


20

Digital  **TRENDS & PREDICTIONS**

25



With a new year comes
new strategies,
features, and behaviors
across the social media
marketing world.

From content
marketing patterns to
channel-specific
updates, here's our
take on what to look
for in this new year.

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CONTENT MARKETING TRENDS



CONTENT MARKETING TRENDS

If you came from our posts on LinkedIn or Instagram, you've seen a glimpse of our Top 4 but now it's time to break into all 9 of our content marketing trends.

So lets goooo!

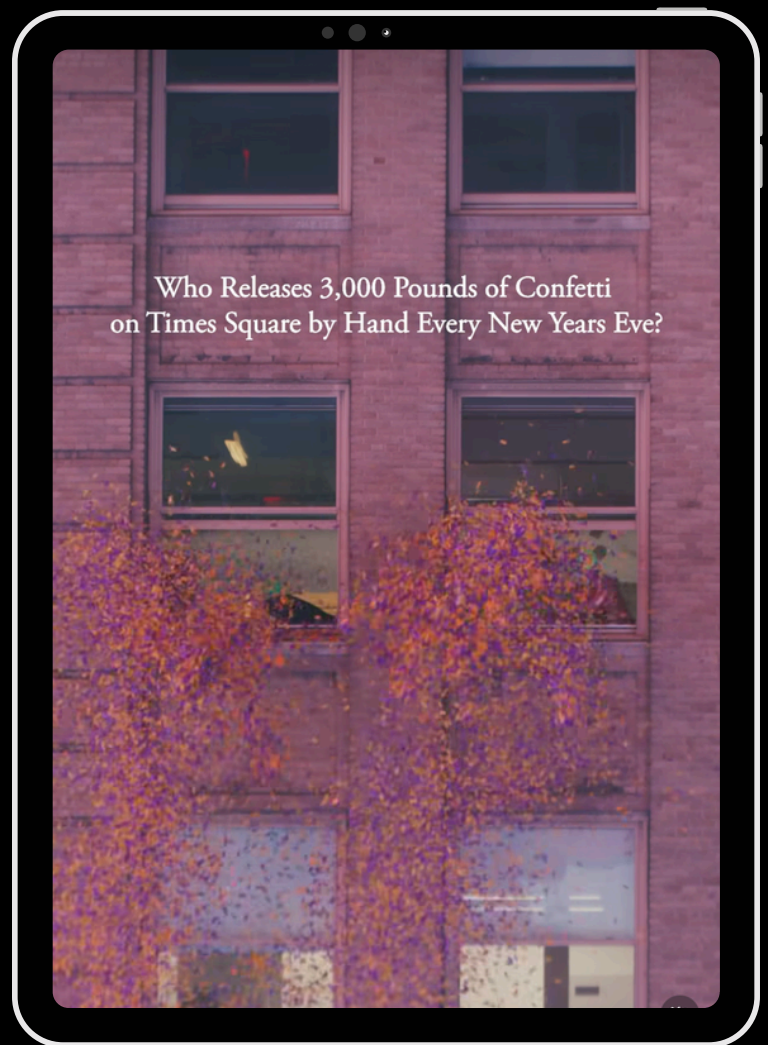
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UNEXPECTED EDUTAINMENT

Social media has become such a first-stop shop for info searching and knowledge sharing that the name YouTube is often followed by the word “university.”

Edutainment content will continue to be a clutter-breaker on the feed for industry topics that are not widely known to the common viewer.

With Edutainment as a part of your brand’s content strategy, you will connect with broader audiences that you never knew were interested.

