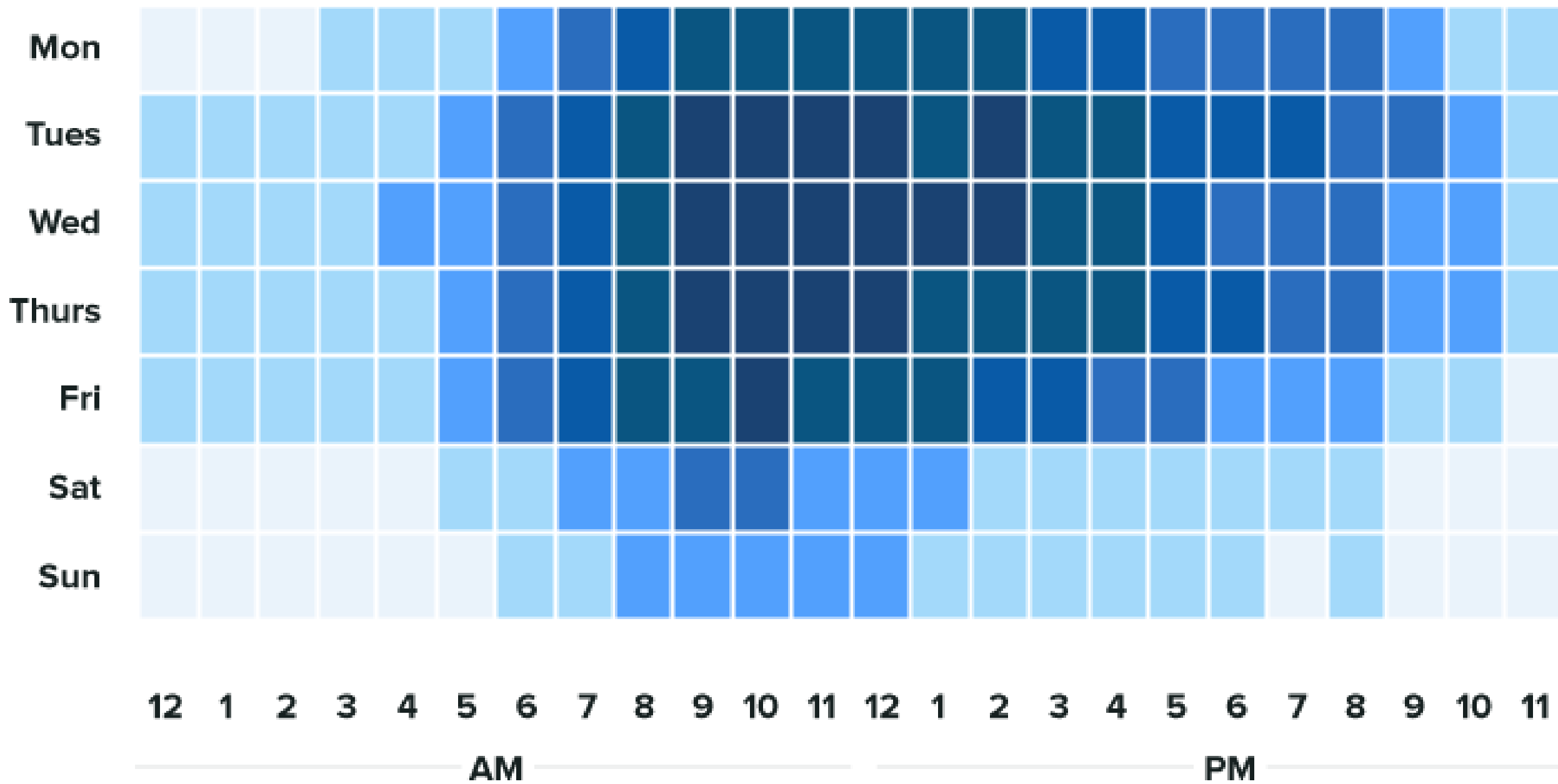
Changes to LinkedIn best times for engagement



