



SPROUT SUMMIT

The Social Marketer's Map to 2021

A decorative graphic on the left side of the slide, consisting of a vertical strip with a light blue background. Overlaid on this strip are several geometric shapes: a teal triangle at the top, a white quarter-circle, a teal quarter-circle, a light blue quarter-circle, and a white quarter-circle at the bottom, all arranged in a stacked, overlapping manner.

PLAN

**2020 Trends and 2021 Predictions
for the Year Ahead**



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If you had to sum up 2020 as a marketer (and human) in one sentence, what would it be?



VUCA





**It's not about you.
But it's all about you.**



Listen to your audience.



**This isn't the first time this has
happened, and it's not the last time.**



What are the biggest trends and highlights from 2020 on social?



42%

**of consumers say they would start buying
from competitors if brands don't stay true
to their word.**



55%

expect brands to take a stance that goes beyond corporate statements and monetary donations, such as new corporate initiatives or commitments to specific goals.



Wooooow. @glossier do better! Be accountable!

An open letter
to ***Glossier.***
from former
retail employees.

@outtathegloss

@outtathegloss

Send Message



Warby Parker was founded with a mission: to inspire and impact the world with vision, purpose, and style. To achieve this, we strive to celebrate the diverse backgrounds and perspectives of our employees, our customers, and our partners.

Over the past few weeks, we have been strengthening our commitment to inclusion, equity, and diversity. Warby Parker remains dedicated to building a workplace that supports, recognizes, and celebrates all of our team members, of any identity or life experience.

Today, we're sharing our plan to promote racial equity within Warby Parker, the industries in which we operate, and beyond.



warbyparker • Follow



warbyparker To amplify our commitment to fostering inclusivity, equity, and diversity within our company and beyond, we've created a plan specifically focused on advancing racial equity.

We know that this starts within our brand and at our workplace—and we will move forward diligently and transparently. You'll find the full plan on our website (through the link in our bio); expect more comprehensive updates from us in our future Impact Reports.

7w



2,810 likes

JULY 2

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the
CLASS of
2022

 squarespace • Follow



squarespace

Squarespace Presents: the Class of 2020 🎓 Throughout the month, we'll be celebrating ten new grads with #SQSP sites who are already shaking things up in their industries – young leaders and visionaries #MostLikelyTo revolutionize the future. Tap the link in our bio to explore more.

2w

 whatsnewsoso So good!! 🍌

2w 3 likes Reply

 jackerames 🍌🍌

2w 3 likes Reply

 Profile picture



13,352 views

AUGUST 3

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Passing the mic

From our Made with Squarespace campaign to our takeover series, giving the floor to customers to share what they're passionate about.





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Juneteenth



squarespace Today is #Juneteenth: the oldest national commemoration of the end of slavery. With help from illustrator, designer and customer @briabydesign, swipe through for a brief history of the holiday and its importance – and tap the link in our bio for more Juneteenth resources.

Many employees took today off as a paid holiday to celebrate their identity, to rest and reflect, to contribute to their communities, and/or to educate themselves around Juneteenth and issues of racial inequity.

9w



1,797 likes

JUNE 19

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Post





Which brands did a good job in 2020 at leveraging trends and riding the wave?





The New York Times

Race and America > | Portland Shooting | March on Washington | Breonna Taylor's Life and De

Yoga, SoulCycle and Peloton Face Truths About How Black Lives Matter

Instructor walkouts and motivational messages in a predominantly white industry decimated by the coronavirus.



Tunde Oyeyeyin, a Peloton trainer, is using her platform to address issues of racial equality in the fitness world. Simbarashe Cha for The New York Times

#SproutSummit



BULLSEYE

11:10

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A Note From Brian Cornell to Our Teams and Communities in the Twin Cities and Beyond

May 28, 2020 · Article reads in 2 minutes


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We are a community in pain. That pain is not unique to the Twin Cities—it extends across America. The murder of **George Floyd** has unleashed the pain-up pain of years, as have the killings of **Ahmaud Arbery** and **Breonna Taylor**. We say their names and hold a too-long list of others in our hearts. As a Target team, we've huddled, we've consulted, we've witnessed horrific scenes, similar to what's playing out now and wept that not enough is changing. And as a team we've vowed to face pain with purpose.

