



NAVIGATING SOCIAL MEDIA TRENDS 2024

The Ultimate Blueprint for
Agency Marketers



Ready to pitch your client a stellar social media strategy for 2024? Did you consider all the upcoming social media trends while forming your strategy?

What worked for your client's social media presence in the previous year might not work in 2024 as well.

That's why you need to stay updated with all the latest social media trends set to take off. Knowing the trends will help you create innovative campaigns that resonate with user behaviors and preferences, setting your clients apart.

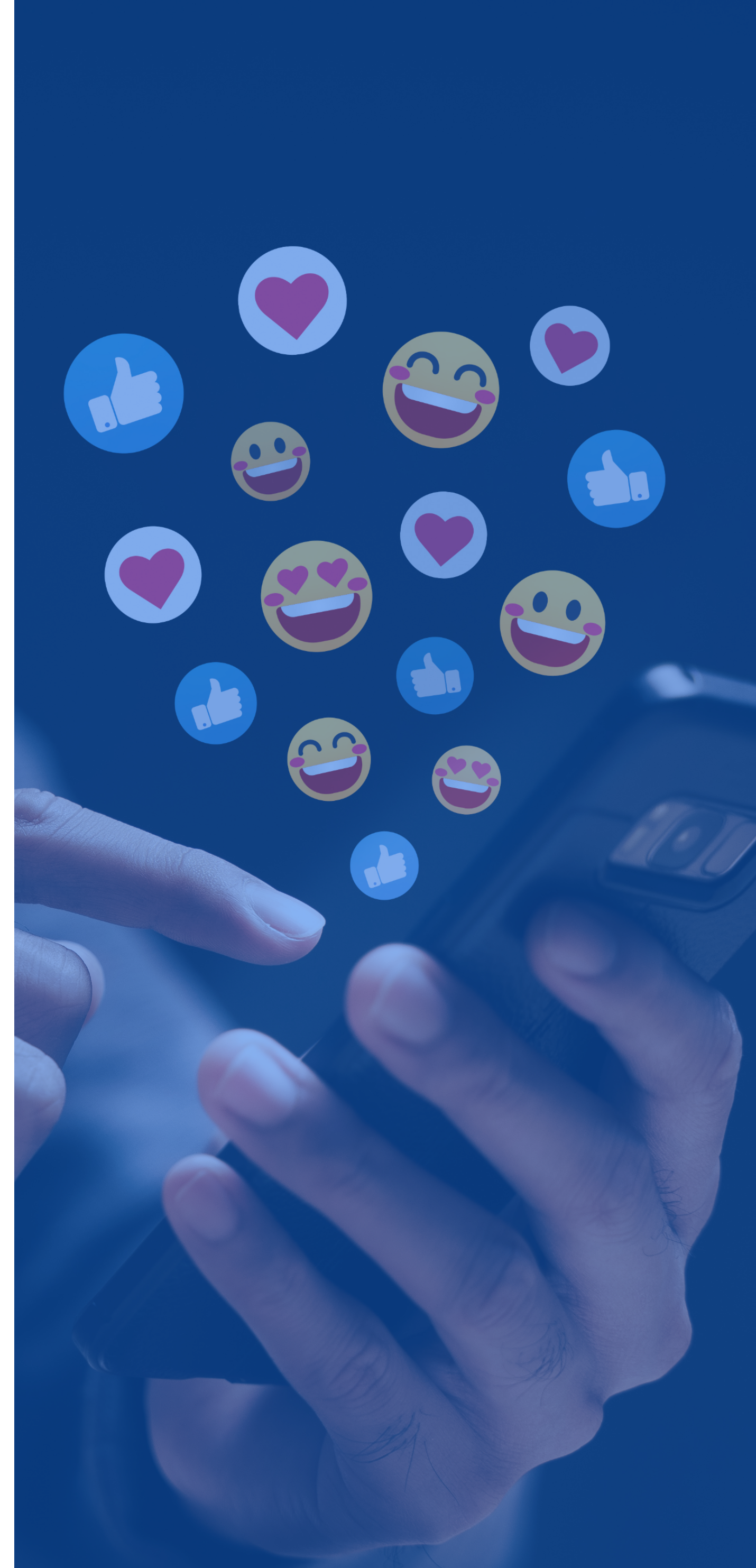


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Using AI With Authenticity

AI has become an indispensable tool for marketers, far beyond a minor influence. Marketers have been using the power of AI to generate content, conduct research, and get ideas and inspiration.

Undoubtedly, AI usage for social media content generation is set to rise rapidly in 2024 as well.

As your marketing agency fully embraces the potential of AI to elevate content creation for social media, it's crucial to recognize that AI has its constraints, including

Expertise Deficiency	Outdated Information	Contextual Challenges
Limited Cultural Sensitivity	Ongoing Human Oversight	Branding Inconsistency

How to Harness this Social Media Trend?

