

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_1\_-\_introduction.mp4 (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Deborah Johnson: Good morning, everyone. My name is Deborah Johnson from Invest Northern Ireland and you're very welcome to today's webinar, social media trends for your business in 2023. This webinar is part of our practical export skill series and is delivered today by Declan Murtagh, of Brilliant Red Digital. Declan is a digital consultant with Brilliant Red Digital, he is a social media specialist and speaker with over ten years' experience across a range of industry sectors. Declan has an extensive social media background having delivered campaigns both client side and senior market roles and agency side in account management and project-based roles.

After the presentation, there will be a Q&A session with Declan and thank you to everyone who has already submitted a question. If you have a specific question now or one that comes up during the presentation, please use the questions tab on your webinar control panel to send it through to us. We are also recording this webinar and it will be available on the InvestNI.com website and we will email you with the details of when it becomes available online. It now gives me great pleasure to welcome our presenter today, Declan Murtagh, from Brilliant Red Digital.

Captions by www.takenote.co.

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_2\_-\_phasing\_out\_third\_party\_cookies.mp4 (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

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Declan Murtagh: Thank you Deborah and thanks to Invest NI, as always, for inviting me along to talk about the social media trends that we can expect to see in 2023 and that you need to be aware of in, in your business and I suppose in any modern business, you need to have the ability to adapt, you need to have the ability to change to considerable behaviour and that's very apparent for the topic of social media, in particular. You know, a lot of it is driven by advancements in technology, not only in trends but also, we've seen over the last number of years crisis situations like the pandemic which has changed things like, the rate of technological adaptation, online behaviour and how we, shop online and, and things like that.

So, some of the trends that we're going to discuss today, we have seven to, to run through and you know, we'll discuss how they can be important for your business and how you can utilise them. So, as Deborah says, my name Declan Murtagh I'm from Brilliant Red Digital. You know, we specialise in social media and other digital market and activity and again, delighted to be here today to present this webinar to everyone on today. The first trend we're going to look at is, not strictly and solely related to social media, it's related to everything digital and that is the phasing out of the third-party cookie. It is projected that by end of 2023, we'll start to see the end of third-party cookie. And essentially, it's a piece of code or a snippet of code which is embedded on a site but created by a different entity. So, in essence, if I have my website and I've installed a Facebook pixel, for example, so the third-party cookie on Facebook is called the Facebook pixel and that's a line of code that I embed on my website which helps track users who have gone to my website but also, then visited Facebook. And what I can do is then target those users that have been on my website via Facebook.

Businesses have been using these third-party cookies for a long time, as I said, to track website visitors and prove user experience and collect data which then helps me target them with ads. So, you're targeting ads to the right audiences, and I think we've been, as I said, victim to that. You know, where we've visited a website and then, you know, the website just follows you around on social media for a few weeks, or months or whatever it is. So, you know, really clever and a really useful tool for advertisers but we've seen, over the last number of years, GDPR regulations coming in, we've seen Apple removing cookies as well, so they can no longer be tracked on the likes of Facebook and Safari browser and so on. But Google made this call, and you know, Google owns 80% of the search market and they made the decision to stop using third-party cookies in their Chrome browser. Now, it has been delayed a number of times but by 2024, so, in essence the end of 2023, you will see the end of third-party cookies. And a lot of the delay

was, you know, Google wanted marketers more time to adjust their advertising approach, test our new ideas and how to track and target visitors with less intrusive advertising technology. So, it was essentially driven mostly by Google and also by legislation and by the consumers. So, we've seen more and more users refusing to be tracked, using ad blocks, clearing history, doing various things because it became, I guess, quite invasive. So, it was partly platform led, partly legislation led but also consumer led as well which is important to remember.

One statistic that's come out is that, you know, 70% of advertisers feel that digital advertising overall with take a backward step because we can no longer use the cookie. And you know, the clock is ticking, and new alternatives must come to the force sooner rather than later. And the big question is, how will brands track customers but also, trying to create that personalised experience without that knowledge. So, what we were able to do before with third-party cookies is make tailored messages and make tailored ads on social platforms based on their behaviour on our websites, we can no longer do that. So, as a business, what can you do to try and combat the phasing out of third-party cookies. So, there's a number of things you can do, social listening tools, so there's social listening tools like BuzzSumo, Social Mention, Hootsuite, which will give you tools to dive into consumers interest, lifestyle choices. That can help close the gap on where third-party cookies, sort of, left off. So, we need to, to, to be aware of that. Keep an eye out over the next year for new solutions to emerge and one of the solutions that is emerging, and it's been driven by Google is Google Analytics 4. So, Google's Universal Analytics, so anyone that has used Google Analytics before will have probably used Universal Analytics. That is being phased out again partly because of this, you know, third-party cookies being phased out. And Google Analytics 4's being introduced in July and Universal Analytics is being switched off. And what Google Analytics 4 does is basically, uses artificial intelligence and machine learning and predictability to track people on your website. And that is one the solutions that might emerge which may have combat some of this, but there will be other solutions emerging and it's important to keep an eye out for those, types of, things.

Another thing that you can do is revisit how you can leverage first-party data that you're currently collecting. So, first-party data is data that you've collected on your website. So, it's things that your own website does and that's things like, email addresses, it's also things like, if somebody was logged into your website, then you can retarget them with, you know, things they've left in their basket, content that they've read, you know, products that they've used, services that they've viewed. So, there are tools already available for that, and it's really to revisit how you can leverage that and connect it to social media to prioritise those content strategies, you know, that's going to help you, you know, as you continue to collect relevant audience data. And that's what a lot of companies have been doing. They've been building email lists. So, you know, 'Sign up to download this information. Sign up to get the most exclusive offers and then they're able to use those email addresses to target people on social media. So, you can upload your custom lists, your custom social, your custom email list to social media and then you'll be able to target them via their email addresses. So, it's revisit how you do it on Amazon are brilliant at that, they use a lot of first-party data. You log onto Amazon, and they'll have suggested products, previously viewed products and things like that. So, that's important. And I'll just mention Google's privacy stand backs. So, this is more a developer aspect of it and it's an imitative led by Google to create a set of web standards for websites, you know, so websites can access user information without comprising privacy

and that's what it's all about. We're moving away from tracking individuals and we're now about tracking groups and segments of people.

So, third-party cookies are going to phase out and it's going to have a huge impact, particularly on advertising on social media. So, it's just something to be aware of and something to be bear in mind over the next 12 months.

Captions by [www.takenote.co](http://www.takenote.co).

