

Plann

Your Ultimate Guide

# Social Media Trends

To Watch In 2024

#SocialMediaTrends2024





# Introduction

#SocialMediaTrends2024



In the world of social media marketing, staying ahead of the trends is crucial to maximizing the reach and impact of your content. With new platform features and tools continually being rolled out, keeping your finger on the pulse of the latest social media news can be a challenge.

In 2023, we saw the pendulum swing away from social media giants (like Meta), with Instagram desperately trying to stay relevant with the continued rise of TikTok. Even YouTube tried to tap into the power of short-form vertical video with the growing popularity of YouTube Shorts.

But in 2024, we're predicting big changes to everything from social commerce to best practice paid ad creative and even how users and brands interact. Some of the biggest social media trends in 2024 won't be entirely new but an evolution of existing trends (like social SEO and user-generated content).

In this increasingly competitive landscape, staying one step ahead of the biggest trends is what will set your brand or business up for growth in reach, engagement and sales in 2024 (and beyond).

**What are you waiting for? Dive into the biggest trends you need to know about in 2024.**

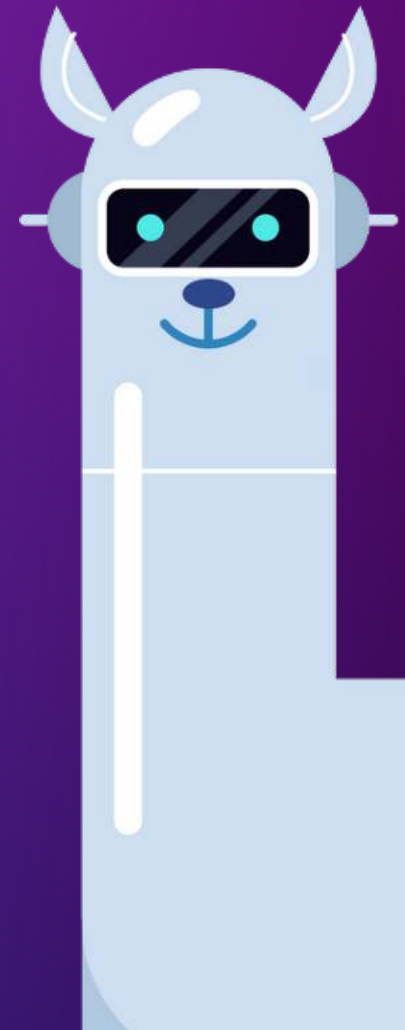


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- 05** DMs Are The Biggest Engagement Opportunity For Brands & Businesses

**Trend #1**

# The Continued Rise of GenAI





# Trend Snapshot

Generative AI has already revolutionized the way business owners and social media managers create content. In the year ahead, GenAI will play a bigger role in more strategic social media tasks, from social listening to conducting a competitor analysis.

# Why You Should Care

# 62%

of consumers are comfortable with GenAI in marketing as long as it doesn't affect their overall experience in a negative way.

**Trend #1**

The Continued Rise of GenAI



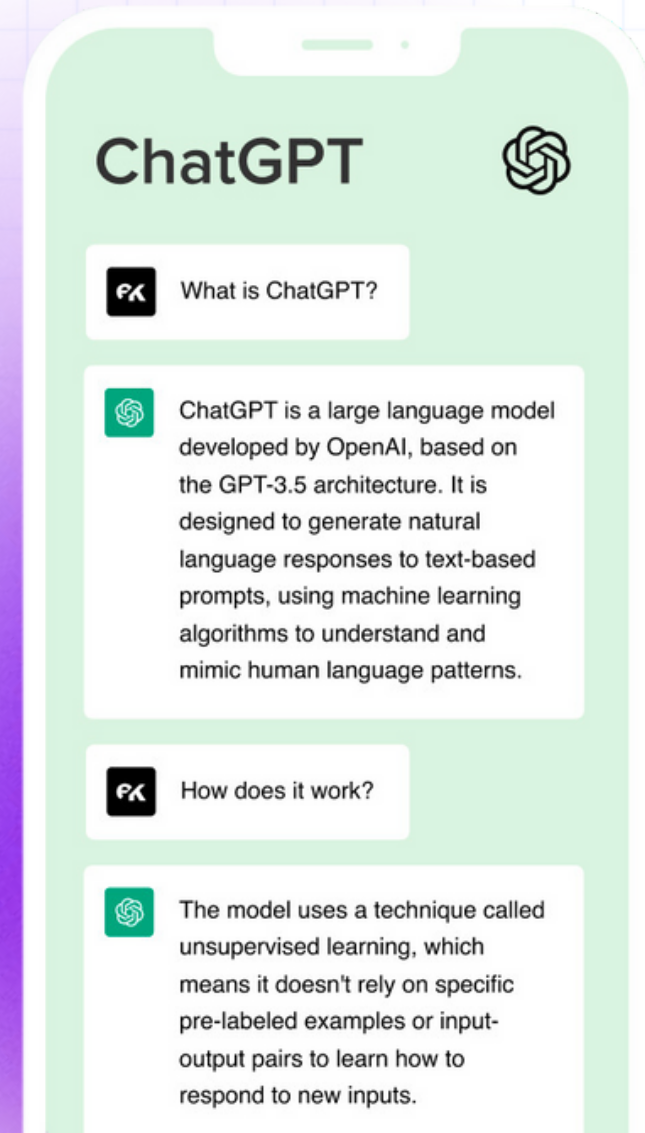
# How To Tap Into It

Use ChatGPT to run an analysis of your key competitors on social media to level up your social media strategy in 2024.



## Trend #1

The Continued Rise of GenAI





Since the arrival of ChatGPT in November 2022, GenAI has been disrupting industries across the world. Social media marketing is no exception, with GenAI democratizing the content creation landscape and empowering business owners and non-marketers to produce high-performing content in seconds with just a written prompt.

AI is also playing a significant role in the world's biggest social media platforms, with 15% of Facebook's in-feed content currently based on AI recommendations. Over at Pinterest, their AI-powered "shop the look" product recommendations are proving especially powerful, with early tests driving a 9% boost in conversions.

