

Social Media Insight Report 2024





Social Media in 2024

Average Time Spent Per Month

8 hours 17 minutes

The Breakdown



8 hours
46 minutes



38 hours
49 minutes



17 hours
20 minutes



Let's talk Instagram



82% Of All Online Content Will Be Video

Type of Contents

Instagram Reels

- **68%** consumers prefer video over texts
- **54%** demand more video content from brands

Funny, Trendy & Relatable

- **59%** of marketers are doubling down on **funny content** in 2024
- Because audiences are more **connected** to the brands

Influencer Collabs

- **61%** consumers **trust influencers** compared to branded content
- Cost-effective

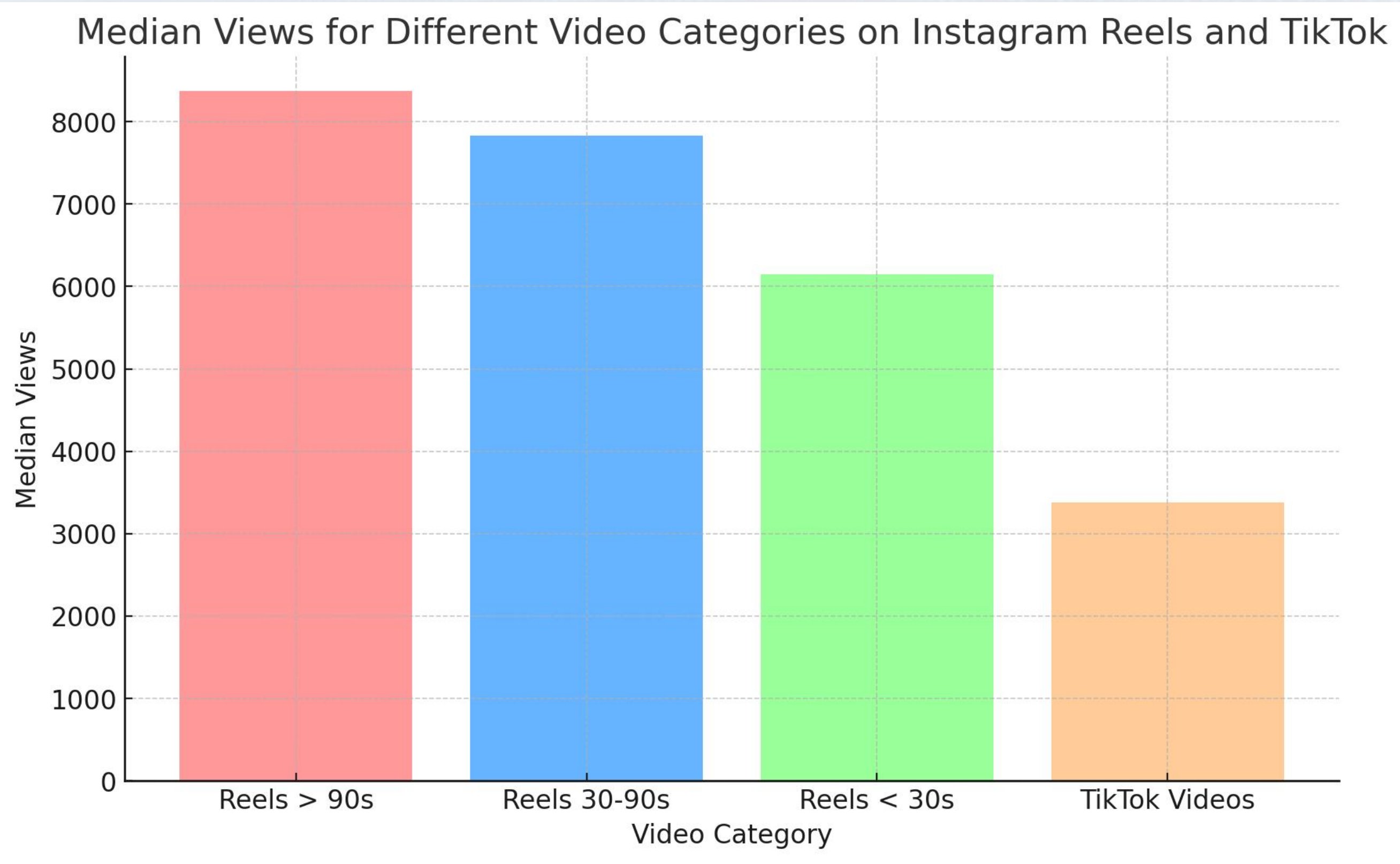
Carousel Posts

- **10 slides** tend to have higher engagement numbers
- Are used to **tell stories, educate** and share detailed insights