- Establish clear guidelines for your team when crafting AI content for clients across various domains, ensuring consistent branding and data accuracy in all generated content.
- Always include a human review for AI-generated social media captions and images to ensure quality and brand alignment.

- Invest in ongoing training for your team to enhance their AI proficiency and prompt creation.
- Customize ChatGPT or any AI tool to effectively recognize and adapt to context-specific nuances, ensuring that content is customized to meet each client's unique requirements.



TREND #2

SOCIAL MEDIA TRENDS 2024

The Creator-Led Content Revolution

In today's social media landscape, the growing power of creators and the rise of [user-generated content](#) (UGC) are driving a new content revolution. What's that?

Audiences no longer fully trust or engage with everything highly polished brand posts on their channels. They have become discerning and value content that feels genuine, relatable, and has an unpolished, real-life quality. Collaborating with influencers and content creators to share raw, unfiltered content can create a genuine connection with your client's audience.

How to Harness this Social Media Trend?

- Identify [micro-influencers](#) and content creators who align with your client's brand values and target audience.
- Use [social listening tools](#) to identify and collaborate with influencers or brand advocates already discussing your client's products or services.
- Collaborate with creators not only for product promotion but also to showcase expertise and engage with the audience in meaningful ways.
- Consider forging long-term partnerships with influencers who can consistently represent your client's brand authentically.
- Encourage customers to contribute UGC content, sharing their personal experiences, insightful reviews, and creative perspectives related to your client's products or services.



TREND #3

SOCIAL MEDIA TRENDS 2024

Growing Use Of Short-Form Videos

Platforms like TikTok, Instagram, and even YouTube, with its “Shorts,” are teeming with short-form videos, making them a go-to strategy for your clients.

They offer you a compact yet effective way to convey your message. Whether showcasing products, giving a sneak peek behind the scenes, or sharing quick tips, these videos excel in engaging viewers. Their brevity doesn’t compromise their ability to [drive engagement](#); instead, it enhances it.

How to Harness this Social Media Trend?

- Utilize AI video tools like InVideo, Synthesia, or Vidyo.ai to easily convert scripts into cost-effective explainer videos or instantly generate short clips from longer videos.
- Keep scrolling the “For You,” “Reels,” and “Shorts” pages to stay updated with the latest short-form video trends and features.
- Experiment with new formats, challenges, and interactive elements to keep your clients' content fresh and engaging.



Merging Education With Entertainment

Audiences today seek more than just content; they yearn for an entertaining experience. You should also approach to blend learning with fun to deliver content that sticks.

You can create informative and highly entertaining content even if you're handling social media marketing for traditionally 'less exciting' clients like non-profits, HVAC, healthcare, or education.

How to Harness this Social Media Trend?

- Leverage the power of trending audios, challenges, or contests to deliver valuable information in a fun and entertaining manner.
- Use memes to infuse humor and relatability into your content to connect with your client's audience on a personal level.
- Use in-app filters and animations to add a touch of creativity and fun to your content.
- Partner with influencers or creators to infuse their unique style and storytelling to make your informational content entertaining.



TREND #5

SOCIAL MEDIA TRENDS 2024

Engagement Is Moving To DMs

As social media feeds get busy with sponsored content, meaningful engagement has shifted to DMs, offering a more private space for sharing opinions.

Moreover, the engagement shift has also solidified social media's status as an essential [customer service channel](#). Businesses can now offer real-time responses to customer inquiries and concerns, turning these interactions into opportunities for building trust, loyalty, and satisfaction. It's time you start transforming your client's social media following into a genuine community, fostering personal connections through DMs, groups, or channels.

How to Harness this Social Media Trend?

- Encourage the audience to connect with questions and feedback in DMs
- Get your social media team equipped with [social inbox](#) tools like SocialPilot to manage and quickly respond to DMs across platforms.
- Integrate AI chatbots into your [message marketing](#) strategy to respond immediately to frequently asked questions.

- Build relationships with influential creators who already have an established community in groups and broadcast channels of different social media platform.
- Establish key performance indicators (KPIs) for DM engagement, such as response time, conversion rates, or customer satisfaction scores.



Showcasing The Eco- Friendliness

Sustainability is no longer just a choice; it's a necessity for modern brands. In an era where environmental consciousness holds significant importance, you must emphasize your clients' commitment to eco-friendliness to connect with their environmentally aware consumer base.

Brands that effectively communicate their sustainable practices and efforts to minimize environmental impact find a strong resonance with their audience.

How to Harness this Social Media Trend?

- Understand your client's target audience, including their eco-consciousness level, preferences, and values.
- Develop a social media strategy that highlights your client's sustainability initiatives, eco-friendly products, and corporate responsibility efforts.
- Craft authentic and transparent stories about your client's sustainability journey. Share real-life examples of environmental impact reduction and eco-friendly product development.
- Encourage engagement by inviting your audience to participate in eco-friendly challenges, contests, or discussions related to sustainability.
- Explore partnerships or collaborations with environmental organizations or influencers who align with your client's sustainability values.



