



# Social media trends for your business in 2024

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# THREADS

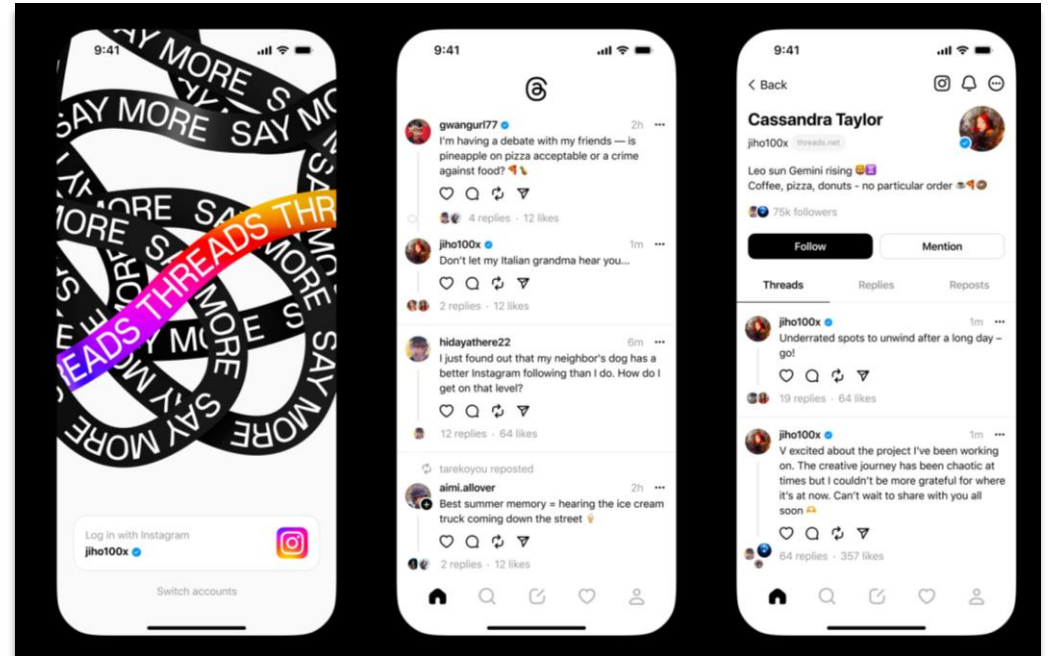
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## **Threads on the up**

Meta launched their new Threads platform in July 2023 and has amassed over 160 million monthly users to date.

# Threads is on the up

- Short-form content-style social media platform created by Meta.
- It is often regarded as the forward-thinking alternative to X (formerly known as Twitter).
- Decentralised with users being in control of their privacy as well as the way they view, create, and interact with the content.



# Threads is on the up

- ✿ Primarily for sharing text updates and participating in public conversations.
- ✿ 96% of Threads users frequently use the Meta-owned Instagram platform.
- ✿ The decline in X usage and advertising spending has come at a good time for Threads.
- ✿ In December 2023, the platform was made available to EU countries, opening up a market of almost half a billion potential new users.

# Threads is on the up

## Top Tips:

- ✿ The main goal of Threads is to create connected communities and promote meaningful conversations based on relevant subject matter or personal interests.
- ✿ Seek out targeted communities.
- ✿ Avoid publishing bland or throwaway content.
- ✿ Post topical questions and conversation starters.
- ✿ Discuss trending news in your niche.
- ✿ Consider personal stories, thoughts, or opinions.
- ✿ Repost relevant content in the form of quotes.







# ARTIFICIAL INTELLIGENCE

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# **AI Integrates All Aspects of Social**

