

The Weekly Listen: Twitter Hack Fallout, Ranking Social Issues and Instagram's TikTok

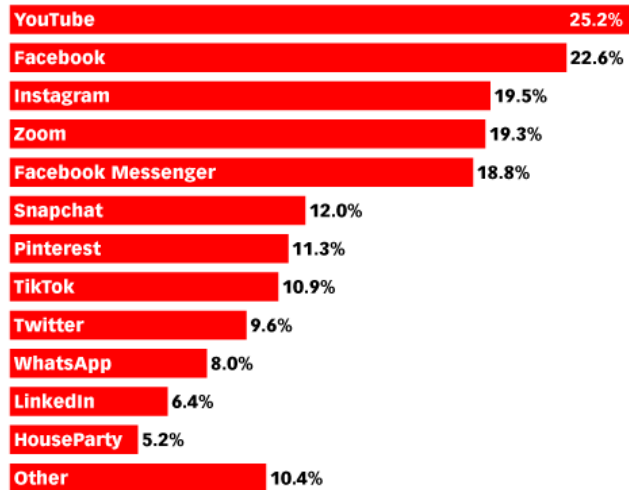
AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver, junior analyst Blake Droesch and forecasting analyst at Insider Intelligence Peter Vahle discuss the impact, concerns and potential outcomes of the Twitter hack, which social issues matter most to consumers, Instagram's TikTok competitor, defining hate speech, text message marketing, when someone snuck something into the baseball hall of fame and more.

Coronavirus Impact: Types of Social Media of Which US Adults Significantly Increased Usage*, May 2020

% of respondents



Note: *compared to last month

Source: Kantar, "COVID-19 Barometer Wave 4," May 18, 2020

255745

www.eMarketer.com

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