

Welcome
FREE WEBINAR



Change Is Inevitable
SOCIAL MEDIA TRENDS
& DEVELOPMENTS IN 2019



Resources

JB Media Institute

In Person Learning

- June 21, 2019 ½ day Bootcamp “[Marketing through Partnerships: Stronger Together](#)”

Online Learning

- Next full program intensive launches June 17
- On demand [Introduction to Content Marketing Course](#)

In-person Peer Mentorship and Mastermind Program

- JB Media Institute All Access Cohort: contact sarah at sarah@jbmediagroupllc.com for more info.



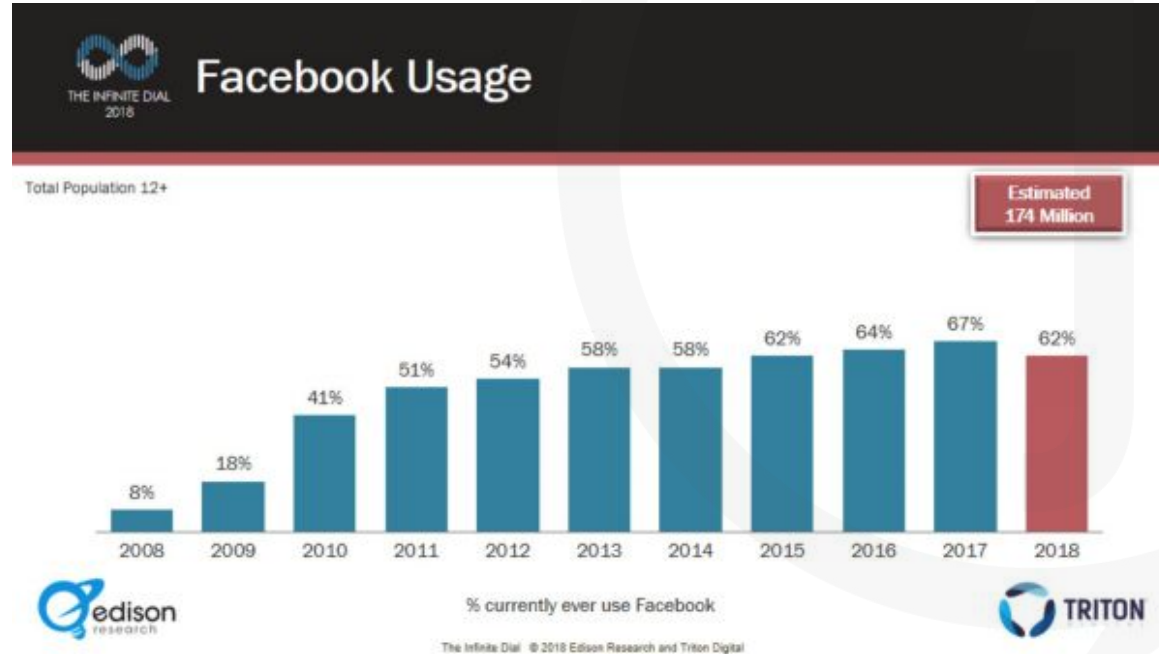
Sarah Benoit
Co-founder and Lead
Instructor
of the **JB Media Institute**
President of Creative
Original, Inc.



Aisha Adams
Aisha Adams Media
Nappy Thoughts
Equity Over Everything

Is Facebook dead?

Where do we think Facebook is headed in the future?



[Convince and Convert](#)

Vanity Fair June 4, 2019

“A majority of independent investors voted to dethrone Zuckerberg as the company's board chairman and overhaul a voting structure that gives Facebook execs significantly more voting power than outside investors....Zuckerberg's majority vote means that the C.E.O. can automatically kill any Facebook vote he doesn't agree with—like, for instance, an attempt to limit his power.”

Are Stories the future of social media? Do you believe that eventually news feeds will be a thing of the past?

60% of Snapchat and Instagram users returning to the site each day. [digitalmarketinginstitute.com](https://www.digitalmarketinginstitute.com)

At the end of 2018, [400 million users](#) were actively using Instagram stories every day. [SMSS Blog](#)

Facebook News Feed is Dead [mobilemonkey.com](https://www.mobilemonkey.com)

Facebook's Future is private messaging. [vox.com](https://www.vox.com)

Is Facebook Watch and Instagram TV an indicator of where we are headed? Will FB, IN, YT and other platforms be the way we engage with shows and series in the future?

Dec. 2018 Facebook Watch crossed over 400 million users. [Facebook Newsroom](#)

Instagram [announced that IGTV previews](#) would appear in the Instagram feed, along with videos. Since that change, views on IGTV videos have skyrocketed across the board, increasing by ~300-1000%. [later.com](#)

[How to Take advantage of IGTV WordStream](#)
[Hootsuite UGTV Guide](#)

Live streaming has become wildly popular and has been released on all kinds of platforms including FB, IN, TW, YT, and Vimeo. What are your tips for creating live streams that attract attention and engage people?

[Facebook Live Tips](#) from Facebook

[Guide to Facebook Live](#) by WordStream

What is one or two of the most exciting trends you see in social media these days? Do you feel the trend has a negative or positive impact or both? Why do you think marketers and promoters need to pay attention to these particular trends?

[Data-Backed 2019 Social Media Trends](#) from Buffer
Rise of Groups from [SMSS Blog](#)

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Questions



MEDIA INSTITUTE

“You do amazing things.
More people should know.”