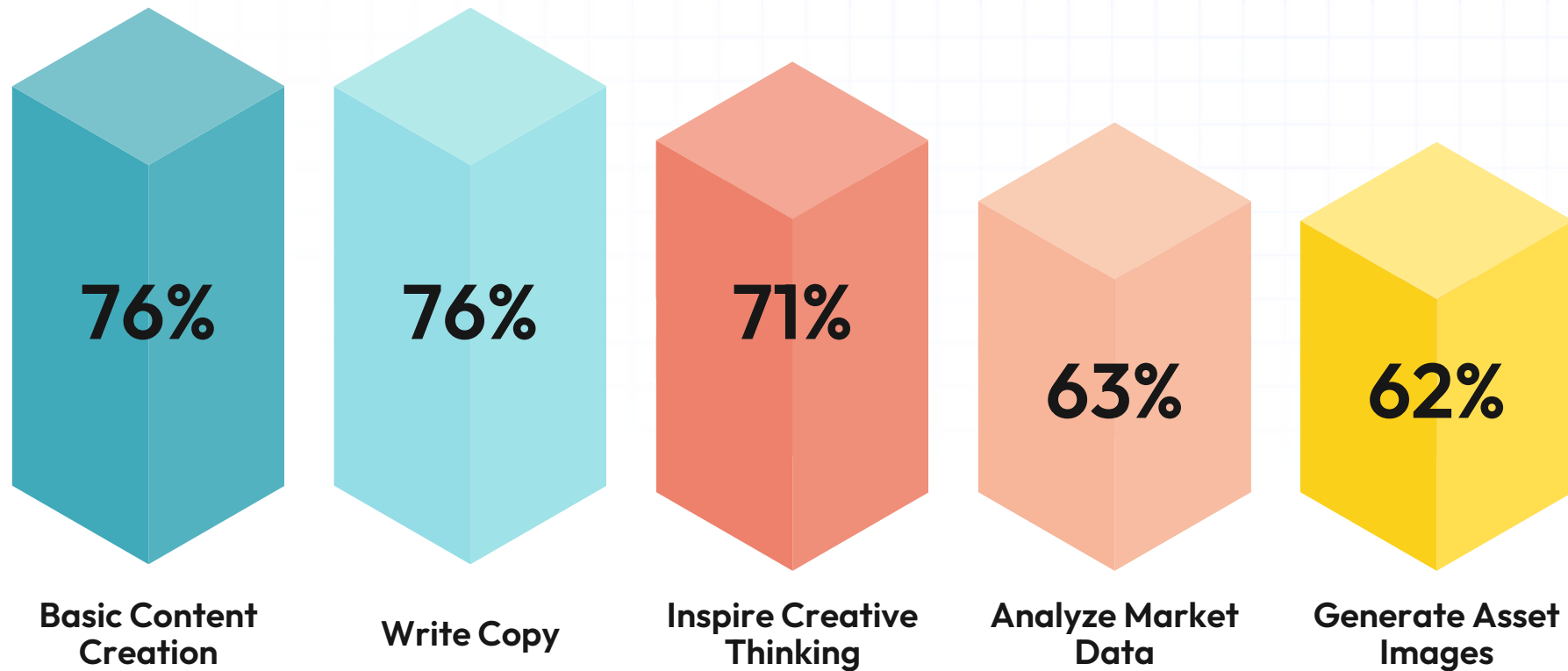
**Trend #1**

The Continued Rise of GenAI

Keep reading 👁️👉 Dive into your ultimate guide on how to prompt AI for engaging content!

# According to Insider Intelligence, here are the top ways marketers have been using GenAI to date:

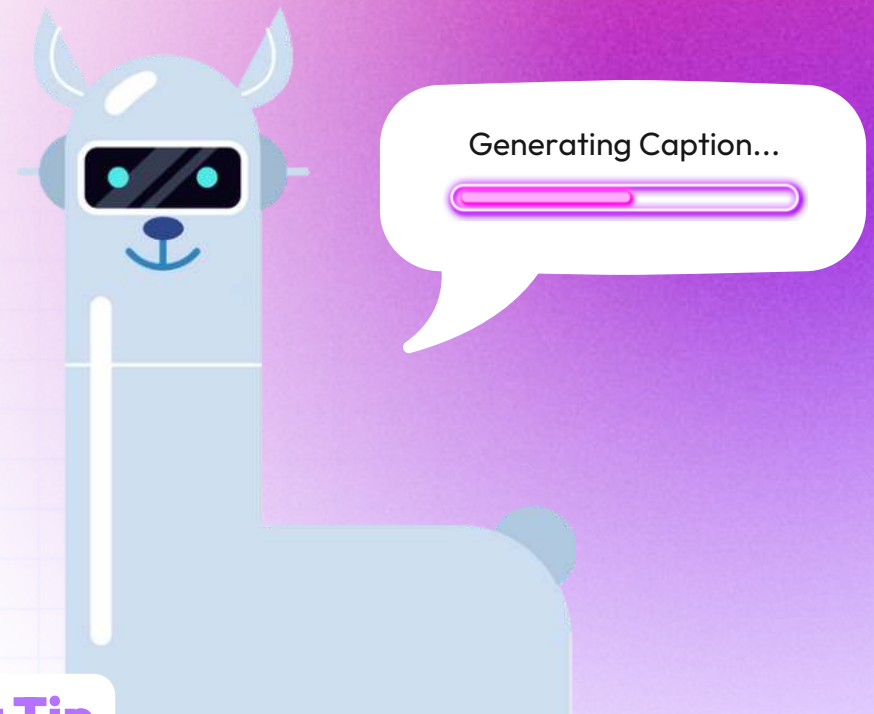
% of respondents



Source: Salesforce Survey conducted by YouGov as cited in company blog, June 5, 2023

From AI-powered chatbots (that provide instant, on-brand answers to customer's questions) to [caption generators](#) (that leverage AI to write engaging social captions in just a few clicks), GenAI is helping business owners reclaim hours each week to reallocate into revenue-driving activities and most strategic marketing initiatives.

Here at Plann, we believe streamlining content ideation and creation is just the start of GenAI's impact on social media marketing. In 2024, we predict innovative, category-defining brands will be finding new, unexpected ways to harness GenAI to track audience sentiment and even conduct competitor research in seconds.



### Hot Tip

**Now is the time to be experimenting with GenAI tools** (like ChatGPT) for strategic, value-adding work, such as conducting a competitor analysis or quickly interpreting your latest social media campaign's results.

Currently, only **16% of organizations** are using GenAI for brand sentiment analysis. But with advancements in machine learning and natural language processing tech, we see a huge opportunity for brands to use AI to accurately understand social media sentiment towards their products and services at speed and scale.





## “ Malte Landwehr

**If your social media strategy for 2024 is to use generic prompts on generative AI tools to create social content, you will fail.**

Everyone has access to the same tools and can create the same boring content with the same boring prompts.

To stand out in 2024 – and beyond – you need to get creative. Find unique angles that fit your brand and work with your target audience. If you have a differentiated approach and can authentically sustain it, generative AI will be your god-sent super charger. **If not, generative AI will just make you more mediocre.** I expect brands, creators – and spammers – will create 100-times more content in 2024 than they did in 2023. In order to stand out, you must be bold and unique.



Trend #1

The Continued Rise of GenAI

# Trend In Action: Coca Cola GenAI Advertising

The Coca-Cola logo, featuring the brand name in its signature red script font, is centered at the bottom of the slide.

## Trend #1

## The Continued Rise of GenAI

Check out this creative fusion of art and technology in Coca-Cola's recent advertising campaign, [Masterpiece](#). Using Gen AI, Coca-Cola takes viewers on a journey, seamlessly blending live-action, digital effects, and AI-generated content.

This campaign extends beyond the screen, featuring 3D billboards and exclusive [digital collectibles](#). Collaborating with OpenAI's DALL-E2 model and ChatGPT, Coca-Cola's foray into generative AI advertising sets a new standard for brands, offering a glimpse into the future of captivating and immersive storytelling.

Click to watch the video







### The Masterpiece Collection



And guess what? [Coca-Cola's "Masterpiece" digital art collection](#) hit it out of the park, raking in \$543,660 in a week. In just 72 hours, art lovers snagged more than **80,000** cool digital artworks. Talk about a masterpiece that's