COVID-19 update

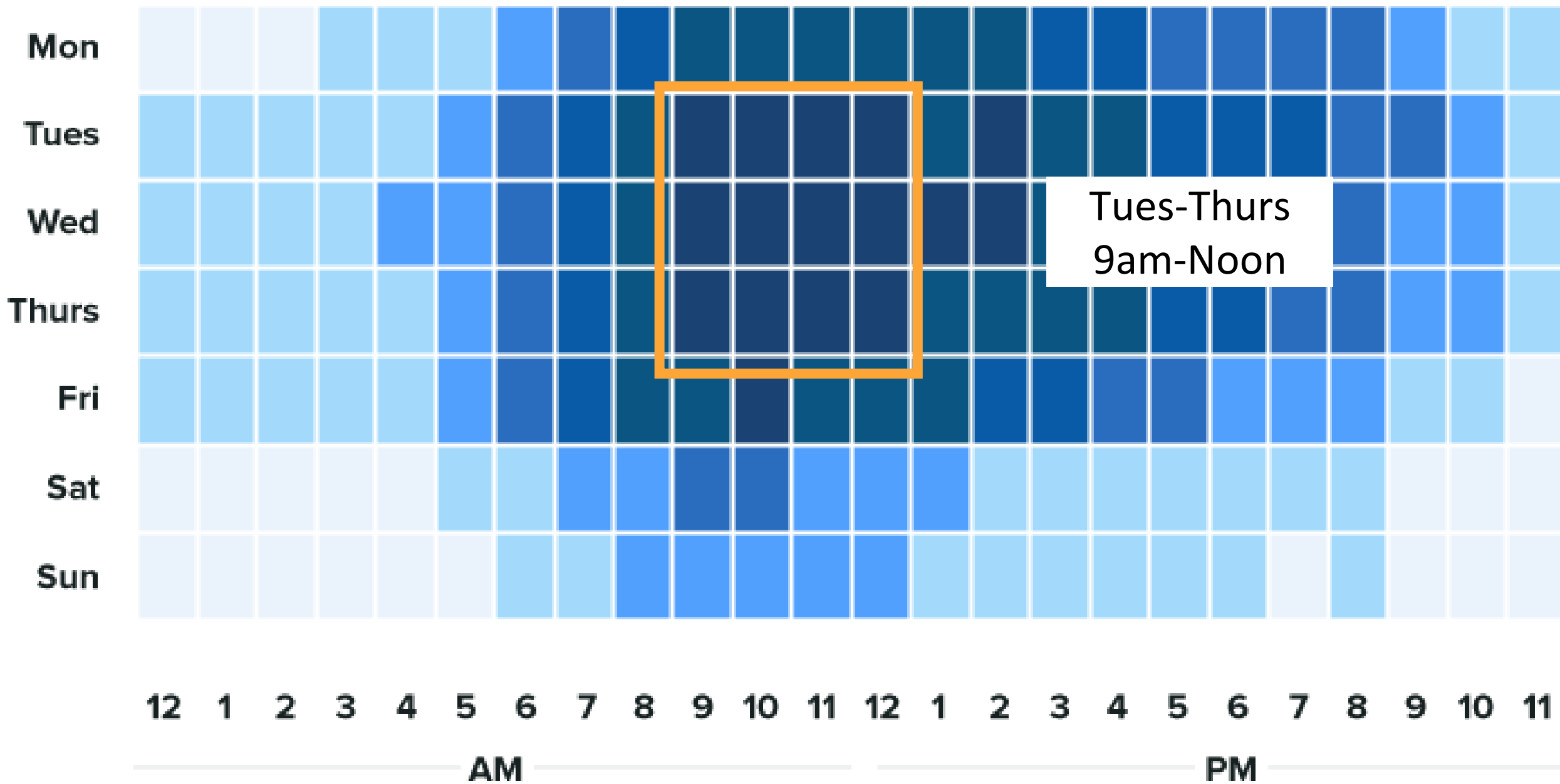
2020 average

Best Time to Post on
LinkedIn

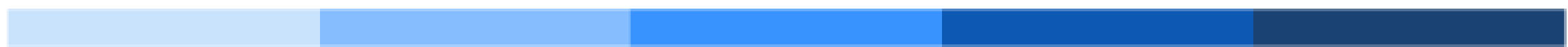


Lowest Engagement

Highest Engagement



Tues-Thurs
9am-Noon



Lowest Engagement

Highest Engagement

MO

TU

WE

TH

FR

SA

SU

Best Days

Worst Day



Wednesday and Friday

9 AM



Twitter

Best Times To Post
Pre COVID-19

MO TU WE TH FR SA SU

Best Days

Worst Day



Wednesday and Friday

9 AM

Best Days to Post



Best Time to Post

Friday

7 AM - 9 AM

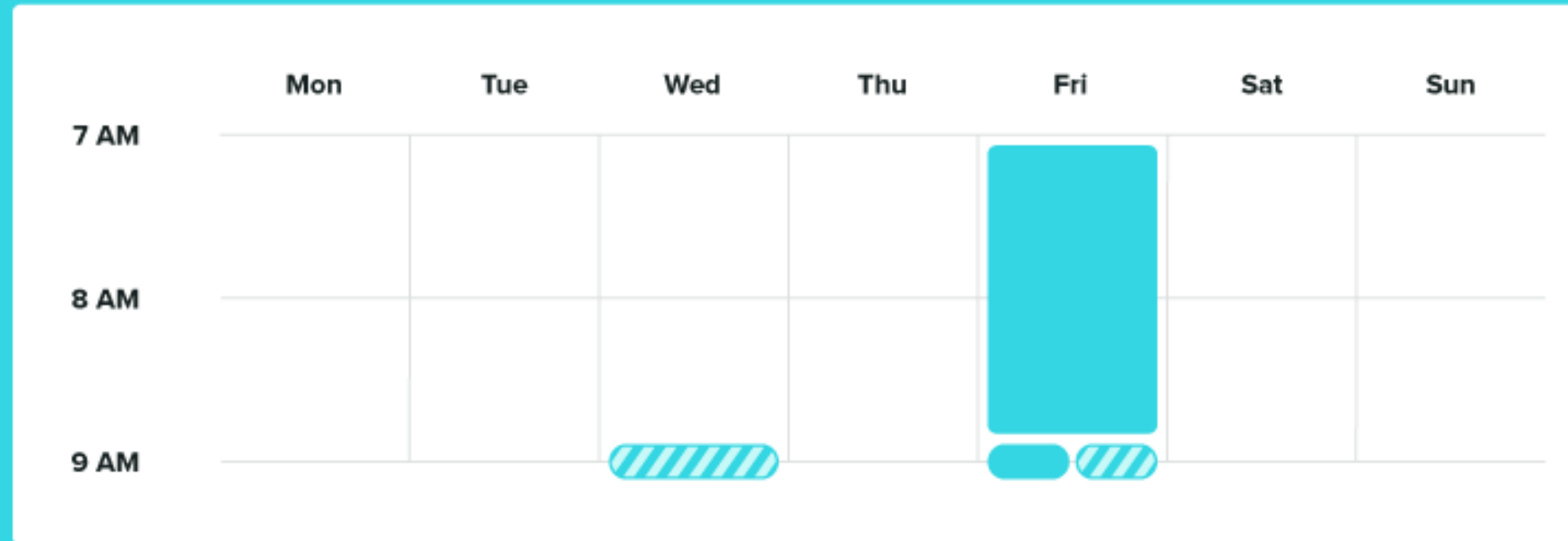
Best Time to Post on



Twitter

As of Jan 21, 2021

Changes to Twitter best times for engagement



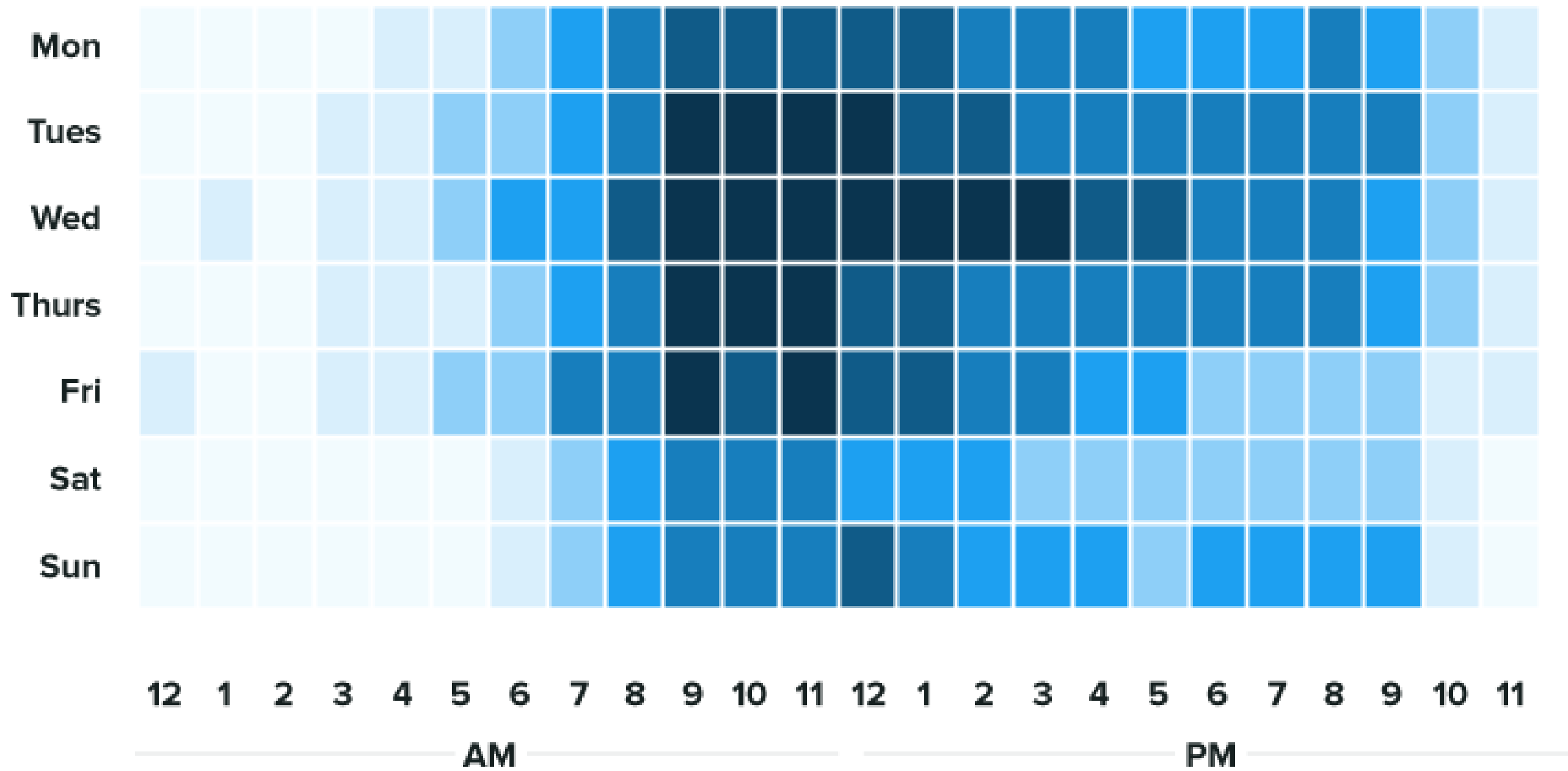
 COVID-19 Update