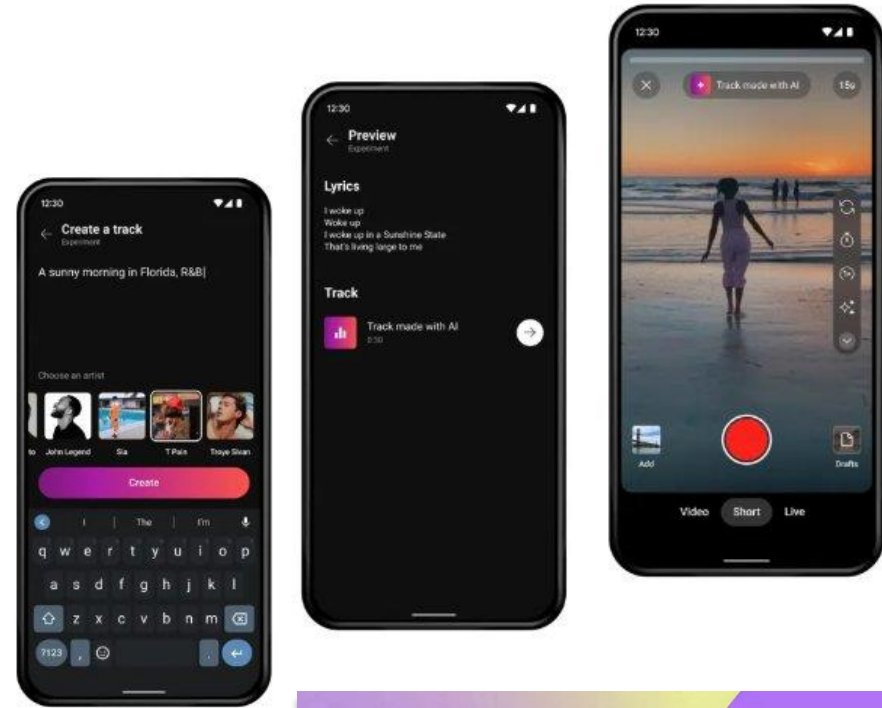
AI will continue to make a positive impact for marketers utilising Social Media.

# AI Integrates All Aspects of Social

- ✿ In 2023, AI started to gather steam and businesses started to dabble in tools, whereas 2024 will see AI become part of normal social media workflows.
- ✿ We will move from a period of experimentation to integration and adoption.
- ✿ AI will be used to help and support marketers optimise their workloads, not to replace them.
- ✿ Tasks such as strategy, planning, listening, content creation, targeting, automation and data-driven decision-making can all be done quickly with AI.

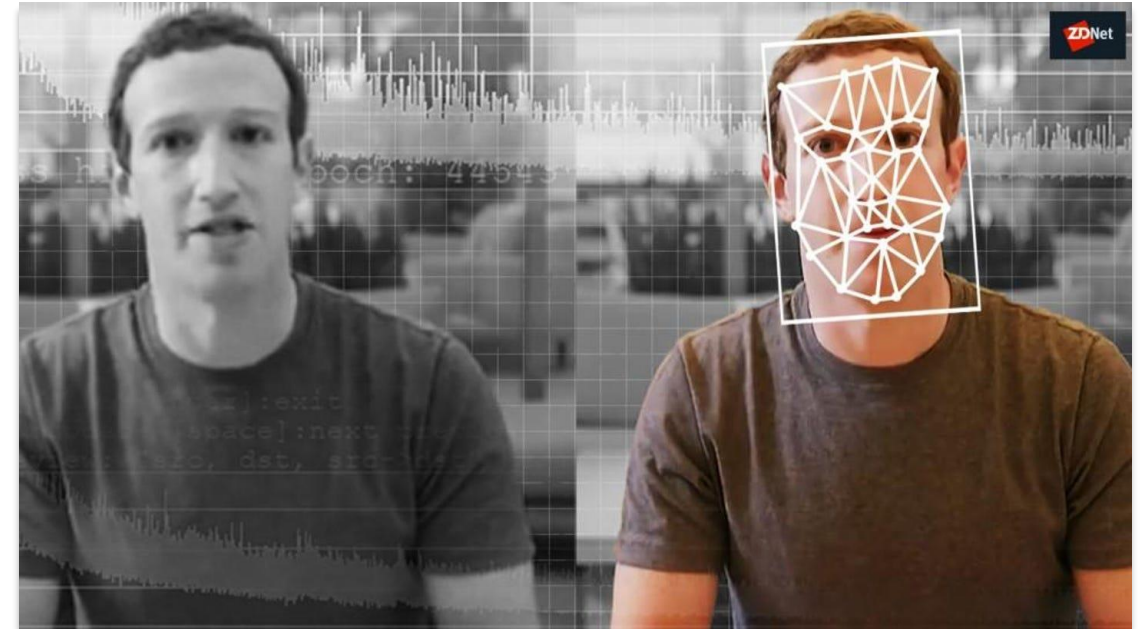
# AI Integrates All Aspects of Social

- ✿ Shift to optimising social media daily tasks by using generative AI to develop human ideas, leaving marketers more time to think strategically.
- ✿ Content creation will experience the biggest evolution in 2024.
- ✿ Marketers will get better at leveraging the power of AI tools such as Chat GPT, Dall-E, Jasper, OwlyWriter, Canva and Murf.