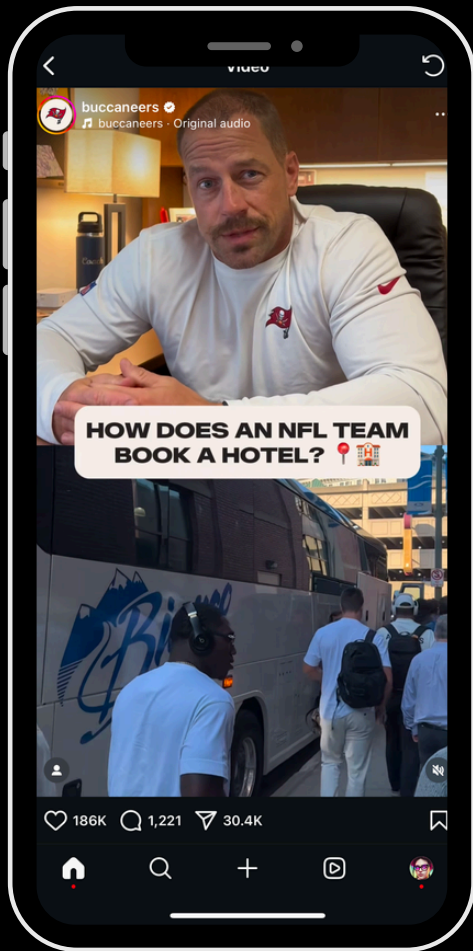


@joshuacharow

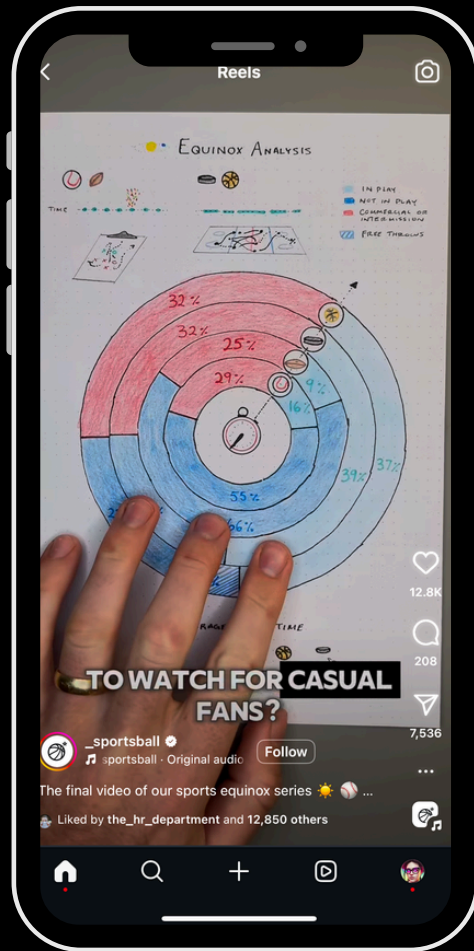
CONTENT MARKETING TRENDS

UNEXPECTED EDUTAINMENT

Here are a few more examples of Edutainment content:



@buccaneers



@_sportsball



@nytimes

EGC IS THE NEW UGC

If you're a marketer or dabble in the social media management space, you're familiar with the term "UGC" or "user-generated content." If you're not, UGC is content created and shared by a brand's fans or consumers as opposed to content created by the brand. It's a visual way for users to connect with brands they love; and through the use/resharing of this content, brands build credibility and trust with their audience.

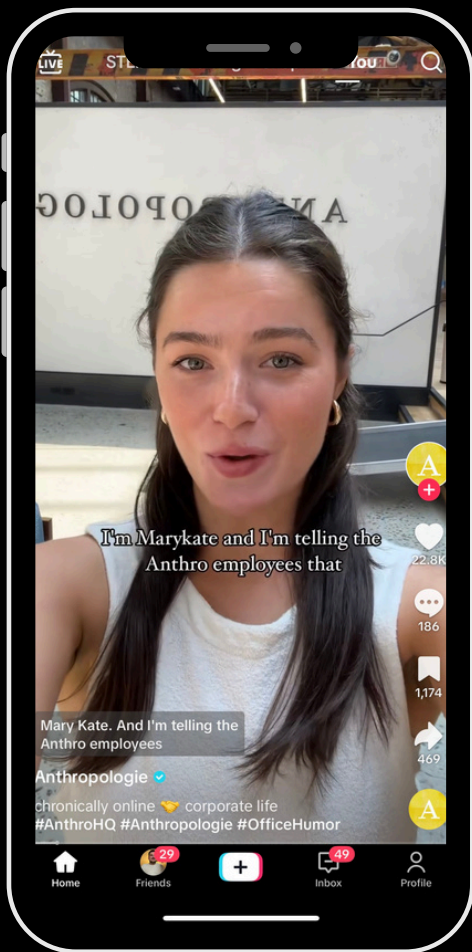
UGC is a staple approach in content marketing, and we don't think it's going anywhere, BUT the power of EGC has been creeping into the picture. EGC = Employee-generated content. **This approach fuels brands to embrace their employees as content creators. It empowers companies to authentically:**

- **Share the culture of their organization** because core values, mission statements, and taglines plastered on a website don't do it anymore.
- **Drive loyalty and interest among diverse target audiences** through an array of genuine perspectives, departments, and stories.
- **Highlight team members and their unique stories** or talents, out loud. Janice in finance might have the latest TikTok trend on lock. Let her shine!

