

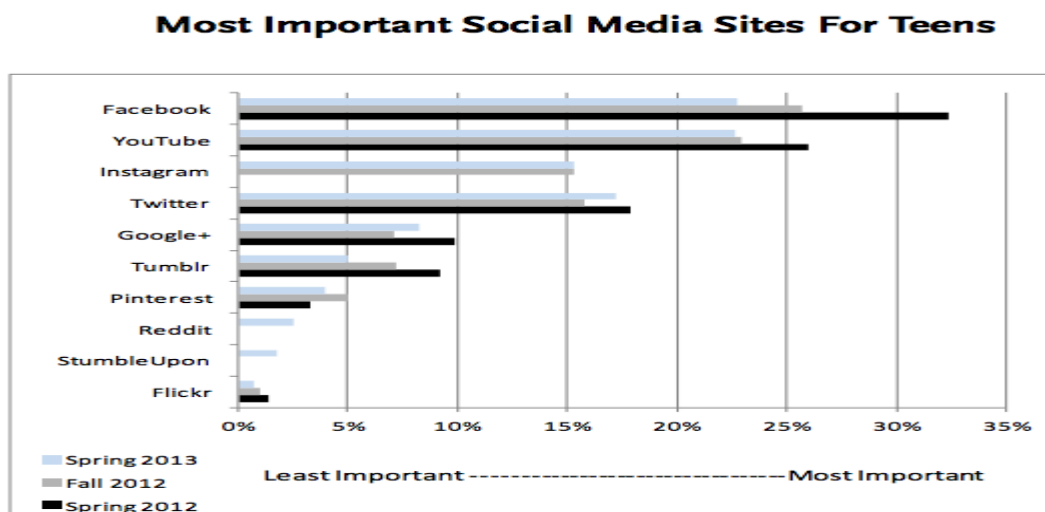
Changing Social Media Trends

Marketers need to be alert to changing social media mix.

A Piper Jaffray survey in April 2013 reports that popular media sites are declining in popularity, though they still are the most used. Facebook has moved down to 20% from 30% a year ago, as the most popular social networking site. Youtube, Twitter and Instagram have also fallen. Youtube has the lowest decline and could challenge Facebook.

Social media mix is various social media sites available for companies to promote their brands, products and services. **Social media sites are evolving to provide innovative features to answer every challenge. Companies can expect proliferation of social media websites and applications with better features. The various social media sites (mix) are Face book, You Tube, Instagram, Twitter, Google+, Tumblr, Pinterest, Reddit, StumbleUpon, Flickr etc.**

Teens are showing more inclination towards newer social media tools such as Wanelo, Vine, Snapchat, Kik, and 4chan.



| Topic | Course |
|---|----------------------|
| Social media mix: Direct and Online Marketing: Unit: 24 | Marketing Management |

Source: Chart drawn from Jordan Crook, <http://techcrunch.com/2013/04/10/facebook-still-reigns-supreme-with-teens-but-social-media-interest-dwindling/>)