Every day, our team wakes up ready to help all families—and on the hardest days we cling even more dearly to that purpose. As I write this, our merchant and distribution teams are preparing truckloads of first aid equipment and medicine, bottled water, baby formula, diapers and other essentials, to help ensure that no one within the areas of **blackout America** and **distribution** is cut off from essential resources.

Target's response to coronavirus



We're doing all we can to help our guests, teams and communities navigate these uncertain times.

[Learn more about Target's ongoing efforts.](#)

Target News

@TargetNews


"We are a community in pain. That pain is not unique to the Twin Cities—it extends across America. And as a team we've vowed to face pain with purpose." Read a note from Target CEO Brian Cornell: tgt.biz/mtf8k.

"

As a team we've vowed to face pain with purpose.

"

Target CEO Brian Cornell



3:14 PM · May 29, 2020 · Twitter Web App

3.4K Retweets

8.9K Likes

#SproutSummit



How did you have to change your strategy in 2020?





Nissan Latino

April 29 · 🌐



¿Caminar alrededor de la cuadra ya no es suficiente? Es hora de ser innovador.



4



Like



Comment



Share



Write a comment...



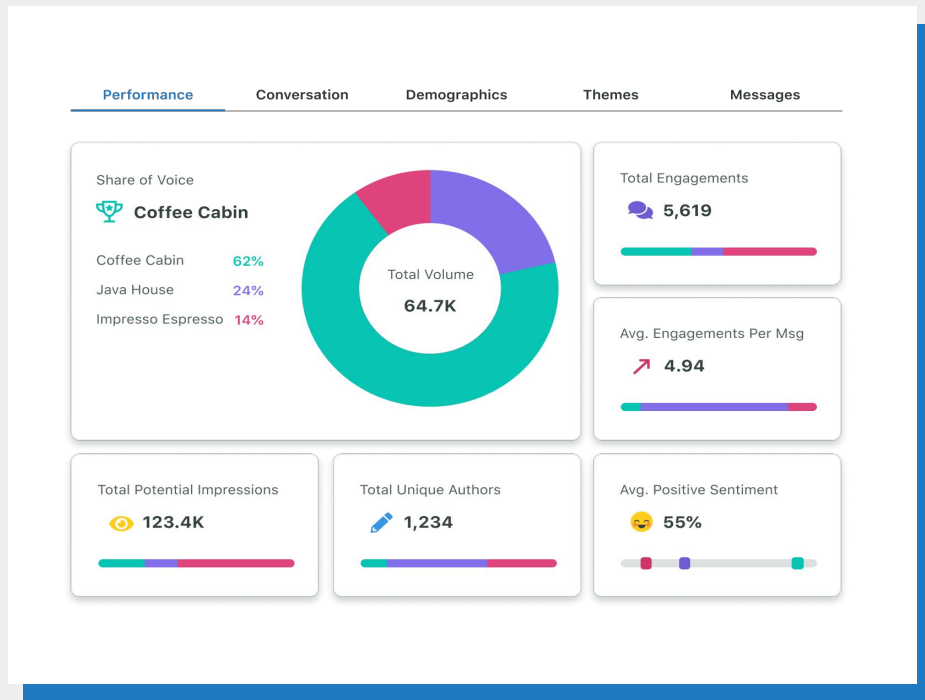


What's your #1 prediction or piece of advice for 2021?



Social listening is key.

There's a lot we can't plan for, but we CAN see how people are feeling and get an early view into things that are going to arise.



2021 is hard to predict



1:1 communication FTW

Consumer appetite for direct communication with brands will grow



Social commerce expands

As consumers spend more time on social





You can't predict 2021.



How do you start planning for 2021?



Plan

**Listen.
Meet the Need.
Build Community.**

#SproutSummit



Plan

Do the work at home: your escalation process, contingency plans, and social responsibility strategy.



5 Golden Rules of Crisis Management



**Prepare for a crisis
before it happens**



**Social listening is your
friend**



**Establish a chain of
command**



5 Golden Rules of Crisis Management



**Develop an internal
response protocol**



Always respond



Plan

Use Sprout analytics tools to identify common threads in successful posts and develop a 2021 strategy.



Plan

Get your CEO involved.



Q&A

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