 2020 Average

Best Time to Post on



Twitter

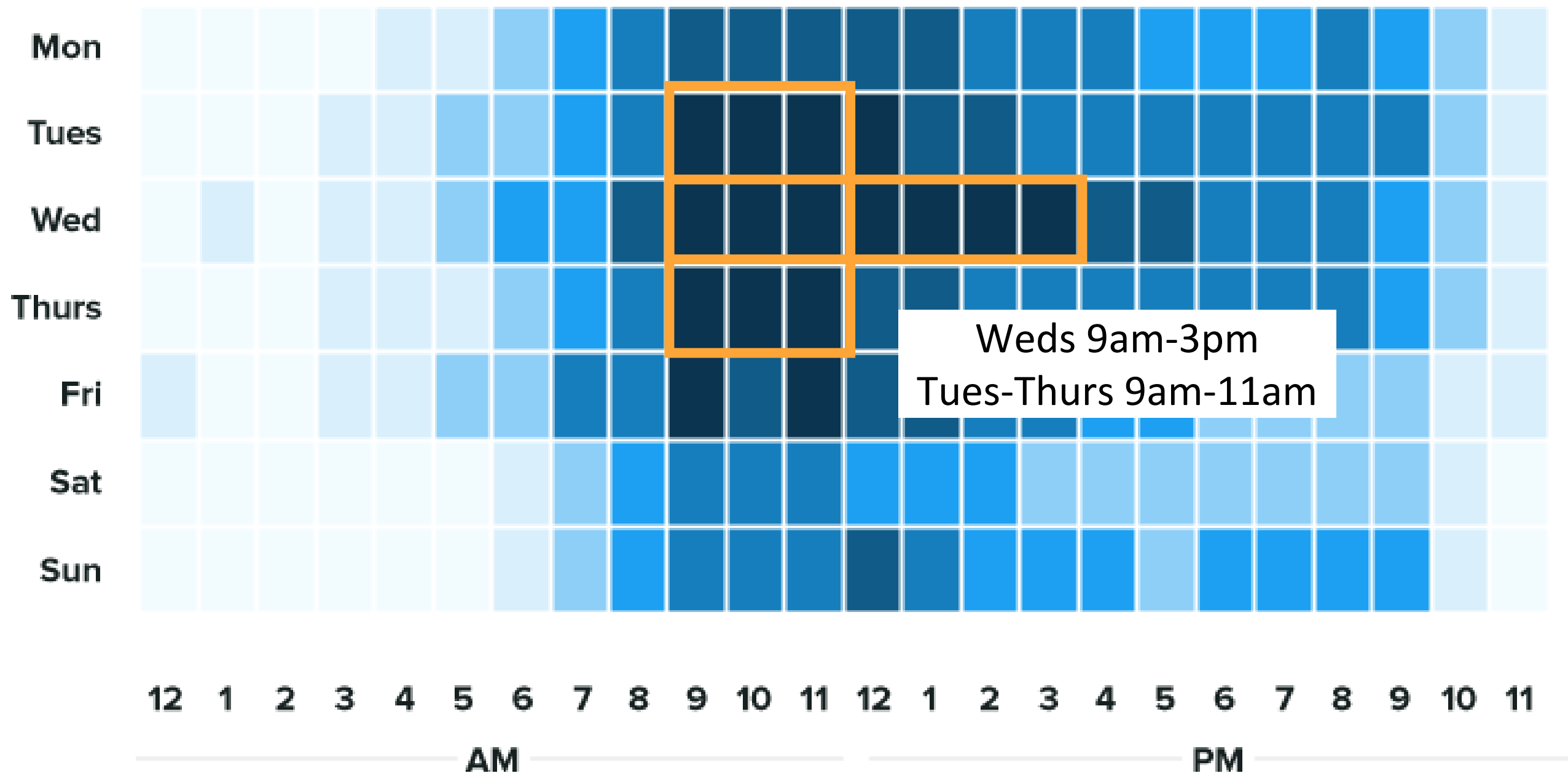


Twitter



Lowest Engagement

Highest Engagement



Weds 9am-3pm
 Tues-Thurs 9am-11am



Twitter



Lowest Engagement

Highest Engagement



How Do You Find The Sweet Spot?

Tips For Finding Your Sweet Spot

What Is Your Goal?

(Followers? Engagement? Driving Comments?)

Frequency of Posts

(Post Regularly – but do not spam out of control)

Consider Your Audience

(Who is your Demographic? What are their Social Media Habits?)

Consider the Algorithms

(Does your platform of choice rank by time of post, engagement, or both?)

Analyze from the Past

(A/B Test, and Optimize from your Results)



The #Creativity Movement Vs #Doomscrolling