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_3\_-\_authenticity (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

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Declan Murtagh: The next trend that we look at is authenticity and authenticity is probably one of the most overused words in social media, being authentic, you need to authentic, and I know I've been telling people, for I don't know how many years that authenticity is key on, on social media. And, but I think what we'll see over the next year or so is that the consumer appetite, and not only B2C, but also B2B appetite for authenticity from both brands and influences or creates perspective is set to dig even deeper. What that means is basically people are going to want more, more, and more, more authenticity, more human interaction, you know, they don't want to see a brand or a business or a boring business, they want to see the personality behind it. And that's why it's called authenticity 2.0. So, it's the regular authenticity but also on overdrive.

And what is driving this change, so it's I guess, fuel by Generation Z audiences or millennials in Generation Z audiences which is, you know, anyone born after 1981 or 1984 depending on who you are listening to. But that's generation who are demonstrating a preference online for content that avoids, you know, the polished profiles, you know, the script that posts in favour of in the moment, true to life documentation, such as TikTok, we've seen a lot of that on TikTok. BeReal, which is a French platform which has gained a lot of traction over the last two years where they're encouraging, you know, people to post photos of themselves with no filters, real in the moment, and that is gathering pace as well the-, we've seen Instagram and Facebook reels come to prominence really on the back of TikTok success over the last twelve months, really. So, and that's where you had the short form video content, ten seconds or so of real, in the moment videos.

And Generation Z and millennial audiences are, are going to be 60% of the workforce in the next number of years. So, even from a B to B perspective, you know, this is your audience, if you sell B to B, they're going to be in managing positions, they're going to be the decision makers, and this is what they're demanding online. So, it's important to adapt over the next twelve months to look at, you know, what, sort of, content can you produce. and I guess, us as consumers, we either knowingly or unknowingly expect businesses to help establish or re-establish that real human to human connection in an authentic and meaningful way.

So, what does that mean, what is authentic content. And, of course, yes, it's going to be key going into 2023 and one of the key things is, you know, what can be more authentic than shining spotlights on your

very own customers and a lot of that we see over the next twelve months is going to be user-generated content. A user-. So, social campaigns and websites that implement this type of content, you know, continue to deliver higher conversion rates than those that don't use user-generated content. And what user-generated content essentially is your customers are creating content on your behalf. So, there's a number of reasons they do that and there's-, what you can do is encourage obviously, their customers to share, you know, their content, their experiences of using your business. So, obviously, you need a really good product, service, you need really high customer satisfaction rates, you need good after sales and these are the, kind of, things that you also need a connected audience. So, these are the, kind of, things that can encourage your customers to generate content. We've seen Airbnb are great at this, they encourage the sharing of content on their properties religiously. And if you can delve into your own customers for them to generate content because it's authentic, it's real, you know, it's not scripted, it's not, you know, 'Here's our product, here's our service.' It's, 'Here's what our customers are saying about our product or our service.'

So, that's going to be important over the next twelve months and we can see an example here of Buffer. So, Buffer is a social media tool, their target market is social media managers, digital marketing managers, marketing managers. And they had a campaign where they encouraged their users, their community online to share pictures of their office and here's one of the pictures that they used. So, there's various hashtags, you know, Buffer hashtag, Buffer community and so on. And some statistics here, you know, 45% of consumers stated that they gain inspiration from new products from friends and acquaintances on social media. So, if their friends and acquaintances are sharing posts about businesses, you know, that is going to act as a, of course, a promotion tool for your business.

User influence marketing can have a significant cost. So, instead of going down the influence or marketing route, if you can go down the user-generated content route, it's generally free. There's a little bit of admin in terms of making sure that you have permission and the authority to reshare their posts, to comment on the posts and so on. And again, a statistic here from the Generation Z audience. 82% of them claim that they put more trust behind brands that leverages images of real life customers versus those that do not. So, you know, on your website, on social media, if it's a stock image of, you know, potential customers, that obviously doesn't do it but real customers and, you know, 82% of Generation Z audience that claim that they trust brands that do that. So, something to bear in mind over the next twelve months is really try to think about strategies and ways that you can get your audience engaged, your customers engaged to create content on your behalf. It may be campaigns, it may be just an ongoing initiative, maybe more interaction on a one to one basis on the after sale service. It could be video testimonials, it could be, you know, product demos on how the customer uses it and so on. So, case studies, whatever that is, think about that over the next twelve months.

Captions by www.takenote.co.

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_4\_-\_nano\_&\_micro\_influencers (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

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Speaker 1: So, the next trend that we're going to look at are nano and micro-influencers, and you can expect this coming year to see more and more brands and businesses working with nano and micro-influencers. So, what are nano-influencers? So, you know, a number of years ago it was just influencers, now they're tiered in terms of how many followers they have. So, we have a good graphic here from Mediakix, which shows that nano-influencers are anyone with a following of over-, between 1,000 and 10,000 followers and micro-influencers between 10,000 and 50,000. So, in essence we'll see more and more businesses working with influencers with under 50,000 followers. So, just in terms of the nano-influencers, obviously someone with less than 10,000 followers, they typically have unpolished feeds, they have personal content, you know, they have little or no paid promotions or paid partnerships, it's more personal content. And there's authentic interactions, their friends are commenting on it, their family are commenting on it. So, they're really, sort of, small level influencers but they have that personal and, and authentic interaction. micro-influencers, between 10,000 and 50,000, they are maybe a little bit more polished, they have some paid promotions, they have some paid partnerships. They typically will go out of their way to create content about specific niche interests, you know, be it construction, be it health and safety, be it beauty, be it children and, and parenting, and so on. So, they'll, they'll have specific niche interests. They tend to command authority in, in areas of these interests, so they're, they're positioning themselves as an expert in that field.

So, you can see the difference between nano and micro-influencers, but we're seeing more and more businesses work, work with them over the next twelve months. Why? I suppose because mid-tier plus, anyone above that 50,000 level of followers can often come at a high price. I've, I've heard, you know, various costs between, you know, £1,000 per series of costs, £5,000 per series of posts, £500 for, for one live video. So they can come at an expensive or a high price. Today's consumers are also, you know, increasingly gravitating towards more authentic experiences, we've seen that in the second trend, this younger demographic wants authentic experiences, they want personal connection and they're gravitating towards that and they're more open to engaging with brands and influencers that not only offer the value but also that authenticity, as we mentioned. And despite smaller followings, you know, 10,000 followers, under 50,000 followers, these nano and micro-influencers, often with higher engagement rates than that of macro-influencers, so anyone, you know, 500,000 to 1 million level, those micro and mid-tier followers, they, they often have higher engagement rates and an Aspire report measured lots and lots of influencers, over 5,000 influencers across the world, and they measured their engagement rates. And the nano-influencer engagement rate was 3.69%, the micro influencer average engagement rate as 2.25%, the mid-tier average engagement rate was 1.62%, and the macro-influencer average engagement rate was 1.61%. So, whereas you don't get as much reach with the, the lower level influencers you do get that engagement,

and that feeds back into that authentic experience, that human interaction, which can be really, really influential on social media.

