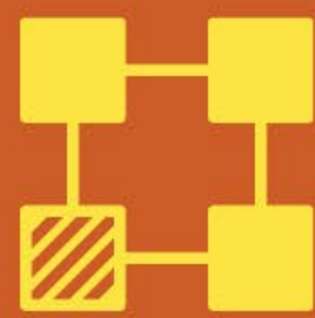


MARKETING & SOCIAL MEDIA TRENDS FOR 2022



1 STRATEGY MORE IMPORTANT NOW THAN EVER



Your plan is dated. It didn't account for a pandemic.

2 ENGAGE IN VIDEO



85% (US) watched video content monthly on their devices.

3 CONSIDER EMERGING SOCIAL MEDIA PLATFORMS



Is an emerging platform right for your organization?

4 INCORPORATE DIVERSITY



Employees and the public expect organizations to do this.

5 ENGAGE OTHERS



When your brand is doing well on social, it affects everything else in the organization!

6 PLAN! EDITORIAL CALENDAR



Are you acting out of habit?

7 LISTEN



Listen to what your audience is talking about online, so you can create content that matters.

8 POLICY FOR ENGAGEMENT



Every organization needs to be prepared with a policy for social media engagement.

9 METRICS



What's working? What's not?

10 EMAIL MARKETING



Email marketing continues to be a top channel for marketers and consumers.