The Therapeutic Side of Social Media

Over the past 2 months
social media has helped me...

● All internet users

● Digital detoxers*

...feel less lonely

57%

64%

...feel less anxious or stressed

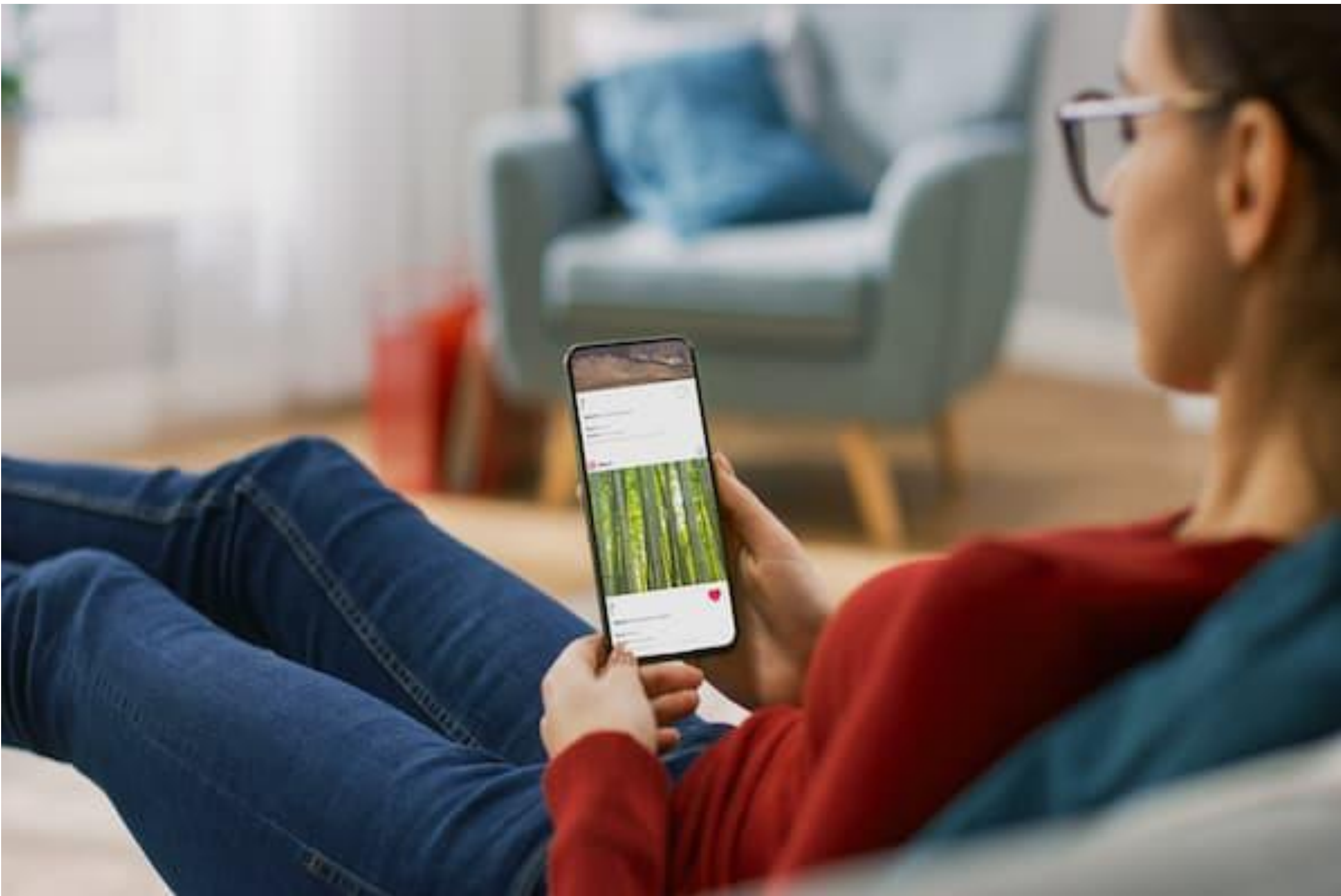
48%

55%

*Digital detoxers are defined as internet users who have tracked their screen time or set limits for certain apps in the past month

Question: To what extent do you agree or disagree with these statements? (Strongly agree, Somewhat agree)

Source: GlobalWebIndex May 2020 **Base:** 2,345 UK/U.S. internet users who use public social channels aged 16-64; 278 UK/U.S. digital detoxers who use public social channels aged 16-64



How Do We Find Comfort?