**...making waves and spreading good vibes.**

#### Trend #1

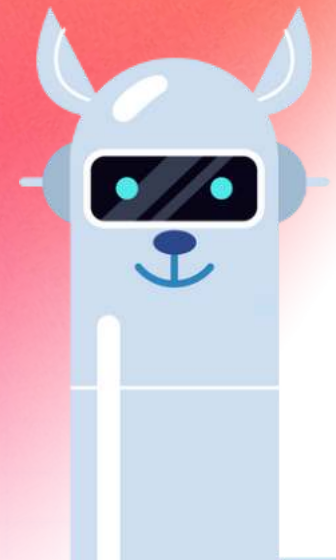
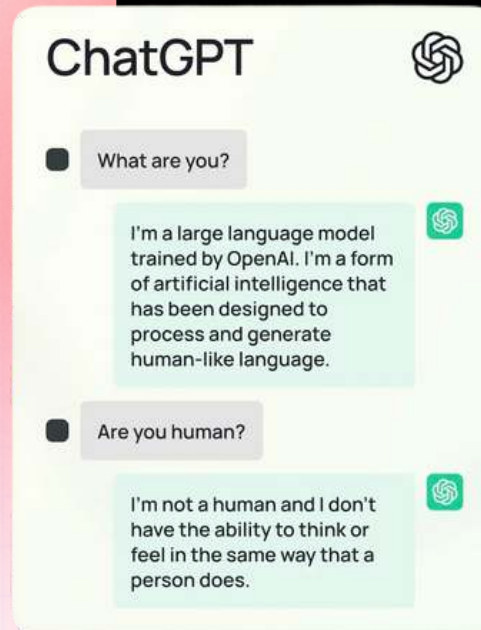
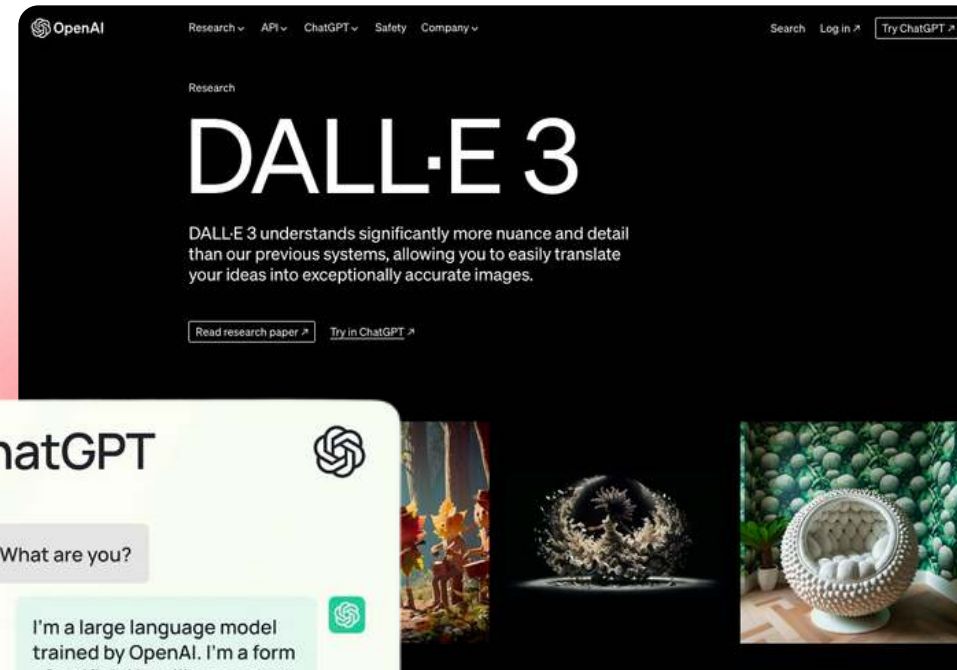
The Continued Rise of GenAI

You can learn from Coca-Cola's AI-powered ad success without the hefty price tag. Instead of splurging millions, opt for affordable AI tools like [ChatGPT](#) and [DALL-E](#) for top-notch video content. Now, even on a budget, smaller brands can create visually stunning ads, competing with industry giants. It's a cost-effective game-changer, allowing businesses to embrace AI innovation without breaking the bank

**Get ready to level up your marketing game without burning a hole in your pocket.**

**Trend #1**

The Continued Rise of GenAI



## “ Benjamin Golden



I've leveraged AI for research and SEO purposes for a year, but only started using it for social a week ago. I've written hundreds of value-packed posts over the years, and whilst I highly doubt AI will ever be able to replace the ideation process, it's helpful when you know what you to write, but don't know where/how to start.



## “ Expert Opinions

ChatGPT is a game changer. While it isn't at the stage where it's generating content that I don't need to edit, it produces content that previously would have taken a significant time to do. I am ALL FOR working efficiently and saving time, WITHOUT compromising on quality. Knowing how to use AI to generate the content you want is an art. I've invested in courses to help me best leverage AI for my business and my clients. Now, I use ChatGPT daily.

[Jean | @jarvis.va](#)

**Trend #1**

The Continued Rise of GenAI



(User-generated Content)

# UGC > Promotional Content

Trend #2





# Trend Snapshot

Pushy sales messages are out, and raw, authentic content is in (yes, even on paid social ads). 2024 will be a year dominated by user-generated content and first-person storytelling on social media.

# Why You Should Care

User-generated content is

**35% more memorable**

than traditional content, with UGC campaigns driving 29% higher conversion rates than non-UGC campaigns.





## “ Kate Toon

### **Word of mouth is powerful. But it has to be done right.**

I'm not going to trust some bouncy Instagram influencer spruiking the latest sportswear, but I do love a real-life selfie in mirror from a middle aged woman in her new leggings.

And if I make a purchase based on a UGC content and it proves to be a good one, I'll trust even more for my second purchase (and the third).

Honestly, imperfect, wobbly user generated content gets me every time. Because in this cold, scary digital world, knowing another human genuinely loves something is all we need to warms us to the brand.

# How To Tap Into It

Reallocate your 2024 marketing budget from high-production-value studio shoots into micro-influencer and content creator partnerships.

**Trend #2** User-generate Content > Promotional Content





## “ Chanelle

**UGC-style content has taken over in 2023, and it's a no-brainer that it's here to stay.**

When you see a post from a creator who's passionately raving about a product, it often comes across as genuine and relatable, especially when compared to content uploaded by the brand itself. The raw and unpolished nature of UGC creates a new found level of trust between a brand and its community, influencing our trust in the brand as well as our purchasing behaviours.

[@thesocialtwenty](#)

**Trend #2**

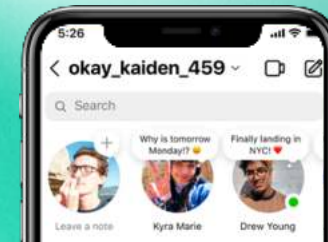
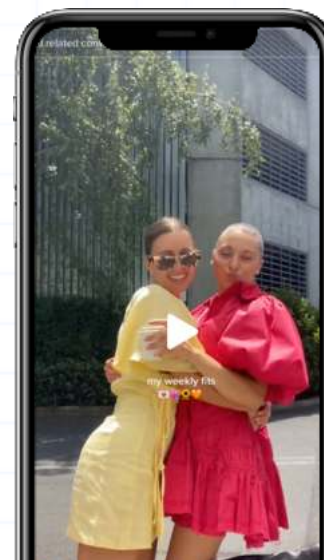
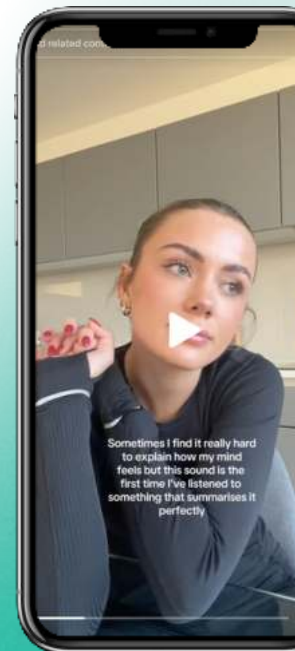
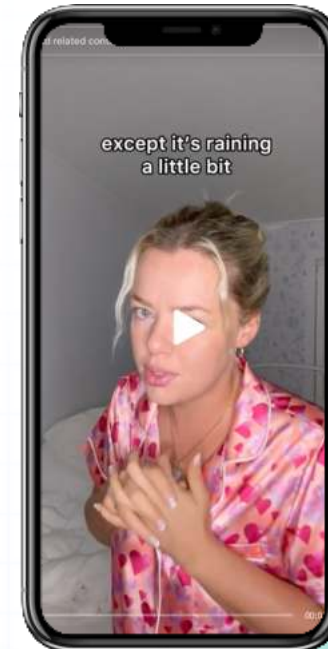
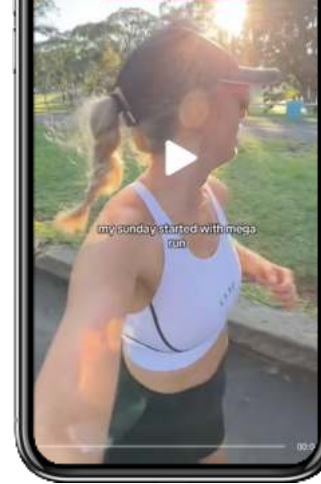
User-generate Content > Promotional Content