Text Posts Are Still Relevant

The popularity of text posts is making a comeback, and some of the credit goes to the disruption that happened at X (previously Twitter), which created an opening for other platforms to step up their game.

A few newcomers have quickly gained popularity. For instance, Mastodon boasts a monthly active user base of [1.8 million](#), while the invite-only apps BlueSky and Spill have garnered over 2 million and 200,000 users, respectively. But the actual event in the microblogging world was the launch of Instagram threads.

Amidst this tug-of-war among text-based networks, one thing remains crystal clear: you can't rule out the texts yet, as more and more people are flocking to these platforms to engage with text-based posts.

How to Harness this Social Media Trend?

- Identify micro-influencers and content creators who align with your client's brand values and target audience.
 - Use social listening tools to identify and collaborate with influencers or brand advocates already talking about your client's products or services.
 - Collaborate with creators not only for product promotion but also to showcase expertise and engage with the audience in meaningful ways.
- Consider forging long-term partnerships with influencers who can consistently represent your client's brand authentically.
 - Encourage customers to contribute UGC content, sharing their personal experiences, insightful reviews, and creative perspectives related to your client's products or services.



Championing Employee Advocacy

Employee advocacy has become a powerful tool in the social media marketing arsenal.

Brands that encourage their employees to become brand ambassadors are seeing significant benefits. Employees can provide an authentic perspective that resonates with consumers by sharing company culture, achievements, and behind-the-scenes glimpses.

How to Harness this Social Media Trend?

- Work with your client to Identify enthusiastic and engaged employees who are willing to become brand ambassadors.
- Offer training sessions or resources to educate employees about effective social media practices and the guidelines they have to follow.
- Make it easy for employees to share brand content by providing shareable assets like images, articles, videos, and relevant hashtags.
- Offer shoutouts, incentives, or gamification to motivate and appreciate their advocacy efforts.



Personalized Multi-Location Branding

If your client's business has multiple physical locations or branches, then personalized branding is always in trend for you. As businesses operate across multiple locations, it becomes crucial to maintain a consistent brand image. But even more crucial is the ability to tailor your presence to each specific location.

We are living in an era of personalized experiences. As demographics shift, so do experiences. Customer preferences and behavior can vary significantly from one locality to another. So, ensure your client's social media marketing strategies resonate with the local audience to stay relevant.

How to Harness this Social Media Trend?

- Create individual Google Business Profile (GBP) listings and Facebook pages for each of your client's business locations for effective management and engagement.
- Research and understand each location's audience's demographics, preferences, and behaviors.
- Tailor your social media content to each location, considering local events, culture, and trends.

- Come up with location-specific promotions, offerings, or community involvement to build a local identity.
- Start creating narrow-targeted social media ads to reach highly specific and well-defined audience segments.
- Utilize scheduling tools such as [SocialPilot](#) to manage consistent posting on each branch's account across every platform under a single dashboard.



Decentralized Platforms Will Gain More Traction

Decentralized social media platforms like Mastodon, BlueSky, Steemit, and Hive have already made quite a noise in the digital realm. As their popularity continues to soar, it's inevitable they will soon become a household name.

How to Harness this Social Media Trend?

- Create accounts and explore the functionality of decentralized platforms to understand how they operate.
- Understand whether your clients' target audiences are already present on these platforms or show interest in decentralized social media.
- Keep a close eye on developments in the decentralized space, such as platform growth, emerging competitors, and regulatory changes.
- Educate your clients about the benefits and challenges of decentralized platforms, helping them make informed decisions about expanding their presence in this space.



The Rise Of Social Commerce

Leading the way in social commerce, [TikTok](#), [Instagram](#), and Facebook offer features like [live shopping](#), shoppable videos, photos, ads, and product showcases.

As social media platforms evolve into vibrant marketplaces, you must prepare strategies to engage consumers where they are most active, offering a more immersive and streamlined shopping experience.

How to Harness this Social Media Trend?

- Assess which platform—TikTok, Facebook, Instagram, or Snapchat—best suits your clients. Focus on channels where their audience is already engaging with product posts for more effective conversions.
- Focus on creating engaging and immersive shopping experiences within the social media ecosystem. This may include shoppable videos, live shopping events, and interactive content.
- Collaborate with influencers who align with your brand and can help promote products effectively within their niche communities.
- Start advertising with Shoppable ads.



Effortlessly Ride Every Trend With SocialPilot

Staying on top of these trends is like having the winning card up your sleeve. But what really gets you to the winning draw is having a tool like SocialPilot in your arsenal.

SocialPilot offers impeccable scheduling, analytics, inbox management, client and team collaboration, and an array of agency-friendly features. These features have become the go-to choice for agencies seeking to amplify their clients' social media presence. It's time for you to ride every trend effortlessly with SocialPilot.

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and counting

Our customer base is growing exponentially every passing day.



130,000+ posts
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Helping brands and agencies take social media publishing up a notch.



4.5 rated
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SocialPilot is rated highly on G2 - the largest review site in the world.