

# • Infographic: What Happens In An Internet Minute 2021

April 13, 2021

People are viewing multiple screens and toggling social platforms at lightning speed.

And with so much scrolling, posting, swiping, tweeting, liking, sharing, downloading, snapping, it's critical to understand what the audience is doing every 60 seconds as we work to earn their attention in order to cultivate sustainable relevancy.

Here is the 2021 updated version of “The Internet Minute” graph we have all come to love!

## 2021 *This Is What Happens In An Internet Minute*



(Click to Enlarge)

So, with all of that happening every 60 seconds - how do we differentiate and drive brand strength?

Brand strength after all drives financial value.

Here are three steps to get started:

- **More Meaningful Measures of Engagement**

Move beyond vanity metrics such as following count and center on:

Conversation - actual back and forth with fans

Creating "holy crap" moments

Connection beyond the confines of social media

Community efforts others won't or cannot pull off

- **Come at Content from the Audience Point of View**

Never assume what we're doing has inherent value.

Pay attention to audience signals.

We have to listen better to understand the trends, topics and experiences that matter to the audience.

- **Monetize This Now**

When it comes to paid posts in the social space, people don't care if content is sponsored or not - what they want is discovery; selling a feeling.

Help the audience imagine the look and feel of the product in their lives. Make paid posts useful so we're establishing interest and conversion.

Brands that pay attention in the social space and go beyond expectations will find more opportunities for growth, leading to a more loyal (and profitable) audience base.

While we're not always going to hit it out of the park, we get closer every time we try when we have the understanding of what is happening around us - every 60 seconds.

Let us know how we can help amplify your presence; becoming an even more meaningful brand.