So, how can you scope out and find micro and nano-influencers? Well, first of all you need to be clear about where you want your brand to go, who you want them to be associated with, the positioning, and this is all marketing, I suppose, in terms of how you want to position your brand. Look at your own followers first of all. Is there anyone that is currently engaging with your page that could become a nano-influencer or that you could leverage? Start using relevant hashtags and keywords on social platforms to see if you get any traction on those. Also search, use the search bar in Facebook, use it in LinkedIn, use it in Twitter, and search for keywords and hashtags related to your business and your industry. Does anyone feature a number of times who's? Who's part of the current conversations that's going on in, in the world of wastewater treatment, in health and safety, you know, in finance, you know, who, who are the people and, and what levels of following do they have? You can also use social media tools, paid tools, such as Social Bakers, to find influencers, Followerwonk, BuzzSumo to see, you know, in a geographic region what are the keywords and, and who is posting about these, these keywords? There are also, you know, tons of, of influencer agencies in, in, in Northern Ireland and further afield that can help partner you with certain influencers, you know, they'll have a database of influencers that you can access. They do tend to be maybe slightly above that micro influencer but there is a gap there for people to connect, I think, the nano and micro-influencers to the brands.

What you can also do is attend industry related events, scope out influencers. You know, is-, if there's a, a, a Twitter wall, if, if people are-, if there's a twitter hashtag, you know, who is using it? You know, keep an eye on the social media streams to see who's talking about the event and, and you can find industry influencers there, both micro and nano. And obviously whenever you do reach out to somebody, be sure, first of all, to, to analyse their existing content, make sure there's, there's nothing there that would negatively affect your brand. So, certainly ask them to do a cleanse of anything that might be seen as negative, or if you do see things that are negative move on and choose, choose somebody else. But certainly we see a lot of traction and a lot of interest in, in nano and micro-influencers over the next twelve months.

Captions by [www.takenote.co](http://www.takenote.co).



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invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_5\_-\_costumer\_support\_via\_social\_media\_channels (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

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Speaker 1: The fourth trend that we're going to look at is that-, is that social platforms will be more frequently used for support. And this is the CX abbreviation which I've seen come to prominence over the next-, over the last number of years, and that's customer experience. And we'll see more and more customers use social platforms for customer support in, in the sales process, in the pre-sales process, in the after-sales process and in the customer service and service-related issues. And I know myself, I've found myself reaching out to businesses on their social platforms instead of maybe going down the traditional routes of live chat, of, of calling them, of sending them emails. I think there's always a, a, a really impersonal approach to a contact form, you don't know if they've received it and so on. So, we'll see customers using social platforms for more service and, and sales related issues. So, we see 75% of consumers say that the pandemic alone has driven long term changes in their behaviours and preferences, one of which is a bigger focus on urgency. Time is more precious and nobody wants to wait it-, waste it. And that's the, the element of the contact form on, on, on somebody's website, you don't when they'll reply, certainly I wouldn't expect a reply in a contact form within 24 hours. But I would expect a, a reply on social media a lot quicker than, than 24 hours. And some statistics to back that up. Emplifi did a study and they've seen that two out of three customers that they surveyed prefer to use social media during the buying process to ask questions about products, ask questions about services, use social media to make purchases and then also seek post-purchase customer support.

And I did that recently, I, I bought a, a Netgear Switch for, for my home. It wasn't working, I reached out to their customer service department on Twitter and it resolved within 45 minutes, whereas if I had of went down and raised the ticket and-, it may not have been resolved like that. So, this is going to creep in more and more and, and if you think your business isn't in this, in-, you know, privy to this or, you know, your business won't-, you know, this won't happen for your business, I would just take a step back and seriously, seriously consider it. And we also found that, in this Emplifi study, that of, of everyone surveyed 52% expect-, 52% expect brands to respond to customer service enquiries via digital channels within an hour, so that's the expectation of over half of, of, you know, of consumers. And if that's the expectation, and I know this was the sample and, and so on, but that's a significantly high percentage of people looking for a response to customer service enquiries via digital channels within an hour. So, you know, brands are going to have to prioritise customer experience, you know, they're going to have to provide support, information, and solutions as fast as they possibly can, and social media really can enable this. You know, Facebook, Twitter, Instagram, they all have, have messaging options, they all have, you know, posting options and so on. And we've also seen that, you know, slow response time to, to

customer enquiries is one of the leading contributors to negative customer experience. So, we'll see in 2023 more brands, sort of, you know, setting up dedicated customer support tools on social media, which will enable, hopefully, that faster, more efficient response.

We see-, there's also brands like Orbit Baby, which is an American brand who use their Facebook and Instagram for implementing live streaming into their social media care strategy. Customers can connect directly with a sales representative via Instagram or via Facebook, resulting in an immediate and convenient, sort of, sales service. So, you log on to Facebook, they have, on Facebook, their button, which will launch a video call with one of their sales representatives. Now, if somebody isn't available, and, and they can't always be available, but if somebody isn't available you can usually book one within 30 minutes. They will do a, a full demo on a smartphone of a particular product, so in this instance they, they supply prams and other baby equipment. The video is one-way, so they can't see you, all you have to do is turn on your mic to ask questions, and you will receive a personal product demo, answer any questions that you have with one of their, their friendly product specialists. We've also seen this in the car industry, maybe not on the live setting, where, whereby some of the, the large garages are, are, are doing this but in a recorded format. I know I went to look at a car there recently and I took it for a test drive, or whatever, and then they followed up with a video, which was a, a, a complete rundown of the car, looking at more detail, looking at, you know, all the, the cons and, and everything that was associated with the car. So that's a really personalised customer service aspect of it, and one that they're viewing through social media. So that's potentially something that can be very, very-, and especially, especially the-, with the pandemic.