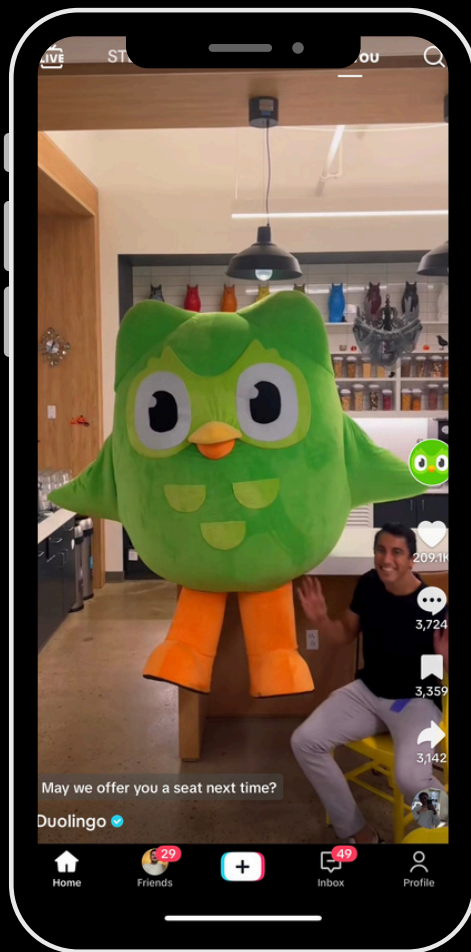
CONTENT MARKETING TRENDS

EGC IS THE NEW UGC

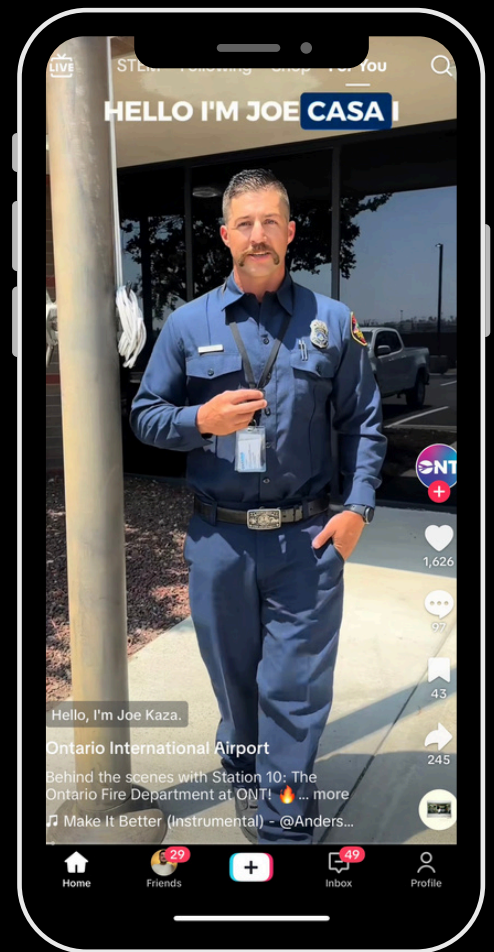
Here are a few examples of Employee-generated content:



@anthropologieofficial



@duolingo



@flyontairport

VISUAL AI VS. VERBAL AI

Without a doubt, our girl AI will continue to flourish in 2025 but we believe she'll shine in more visual applications this year. During the holidays we witnessed a few brands experimenting with AI-created ads and Coca-Cola going full steam with a fully AI-generated commercial.

While usage across Claude, ChatGPT, and others will continue to flourish, *we see the expansion of regular-degular folks using AI for visual projects becoming a thing.* More than ever, platforms like Google Gemini, Open Art, Canva, and Munch will be tapped into.



NO MO' F.O.M.O.

If you need a refresher, “F.O.M.O” is a netizen-created term meaning “fear of missing out”. It’s the equivalent of tapping through Stories or scrolling through your feed and it seems like everyone is at an event you wish you were at. Over the years, brands have capitalized on this psychological tactic and used festivals, concerts, major sporting events, fashion and art weeks, etc. to create exclusive exhibits, pop-ups, and “you had to be there” moments.

In the pre-pandemic days, a brand’s F.O.M.O. strategy + the Millennial and GenZ love for experiences = effective approach for building hype and buzz. But, we are **now in an era of social media where UNWAVERING COMMUNITY > FLEETING BUZZ** and thus “F.O.M.O.” doesn’t hit like it used to.

And we believe these are **three of the factors driving this:**

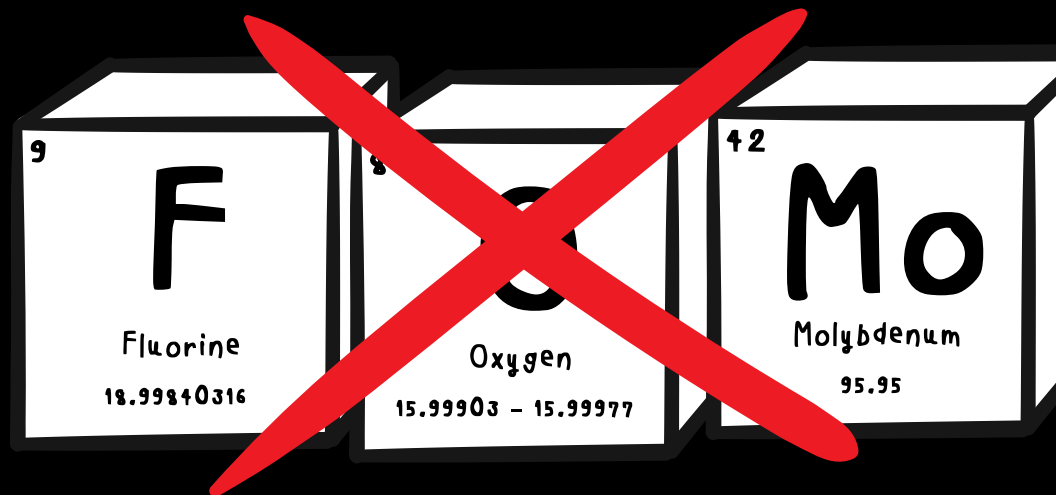
- 1** *Real-time exposure:* From live streams to feed posts to in-the-moment reviews, the past F.O.M.O. feeling of not being there has been traded with “I felt like I was there”; just through seeing everyone’s real-time content in the feed.
- 2** *Cost of Living:* With current economic times, multi-faceted and diverse-interested Millennials and GenZers are being more selective with where they’re spending their funds.