## Trend #2

User-generate Content > Promotional Content

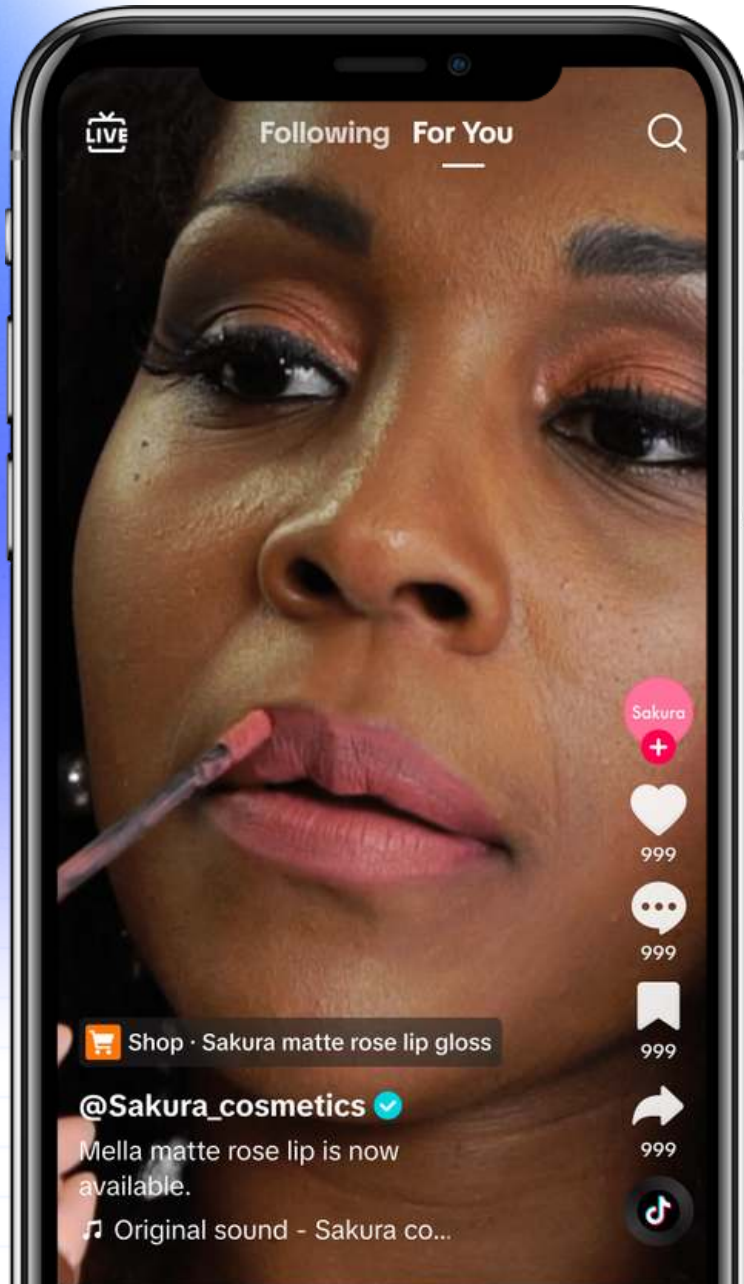
There are many reasons why TikTok has skyrocketed in popularity, now boasting [1.2 billion active monthly users](#) (as of October 2023). But one of the biggest factors is this: TikTok is a platform dominated by raw, authentic creator-driven content.

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## Trend #2

### User-generated Content > Promotional Content



While Instagram continues to prioritize polished, highly curated content, TikTok's algorithm is driven by unfiltered content that educates, entertains and resonates with real-world users. And it's proving to be a more effective approach for brands and businesses, with [78% of TikTok users having purchased a product](#) after watching TikTok creator content about it.

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## Trend #2

### User-generated Content > Promotional Content

As consumers encounter ad fatigue and continue to reject sales-focused messaging on social media, we predict UGC will play an increasingly important role in social media marketing in 2024.

Why? UGC humanizes your brand, feels relatable and taps into authenticity. It draws on social proof to demonstrate the value and impact of your brand's products and services and is told in an engaging, entertaining way by a trusted voice (an influencer).

## “ Expert Opinion

With the rise of AI and overall skepticism from consumers, UGC is a must for brands — both big and small. User Generated Content lets consumers see themselves in the content, understanding how the product or service could benefit them, while building an immense amount of trust. Seeing real people who look like them and value the same things as them turns scrollers into customers faster than almost any other form of content!

[Kat Tepylo Murphy](#)



# Trend In Action:

## Hismile on TikTok

**hismile**



# Can We Back It Up?

But don't take our word for it. At-home teeth whitening brand Hismile turned to their TikTok community and emerging content creators to revamp their paid ads strategy. By showcasing real people using their products in their paid TikTok creative, the brand was able to double its ROAS (return on ad spend) and sell over 500 products - just in one day.



## Hot Tip



**Now is the time to team up with content creators and micro-influencers**

who have built a following aligned with your target market. Work with creators to produce authentic UGC that you can test and experiment with across your organic social plans as well as any paid social ads you're running in 2024. Check the performance of UGC and see if you notice an uptick in your results!





## “ Expert Opinion

Authentic UGC-style content is fast becoming one of the most effective content types for brands on social media as it ticks multiple boxes such as building social proof, allows for engagement and interaction with real humans and also feels much more authentic than heavily curated content. It's something I believe just about every brand should be considering utilising within their social media strategy, or they risk being left behind.

Keira Anderson

Keep reading 👁️👉 discover how to reach your target audience and [tap into the power of influencer marketing](#) like a pro.

## “ Carmelita Levene

Ah, Authentic - Merriam-Webster's word of the year! There's no wonder this word has become so popular. It's a **backlash against the overly filtered, curated world that social media became**, where only the best version of your life lives.

**UGC content cuts through because it's real people**, using products they enjoy, in a way that's relatable. If I can see myself in these UGC creators, and they love the product - then maybe I'll love it too! Audiences are much more likely to believe a real person over the brand's own aesthetically pleasing and edited feed content.



## “ Airam Dato-on

Become the niche and don't be afraid to evolve and change. Bring out your personality and be relatable to your audience. This will help all of your own personal and UGC content shine.



# Content Creators to Watch Out for in 2024

This list of content creators are those who have grown tremendously in 2023! They're the people we expect to do great things next year, and if you want to stay on-top of social trends, you should probably check these people out!







# Awesome Educators



These are content creators that seek to share their expertise with the world!



**@suzchadwick**

Business & Mindset Coach



**@socialkatmedia**

Marketing Agency



**@thetomisinsmith**

Social Media Strategist & Educator



**@mollyhostudio**

Marketing Strategist & Manager



**@jarrah\_brailey**

Digital Marketing Agency



**@jarvis.va**

Social Media Expert & Coach



**@keirarosecreative**

E-commerce Coach & Launch Expert



**@meant.to.biz**

E-commerce Coach & Launch Expert



**@thetwolauras**

Social Media Professionals



**@theshevymethod**

Instagram Coach & Strategist



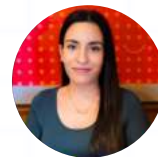
**@saralinaldigital**

UGC Video Creator



**@smallbizbabescommunity**

Small Business Online Educator



**@ortal.levitan**

Instagram Coach



**@womeninbusinesscoaching**

Money Mindset & Business Strategy Coach



**@\_arne\_studio**

Video Creator



**@techgirlscore**

Coding / Tech Educator



**@hackyourhr**

Business Coach



**@katetoon**

Business Mentor & Digital Marketing Coach



**@oliviajenkins.co**

Business Consultant



**@thesocialtwenty**

Social Media Manager



**@georgiablushsocial**

Virtual Assistant Mentor



**@stephaniekaseeducation**

Business Coach

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# Creators and Inspiration Makers 🏆

These are content-creators who are engaging, delighting and providing entertainment to a wide-range of audiences.