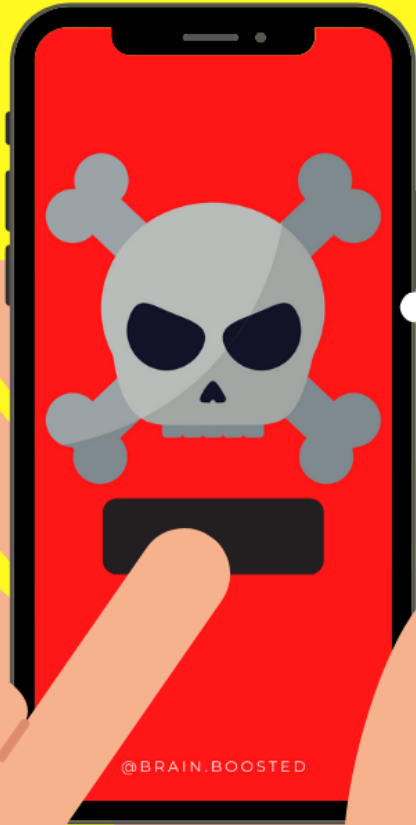
DOOMSCROLLING

NEGATIVITY

DRAMA DRAMA DRAMA DRAMA

PRESIDENTIAL
ELECTION

GLOBAL
PANDEMIC



Some embrace #Doomscrolling



My #Doomscroll...

Ông Cường Review · Follow
Oct 9 · 🌐

Cook steak with coffee maker!!!



chicken broth. This is a regular coffee maker and this

👍👎👤 358 552 Comments · 1.8K Shares · 301K Views

Ông Cường Review · Follow
Oct 9 · 🌐

Cook steak with coffee maker!!!



a steak. I had a raw piece of meat like this. I cut out just

👍👎👤 358 552 Comments · 1.8K Shares · 301K Views

Ông Cường Review · Follow
Oct 9 · 🌐

Cook steak with coffee maker!!!



in there. Oh boy, I'm gonna show you right now. So, I put

👍👎👤 358 552 Comments · 1.8K Shares · 301K Views

Some embrace #Creativity

May
Celebrating Creativity

Social Media Challenge

May 1-31

#SunshineYourFeed
livingasunshinelife.com



 **Living a Sunshine Life**
Yesterday at 6:45 PM · 🌐

New recipe posted just in time for Halloween! Spider Web Taco Dip.
Enjoy!

Get the recipe here: <https://www.livingasunshinelife.com/spider-web-taco-dip/>



My Guilty Pleasures...



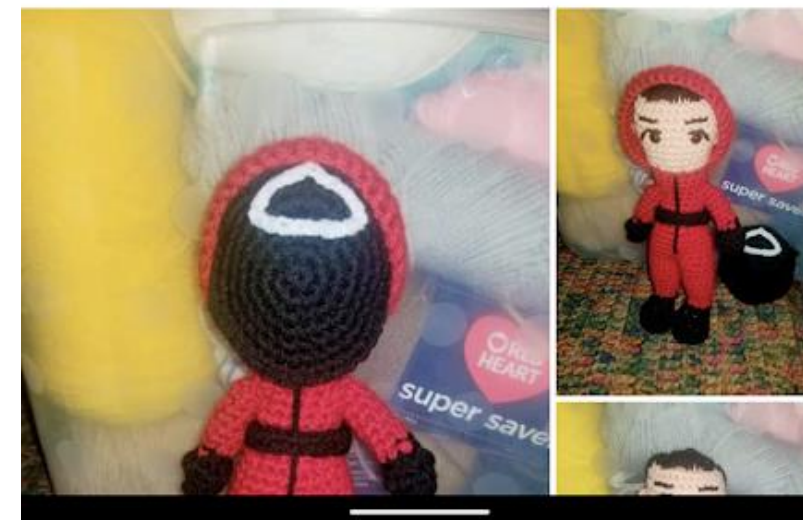
Cintia Clegg
3h · 👤

Am so obsessed with this show 😄...watched it a few times already! 🧑🏻🧑🏻👉 they better do more seasons 😊😂😂😂

Anyway, I've created my own pattern for this 9 inches tall amigurumi style #squidgame soldier 🟴🟡🟠 he came out super cute!!! 😊😊😊 might do a few more tweaks to it...make him 2 more masks so he has all 3 symbols.

🔵🔵🔵🔵 if interested in any products, pls message me to get on my list before xmas season. Spots filling up fast!!! 🔵🔵🔵🔵

#cintizzle #cintizzlescrafts #crochetfun #yarnaddict #yarnloversofinstagram



Friends & I-Friends

 **Char Grubb Ross**
Jun 28 • 🧑🏻‍🤝‍🧑🏻

★ Custom Order! ★ Just finished this super fun summer watermelon display for my friend [Amanda Pippin](#)! Bright colors! Comes with ants and all! 🍉 🐜 ❤️
If you're interested in a custom display, let me know! I will create something perfect for your home! 🏠 Or I will also post some f... See More



Laura Cardona
October 14 at 6:00 PM · 🌐

Going to NYC in a week. And looking for unusual things to do and add to this spread. Any recommendations?



  162

33 Comments





#SALs

LOCALiQ
PART OF THE USA TODAY NETWORK



James Rancourt shared a link.

Moderator · October 17 at 11:14 AM · 🌐



LEITESCULINARIA.COM

10 Cheap Chicken Recipes

Our list of cheap chicken recipes gives you ideas for frugal cooks, including ways to roast, fry, ...