NO MO' F.O.M.O.

3

Additional Resources: There are other means for filling the F.O.M.O. void now. Take the sneaker industry, for example. A footwear brand can drop an “exclusive” collab in a specific city, and consumers who missed the timely drop know it’s no biggie because they have ample resell sites or platforms where they can still purchase after the so-called “exclusive drop”.

It’s as if nothing feels exclusive anymore, and GenY and GenZ don’t mind waiting. F.O.M.O. is no longer a stand-alone, sustainable tactic for brands. **This doesn’t mean that “ikykyk” experiences are no longer valued among these demos, but brands who want to get it right in 2025 must prioritize building community over building hype.**

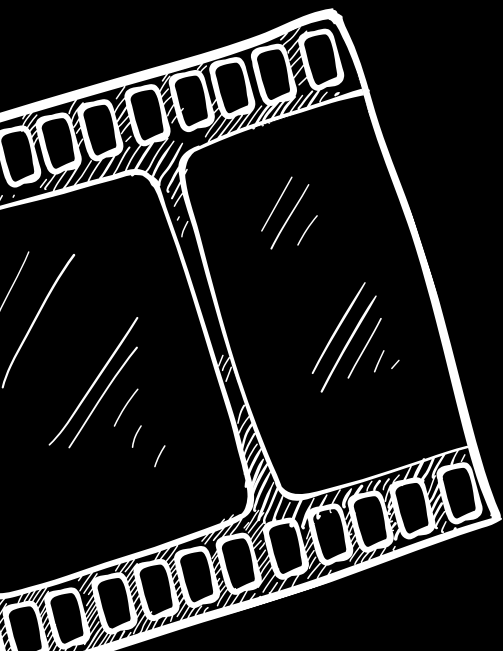


BACKSTAGE = FRONTSTAGE

We've seen this content pattern take form, most notably in the entertainment industry. While some marketers may consider it a different spin on the typical "BTS" (behind the scenes) content pillar, we think this approach is carving out a new lane altogether.

Our theory on "backstage = frontstage" reveals executions where brands retain advocacy of their fanbase and connect desire among new fans through **content that lessens the celebrity of the interaction or experience.**

Here are two examples:



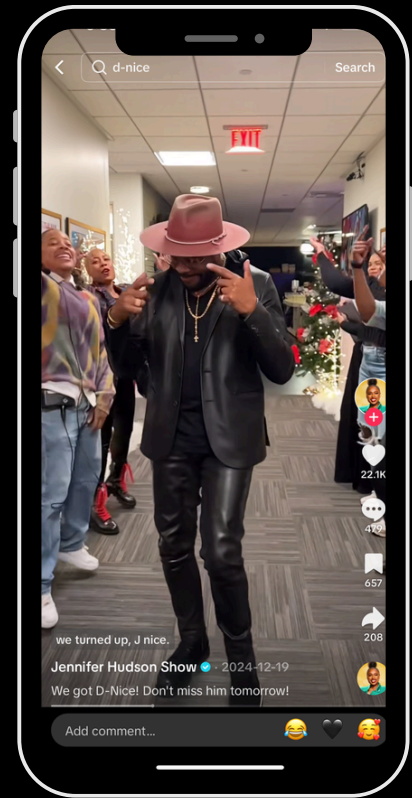
CONTENT MARKETING TRENDS

BACKSTAGE = FRONTSTAGE



Six Triple Eight

We're loving this era where actresses are "breaking character" on their socials to give the viewer a more down-to-earth connection. This style capitalizes on trending audios or social moments to subtly market the movie; complimenting the big-budget "box office" campaign. We've seen this with many other movies like Barbie and Wicked, but Kerry Washington is very consistent in doing this across her projects.



The Jennifer Hudson Show "Spirit Tunnel"

This backstage experience not only gives current fans an extra reason to love the show or J. Hud., but it draws them in to make them feel more present with the featured guests, connected to her team, and turns a feed-scroller into a follower or sharer of the content.