The pandemic has, I guess, you know-, I never thought I'd buy a sofa online before but during the pandemic I did, so I'd never sat on it. I work a lot with a, a couple of furniture retailers and, you know, the, the amount of people that have, have said that to them and also purchased beds and all sorts of things without ever having sat on them has increased dramatically. So, with that will to purchase items that you may not have ever purchased before, you know, employing this sort of feature here and fuelling it through social media could be really, really a lot of difference, make a lot of difference in, in the number of sales that you get.

Captions by www.takenote.co.

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_6\_-\_content\_trends\_2023 (360p).mp4

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Speaker1: The next trends that we're going to look at, so, there's obviously content trends every year, you know, last year it was bite-sized content, and this year is, is no, no different. We see more and more short-form bite-sized content, and that will generate more interactions on-, across all social media platforms, that's short-form bite-sized content. I guess why is the short-form content, you know, really, really prevalent, why is it going to make, you know, more interactions than all the other-, than any other form of content? It's largely down to our attention span. Microsoft did a study in 2000 and found that the average attention span was twelve seconds. They did another study last year and it was seen to have reduced to eight seconds. However, some experts will tell you that it's now somewhere around four seconds. So, we can see our attention spans are decreasing. particularly online when we're ruthless and we're scrolling and, you know, we're, we're going down our, our, our newsfeeds or, we're scrolling through our, our reels or our shorts or our videos and, you know, you probably, you know, don't have a lot of seconds to capture somebody's attention. So, this bite-sized information in the form of videos can really satisfy users with that narrower attention span and lead to more content consumption.

And we've seen a, a study here with Social Insider which has measured the organic forms of post types on Instagram, and we'll see the average engagement time for a reel, which is that short-form video on Instagram, much more interactions than a single image, a carousel album or a video. So, reels, so short-form videos, you know, five or ten seconds, are getting more engagement with than any other content. Just some video stats in general from Wyzowl, in terms of adopting a, a more video-centric approach, with 86% of, of businesses currently using video as a marketing tool, a huge resource and proportion of those marketers surveyed valued video as an important tool in their marketing strategy. In 2018, the average person was watching one and a half hours a day of online video, that's now risen just in four years to two and a half hours per day, so more and more video consumption. We've seen around between 65 and 68% of video marketers either plan to use Facebook, Instagram or LinkedIn, in their video marketing strategy. LinkedIn has become a, a really popular place for, for video content. It's the second most popular platform to share videos behind YouTube. So, LinkedIn, and anyone who that is promoting their, their business on LinkedIn, and using B to B marketing, really consider using video this year, on, on LinkedIn.

So, I guess there's some compelling statistics there in, in terms of, you know, should you invest in video, and should you invest in short-form video content. So, what, what types of short-form video content are there? Product teasers, you know, here's a-, here's a snapshot of our product. User-generated content, like we said, there was a, a diner stroke restaurant in Canada which encouraged anyone that wanted to create a

TikTok video of their meal, that they would get their meal for free on a certain day of the week. So, they were banking all this user-generated content on TikTok that they could repurpose. So, some clever ideas like that, you know, could really help with these short-form videos in terms of user-generated content.

We've seen brand challenges, we've seen lots and lots of challenges, particularly on TikTok, Instagram reels and Facebook reels and, and so on. And, and brand challenges can be-, can be very, very entertaining and engaging. Behind the scenes video in terms of the company, people within the company, how, how the company operates. We've seen lots of brands document trade shows and conferences, with, with short video, you know, five, ten second clips of their, their journey throughout the, the day or the couple of days, they've been really, really engaging and important in their marketing. We also have explainer or educational videos, so, like this example on Instagram, you know, how to maintain a clean burning candle, so a how-to basically, or an explainer or an educational video about how the product works, or some sort of added value in terms of how to care or maintain their product. So, we've seen those explainer and educational videos work really well in short-form content. And then we also have influenced ads, so if you are engaged with a, a macro or a nano or a micro influencer for that matter, using influencer ads, using video, in influencer ads to really capture people's attention.

And lastly, I just wanted to touch on, on this particular section of content. Now there's the multi-sensory social media content. So, I guess as we move closer to an internet of senses, and that's basically a new term for incorporating technology to create digital sensory experiences, so, that internet of senses trend would be to have a truly multi-channel multi-format approach. So, whether it's all social media channels incorporating or other channels, to really engage and stimulate consumers and customers in really different and fun and interactive ways, but also creating a more, sort of, accessible experience that provides different content formats that your audience is wanting and demanding over the next while.

And we'll see, some brands, you know, it might not be 2023, but I did want to mention that it might be further, you know, down the line, a number of years away, but we'll see more and more businesses and brands invest in bringing those sort of multi-sensory elements together for improved, sort of, digital experiences. And that could be gamification, so this gamification concept is, is where they're integrating, you know, social online and gaming experiences, you know, I spoke to a number of different companies in this sector, you know, some are bringing gamification into tourism and, and integrating it with social media. Other companies are looking into gamification of their content websites. So, if you read articles you get-, you read articles you get a number of points and that could be used for elements of discount or elements of online shopping and, and so on. So, it's something to look out for. There's also these digital malls we see with, with H&M. And, you know, that's moving into the metaverse aspect, but those digital malls and those sort of shopping experiences are expected to be mainstream by 2030. And there's so much content online, brands are looking for, you know, innovative ways to engage audiences and connect with consumers. And obviously the growth of the metaverse, it was mentioned in, in our last training series of 2022, because there was a lot of discussion around it, it has quietened down a bit but it's expected to ramp up next year. And that metaverse will give us opportunities to, sort of, accelerate that internet of senses

journey.

There's also other elements which come to prominence in terms of the multi-sensory. We see online audio, which is growing at really breakneck speed. We see YouTube and Twitter introduce podcasting pages, Facebook and LinkedIn have audio rooms, and Twitter has live audio in the form of Twitter Spaces. So there's an, an audio element as well as gamification, as well as this, sort of, digital metaverse aspect of it, which are-, which are going to come to prominence and really become mainstream maybe not next year, but over the next couple of years. So it's just something to keep an eye on. And, you know, if you're in that space, if you-, if you think it's, it's what your audience might demand, you know, of course, you know, you could be an early adaptor to that. So, that's the different content trends over the next-, over the next year or so, certainly looking at short-form videos, that snackable short-form content. As well, as keeping an eye on, on what really, you know, multi-sensory content can, can happen over, over the next twelve months.

Captions by [www.takenote.co](http://www.takenote.co).