**@futurewomen**

Leadership  
Summit



**@hannahfedeli**

PR



**@mykfox**

Video Content  
Strategist



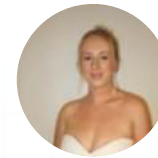
**@graymatsen**

Content  
Creator



**@whatshouldbazdo**

Digital  
Creator



**@elloise\_fit**

Content  
Creator



**@amandawick7**

Content  
Creator



**@chelseawilliamson**

Content  
Creator



**@ceo\_nyah**

Luxury Brand  
Strategist



**@angelaliggs**

Content  
Creator



**@tastewithtab**

Content  
Creator



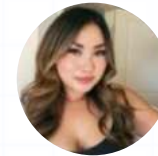
**@cassadvantures**

Content  
Creator



**@walderswellness**

Dietitian + Food  
Blogger



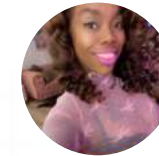
**@bymichellelei**

Content  
Creator



**@lauralestyle**

Content  
Creator



**@poshori**

Brand Strategist &  
Content Creator



# Creators and Inspiration Makers 🥰

These are content-creators who are engaging, delighting and providing entertainment to a wide-range of audiences.



**@mattiegouman**

Content  
Creator



**@gemdimond**

Beauty Writer /  
Content Creator



**@homestylebytiff**

Content  
Creator



**@brideydrake**

Content  
Creator



**@hollyb\_fitness**

Fitness  
Coach



**@georgiahillis**

Content  
Creator



**@caitlin.emiko**

Content  
Creator



**@etherealelsa**

Content  
Creator



**@blacktalesuntold**

Content  
Creation



**@childlifeoncall**

Certified Child Life  
Specialist



**@traeume.line**

Content  
Creator



**@bem615**

Brand  
Partner



**@carry\_on\_britt**

Travel &  
Lifestyle Blogger



**@reptar**

Content  
Creator



**@witanddelight\_**

Digital  
Creator



**@louiburke**

Content  
Creator

#SocialMediaTrends2024



# Service Providers & Small Businesses

These are the people adding amazing value to our society with their services and products.



[@pristinetrails](#)

Tour  
Company



[@mayramunozworld](#)

Esthetician



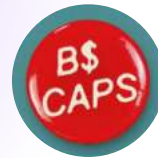
[@thekollectiveco](#)

Gifts &  
Lifestyle Store



[@sun.and.hazel](#)

Social Media  
Managers



[@bottomshelfcaps](#)

Apparel  
Store



[@ohmydigital](#)

Social Media  
Content



[@elevateitnow](#)

Marketing &  
Branding Agency



[@sharayray](#)

Digital  
Marketing



[@jampacked.agency](#)

Digital  
Marketing



[@janedo](#)

Gym/Physical  
Fitness Centre

#SocialMediaTrends2024

# Creative

These are the innovative photographers, designers, baking-masters, and jewelers of the world!



**@craftandcluster**

Wine Photographer  
& Marketer



**@bestfriendsforfrosting**

Baking &  
Recipes



**@aleksandrappinneri**

Makeup  
Educator



**@alisonrubke**

Content  
Creator



**@talesfantastic**

Illustrator



**@airamdphoto**

Photographer



**@andreastarkphoto**

Photographer



**@geoffshawphotography**

Photographer



**@sierrarmcclain**

Intuitive  
Abstract Artist



**@theartofreese**

Tattoo  
Artist



**@aeriallovely**

Artist



**@mickael.gresset**

Artist



**@stefanisteinla**

Interior Design  
Studio



**@eliisemaarjewellery**

Jeweller



**@foxgloveutah**

Florist



**@paulgolbachphotography**

Photographer



**@ktmerry**

Photographer



**@marissahuber**

Artist, Consultant,  
Coach

“ **Geoff Shaw**



As a wedding photographer, my personality is important to my brand. I find that sharing images of myself tend to perform the best - almost every time! So don't be shy, make sure to show up on your feed!

# LinkedIn Creators

These are LinkedIn content-creators that are generating engaging content to inspires and educates!



**Marie Skachko**  
Social Media  
Marketing Specialist



**Axel Sukianto**  
B2B SaaS  
Marketer



**Jess Wheeler**  
Creative



**Samantha North**  
SEO Guru



**Sara Taher**  
SEO Guru



**Luka Susanj**  
SEO Guru



**Benjamin Golden**  
SEO Guru



**Malte Landwehr**  
SEO Guru



**Jo Saunders**  
Social Media  
Marketing



**Carmelita Levene**  
Social Media  
Marketing



**Lisa Teh**  
Digital  
Marketing



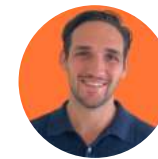
**Os Hourani**  
Content & Digital  
Marketing



**Veer Manhas**  
B2B SaaS  
Marketing



**Tania Saez**  
B2B  
Marketing



**George Coudounaris**  
B2B  
Marketing



**Nemanja Zivkovic**  
B2B  
Marketing



**Natalie Karakina**  
B2B  
Marketing



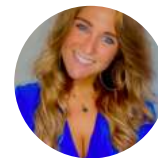
**Paul Viviers**  
Digital  
Marketing



**Anna Maria Kochanska**  
Remote & Future--  
of-Work Champion



**Toni Mascarenhas**  
SEO  
Guru



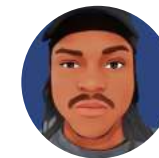
**Nini Fritz**  
Corporate  
Training



**Darina Ivanova**  
Content and Brand  
Marketing



**Kheyra Horton**  
Social Media  
Marketing



**Tony Fiston**  
Digital  
Marketing



# Live Streaming & Social Commerce Will Unite 🤝

Trend #3



# Trend Snapshot

Live stream shopping brings together the power of social shopping with the immediacy of live stream broadcasts. In 2024, we predict more brands will be leveraging influencers and content creators to drive sales through live stream shopping.

# Why You Should Care

Live stream shopping is only

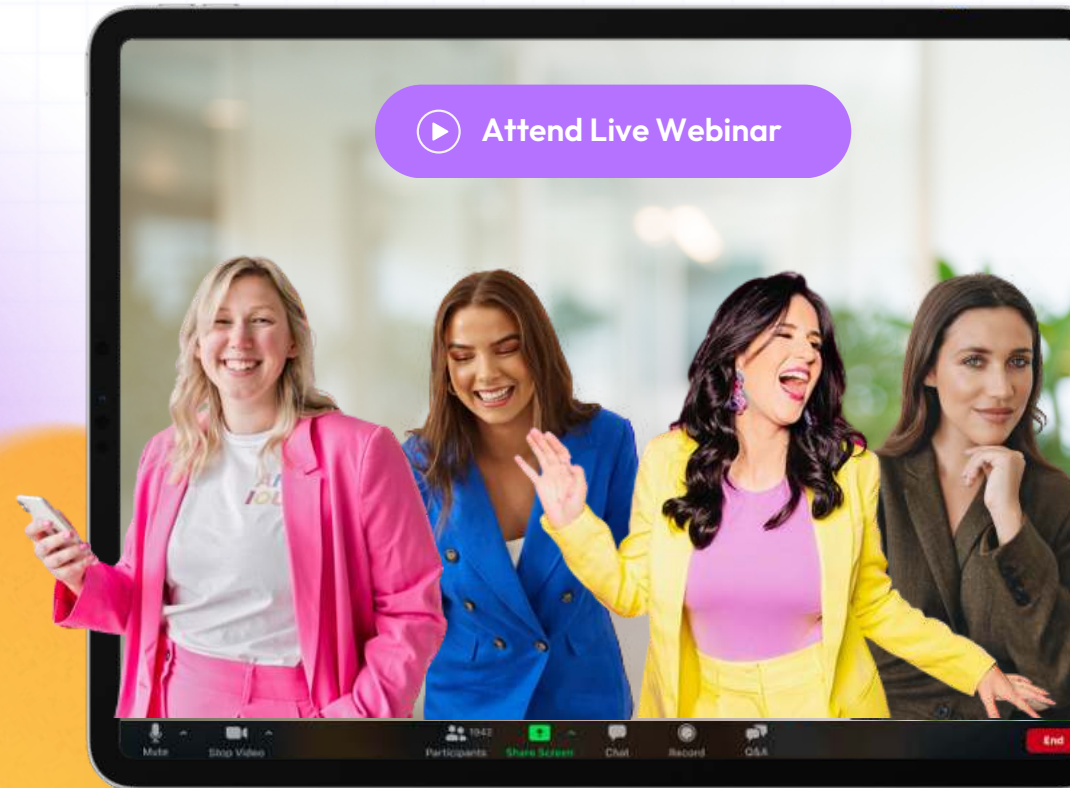
**improving in quality**

with the emergence of AR and VR tech allowing users to discover, explore and purchase new products from creators they trust on social platforms they already use daily.



