

Social media use in 2021, an NFL-iHeartMedia podcast deal, and nostalgia marketing

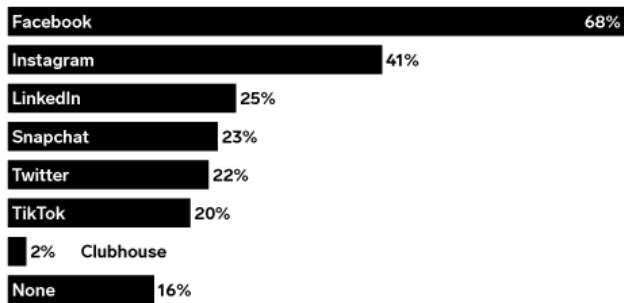
Audio

On today's episode, we discuss how US social media use is changing and why. We then talk about how the social network giants are trying to make their platforms less "anxiety-

provoking," why the new NFL-iHeartMedia podcast deal is so significant, and whether the nostalgia marketing trend will dominate 2021. Tune in to the discussion with eMarketer director of forecasting Oscar Orozco and senior forecasting analyst at Insider Intelligence Peter Newman.

Social Media Platforms US Adults Currently Use, March 2021

% of respondents



Source: Axios and SurveyMonkey as cited in SurveyMonkey company blog, March 11, 2021

264478

eMarketer | InsiderIntelligence.com

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

Drive business growth with VTEX Commerce Platform.

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.](#)