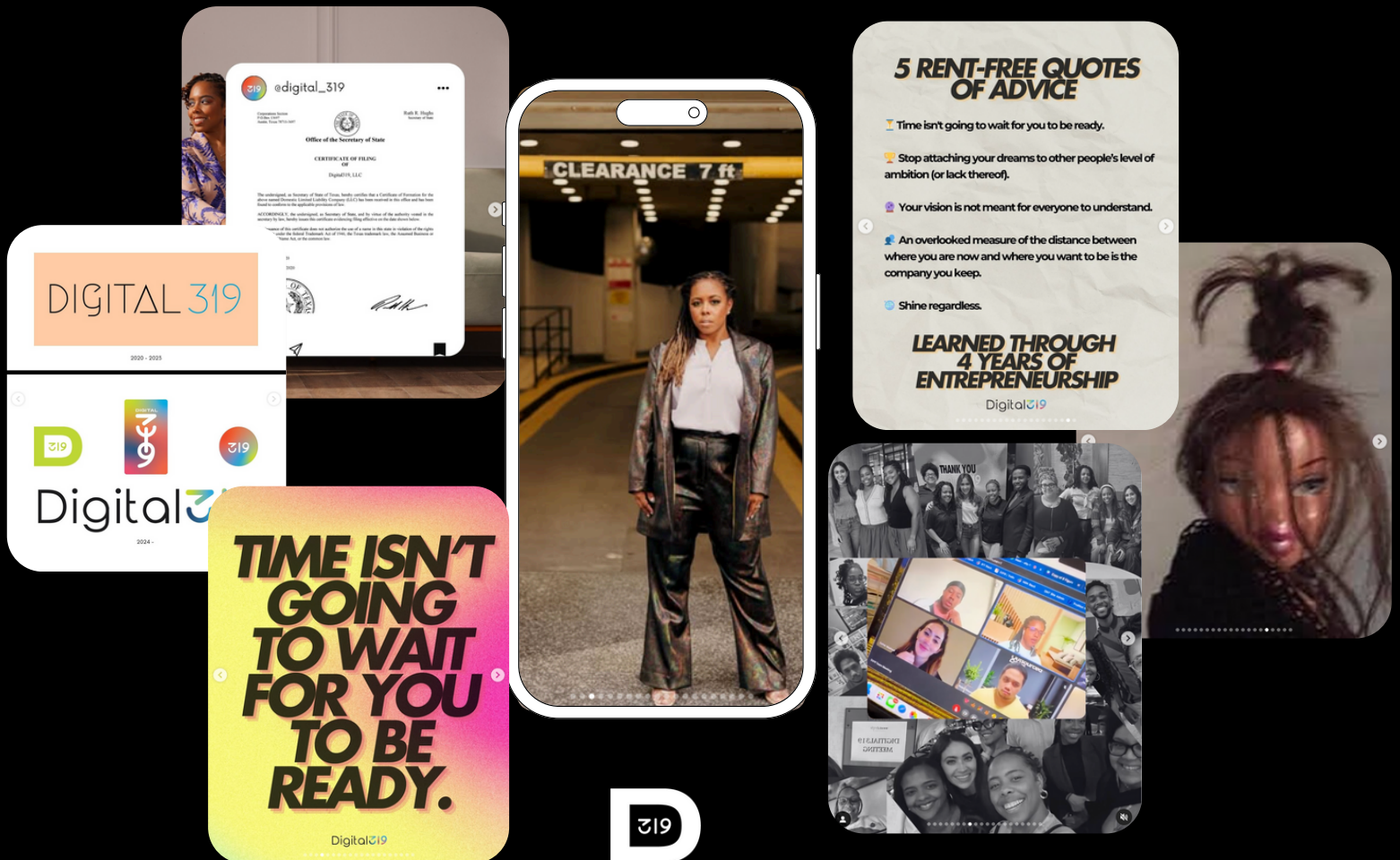
CONTENT MARKETING TRENDS

RELATABLE DUMPS

You may have heard these referred to as “messy posts” or “random carousels” but regardless of the name, you’ve definitely seen them skyrocket across your favorite influencers’ feeds this year.

With Instagram now allowing for 20 photos in a carousel and TikTok being more receptive to carousel posts, **brands will use this approach in 2025 to humanize their content and expose more personality** through an eclectic mix of photos and videos.

Here’s an [example of our own...](#)



ONE-POST-WONDER INFLUENCER COLLABS? EWW.

This campaign style should've been a thing of the past but for the brands still marketing in this way, count your days. **In this post-COVID bounce-back marketing era, authentic collaborations with genuine talent are a consumer expectation not just a "nice to have".** In 2025, brands integrating influencers in their marketing strategy will thrive by embracing these considerations:

- **Content:** Stronger focus on series-based content and the talent being folded into "offline" experiences (ex. a brand's annual community event) to establish a genuine connection among the brand's and influencer's audiences.
- **Community:** No more transactional executions where brands gain X amount of followers from X number of posts and then those followers disengage or unfollow when the influencer is no longer around. Partnering with influencers who help build purposeful and lasting community support for the brand will be key.
- **Currency:** The true currency of influencer marketing is having your own talent. Developing an influencer program (not just a post) creates a collective of talent that feels more like ambassadors or an extension of the marketing team. This creates chemistry between the influencer and the brand to be fully aligned on the strategic business goals. Long-term partnerships also allow for the brand to activate the talent effectively and repeatedly for optimal success.

Find the budget, aim for longevity, and let's leave the "hi & bye" influencer content "campaigns" in 2024. We said what we said.