Comparison Between Long & Short-Form IG Reels





Local Samples Of Long-Form Videos

[Watch Video](#)



Total Reach: 101,529
Impression: 120,210
Total Engagement: 749

[Watch Video](#)



Total Reach: 3,225
Impression: 3,403
Total Engagement: 519

[Watch Video](#)



Total Reach: 79,680
Impression: 127,866
Total Engagement: 149





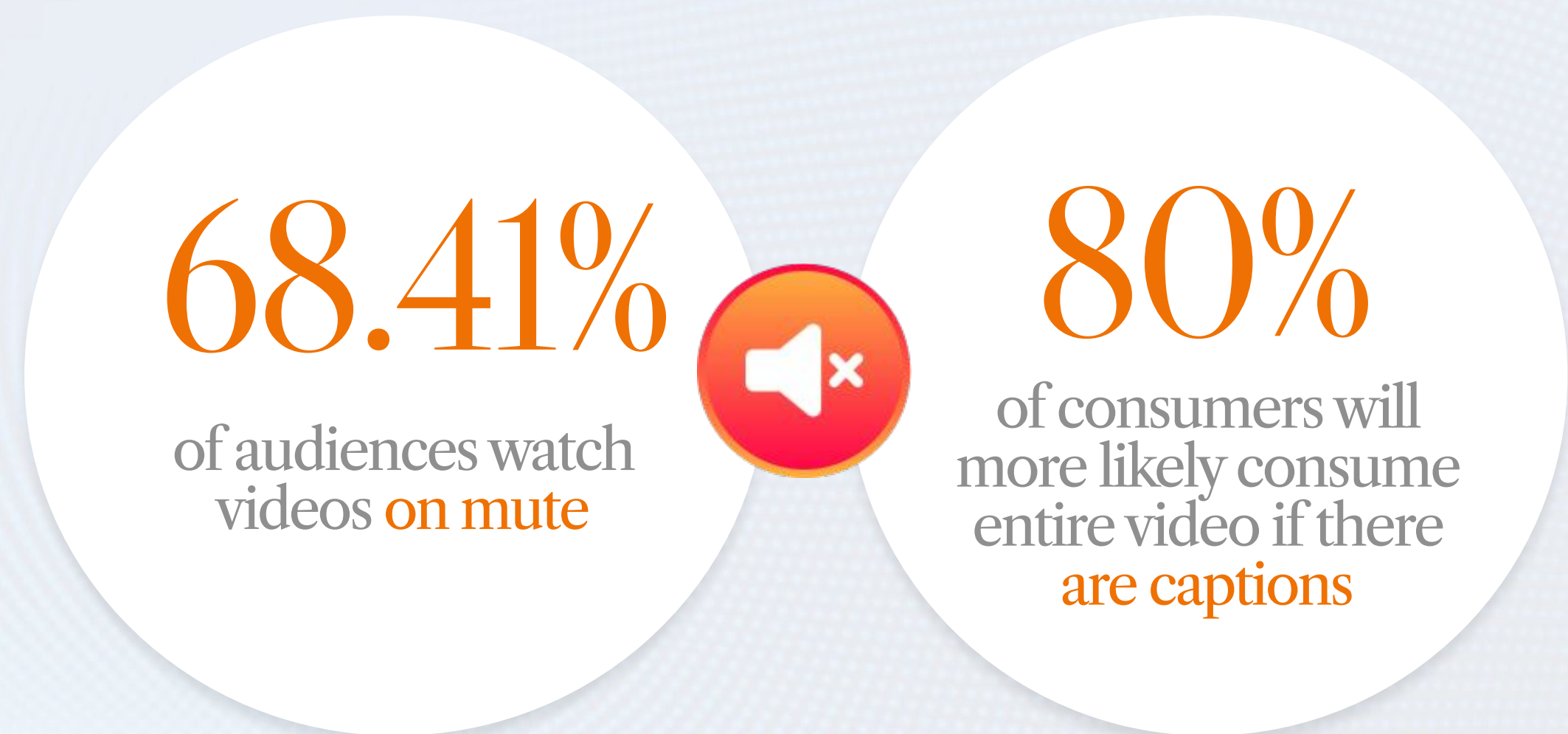
IG Reels Best Practices

Steps	Tips	Description
1	Hook Viewers	Grab attention in the first 3 seconds with a creative hook. Use questions, teasers, or visuals .
2	Add Text & Captions	Ensure accessibility by adding on-screen text . 69% of users watch without sound.
3	Use Trends	Engage with trending sounds or templates , but stay authentic to your brand.
4	Provide Value	Focus on engaging, educational , or entertaining content rather than hard selling.
5	Clear CTA	End with a clear, actionable call-to-action like "Click the link" or "Save this for later."
6	Use Hashtags	Add relevant hashtags to increase discoverability and reach.
7	Stay Consistent	Post regularly with a clear visual identity (color, fonts, filters) to build brand recognition.





Watching Videos On Mute



THE LESSON :

Captions need to be readily
available in every video

Viewer Retention Factors

Factors	Reasons
Optimal Video Length	Shorter videos, maximum 90 seconds tend to be the highest retention rates due to it being easier to consume.
Content Quality	Over half of audiences watch videos without sound. Thereby adding texts, interesting video effects will engage the viewers better.
Content Relevance	Hitting the target audience's preferences & behaviours is key in delivering high impact content.
Mid-Video CTAs	Hitting the target audience's preferences & behaviours is key in delivering high impact content.

- **Engagement Rate by Content Type:** Reels have the **highest** engagement rate at 1.23%, compared to carousels (0.99%) and photos (0.70%).
- **Impressions by Content Type:** Reels generate 33.83% of impressions, **more than double** that of images, which have 15.47%.

Sources: [Strike Social](#), 2023, [Lamphills](#), [Circleboom](#)