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_7\_-\_tiktok\_advertising (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Speaker 1: We'll also more and more brands invest in, in TikTok, invest in terms of time on the platform and posts and so on. But we'll also see brands exploring the potential of, of advertising on, on TikTok. So, again, that was one of our trends in 2022 in terms of the, the emergence and the dominance of, of, of TikTok. The number of active users on TikTok has surpassed one billion, and in 2023, more companies will adapt their marketing strategies to include eye-catching videos for the TikTok platform. We've also seen engagement rates across the platform soar and really dwarf engagement rates per post. We can see it at somewhere around 4.68% for TikTok and below 1% for most of the other most popular platforms. So, it is a hugely engaged audience and we'll see brands in 2023 increasing their advertising spend on the platform. You can see there from quarter, quarter two 2021, the increased spending on the platform was increased by 231%. A couple of reasons for that. one is they really improved the advertising platform, but also brands started to get a lot of traction and a lot of new customers, and a lot of leads and, and, and traffic from advertising on, on TikTok. Brands are, are-, and businesses are using TikTok to promote discovery and awareness of their products. They're, they're utilising the platform to showcase new products and how products work. So, you talk about the short-form videos, this is how it works. We've seen a lot of robotics companies, a lot of engineering and manufacturing companies jump onto TikTok. A lot of construction companies as well in terms of, you know, concrete pause and, and time-lapse videos of projects and so on which have gained a lot of-, lot of traction. The hashtag TikTokMadeMeBuyIt has nearly 31 billion views.

So, in terms of people using the hashtag, you know, TikTokMadeMeBuyThis has got a huge reach, so it's also a platform for discovering new products among the users. And of course, again, back to this authenticity aspect of it, it's going to rule all aspects of TikTok marketing, and it's going to be a powerful ingredient that makes good marketing campaigns great. And you can see the graphic here, don't make ads, make TikToks, and that's one of the key things if you are thinking about advertising on the platform. And they talk about native advertising. So, if I'm scrolling down my TikTok feed, I don't want to see the difference between a normal video-, consumers don't want to see the difference between a normal video and an ad, so the ad should look like a regular TikTok video, it should be native to the platform as opposed to something that's going to make you stop and, and realise that that's an ad. So, obviously in the creative aspect of it, it needs to be quite creative and fit into the, the mould of the-, of the platform.

Captions by www.takenote.co.

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_8\_-\_social\_media\_shopping\_outlets (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Speaker 1: Now, we're coming to the end of the trends. One quick trend we have here for you is the social commerce aspect of it and social media as shopping outlets. We'll see that continue to grow again. We'll see, I think by 2020- yes, 2026, global social commerce sales will reach a whopping \$6 trillion and the USA having approximately 108 million social buyers by 2025, which is only three years away. We'll also see that 36% of social media users purchased a product directly from Facebook, followed by 24.5% who used Instagram to buy products, so we can see this in the graphic here. One thing I would say is that social commerce is only available in the USA on the platforms such as Facebook and, and Instagram. And we had this in our trends in 2022, and we said that it, it was coming, it's close. And I think with various things that are going on with Facebook, it's really looking at the UK market as, as another, because it's very similar to the USA market in terms of English speaking and behaviour and so on, and that has to be the next market that they approach for the, the social commerce aspect of it. And that's when-, so social commerce is essentially, 'I'm on Facebook, I see a product, and I discover a product,' or, 'I'm on Instagram and I discover a product. I can actually checkout on that platform without having to be redirected to my website, or a website checkout page to, to checkout, essentially.' So, it's Facebook handling the payment gateways, Facebook handling the payments and, and so on, or, or Instagram. That's not available in, in the-, in the UK yet but it, it, it certainly is-, isn't coming-, is coming down the line quite quickly. And I guess like influencer marketing was a number of years ago, it's still finding its feet. Social commerce is still finding its feet in terms of the platforms and how it exactly works. We've seen Facebook Shops and Instagram Shop being introduced over the last 18 months, which allows you to, to essentially create an-, a, a really visual and, and compelling e-commerce store within Facebook. The only piece missing in the UK is, is that, that checkout or, or buy button.

And it is a significant opportunity for, for growth among businesses that sell online, but sometimes it's not a viable solution, as I said-, mentioned, it's-, it is restricted by geographic region but also you need to be careful, you know, if your audience is, is willing to buy via social platforms, what social platforms they're on, how much they engage with them, and so on. So, whereas, it's, it's, it's not here yet but it's something to keep an eye on, but also please do, do your research before considering it.

Captions by www.takenote.co.

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_9\_-\_b2b\_storytelling\_&\_humanisation (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

Speaker 1: And the last trend we're going to look at in detail is the, the B2B storytelling and humanisation aspect. So, in 2023 we'll expect to see more humanisation storytelling and B2B marketing. And again, this has been a, a trend and I don't know if it was accelerated by the pandemic, it certainly would, would look that way. Because the traditional ways of B2B marketing are evolving and adapting to the digital world. In B2B marketing and sales it, it was typically, you know, cold calling, it was, you know, sending emails, it was a lot of that sort of direct and, you know, slightly aggressive approach in terms of, of sales and, and marketing in the B2B world. And, and that has softened slightly, a lot of that is to do with the digital world and how people are, are interacting online or we're seeing on the likes of, of LinkedIn there, brands starting to showcase their authentic and human side to connect with their audience, which effectively will, will build trust. So, we've seen, you know, a lot of more personal posts on LinkedIn over the last year, talking about kids, family members, issues that people have been having, mental health issues, bereavement, all sorts of things covered on the-, on the LinkedIn platform. And we'll see lots of individuals but also brands getting that human side across over the next twelve months. Because essentially what that does is, again, it's that authenticity, it's showing how authentic you, you can be and, and that personal and human connection, which has proven to build trust with brands and with individuals. So, that's something we'll see over the next twelve months and something which, if you are in-, if you are in, in B2B marketing utilising LinkedIn, it's certainly something to consider.

So very quick, we also have some other sort of noteworthy trends. It's going to be big challenges ahead for some of the social media giants, a lot more so than Twitter who Elon Musk has just bought for 44 billion even though the yearly revenue is much, much, much less than anywhere close to 44 billion. It's really-, it's going to be fascinating to see how he tries to get that money back. What he can do. I know he's already, you know, stripped a lot of the company away and made redundancies and introduced a few things but it's going to be a real challenge to see, you know, how he can recoup that money and what changes he's going to make to the Twitter platform. Facebook and Instagram, or Meta, the parent company of Facebook and Instagram, has seen its stock market value plummet by 40% in 2022 partly because of economic reasons. Cost of living crisis', the price of oil, the war in Ukraine. All these things and, you know, when values like that get wiped off the stock market, shareholders and investors start to ask questions so, you know, what changes will there be ahead for those types of platforms. There will also be more regulatory problems ahead of those companies over the next twelve months as well. The next notable trend that we have is marketing personas are over, think 'communities.' I don't necessarily agree with this, but this is one I, I came across and, and had a discussion on. The marketing persona has lasted, you know, almost a lifetime in terms of personalising segments of your customers in order to tailor a marketing message to them.