**#Remember
ADD VALUE
To Your
Audiences**



Sarah Raynor

October 9 at 1:53 PM · 🌐



Pineapple upside-down cake anyone? 🍍



👍❤️ 182

17 Comments



Jessica Souza shared a post.

☕ · October 11 at 5:24 PM · 🌐



#Dessert

LOCALiQ
PART OF THE USA TODAY NETWORK

SOS #Help!!!

Making brownies, but using a little paw print silicone pan. The paw prints aren't more than an inch deep.

I'm scared I'll burn them if I do a half hour plus all the box suggests. When should I check them? Thanks! 🍷

Edit - it really is a total fail. We were so excited because these little paws are so cute. However even after letting it cool and pulling a paw out it's just not as cute as we hoped it would be. Plus it's all airy and weird and crispy....



Like · Reply · 1w



Joshua Brown

Over mixed to start. I learned the hard way. But yeah, as was stated, check every few minutes after the first 10. Toothpick should come out clean. Also, raise the rack it was on. It's better to have it cook a little slow in this case.



2

Like · Reply · 1w · Edited



Aeon Flux

Joshua Brown damn I was afraid I over mixed it....

But I couldn't get all the stupid little balls of powder to go away and dissolve

Like · Reply · 1w



Joshua Brown

Aeon Flux yeah, I learned to sift all the dry into the wet and gently stir

Like · Reply · 1w



Aeon Flux

Joshua Brown ooo ok!

Like · Reply · 1w



Joshua Brown

It seems like a bunch of extra crap, but it's worth it

Love · Reply · 1w



1



Aeon Flux

Joshua Brown I'll try anything to get better results than this

Like · Reply · 1w



Joshua Brown

Honestly, over mixing creates a lot of bubbles, lots of gluten and a big mess.... With cake or cake material, the less air the better. It stays moist, spongy and fairly light. And if it gets a little dry, it's easier to fix with glazes, compotes, a brushing of booze, or just a simple icing.

Like · Reply · 1w



1

#NAILEDit

LOCALiQ
PART OF THE USA TODAY NETWORK

Normalizing vs Perfection

Profile picture Vs Real life



**We have all
seen this
person...**

PERFECT IS NO LONGER
COOL ON INSTAGRAM



Models on Instagram



Me



Who's been there?



Building body confidence in
250 million young
people by 2030



Dove ✓

@DoveUS · Health/Beauty

[Learn More](#)

dove.com

Dove Is Not Afraid to Take A Stand On #Issues

LOCALiQ
PART OF THE USA TODAY NETWORK

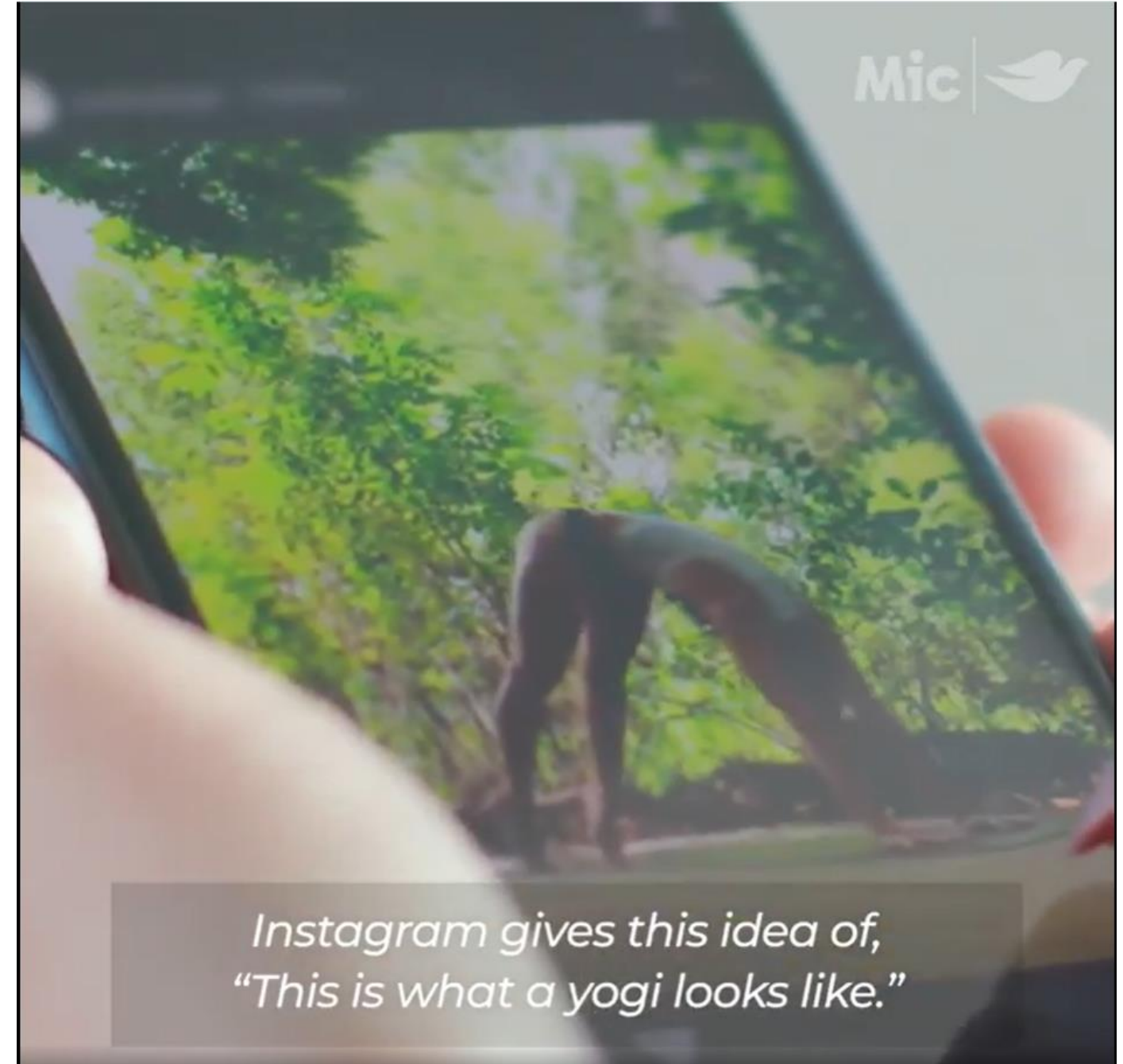
Dove Celebrates Real Women Doing Real Things

Mic | 

Appearance anxiety is a global concern: Only **4% of women** think they're beautiful, according to Dove.



