

Video, Snapchat, Data Narratives: Here's Where Social is Trending for 2016

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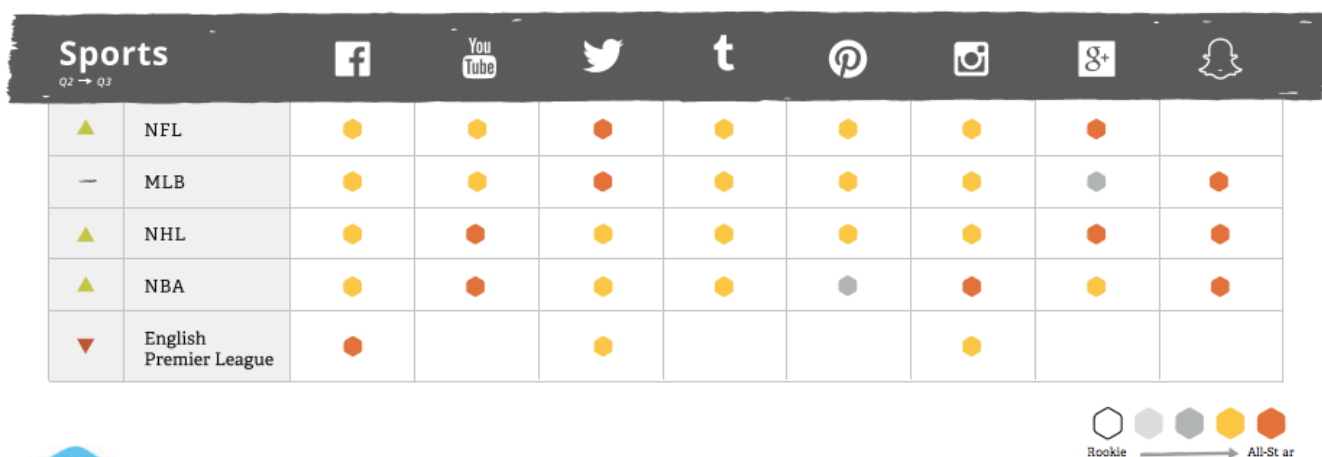


If [Snapchat](#) and video are still scary for you and your brand, you're probably going to struggle in 2016. A wide-ranging study by [Spredfast](#) shows how taking a **Facebook**-and-**Twitter**-only approach to social is outdated, and that new and emerging tools could be a great fit for your business.

In [Spredfast's Smart Social Report](#), the company took a look at **social** performance by vertical. Spredfast noted that businesses can look to [sports leagues and teams](#) to lead the way when it comes to embracing a cross-platform approach.

Looking at Q3 2015 performance, many sports leagues have taken to **Snapchat**, **Instagram**, **Google+** and other platforms than **Facebook** and **Twitter** to great success, Spredfast explained:

Leagues from every corner of the sports hemisphere recorded wins in Q3, continuing to serve as standout examples of how to push the edge with new networks in smart ways.



Here's a look at the platform performance of some other brands in other key verticals.

Retail		f	You Tube	Twitter	t	p	Instagram	g+	Snapchat
Q2 → Q3									
—	Target	●	●	●	●	●	●	●	●
—	Coach	●	●	●		●	●	●	●
—	Victoria's Secret	●	●	●	●	●	●	●	●
—	Gap	●	●	●	●	●	●		●
—	Tesco	●	●	●		●	●	●	

B2B		f	You Tube	Twitter	t	p	Instagram	g+	Snapchat
Q2 → Q3									
—	IBM	●	●	●	●	●	●	●	
—	GE	●	●	●	●	●	●	●	●
▲	VMWare	○	●	●	●	●	●	●	
—	Siemens	●	●	○	●	●	○	●	○
▼	Accenture	○	●	●			○	●	