# How To Tap Into It

Research shows that educational video content has the biggest influence on consumers' purchasing decisions during live stream events. Team up with subject matter experts and creators to host live demos and how-to guides for your products to inspire sales on YouTube Live Shopping!



## Trend #3

Live Streaming & Social Commerce Will Unite

Live streaming is nothing new on social media. But over the past few years, we've seen a rapid rise in the number of brands using live broadcasts to not just connect with their audiences but inspire and drive sales.

In Asian markets, live shopping events are an established, popular conversion tool for businesses (nearly half a billion people in China using live shopping platforms as of 2022). Now, Western markets are beginning to adopt this sales channel, with 20% of US shoppers participating in a live shopping event in 2022.

In fact, the latest stats reveal that live stream shopping will account for

**5% of all**  
**e-commerce sales**  
**in the US by 2026.**

**Trend #3**

Live Streaming &amp; Social Commerce Will Unite



While we've seen Meta turn away from live stream shopping (removing functionality across both Facebook and Instagram earlier this year), both TikTok and YouTube are doubling down on live shopping tools and solutions. It's not surprising, given that 40% of Gen Z TikTok users have made a purchase after watching a live stream event.

Along with influencer-led live shopping events, emerging tech (like augmented reality and virtual reality) is going to be a big trend in live shopping in 2024.

Back in August 2023, TikTok's AR Effect House moved out of beta mode, allowing creators to build their own AR effects for the app. This move is an exciting step towards AR and VR being integrated with other content placements (including live shopping events, where customers could soon be able to virtually 'try on' products right from the comfort of their phone).

While we're not there yet, the rapid adoption of live stream shopping in the US points to the growing importance of e-commerce brands (of all sizes) to experiment with and integrate live broadcasts into their social commerce strategy.

**Trend #3** Live Streaming & Social Commerce Will Unite







## “ Axel Sukianto

People buy from people, so when people see content that is authentic (and comes from someone they trust and can relate to), that is the unlock for engaging content. Where I am in B2B (which is usually behind B2C..), this is underutilised, so I expect to see a rise of UGC-style content and B2B influencers in 2024 and beyond!

# Trend In Action: Mallows Beauty



Click to watch the video



Get inspired by the UK team from Mallows Beauty who regularly use live streams to answer customer product questions, give away freebies and launch seasonal product bundles. A recent video promoting an upcoming TikTok live scored over [319k views](#) alone!

### Hot Tip

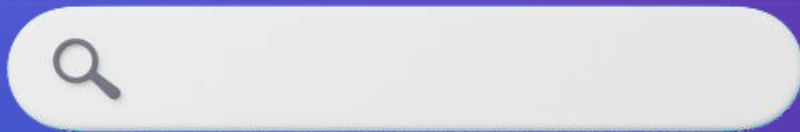


#### As an e-commerce brand

Now is the time to be teaming up with niche, aligned influencers on TikTok and YouTube to be an early adopter of live stream shopping.



# Social Media Platforms Challenge The World's Biggest Search Engines



**Trend #4**

## Trend Snapshot

Gen Z is ditching Google in favour of social platforms (like TikTok) to research their next purchase. If you don't have a social SEO strategy in place, now is the time to make it a top priority.

## Why You Should Care

According to recent research by PwC, 44% of Gen Z consumers globally use social media as their leading source of information when researching for products they intend to buy.



## How To Tap Into It

Along with leveraging SEO keywords in your account bios and post captions, ensure your 2024 content strategy prioritizes evergreen content that answers commonly asked questions your customers are searching for on social media.



## “ Expert Opinion

The way people use social media has changed quite dramatically lately and we can no longer rely on people to engage and share publicly. So if brands want to reach more people they have to optimise for discovery. That's where SEO comes in.

Think about what terms your audience will be searching for and the content they'll already be enjoying. What terms can you include in your content to have yours show up alongside that content?

But don't keyword dump, use them naturally within your captions rather than listing them out like hashtags.

And then consider how you'll get someone to click that post if they see it in search or explore rather than clicking on someone else's - as with all things social media marketing, this will come down to knowing your audience really well and creating content they are looking for.

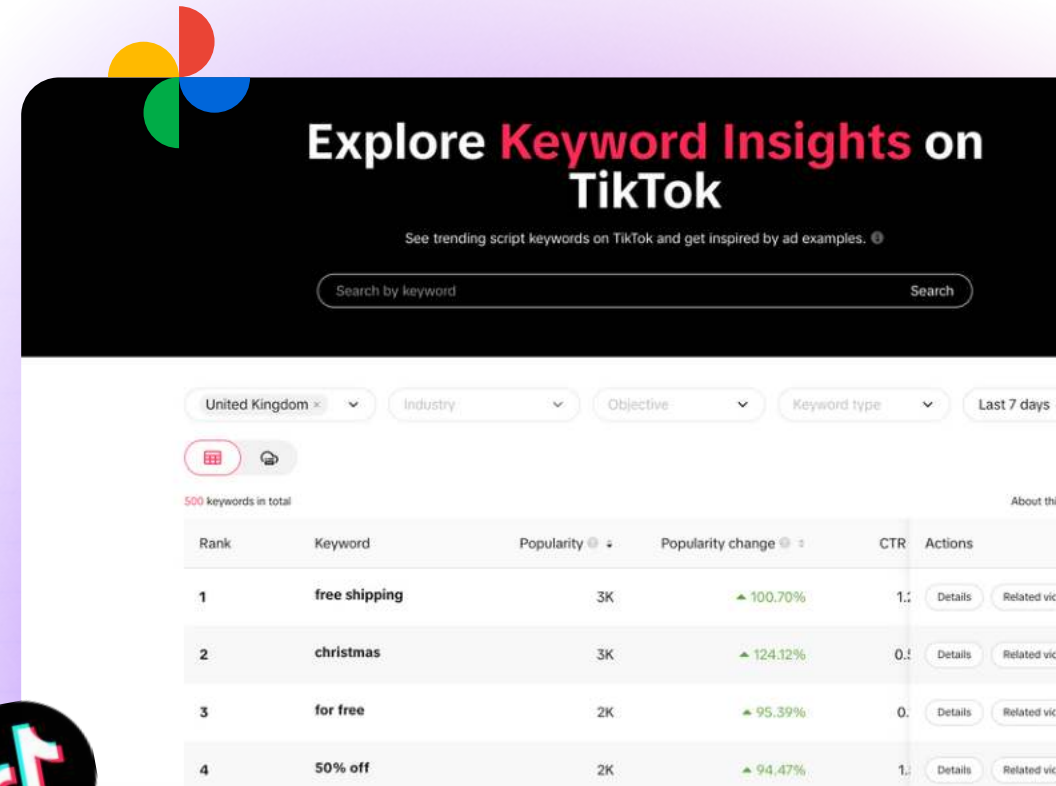
Laure Moore and Laura Davis | @[thetwolauras](#)



# SEO

Search engine optimization (SEO) and social media platforms are becoming increasingly intertwined in 2024. Platforms such as YouTube (owned by Google), Pinterest and even TikTok are continuing to introduce functionality that mimics the world's biggest search engines.