# AI Integrates All Aspects of Social

- ✿ The future of AI is not free of concerns.
- ✿ Risks around surrounding copyright infringement, AI-generated scams, and misinformation are expected to increase.



# AI Integrates All Aspects of Social

## Top Tips:

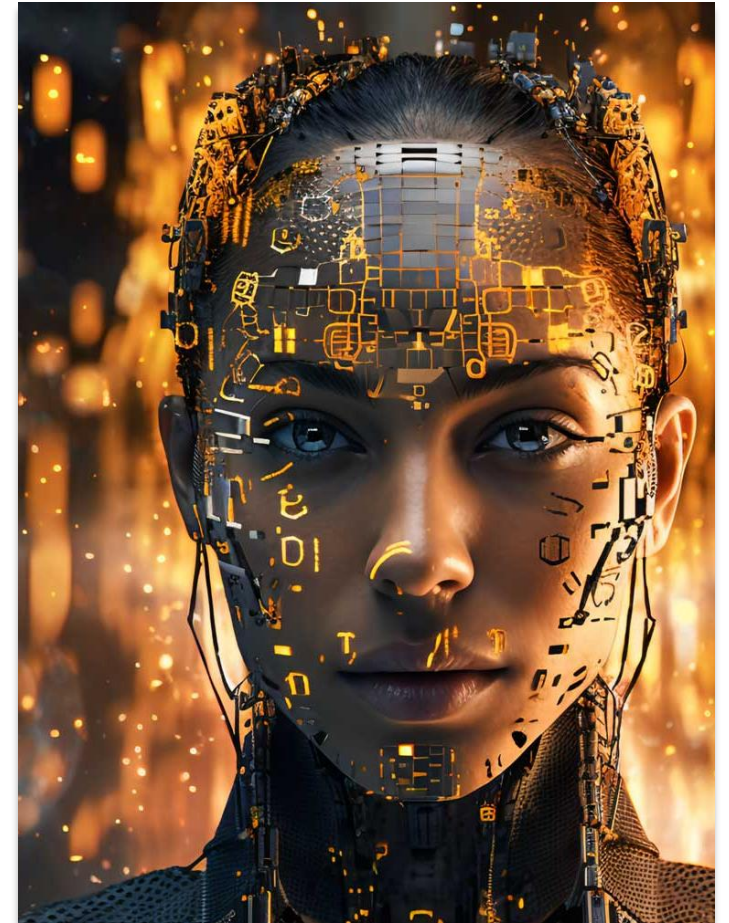
- ✿ Keep up to date with the latest AI tool trends (Google Alerts, Simplify AI).
- ✿ Keep experimenting with AI on a daily basis.
- ✿ Note down the “prompts” that get the best results.
- ✿ Bring a human touch to the process.



# AI Integrates All Aspects of Social

Don't forget:

- 🌸 Use AI as a support tool! AI struggles with authenticity!
- 🌸 **Creativity:** AI struggles to think creatively and develop unique ideas, it can only reference existing information
- 🌸 **Human Touch:** No one knows your customers better than you, create content that is personal and resonates with them.
- 🌸 **Adaptability and Insight:** AI can assist in data analysis, but human marketers possess the expertise and intuition to interpret insights.
- 🌸 **Emotional Intelligence:** AI has no real understanding of emotions and how to evoke them through storytelling.