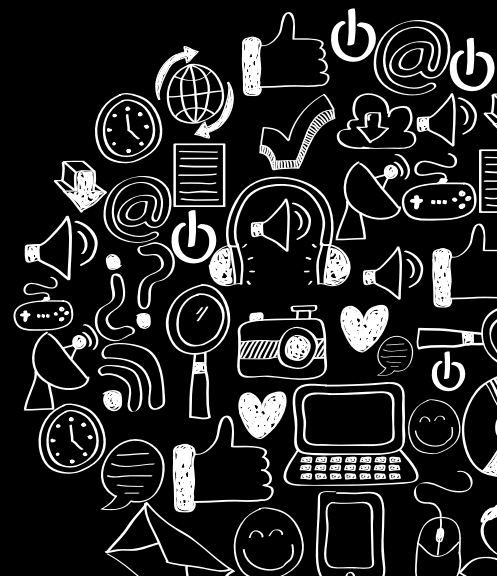
PHYGITAL CROSS-PLATFORM EXPERIENCES

Remember when brands would give a short snippet on Facebook or Twitter and tell you to go catch the full video on YouTube? Well, Taco Bell is now selling chicken nuggets and that's equivalent to all the social platforms doing all the things. By "things", we mean offering both short-form and long-form content types; thus there's no need for brands to spread content across separate social media sites (unless their target audience is a wide range of age demographics).

For example, brands can give you the sneak peek cut via a YouTube short and then drop the full vlog via a long-form YouTube video. No Meta or Twitter (X) or clock app needed.

So, will 2025 be the end of cross-platform social campaigns?

As the social media giants compete for users' time on their platforms and as brands adapt to [omnichannel campaigns and phygital behaviors](#), we will see a shift of brands operating on 1-2 social channels effectively and then complementing that with "non-social media" avenues like email, SMS, podcast, websites and apps to centralize their audiences.



GOODBYE, GRAMMAR POLICE

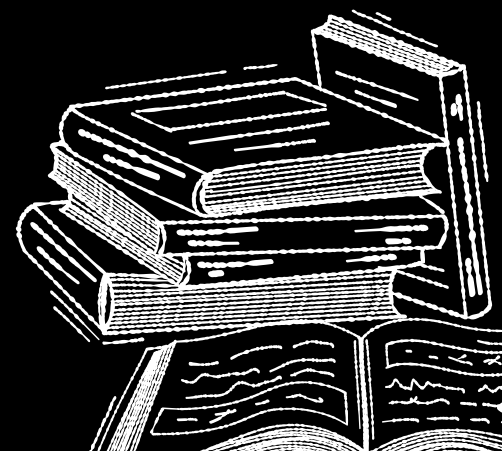
Hey, Big Boys, pull up a seat! This one is for you.

For a stronger and more authentic connection with your audience, grammar usage across your social media platforms should be aligned with how you and your audience speak instead of what Merriam says is proper.

The debates and endless approvals in social media war rooms about Oxford commas or starting a sentence with “and” or “but” should not take priority over the brand voice emphasizing colloquialisms or shared lingo.

Captions and hashtags are becoming an uninviting place for traditional grammarians, and tbh; many users aren’t checking for the most proper writing at the speed of a scroll.

Now, we’re obviously not saying it’s okay to mix up “there, their, and they’re” or ignore practical usage for optimal SEO efforts, but **talk how you talk and give Merriam a rest.**



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PLATFORM PREDICTIONS



PLATFORM PREDICTIONS

As we described in our *Phygital Cross-Platform Experiences trend*, social media platforms are starting to look like the Spider-man meme. Similar features, similar functions and thus similar drawbacks from users to be active on all of them.

So 2025 will be a year where we see social platform leaders testing and finding the unique value that differentiates them from other channels.

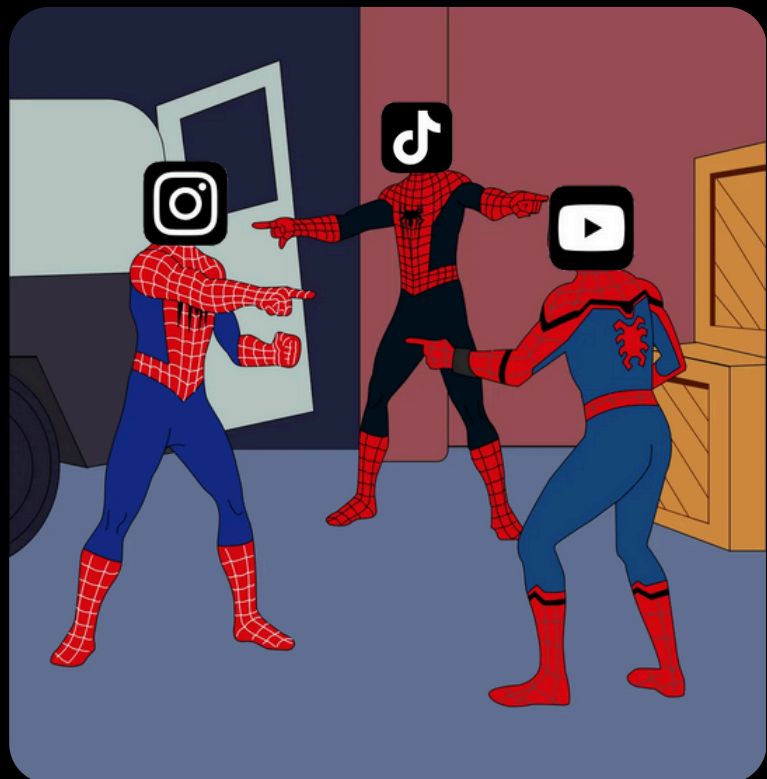
Here is just a glimpse of updates, that we believe will come to light in 2025, across our three focus social platforms for this year:

Click to go directly
to each platform!

