**2020 is Poised to be Breakout Year for Social Media**

Hootsuite's digital state of the union report predicts that 2020 is poised to be the first year that the majority of people on Earth will be on social media and voice interfaces and image search are catching on worldwide. Report author Simon Kemp discusses the most popular platforms and the unique characteristics of each, among other findings from the report.

***Forbes 2/18/20***

[***https://www.forbes.com/sites/johnkoetsier/2020/02/18/why-2020-is-a-critical-global-tipping-point-for-social-media/***](https://www.forbes.com/sites/johnkoetsier/2020/02/18/why-2020-is-a-critical-global-tipping-point-for-social-media/)

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