Mic | 



Instagram gives this idea of, "This is what a yogi looks like."

But studies show that **yoga** has the power to improve the way **we see ourselves.**



Mic with Dove.

Paid Partnership · 



Appearance anxiety is a global concern. Yoga, which studies show can improve body image, may be a solution. Made by Mic and Dove
[See Less](#)

  10K

410 Comments 865K Views



Gloria Myers Dietz

I had never taken up yoga and just took a 13 week class and HOLY CRAP! It has changed my life!!! I'm 52 and have beginning stages of osteoporosis. My spine, hips and neck were in chronic pain. Well Yoga fixed all that. The stretching poses made a HUGE difference and anyone can do this! I have more strength, balance and focus with fast results. I'm amazed and wish all those that think it's not for them - IT IS! get off the couch, get off the pills and give this a try! It's true that you have to have good form to benefit. I can now do a 30 sec plank and my adult sons are IMPRESSED 🎧🎧 #yogarules



Darren Embry

"But there's an increasing commercialization of yoga."
"Made by Mic and Dove"



Lyndsay Clegg

I don't go to yoga because I don't have the Lulu Lemon or the attitude I've experienced in these overly mainstreamed studios. I also don't have \$150-\$200 a month to spare. It's sad, but where I am yoga has become a rich activity.

Dove  April 20 · 

Editing her face crops her confidence.

Digital retouching distorts the way girls really look, creating impossible beauty standards that impact their self-esteem.

Have [#TheSelfieTalk](#) with a girl you love to help her understand that self-love is better than any Like. [#DoveSelfEsteemProject...](#) [See More](#)



Dove  August 16 · 

Illinois has become the 14th state to have passed legislation inspired by the CROWN Act! We are proud of the continued growth of this nationwide movement. Help us end race-based hair discrimination by signing the CROWN Act petition at [Dove.com/crown](#).

[#Dove](#) [#CROWNCoalition](#) [#CROWNAct](#) [#PassTheCROWN](#) [#EndHairDiscrimination](#)



  68

33 Comments 7 Shares

#TheSelfieTalk
#PassTheCROWN



You Never Know
WHO You Will
#Inspire

My Beautiful Grandma... 87 Years Young!



Aeon Flux
July 3 · 🧑‍🤝‍🧑

We shall be living off lemon drops, cashews, chocolate, and white zinfandel...
— with **Carolene Hunter**.

Edit

👍❤️ 44 6 Comments

👍 Like 💬 Comment ➦ Share

Marjaana Kareinen
Enjoy and happy 4th of July
Like · Reply · 15w
↳ **Marjaana Kareinen re...** · 2 Replies

JJ Lauderbaugh
Have a great time!
Like · Reply · 15w 👍 1

Pam Leggate
Happy 4th of July 😊😊
Like · Reply · 15w 👍 1

Lourdes Moscoso Ransier
Happy 4th of July- have fun!!! 🥳
Like · Reply · 15w 👍 1

Write a comment... 🗨️ 😊 📷 GIF 🗑️

Started #Walking too!



Carolene Hunter
August 6, 2020 · 🌐

On Wednesday 8/5 Cindy and me walked 4.85 miles, from my house up Calaveras Rd to ,Ed Levin park, up Downing Rd to Sandy Wool Park, up and down Old Calaveras Rd, to Evans and Piedmont Rd to home. We are so proud of this feat. Our next longest hike is 2.5 miles. Picture is at Sandy Wool Park sign. We saw 2 Coyote, 1 Deer, we advised her to go down hill away from the coyote, and mice, squirrels, weird animals on this thing with wheels, they used sticks to beat the heck out o... See More

👍❤️😮 44 33 Comments 1 Share

👍 Like 💬 Comment ➦ Share

View 12 more comments

Marjaana Kareinen
You are my superhero ❤️❤️❤️
Like · Reply · 1y

↳ **Marjaana Kareinen re...** · 2 Replies

Sumika Akazaki
Wow! How long did it take? Today's temperature in Tokyo was 95 (°F). Mom, please walk during cool times!
Like · Reply · 1y

↳ **Sumika Akazaki replied** · 2 Replies

Joyce Berry
That's super great!
Like · Reply · 1y

Margaret Horyza
Proud of you girls. Missing you.