Take TikTok, for example: in 2023, TikTok launched its [Keyword Insights](#) tool as part of its Creative Center, giving brands the ability to track the performance and popularity of searchable keywords on the platform.



**Trend #4** Social Media Platforms Challenge The World's Biggest Search Engines

Pinterest has operated as a visual search engine for years, giving brands the ability to gain organic visibility with high-intent audiences with keyword-focused, original content.

## “ Expert Opinion

Great content can drive good engagement. So you can repurpose your blog content by taking small parts of it and share them on social (and potentially boost the post). As the saying goes create once and share forever... this can be done using SEO content!

Sara Taher





Up until now, social SEO has been focused primarily on keywords. While a well-optimized bio and injecting keywords into post captions are still recommended, we're predicting social SEO will evolve in 2024 to focus more broadly on a brand's overall content strategy.



Here's what we mean: SEO keywords, FAQs and trending topics need to inform the evergreen content you're creating on social media. Rather than only sprinkling keywords into your captions, social SEO best practices will evolve in 2024 to encourage brands to create content that responds to their audience's search intent (while still engaging and entertaining viewers).



**Trend #4**

Social Media Platforms Challenge The World's Biggest Search Engines



# Trend In Action: TBH Skincare



## Planning out your next month of content?

Conduct keyword research ahead of planning out your calendar and use SEO FAQs and keywords to inspire your upcoming Reels, TikTok and YouTube videos.

**Hot Tip**

## Trend #4

## Social Media Platforms Challenge The World's Biggest Search Engines

Click to watch the video



The team from Aussie beauty brand TBH Skincare have nailed this approach to SEO, creating an engaging and informative TikTok video about Benzoyl Peroxide (an SEO keyword relevant to acne-prone customers), using one of their signature products to answer the common audience FAQ of “will your spot treatment bleach my towels or sheets?”. Not only has this video reached over 1 million viewers, but it’s been saved nearly 2k times.

Keep reading 👁️👉 learn how to master Instagram SEO like a pro with five actionable tips to improve your search visibility.



Trend #5

DMs Are The  
**Biggest Engagement  
Opportunity For  
Brands**





# Trend Snapshot

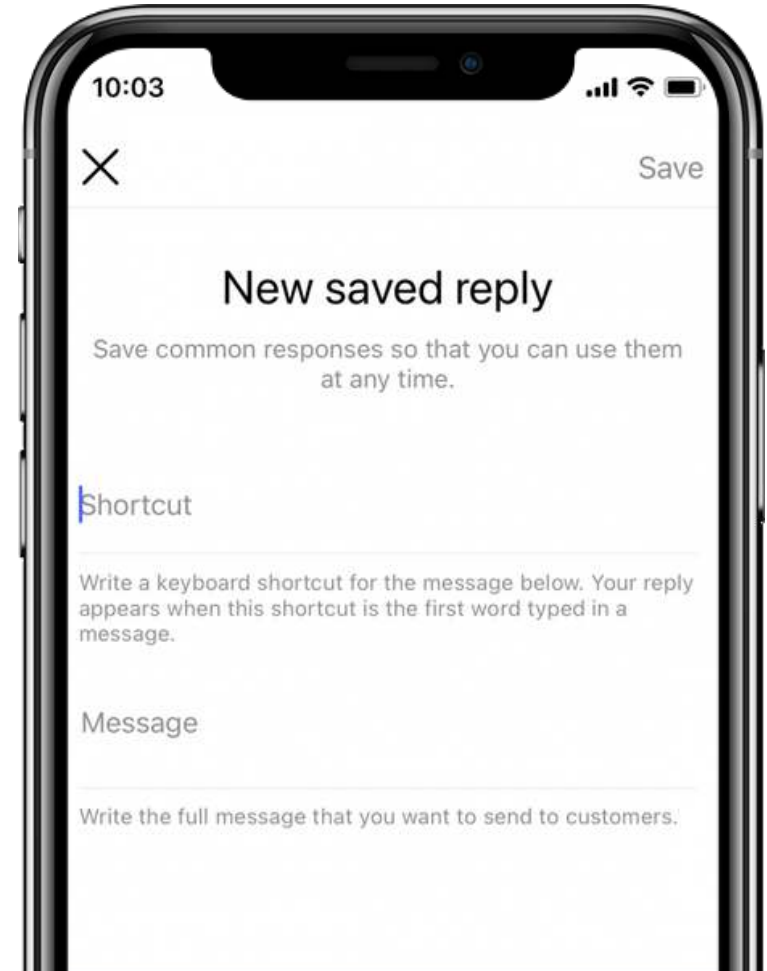
Likes, comments and saves are no longer the preferred way for users to engage with brands on social media. In 2024, direct messages will continue to rise as the biggest growth opportunity for businesses looking to foster conversations with audiences.

## Why You Should Care

75% of consumers prefer to engage with brands over private messages (like DMs) vs traditional channels (like calls or emails).

## How To Tap Into It

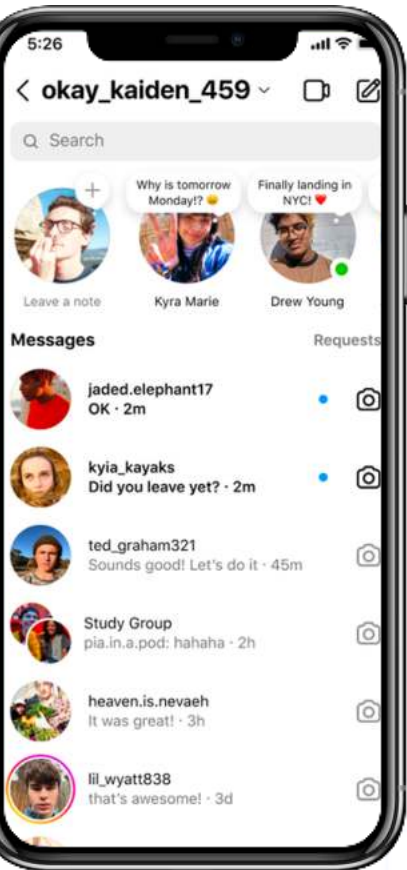
Ensure your social media platforms are set up to support customer service enquiries 24/7 with automated messages and on-brand, templated responses.



Last but certainly not least is one of the biggest trends to hit social media: **the rise of direct messages.**

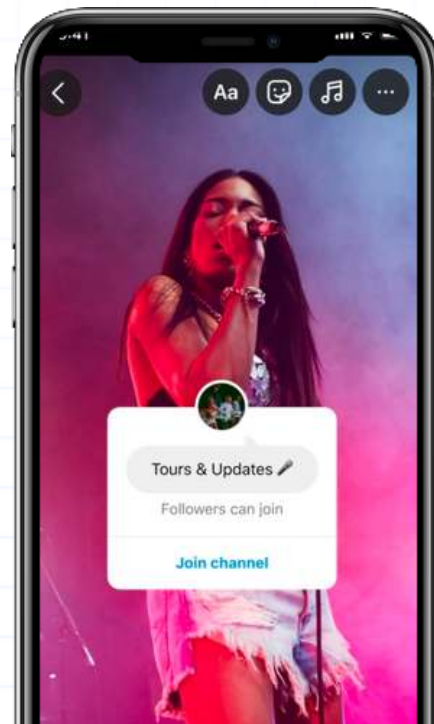
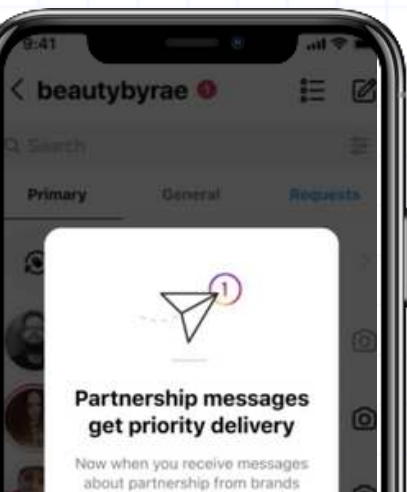






While engagement on social media has been largely linked to public-facing interactions (like comments, saves and shares), we're seeing heavy investment in private messaging functionality across Meta's platforms.