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# SOCIAL SEARCH

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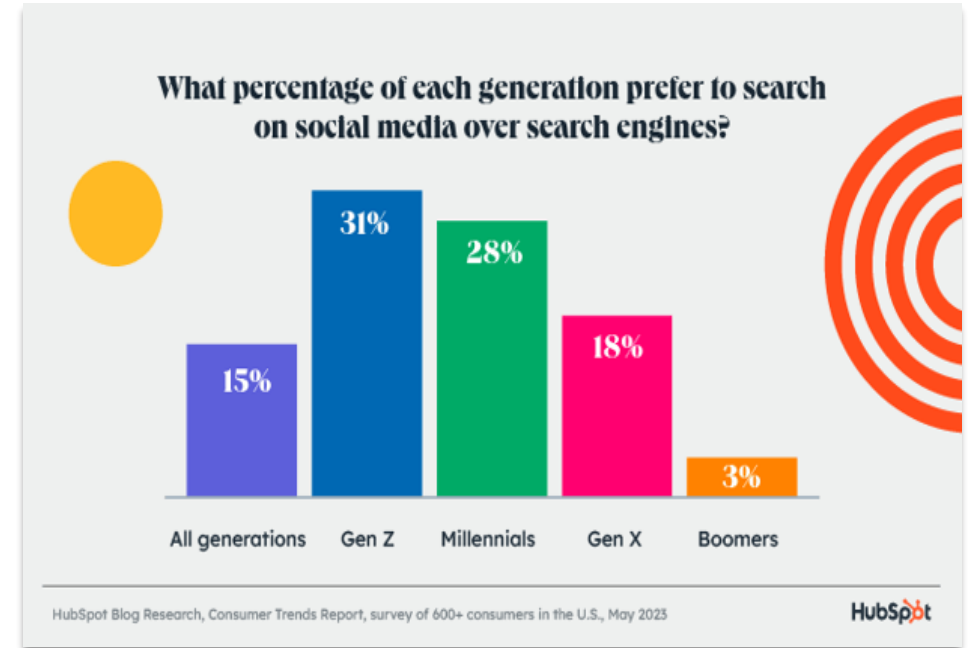


# **Social Search**

Social Media platforms are rapidly evolving into powerful search engines.

# Social Search

- ✿ This shift is driven by changing user behaviours, innovative algorithms, and a growing emphasis on content discovery.
- ✿ 31% of consumers use social media to find answers to their questions.
- ✿ TikTok is the number one search tool for more than half of Gen Z. (Search Engine Land, 2023)



# Social Search

- ✿ Consumers, particularly younger audiences are captivated by bite-sized, hyper-specific, genuine and personal, user-generated videos.
- ✿ The convenience, speed and quality of results on social media is driving this trend.
- ✿ Coupled with real-time updates, it has created a new expectation of immediacy and relevancy.



@you.com

# Social Search

Top Tips:

- ✿ To ensure your content is easily discoverable on these platforms, use the most relevant keywords in your videos.
- ✿ Optimise titles, captions, descriptions, and using relevant hashtags.
- ✿ Use tools such as SEMrush, Ubersuggest, Keyword Planner for keyword and content research as well as edutainment opportunities.
- ✿ Create engaging content tailored to each platform's audience.





