

T.* Rhonda Hadi rhonda.hadi@sbs.ox.ac.uk * Andrew T. Stephen andrew.stephen@sbs.ox.ac.uk Gil Appel gappel@marshall.usc.edu Lauren Grewal lauren.s.grewal@tuck.dartmouth.edu 1 Marshall School of Business, University of Southern California, 701 Exposition Blvd, Los Angeles, CA 90089, USA 2 Tuck School of Business, Dartmouth College, 100 Tuck Hall, Hanover, NH 03755, USA 3 Said Business School, University of Oxford, Park End Street, Oxford OX1 1HP, UK 4 Monash Business School, Drawing on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence (i.e., the immediate, near, and far futures), that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. Moreover, social media is culturally significant since it has become, for many, the primary domain in which they receive vast amounts of information, share content and aspects of their lives with others, and receive information about the world around them (even though that information might be of questionable accuracy). Stephen3,4 # The Author(s) 2019 Abstract Social media allows people to freely interact with others and offers multiple ways for marketers to reach and engage with consumers. It is important to consider the future of social media in the context of consumer behavior and marketing, since social media has become a vital marketing and communications channel for businesses, organizations and institutions alike, including those in the political sphere. Academically, social media has also been embraced, and an extensive body of research on social media marketing and related topics, such as online word of mouth (WOM) and online networks, has been developed. Within each theme, the authors describe the digital landscape, present and discuss their predictions, and identify relevant future research directions for academics and practitioners. Digital marketing . Keywords Social . media