 [Instagram](#)

 [LinkedIn](#)

 [TikTok](#)

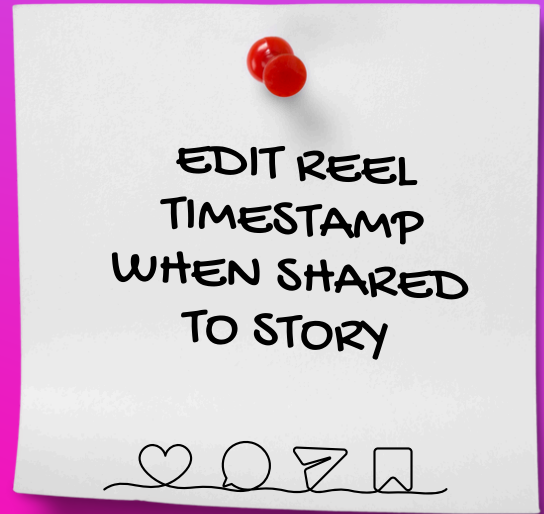




INSTAGRAM

For D319, Instagram will be a space where we connect with fellow entrepreneurs and creators to provide simple and effective social media strategies to help elevate their brands and not lose their minds in the process.

Here are 3 predictions we expect to see from Meta/Instagram:



*Our Audit & Analytics package will be a perfect service for our community here!



INSTAGRAM

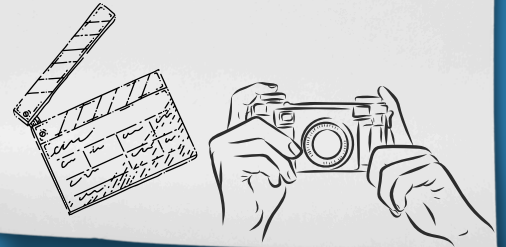
- **Continued enhancements to Notes, Music, and Broadcast channels**
 - These features haven't reached their peak yet and Meta continues to improve these small adages to create a more personal experience across the platform.
- **Edit Reels timestamp when shared to Story**
 - Isn't it annoying when you share a reel to your story and you want a specific part of the reel to play for your viewers? We expect to see some editing features come to life in the story publishing pane when sharing reels.
- **Multiple Close Friends Lists**
 - I mean, let's be real. The option to have at least 2-3 would be nice.
- **Horizontal Video**
 - Move over 9:16, word on the street is horizontal video may be making a comeback. We know videographers and tv-ad producers everywhere will rejoice if this happens, but it looks like 1920 x 1080 px or the 16:9 aspect ratio may be a hack to cut through the clutter of the oversaturated Reels/TikTok format. Can y'all imagine if we all started recording with our phones sideways now, haha?

in LINKEDIN

Through client case studies and marketing theory breakdowns, LinkedIn will be a space for us to connect with fellow marketing experts, company leaders, and dynamic brands to help their marketing teams leverage digital media strategically and keep their brands relevant.

Here are 3 predictions we expect to see from the briefcase app:

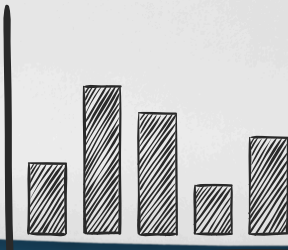
Photo + Video In The Same Post



Creator Economy Boost



Flexible Analytics API



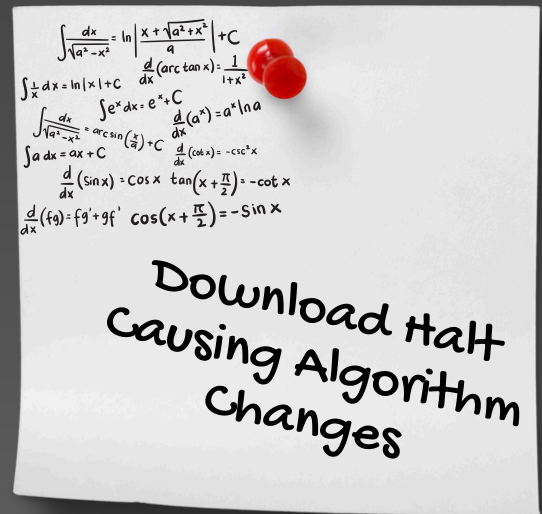
*Our Campaign Strategy offer will align with company teams looking for a comprehensive digital plan for a new product, service, or program launch.

We also have a Two-Day Bootcamp service where we can come train your team on social strategy development and four specialty areas of a sustainable social media presence.

