

Social Media Ads, Engagement and Influencers amid the Coronavirus

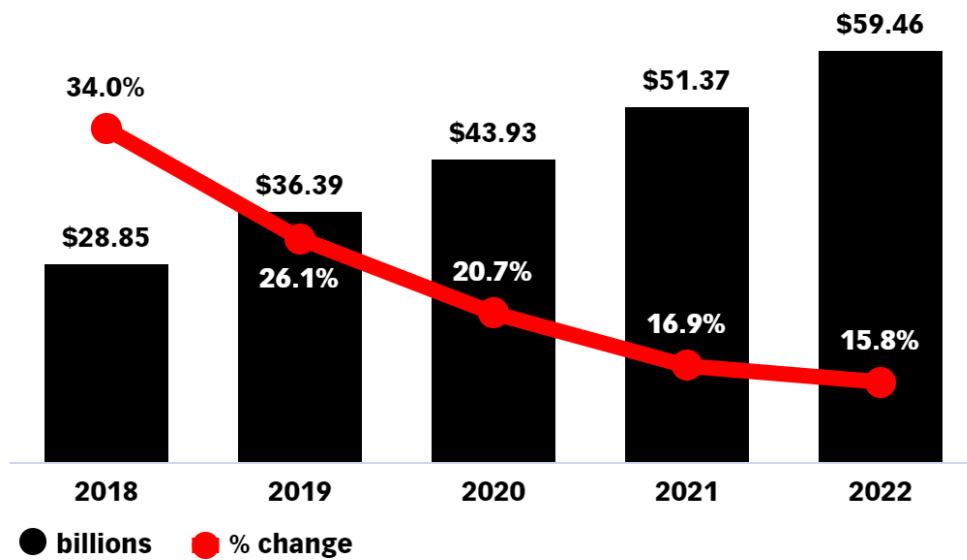
AUDIO |

eMarketer Editors

eMarketer junior analyst Blake Droesch and senior analyst Jasmine Enberg discuss how COVID-19 changed social media engagement, platform advertising and influencer behavior. They then talk about TikTok's new "Transparency Center," the optimal social media posting lengths, Facebook Stories in other places and Instagram's disappearing text messages feature.

Social Network Ad Spending

US, 2018-2022



Source: eMarketer, March 2020

www.eMarketer.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#) or [Stitcher](#).