# SOCIAL MEDIA ANALYTICS AND DATA

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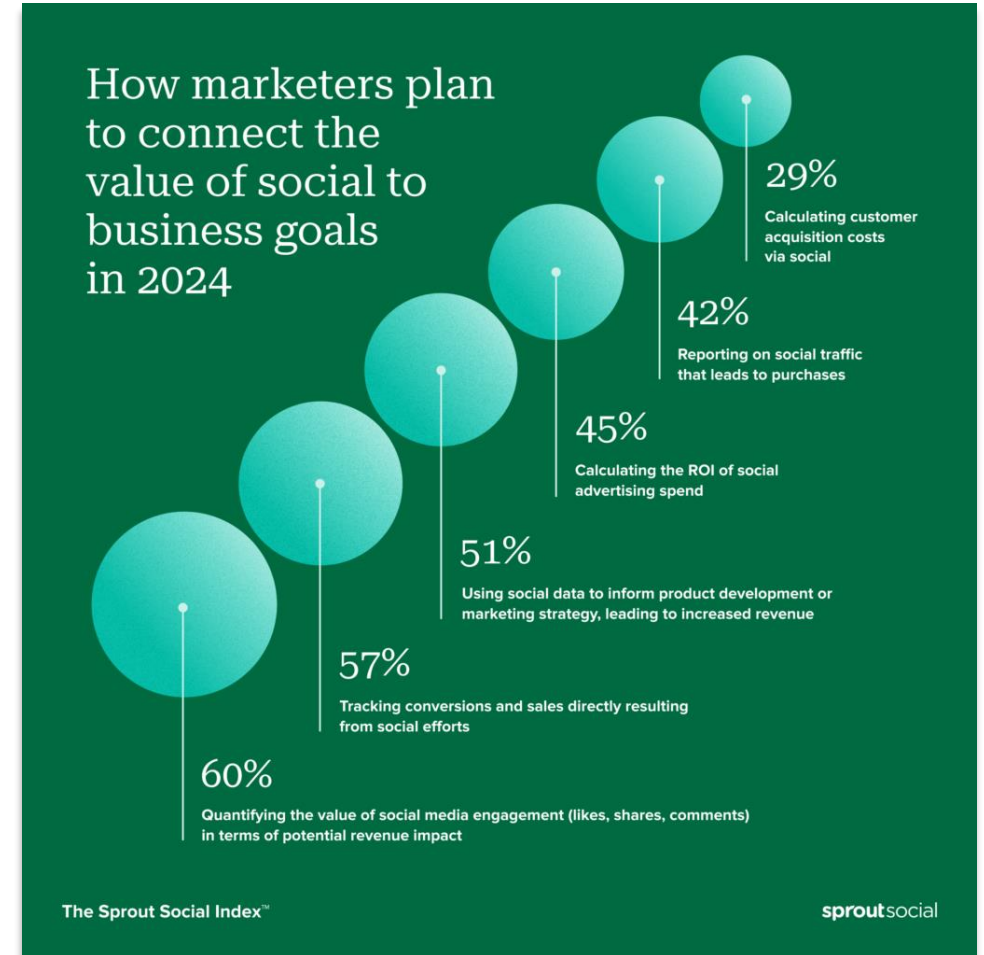
## **Social Media data will become more advanced and cross-functional**

As social media marketing becomes more sophisticated, there may be a shift toward advanced analytics and metrics.

# Social Media data will become more advanced

🌸 In 2024, 60% of marketers plan to connect the value of social to business goals by quantifying the value of social engagement in terms of potential revenue impact

(Sprout Social)



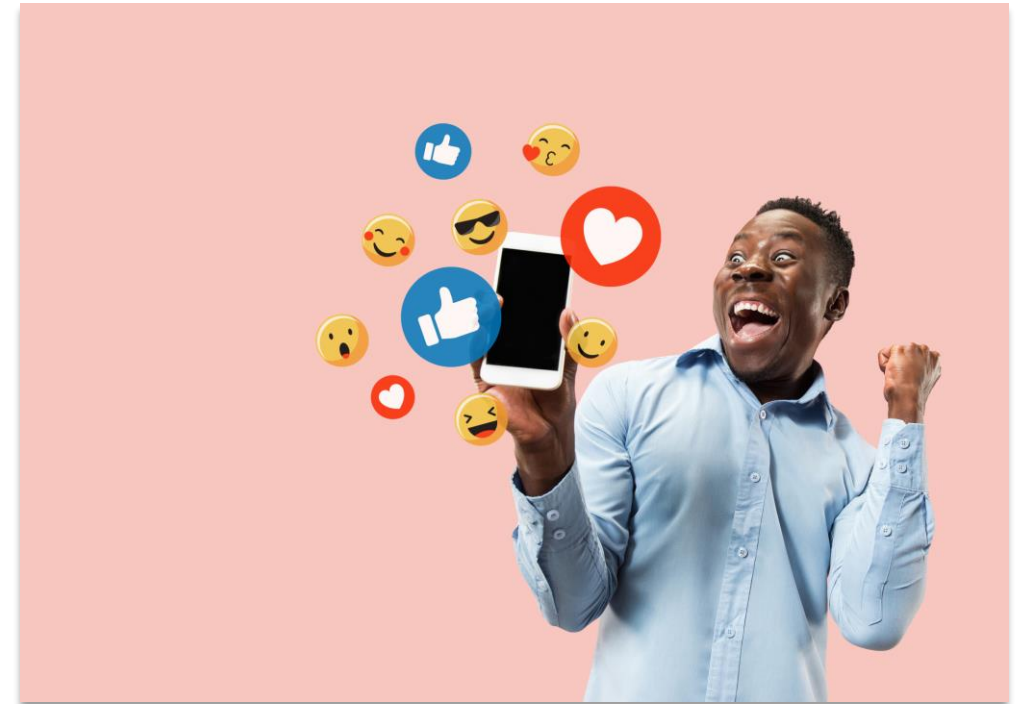
# Social Media data will become more advanced

✿ Insights from social media will continue to become sought after by all departments.