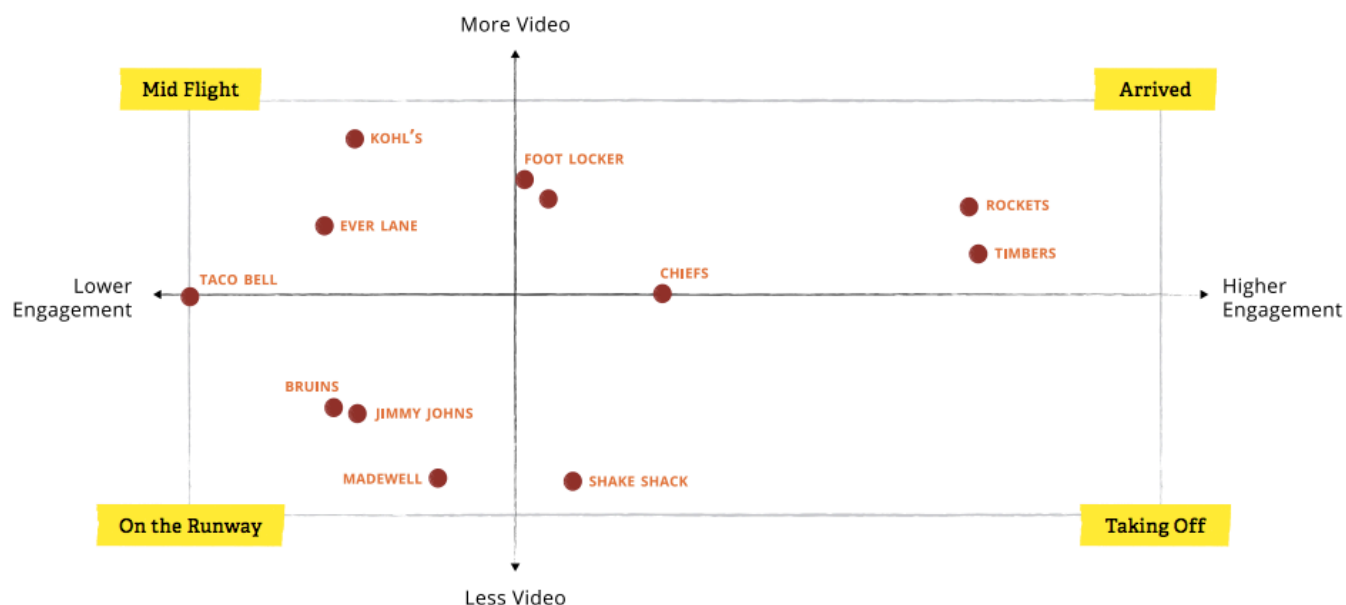
Electronics/Tech		f	You Tube	Twitter	t	p	Instagram	g+	Snapchat
Q2 → Q3									
▲	Apple	●	●	●	●	●	●		
—	Microsoft	●	●	●	●	●	●		
—	Samsung	●	●	●	●	●	●	●	○
—	Sony	●	●	●	●	●	●	●	
—	EA	●	●	●	●	●	●	●	●

Travel/Hospitality		f	You Tube	Twitter	t	p	Instagram	g+	Snapchat
Q2 → Q3									
—	Hilton	●	●	●		●	●	●	○
—	Hyatt	●	●	●	●	●	●	●	
—	American Airlines	●	●	●		●	●	●	
—	Delta Airlines	●	●	●	●	○	●	●	
—	British Airways	●	●	●	●	●	●	●	

Video was also a key component of **marketing** strategies in 2015. That is definitely not going away in 2016.

If you're wondering who to study to get a better sense of what works in terms of video on social, Spredfast studied the strategy and statistics of several prominent **brands** and sports teams, showing who posts most and whose videos are most effective.

Video Percentage vs. Engagement Rate



Spredfast fêted the Houston Rockets on **Instagram**, Tim Horton's on **YouTube** and Foot Locker on **Twitter** for having sound video strategies.

The company's report also noted that video statistics should be read seriously, and looking for trends with the data:

Many social networks provide data on where viewership drops off within a video. Take a look at your own video content: are there common visual or narrative elements at these points? If you post the same video to multiple networks, but the drop-off point varies between them, consider producing multiple versions optimized for the intended audience.

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