I don't think that's going to, you know, change but I think what this particular trend is talking about is that, you know, consumers and customers are going to be harder to pin down because of, I guess, the changeable nature of online and so on. So brands are going to sort of, you know, think less about individuals and more about the exchanges in community groups such as Facebook groups and that sort of thing. That's one to watch out for but I'm not sure that a communities and people moving away from that personas to targeting, sort of, broader brand communities is going to be the be all and end all but it's just something to keep an eye on. We'll also see de-centralised social networks being the next big thing. I guess that's a concern around social networks, is the lack of the current of social networks is the lack of control the individual has. You know, decisions on what's published, how data is stored, types of censorship and so on.

It's all determined by the social network. There are networks emerging such as LOL, Favor, BeReal, Social as well which are becoming more and more popular in getting a slice of the competition but they're not taking over but they're starting to grow followers and that's because they've decentralised. They're controlled more by the individual. The individual has more control over what happens on those platforms than the bigger networks. Short form vertical content, you know, we've seen probably maybe 3, 4, 5 years ago, everyone was encourage to turn their phone horizontal and take a video that way whereas it's flipped. Largely down to TikTok where short form vertical video is key and we'll see, you know-, I guess over the last 12 months, well shorter than 12 months, we've seen a lot of the platforms directed towards the vertical video. You know, Instagram has just made every video you post on the platform as a reel a vertical video.

YouTube is really pushing their YouTube shorts which is a vertical video. Obviously TikTok, one of the fastest growing platforms there is at the minute, solely built for vertical video. LinkedIn is also suggesting the advertising that they are creating in vertical videos. You know, the list goes on. YouTube have also put in a mechanism whereby you can chose if you upload a, a vertical video, that it will resize and fit for that. So, if you are thinking about shooting a short-form video, make sure it's vertical. Social media will also meet new social standard and this, again, a trend over the last number of years and that's around, you know, consumers and users and social media platforms being able to trust the content that they engage with. So we can potentially see more and more demand for integrity and authenticity from brands which we've mentioned already.

And social media channels are going to have to really adapt to that whether that's, I don't know, a fake news button or an unreliable button which is more prominent but we'll see social media try and meet the new social standard over the next 12 months. We mentioned social listening earlier, where more and more businesses are going to be listening and engaging in the conversations and listening to what consumers and brands are saying. And then lastly, we have gaming. So the gaming market is absolutely huge. Worth £300 billion or something like that a year, so it's a crazy amount of money and there's also millions and

millions and millions of gaming users worldwide gaming everyday and there has been some suggestions around some of these platforms, these gaming platforms, turning in to social media platforms or utilising the platform.

Discord would be one where traditionally it was seen as people to showcase how they game and, you know, complete levels and computer games but there's also Discord has become a real community where people can share picture stories, interests, comments, thoughts and so on. So just to keep an eye on some of these gaming communities, if that is your target market, and how they can emerge or possibly emerging as the next social media platform. So that's all the trends that we're going to look at today and hopefully you've found some of them useful and you're able to apply them to your business over the next twelve months.

Captions by [www.takenote.co](http://www.takenote.co).

**File name:** invest\_ni\_social\_media\_trends\_2023\_-\_chapter\_10\_-\_q&a.mp4 (360p).mp4

**Moderator questions in Bold**, Respondents in Regular text.

**KEY: Unable to decipher** = (inaudible + timecode), **Phonetic spelling** (ph) + timecode), **Missed word** = (mw + timecode), **Talking over each other** = (talking over each other + timecode).

**Moderator: Declan, thank you so much, lots for businesses to think about in a huge area that's always changing and always growing. Declan, we've got quite a few questions through today, some of them pre-submitted and some have come through during the session this morning. And just to remind people who are along to the session today, we are recording this including the question and answer session. So Declan, if you're happy we'll make a start?**

Declan: Yep, thank you.

**Moderator: Okay, I'm going to start with a few of the questions that have come through live on the session there. The first one relates to the example you used where you mentioned that you use Twitter to reach out about your faulty item and the question is did you message them directly or was that just posted on Twitter?**

Declan: It was just posted on, on Twitter. I tagged the brand in question and explained I guess my grievances. And the brand followed me and direct messaged me. So, so they, they took the conversation offline which was good practice on their part but, but my initial tweet was, was, was public and, and tagged the brand in it. So, I think a lot of big brands are doing that, they're monitoring their Twitter for customer service related queries, so.

**Moderator: Okay, a query now about a TikTok account commercial. When I made a TikTok account commercial, I lost all the copyrighted music and was left only with generic music which wasn't as effective. Is there any way around this?**

Declan: Okay, so it looks like this particular person has, has gone from, like, a, a private TikTok account and into, like, I think the business or commercial account. And they've lost the copyrighted music and only left with generic music. So yeah, I would probably need to, to just delve into this a little bit deeper because the, the commercial, the business TikTok account does give you access to a, a catalogue or a library of, of music. So, I would just need to delve into that a little bit deeper and I'm, I'm happy to maybe chat with that person offline, just to get to the bottom of that, because there still should be that library of, of music. Now, potentially they're, they are talking about maybe some of the trends and, and some of the maybe, the famous songs that they can't use in a business account. That, that's maybe what, what they're talking about there but, you know, maybe we could chat offline about that, so happy to, to talk through

that one.

**Moderator: Okay, you mentioned how Gen Z and Millennials will engage more with short videos on social media platforms. How much of this also applies to those clients aged over 45?**

Declan: Yeah, good question. I, I think certainly Generation Z, Millennials, you know, that sort of age group has shaped the behaviour and shaped the, the social media platforms. You know, because essentially what they've been engaged with and what they want, the social media platforms have, have gave them. So, for example, we've seen the, the, the very quick growth of Snapchat in terms of, you know, ephemeral content which disappears after 24 hours. Videos, images, that, that sort of thing. Which found its way onto the other social media platforms so, like, like stories then on Facebook and Instagram and, and so on. So, that has, has definitely-, their behaviour has shaped how social media platforms behave. In terms of the over 45's, I don't know statistically, you know, how many, you know, over 45 year olds engage with, you know, short form videos. My experience is that the early adopters are the Generation Z and Millennials and then that filters through then to every other age group eventually. Now, the time frame, I'm not sure but, but if you think about, you know, who adopted Snapchat first, it was the, the younger generation. And now it has, you know, matured and there isn't now-, the younger generation are still the, the largest group, but there are a significant amount of older people over 45's etc. on, on that platform. The same with, with Facebook. It matured and there's a-, there's an older demographic and the same with Instagram as well. So, so typically the trend setters, the early adopters are the Generation Z and Millennials, but that will filter down through to the, the older generation, the over 45's and so on. But statistics on when, I, I don't have but I think it's fair to make that assumption.