COVID-19 Normalized Talking About The “not ok” Days



Q #PTSD



Cracked Armour

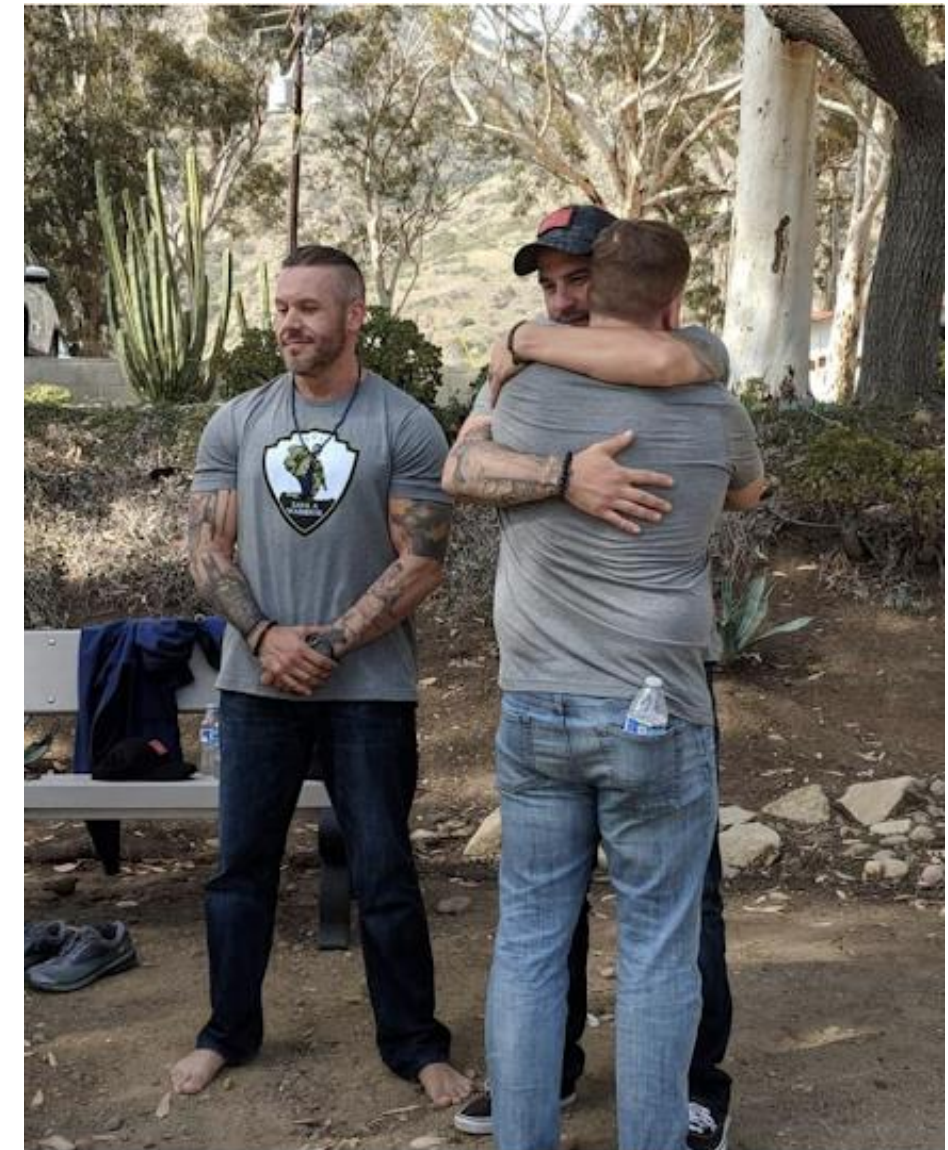


20h • 🌐

Real men hug and show vulnerability.

Openness, honesty, support, and understanding keeps each other alive. 🇨🇦❤️🙏🇺🇸

#ptsd #mentalhealth #mentalhealthawareness
#ptsdawareness #tbi #tbiawareness #support
#understanding #love #vulnerability




👍❤️🙏 173

5 Comments • 3 Shares

COVID-19 Normalized Talking About The “not ok” Days


← #PTSD

 **Heather MacNaughton** 1d • 🌐

Soooo Sunday was Mental Health Awareness day and how ironic it was one of my hardest days in a long time. I had recently decided to try to cut out my prescription medications for my anxiety/depression/PTSD and use CBD, in hopes that it would be effective for not only that but also help many other issues I have physically. It wasn't working and I was struggling...bad. Thankfully I could see it. I've done this so many times in my life. Feeling good and try to get off them. This time I was just trying another option, a more natural option. Well, here I am. Called in my refills today. And you know what? It's okay. Like Dr Boss told me years ago when helping me understand my brain, my mental health, he told me there's no shame in needing medication for it. Like a diabetic needs insulin, I need mine. And it took years to find the right combo. And it works. So for my mental health, for my family, for my coworkers, for me... I refilled my prescriptions. #mentalhealthmatters #itsokaytonotbeokay #youdoyou #igotthis #loveyourself #myjourneythroughthishingcalledlife #ptsd #anxiety #depression #thestruggleisreal

👍❤️ 98 10 Comments

← #PTSD

 **Borderline Personality Disorder** Sep 25 • 🌐


The world can wait...

#healing #healingjourney #awareness #mentalhealthmatters #borderline #empath #survivor #resilient #ptsd #bpd #coping #suicideprevention #wellness #mentalhealthawareness #mentalhealth #dbt #therapy

 @svmv__ @svmv__

Advice I got from my therapist today; If your mental health is starting to affect your physical health. Treat yourself like you're sick. Minimum of 24hrs to yourself. Nap as much as you can. Drink plenty of liquids. Catch up on movies you've wanted to watch. The world can wait.

👍❤️ 2.9K 81 Comments • 1.3K Shares

 **Christine Colvis** 1h • 👤


Here I am 20 years ago, enjoying the wonders of Japan and serving my country. Also, insecure and afraid I wasn't good enough, covering my belly and hips with a coat. Even when I was in the best shape of my life I was unhappy with it. I had outside pressures to conform to, goals I was struggling to meet, my mental health was off the rails. Some days, I am amazed that I survived myself. It got worse. It got harder. I struggled more. I didn't even begin healing for many, many more years.


Now I fight for myself instead of against myself. That is progress. 🙌🙌🙌


#mentalhealth #depression #anxiety #ptsd #bodydysmorphia #healing #positivity #progress #selflove #selfcare #forward #keepgoing #youdeservethebest #chronicpain #arthritis #fibromyalgia #degenerativediscdisease #glutenfree #weightlossjourney #japan #ilovejapan #throwbackthursday







 **aeonthebodyflux** • Follow
Reno, Nevada

 aeonthebodyflux Today I received my first #vaccine 📄 shot #princess 👑 style
30w

 lad24_vincere Wow! DM us @euphoneck_official ❤️
30w Reply

 shebaspice.scout.19 Your profile is amazing and beautiful. We would love to collaborate with you send us a message ☺️ 😊
30w Reply

 t_vis33 OooOoooO lucky! ❤️

♡ 💬 📍 📌

18 likes
MARCH 18

😊 Add a comment... Post

That time I was offered to partner with two brands...

#Lesson Don't be tone deaf

Niche Migrations

Dive in! There are so many things to do on Meetup

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Questions?



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Thank you