In 2023, Instagram launched Notes (text-based status updates only visible in the DM section of Instagram) as well as Broadcast channels (supporting one-to-many messages in private messaging threads).



## “ Expert Opinion

Personally I have found success leveraging both Instagram's Notes and Broadcast channel features strategically. They enable me to cut through the noise and reinforce key messaging to my followers. Recently, I used both to promote a lead magnet, resulting in a **400% increase in email list sign-ups**, complementing Reels for a comprehensive strategy.

Instagram Notes serves as an excellent conversation starter, enabling me to initiate meaningful interactions with my audience. By adding thought-provoking questions to my notes, I've successfully sparked meaningful interactions and received valuable feedback from my audience. This feature has helped me foster a sense of community and establish a deeper connection with my followers.

However, I must emphasize that my preference leans towards the Broadcast channel feature. This feature has provided me with various opportunities to engage with my audience on a more personal level. Through Q&A sessions and interactive polls, I have been able to gauge the pulse of my audience, understand their thoughts, and gather valuable insights. Additionally, I have utilized the Broadcast channel to express my gratitude to my followers by offering special incentives such as free coffee or exclusive perks. Looking ahead, I see a huge opportunity to further optimize both as part of an integrated social strategy.

Tomisin Smith

This is backed up in Instagram's 2024 Trend Talk report (focused on Gen Z trends across the US, UK, Brazil, India, and South Korea), with Gen Z respondents naming 'sending Reels and memes in DMs' as one of their preferred ways to communicate with others on Instagram.

Make sure you're encouraging users to share feedback, insights or questions with you via interactive tools (such as the DM sticker on Instagram Stories).

### Hot Tip



#### Now is the time to level up your DM strategy

On social media by setting up FAQ responses on Instagram Direct and ensuring auto replies are saved in your Meta Messenger account. This will ensure customers receive an instant response when they get in touch with your brand via DMs on social media.





According to Instagram Chief

“ **Adam Mosseri**

most of Instagram’s growth has been in stories and DMs.

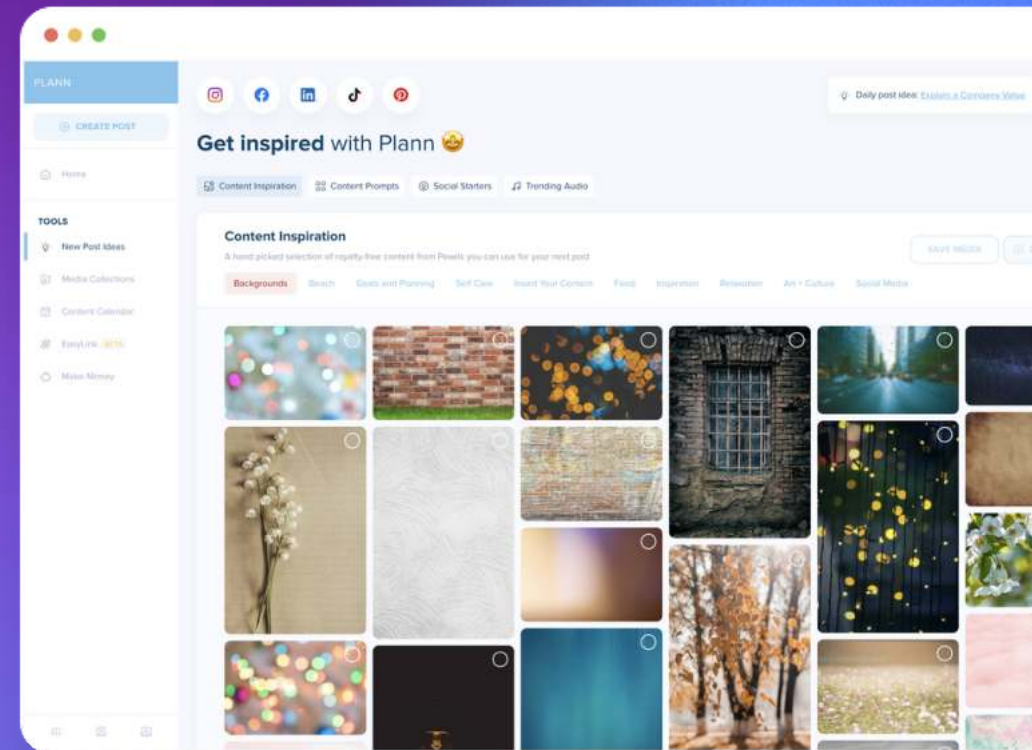
As we head into 2024, we expect direct messaging to play an even greater role in how consumers and brands interact on social media.

# Conclusion

Now that you're up to speed on the biggest trends in social media, it's time to put your knowledge into action.

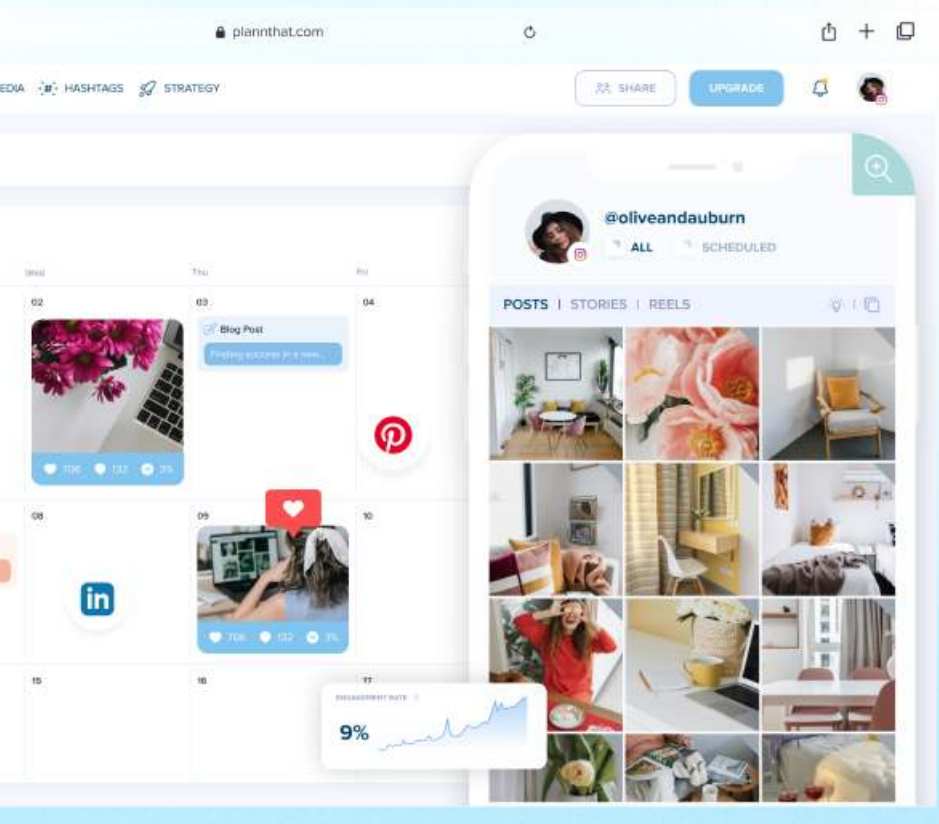
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