**Moderator: Okay, thank you, very quick question, what do you mean by vertical video?**

Declan: So, vertical video is portrait. So, what, what you see-, if you ever open up a TikTok, you'll see, if you have your mobile phone in portrait mode, the video will be, you know, I guess long and, and thin as opposed to widescreen, landscape video. So, whenever you're recording, you would-, instead of holding your phone in landscape mode, you would hold your phone in, in portrait, you know, vertical mode.

**Moderator: Okay, moving on to somebody asking a question, is there training available in social media ads? This is an area I struggle with in terms of knowledge.**

Declan: Yeah, so look, there's lots and lots of resources online available. So, for example YouTube, there are, you know, a large amount of social media companies, you know, global social media companies that, that offer tips and tricks and training on platforms like YouTube. So, it's just finding the right, you know, quick search and, you know, how to use Facebook Ads Manager for example. You could put that into YouTube and there will be lots and lots of videos. There's also LinkedIn Learning. So, anyone that has a premium account on LinkedIn will have access to a catalogue or a library of, of Facebook training videos, Twitter, Twitter ad training videos, Facebook Ads Manager training videos. So, there's, there's lots of, of

content there. There's also Facebook Blueprint which is a, a, a recognised learning platform where you can gain certificates for, for taking exams and watching training videos and so on where you can brush up your skills in terms of social media ads. Now, that doesn't suit everybody, some people don't like learning from videos and, and they prefer more of a hands on approach. And what I would recommend, if, if you're based here in Northern Ireland is to reach out to your local council. I think, you know, nearly every council here in Northern Ireland has some sort of business support programme live at the moment. Some of them are digital programmes, where they will match you with a digital mentor or, or a, a social media expert and offer you maybe a day of training, half a day of training and so on. So, I, I would advise anyone to reach out to their local council to see if there's anything available for that, and they'll be able to get some hands on, one-to-one social media ads training.

**Moderator: Okay, thank you. You mentioned LinkedIn in that answer Declan, any tips on promoting your business in LinkedIn, how to engage people and reach potential new clients?**

Declan: Yeah, well, well LinkedIn is the-, is the, you know, certainly the mostly widely used B2B social media platform. So, anyone that's looking to promote their business in a B2B context they should use LinkedIn and the, the strategy that I've seen that works, excuse me, more effectively is, like, a social selling or a, a, a buyer centric selling approach. Where you, you take a, a long term view of, of getting new clients and reaching potential new clients and you build a relationship with them. So, well, how do you do that? Well firstly you-, first of all you need to network and get out there and add people to your network who are, you know, potential customers, existing customers and so on. And then through a period of weeks and months, you drip feed them content. And content which positions you as an expert in your field. It's helpful content to them within their daily businesses, to the point where, excuse me, to the point where there's some form of online relationship, they trust you and they trust that your content over the last number of weeks and months and they'll, you know-, if, if you reach out for a sales conversation, or in turn they might come to you as, you know-, so if I've been, been drip feeding, you know, social media advice to potential customers over the last, you know, number of months on LinkedIn and they now have a need to hire a social media company or, or to get a consultant in for a day or two. They may reach out to me because they've been aware of me, they've seen my content, it's been helpful over the past number of-, so it's a softer selling approach. And that's the best method that, that I've certainly seen, of promoting your business on LinkedIn.

**Moderator: Okay, another question just in from your audience today and this is from someone who's business is photography. And they're saying I struggle with social media ads and confidence in going in front of videos and I hate showing my face in front of the camera. Is there anything else I can do to show-, to showcase for example my products and how, how do you go about it if you physically don't want to be in front of the camera?**

Declan: Yeah, and that's, that's very apparent for lots of business and lots of people that, that I come across. Myself, you know, I'm not too keen on, on getting in front of the camera either. Some-, I guess sometimes, you know, sometimes you need to take the shackles and just go for it and it's not as bad as, as you might think. Now, that's I guess, you know, an easy thing to say but it's, it's, it's not always easy, but

there are other things-, are other things that you can do. For example, as a photography business, you know, a lot of your work is going to be visual. You've lots of images and things that you could share and what's, what's become a really important trend over the last number of, I guess, you know, year, eighteen months has been audio. So, so having a voice-over perhaps. So, instead of a, a video, you know, of you talking, it might be a series of your images with your voice talking over what type of image it is, the scenery, the people in it. What, whatever it is. So, instead of getting in front of the camera, use your voice, use some subtitles and things like that and, and, and try that, to see, see how that might work.

**Moderator: Okay, another question then from our audience Declan. What is your opinion of Twitter for business purposes nowadays?**

Declan: So, it's my opinion, I don't know if my opinion matters that much, because it's really on an individual basis. I think a lot of companies struggle somewhat on Twitter, partly because of-, it's a resource issue. And, and Twitter is a really quick, instant platform where people go to, to engage with the latest trends, engage with the latest news, they follow a lot of news outlets, they follow a lot of correspondents, they follow a lot of business people. So, the, the nature of Twitter is that people use it for immediate things, you know, trending topics, events that are happening at the moment and, and, and following the live discussion on those events. So, that's why a lot of people use Twitter and where a lot of businesses struggle is that they don't have that resource, you know, to tweet potentially four to six times a day. And the, you know, they maybe tweet once a week or twice a week or three times a week. And because of the fast-paced nature of, of Twitter, their, their tweets, you know, die or they get lost. The, the lifespan of a tweet before it disappears is somewhere around eight to ten minutes. So, I think a lot of people struggle to use Twitter in the way it should be used and they don't get the engagement and they don't get-, so, so a lot of people think that it's not a good platform to use for business. So I guess, you know, it's hard to say that it's, it's not a good platform for businesses if you're not using it the correct way. So, if you're using it the correct way it can be very, very beneficial for, for businesses. Like, I work with some life sciences businesses who has really engaged network on, on LinkedIn, or sorry, on Twitter. They use the same hashtags, they, they talk about, you know, the latest advancements in technology in life sciences and so on.