✿ 76% of marketers agree their team's social insights inform other departments.

(Sprout Social)

✿ Data storytelling will become more prevalent, with meaning being added to metrics.





# Social Media data will become more advanced

## Top Tips:

- ✿ Social media marketers will need to become more sophisticated with the use of social data in their teams and find new ways to share it.
- ✿ Bring your team together
- ✿ Utilise AI and other social tools, for example, Hootsuite, Sprout Social or Later.
- ✿ Start to look at higher-level insights such as audience sentiment analysis, product insights and competitive analysis.
- ✿ Run A/B tests on audiences, content and CTA.

# **GROWTH OF LINKEDIN AND YOUTUBE**

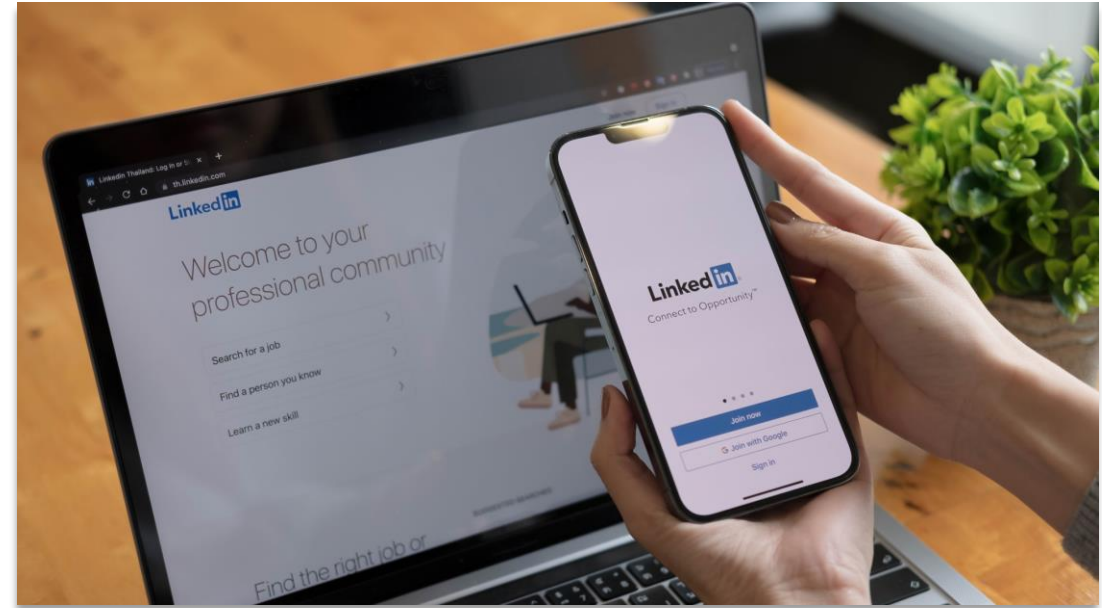
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## **LinkedIn maintains strong performance**

LinkedIn will solidify its role as the premier platform for professional networking.