- **Photo + Video In The Same Post**
 - Like, c'mon Briefcase app! This is starting to get as annoying as when we used to beg Twitter - yes, Twitter - for an edit feature. (...and then we finally got it, and we all jumped ship to Threads, hehe.)
- **Creator Economy FTW (for the win)**
 - Over the last three years, LinkedIn is probably the most notable network when it comes to major shifts in how users create and engage on the app. LinkedIn influencers are now a thing and the platform has tested Creator profiles and dashboard features to get their feet wet in this audience pool. When it comes to Meta, TikTok, and Pinterest, we're accustomed to the buzz of "creator, creator, creator", but with LinkedIn, we believe their shifts are less about keeping up with the Joneses and more about honing in on the diversity of professionals now using the platform. Remember when LinkedIn was just for #deskjob, agency, finance and human resources folks? Thanks to the massive growth in entrepreneur professionals, LinkedIn is becoming an ideal space for anybody getting to the bag despite what their day-to-day looks like.
- **Flexible Analytics API**
 - With more company leaders becoming creators and influencers across LinkedIn, LinkedIn will have to give more accessibility to data and creative tools for social media teams to manage their executives' accounts. Currently, LinkedIn does not allow many third-party CRMs like Sprout and RivalIQ to access data from personal pages and that's what most C-suite executives have. With showcase and company pages as the only alternatives to better data, LinkedIn will have to figure something out.



For D319, TikTok will be our “inhale” channel. Yes, we will share content (mostly from Syd’s personal Tok) but this is where we will study timely trends, analyze impactful cultural moments, and keep a pulse on the zeitgeist of the world, IRL and URL. Here are 3 predictions we expect to see from the clock app:





(If she survives...)

- **Brands 🍷 TikTok Shop 🍷 Conversion Strategy**
 - 58% of TikTok users (aka more than 1 billion people) shop directly on the platform and in 2024 we saw an exponential increase in not only the use of TikTok Live but sales happening during these segments. TikTok Live and Shop will be an explored territory for brands this year as they consider the environment for their conversion strategies.
- **Download Halt Causing Algorithm Changes**
 - With download halts across the App Store and Google Play potentially going into effect in the U.S. on 1/19, this mandate will impact usage and users. The clock app will have to find ways to sustain a stalled community with no expected growth.
- **Fear-based Shifts**
 - Also as a result of the potential TikTok Shutdown, don't be confused if you start to see a lot of your favorite creators and brands put more effort into community growth and content initiatives on Meta platforms or owned outlets.

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WILD CARDS



WILD CARDS

Our three Wild Cards are topics we saw igniting in 2024 and will continue to be fueled in 2025 dependent upon what happens IRL. Will they be fostered or forgotten? Only time will tell.

WOMEN'S SPORTS AND NIL ATHLETES CONTINUING TO BREAK THE INTERNET

From sold-out arenas to record viewership and never-before-seen dollas, women in sports and athletes benefiting from the new Name, Image, and Likeness deals were first-take topics across the sports world this year, and it won't slow down in 2025.

Across women's sports, they will continue to dominate the online content game through cutting-edge and trendy content that's relatable to everyone but from a woman's perspective. Look up [“Ellie The Elephant”](#) if ya need a reference.

- ***Our take on NIL athletes is two fold...***
 - They will continue to create their marketing frenzy through unconventional displays, like two years ago when [Aneesha Murrow announced her transfer through Cactus AI](#), a homework helper, which also doubled as a NIL brand for her. Or just weeks ago when [Shedeur Sanders staged New York Giants inspired cleats](#) in his locker for his final college game to signal the team that'll pick him up in the draft in April and confidently signaling that he'll be the #1 pick.
 - Secondly, as the transfer portal and NIL deals redefine college sports, universities are pouring more money than ever into marketing and promoting during the “recruiting” and signing process. Today, High school athletes become brands before they take one college course. Thus, in this new era, universities and athletes' parents will seek marketing professionals and agencies that understand the new collegiate sports dynamic to help make their player(s) stand out. *cough cough* Holla at us! 🙌

WILD CARDS

PRESIDENTIAL IMPLICATIONS

With a returning/new U.S. presidential administration entering the White House soon, 2025 will indeed be a year of polarizing activities across social communities. Hate to say it, but it probably will have similar feels to the spectrums we saw in 2020. It just will *shrug*.

So, how will our beloved social platforms adapt, adjust, and keep the peace? There's no TikTok dancing our way through this one like we did during the Panini. It would be nice if social media was just a nice place for the next 4+ years, and we all just *"listen and don't judge"*.

THREADS VS. TWITTER

Which will survive?! Our social behavior has become so visual-driven that the journalistic nature of Threads and X seems too passive for today's preferred digital digestion.

Let's be real; most people thread or tweet just to screenshot it and put it on Instagram anyway. So, yeah, not sure where these two will fall by the end of 2025, but we can't wait to see.



THANK YOU

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We hope you enjoyed our stack of content marketing trends and social media predictions for 2025!

Understanding the landscape always makes you a better player and with these gems, your brand just got the head start it deserves.

To keep your brand relevant and to strategically leverage social media like a marketing expert would engage with us @digital_319 and apply to work with us at digital319.com.

Cheers to a new year in the social streets! 🍷🍷