

**File name:** social\_media\_3\_employees\_\_\_social\_media\_trends\_in\_2022-\_invest\_ni\_2 (720p).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).

Declan Murtagh: The next trend that-, that we see will be-, you know, lots more companies will be making dedicated social media hires, you know, rather than, you know, maybe asking or tasking a-, a busy marketing team to-, to look after the social media. And what I mean by that is, you know, maybe that somebody monitors the website, or somebody that's dedicated to Google Adverts, or-, or SEO or whatever. They'll be hiring dedicated social media executives or social media managers or even, some businesses, sort of, almost palm the social media management off to somebody as a side project. You know, I've seen, you know, administrative people being tasked with-, with social media. I've seen the young person in-, in organisations being tasked with social media because they're on it and they know how to use it. But-, but, this year, just judging by the last, I guess, two years or so, we've seen how-, how important social media is for-, for businesses, how to-, how it creates an online presence, how it communicates with-, with your audience and potential customers, and so, also, we know it's an invaluable tool to increase brand awareness and-, and generate revenue. And that's what businesses will see. They'll-, they'll see that we actually need somebody dedicated solely to social media, and-, and this year, we will see companies dedicating more time to that, an individual social media employee, to really prioritise social media for-, for organisations.

You know, I deliver the social media for sales optimisation full-day workshops for Invest NI, and-, and generally, after the workshop, where we step through a-, a social media strategy, we-, we break it all down, we look at the-, you know, the component parts of it, and how you can implement it, and-, and what you need to do to track it and so on, and-, and nearly everybody says, 'Well-, ' you know, 'Well, social media's actually a full-time job, isn't it?' And, you know, it-, it is. It continues to be, especially if you want to maximise it, and if you want to-, to get the most out of it. So, you know, there's-, there's things like, you know, keeping tabs on, obviously, the analytics, the metrics we mentioned, you know, building and engaging online audiences, you know, researching competitors, and researching other brands, actually creating the content and scheduling the content. You know, so there's-, there's lots and lots of different elements to it. And obviously the experimentation element of it as well, in terms of looking at new platforms, looking at trends, which we're doing now, and so on. So, that's going to be something really prevalent over the next year or so. Captions by www.takenote.co.