# LinkedIn maintains strong performance

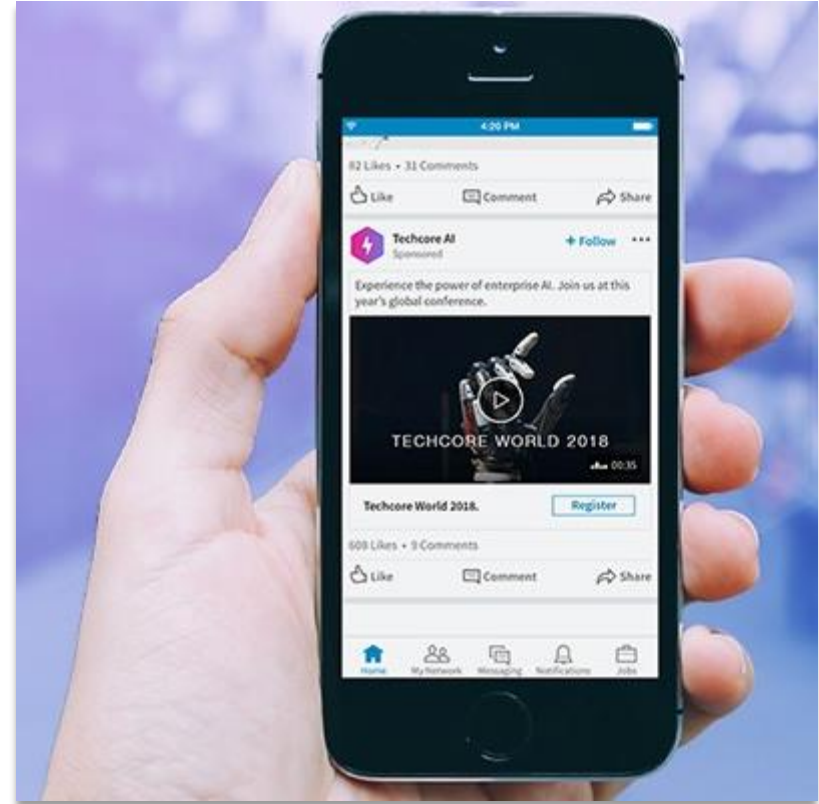
- ✿ LinkedIn has become an essential tool for business-to-business organisations.
- ✿ The platform has grown considerably with now one in every two people on the platform.
- ✿ With millions of professionals from a diverse range of sectors.
- ✿ Innovation has been a critical factor in its success.



# LinkedIn maintains strong performance

Top Tips:

- 🌸 Individual profiles will overshadow company profiles following the demand from audiences for brand humanisation.
- 🌸 Direct engagement between employees and clients to build trust and nurture relationships.
- 🌸 More short-form video content and B2B Influencer collaborations.
- 🌸 Organic reach to increase, so keep posting.



# YouTube Shorts

YouTube Shorts is growing 135% year-on-year and has over 1.5 billion monthly users.

# YouTube Shorts

- ✿ Originally dismissed and dubbed as a 'TikTok clone'.
- ✿ Creators who use Shorts can use them to hook and attract users to go view their channel and watch their long-form videos.
- ✿ Changes were made to the YouTube Partner Program in early 2023 so that creators could make money on Shorts.
- ✿ Google are working on a suite of AI tools to enhance video and music creation.



# YouTube Short

## Top Tips:

- 🌸 Start with a hook that grabs attention.
- 🌸 Enhance the storytelling with visual and auditory elements. (More AI features to come)
- 🌸 Build towards a climax that provides a resolution or a valuable insight.
- 🌸 Optimise the video for SEO.
- 🌸 Make sure it is entertaining/ interesting.







# CONTENT TRENDS

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# Content Trends

- ✿ More businesses will use Generative AI to create content.
- ✿ Brands will use a variety of content types but vertical short-form video will still be the most popular.
- ✿ Social marketers will focus on diversifying their content with a healthy mix of videos, multi-content carousels and static photo posts.
- ✿ There will be a shift towards tailoring posts to feel native to each platform.

# Content Trends

- ✿ Thought leadership content will be the critical differentiator for brands to ensure their content stands out and articulates something new.
- ✿ Edutainment will be the go to content type.
- ✿ Consumers will see through Generative AI created content.
- ✿ More and more brands will partner with Content Creators to produce “authentic” content.
- ✿ User Generated Content will become more and more valuable to brands.

## Other notable trends

- ❁ Raw content will perform as well as polished content.
- ❁ The continued rise of authentic creator content.
- ❁ Paid advertising will still be a necessity.
- ❁ Niche communities and gated content to grow.
- ❁ Social Commerce 2.0.
- ❁ Sustainability marketing and practices will become more prevalent.
- ❁ User Generated Content will become more and more valuable to brands.
- ❁ More investment in predictive analytics and audience modeling.



# Q&A

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