And it's very, very effective for them, but they have somebody dedicated to, to tweeting on a daily basis and following trends and putting their own slant on trends and breaking news and so on. So, so my, my opinion is that it's-, it can be a very, very good platform for businesses but it just needs to be used effectively.

**Moderator: Okay, many of our businesses Declan are trading globally, is there a facility for posting in different languages on Facebook and Instagram and so on?**

Declan: So, most people's Facebook or, or Instagram profiles will be set to a default language. So, anything that you see and post will be in English for example. The-, so, so there's, there's no real way to,

you know, change languages and, and so on. So, what I would recommend, especially if you're a global business and you're targeting, you know, I don't know, the Americas or Europe or wherever that is, is to, you know-, if you are running targeted ads in that country, make sure that the ad is posted in the native language. If it's not, you know, a widely speaking English or if the business community doesn't speak, you know, English as much as maybe some other European countries and so on. So, make sure that it's in the native language if you are running any type of ads or, or whatever. We had a, a tourism business based here that had a lot of clients from Germany and Austria, and they ran targeted Facebook and Instagram campaigns in those countries. But ran them in, in German because, well, obviously the, the, it's the native language. And it proved to be very effective. One thing I would mention as well is that they got a native German speaker to translate and didn't rely on Google Translate which can be problematic to say the least. So, if, if that's the route that you're going down, you're on a global scale. Make sure that any, any content or any ads that you run is in the native language, but there's, there's no facility that I'm aware of that you can, you know, change the language and so on.

**Moderator: Okay Declan, we've probably about five minutes left, and a few more questions, I'm going to try and rattle through here. One question, which social media platform is best for paid advertising to target small to medium sized businesses in Northern Ireland and the Republic of Ireland?**

Declan: Oh, so there's a lot of variables to that and a lot of caveats. I think a lot of what I see in terms of return on investment and cost per click. So, anytime somebody clicks on an ad, the cost per click cost has been lowest on Facebook and Instagram. The best return on investment has been Facebook and Instagram for, for most of the clients that we've worked with. Now again, there's a lot of variables to that. So, one, your audience needs to be on those platforms. So, no matter if it's, you know, a good, you know, high return on investment or a low cost per click, you, you know, your audience still needs to be with those platforms. So, for example if, if you're a B2B company and lots of your audience is on Twitter and LinkedIn, you know, it wouldn't be worth your while running Facebook ads just because they potentially get-, could get the most value for money. So, if you're a B2C business and, you know, your audience is on Facebook and Instagram, or some of your audience is maybe on Facebook or Instagram, without doing any, any huge amount of research into the target market, you know, it would be likely to say that, that Facebook would be the best platform for, for running adverts. But again, that's cautioned with, you know, lots of strategic things like your, your objectives, your target audience, what you want to achieve in content and so on, but.

**Moderator: Okay, and when it comes to content on social media, what is the right balance between fun and informative?**

Declan: Yeah, so again, this comes down to the audience question and your audience and your brand. So, I've seen, you know, mortgage advisors, I've seen real estate, estate agents and, and so on jump onto TikTok and they have created, you know, videos on TikTok but they've kept them informative as opposed to fun because their brand doesn't necessarily fit with whacky, sort of, videos. But they've kept them, they're entertaining and, and so on. So, there's-, there's no set-, there's no set guidelines between, you

know, how much should be fun and how much should be informative. And I guess that, you know, there, there should be a, an element of, of both, because that word fun, I, I guess could translate to personality. So, rather than it being, like, a wooden post, if you show some personality but keep it informative, I, I think that is the key to cracking social media content. If, if, if a brand can show some personality as well as educating the audience then, you know. So if, if you can try and find the blend between, between both and make sure it fits with your brand. And obviously what your target audience needs, there's, there's a good framework called the content marketing matrix, which categorises, you know, four types of content essentially. So, educational content, entertaining content, inspiring content and convincing content. So, so obviously getting the right balance between all of those different elements I think will be-, will be key.

**Moderator: And linked to that, what's the most beneficial, is it all about quality of content or is it about quantity and frequency of posting content?**

Declan: Yes, this has been-, this has been I think back and forth throughout the years in terms of, you know, a, originally it was all focused on quality and then algorithms shifted and so on, and people thought that, you know, they needed to, you know, post every day so that the algorithms would see that there's people engaging with them at all. But I think it's almost come full circle back to quality content. And, you know, I think you're, you're much better posting two or three quality posts per week than seven to ten, you know, of poor quality. So, I would say quality of the content over quantity of the content. And, and that's backed by the social media companies as well because, you know, they want people to use their platform. They want people to log on and check on a daily basis and spend as much time on it because essentially the more people that are on it, the more people see ads, the more revenue they get. So, they, they want quality content that your audience is going to engage with. So, quality content over quantity.

**Moderator: Okay, thank you. Declan, I think we'll have to conclude our question and answer session there, that's been hugely beneficial I'm sure to your audience and our businesses that are with us today. Obviously social media is one of those areas that's continually changing, moving and trying to keep of the trends is very challenging for businesses out there. So, that's our webinar finished for today, I'd very much like to thank Declan again from Brilliant Red Digital for presenting today and for being put on the spot there with, with those questions. And we tried to get through as many of the questions as we could and apologies to those people for whom we didn't answer their question. We hope you find the, the session useful and if you weren't able to have your question answered today, we do continue to update our business website, nibusinessinfo.co.uk with the latest advice, guidance and FAQs. And to receive updates if you haven't already, please sign up for the email newsletter on nibusinessinfo.co.uk. Also do please keep an eye on the Invest NI website, where you can register for all forthcoming events and topics, or events across all topics and all areas. I'd also like to take this opportunity this morning just to mention to you our export health check. Our export health check will assess your existing exporting capability. By answering a few questions online, you'll be provided with a tailored guide that will give you the tools to develop your own bespoke export strategy. To take the next step in your exporting journey, please complete the export health check at [investni.com/export](https://investni.com/export). As I mentioned previously, today's session has been recorded and will be available on the Invest NI website in the next couple of weeks.**



**Should you wish to be notified of latest events, news and support from Invest NI, please also ensure that you register for our two minute update email newsletter at [investni.com/newsletter](http://investni.com/newsletter). That's it for today's session, I'd like to thank you all for attending today, it's been great to have so many people along to the session. I hope you all have a great day and thank you.**

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