Let's Talk TikTok



Content Types We Can Leverage

✓ Behind-The-Scenes

✓ Day-in-the-life

✓ How-tos

✓ Subculture

✓ Branded Hashtag Challenges

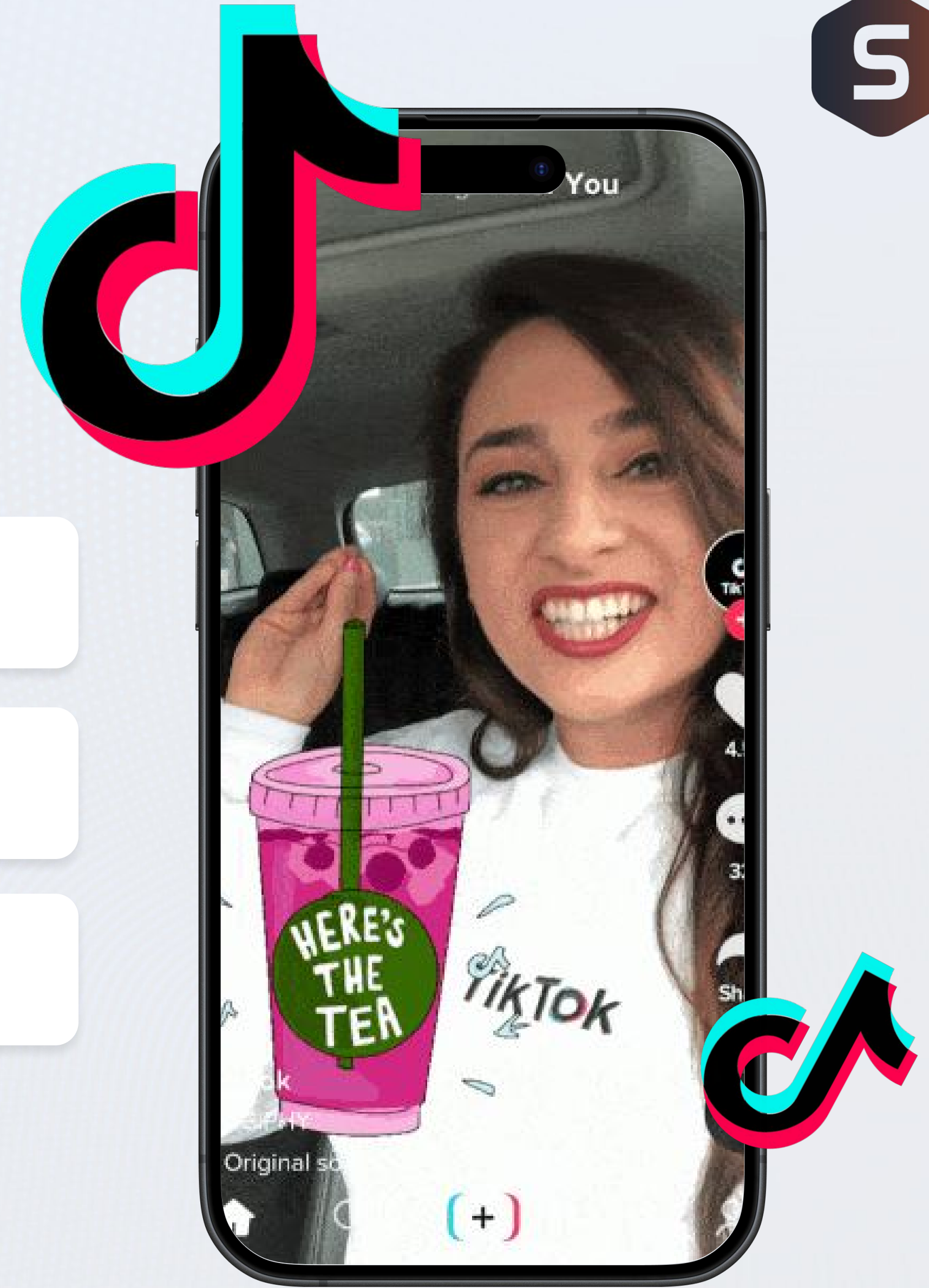
✓ Skit & Comedy

Talking The TikTok Language

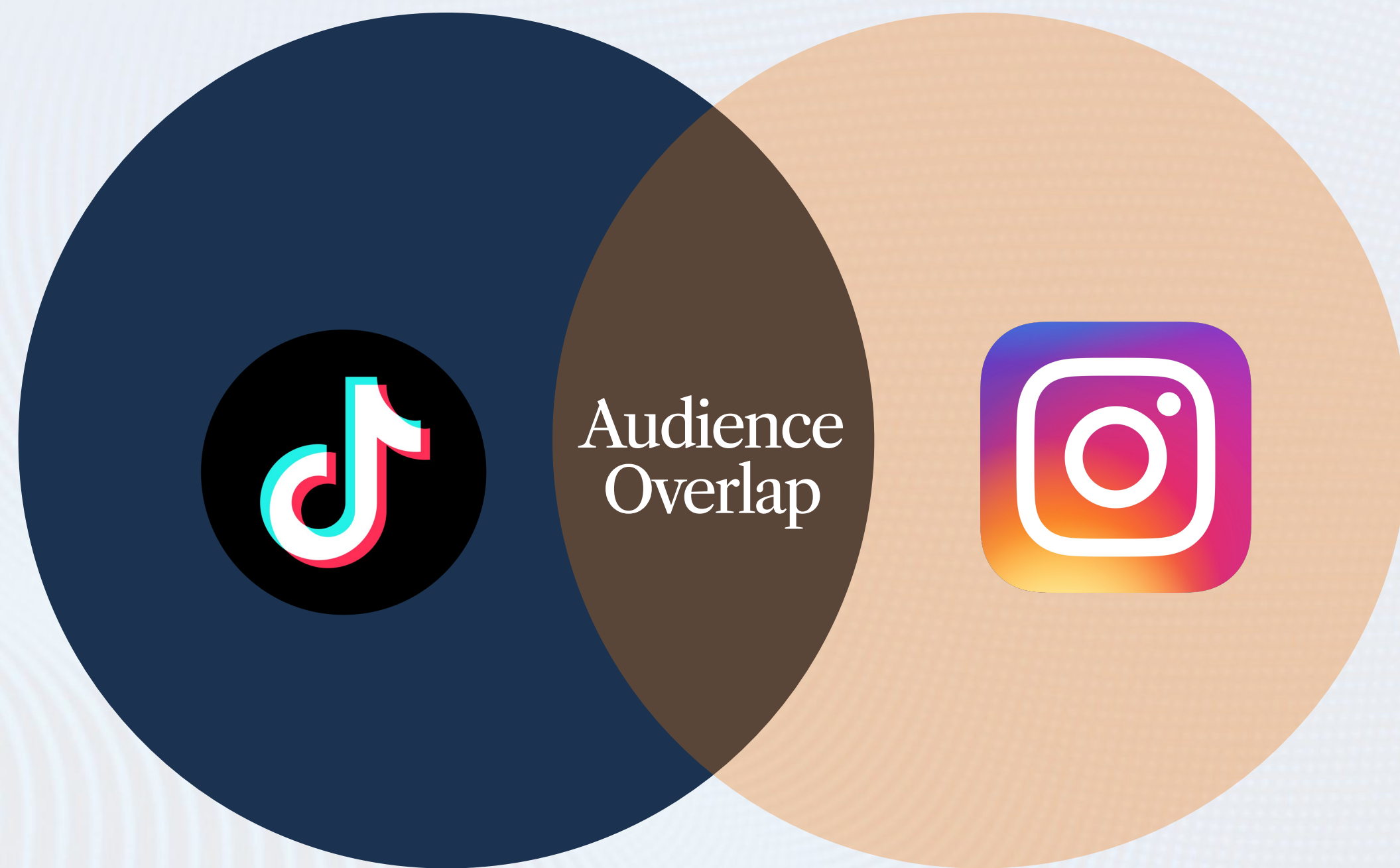
Content Strategy is important

Use creators & influencers

Real & authentic wins



Audience Overlap



Why?



Cross-Platform Trends



Mirrored Content Between Platforms



Discovery & Engagement
Prioritised



Transferred Consumption
Habits

It's Not That Simple...



Brand Aversion

In a study by TikTok's in-house research, it was found that

1.

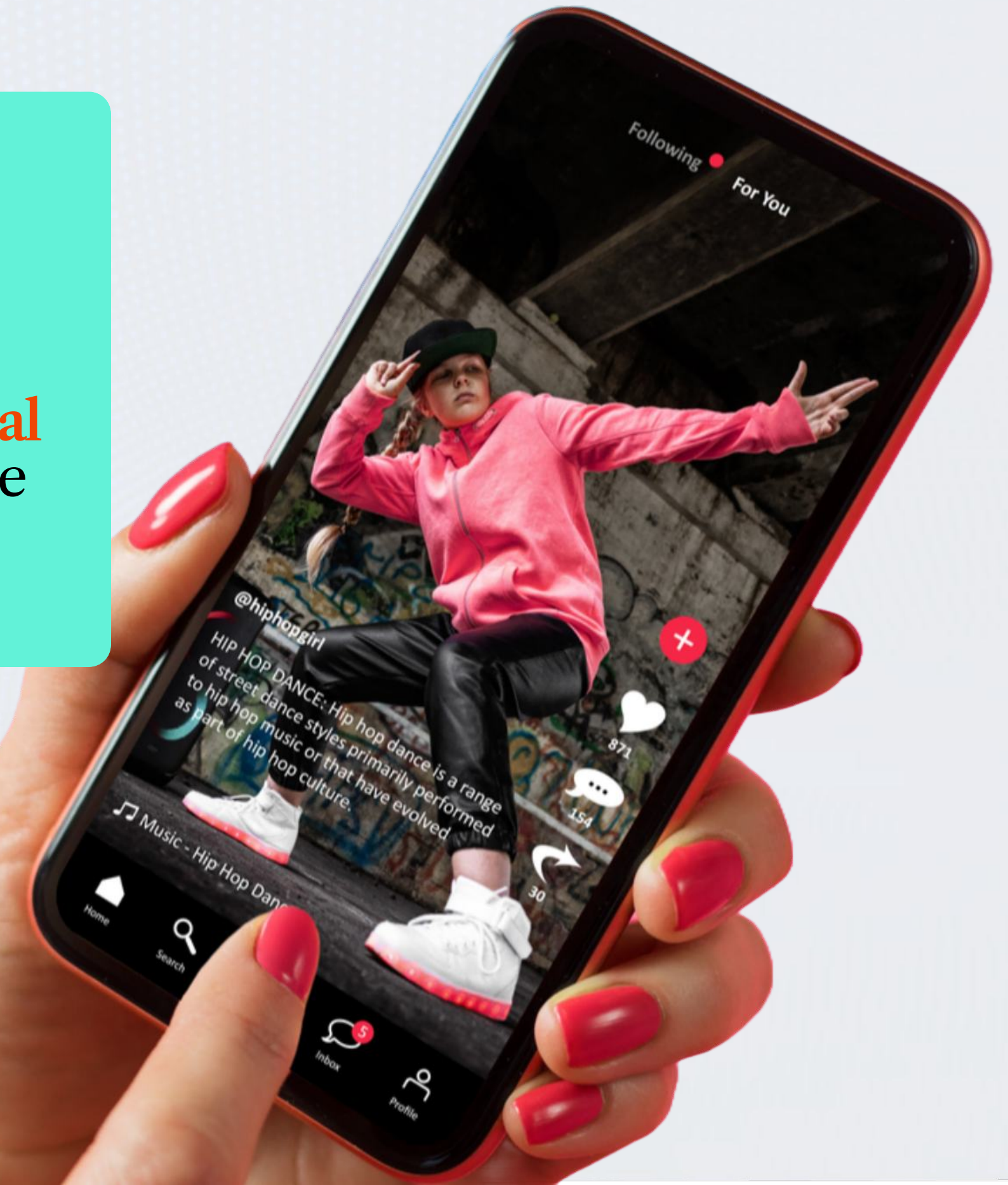
Users have preferences for **authentic and engaging content**.

2.

Playful & creative content are more aligned to the platform.

3.

Overly promotional branded content are swiped away immediately.



The Importance Of Trends

According to TikTok,
trending content get up to

3% Higher

Engagement Rates vs non-trending content

Due to



Algorithmic
Favoritism



Audience Expectations
& Interest

Local Samples



[Watch Video](#)



[Watch Video](#)

Influencer Marketing



33%

Of Malaysians prefer



Vlogs

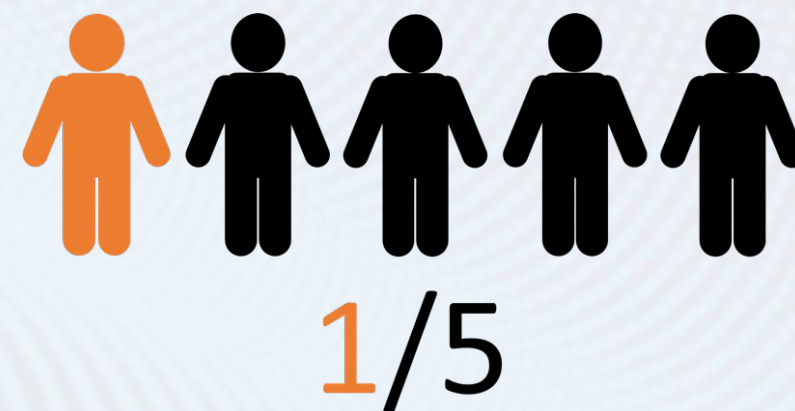


Unboxings



Reviews

1 Out Of 5 Malaysians



Actively seek out their most-relatable influencers
for their shopping preferences



[Watch Video](#)



[Watch Video](#)



Video Production Best Practices

MAXIMUM 1 Minute 30 Seconds

Video
structure

STOP

CONVINCE

CONVERT

Text & Visual Hook

Give your audience a **reason** to watch your video. Don't lie.

Keep It Engaging

Deliver your message. Make it interesting by **using text & effects** to highlight different points.

End With A Direction

Give a **CTA/ending** to direct the audience on what to do next.





Thank You

