



SOCIAL MEDIA SPOTLIGHT:

# *What's Changed and What's Coming in 2023*

 Wednesday, November 2

 12:10 - 1 PM EST



**FREE WEBINAR  
WITH SARAH BENOIT**  
*Co-Founder of JB Media Institute*

**Ariana Figueroa, NBC-HWC**  
(She/Her/Hers)  
Integrative Health Coach  
[Integrative Family Medicine of Asheville](#)



I would love to hear your take on how to effectively use Instagram, as the platform has shifted towards highlighting short-videos (a la TikTok) over beautiful images. Also curious about whether Facebook still feels effective as a marketing platform at this point. In other words, what *are* the best strategies for business marketing in the current social media world?!

# The Bigger Picture





Be Real



# Showcase Experiences



# Prioritize Customer Connections



# Understand Social Media Ethics



# Quality VS. Quantity



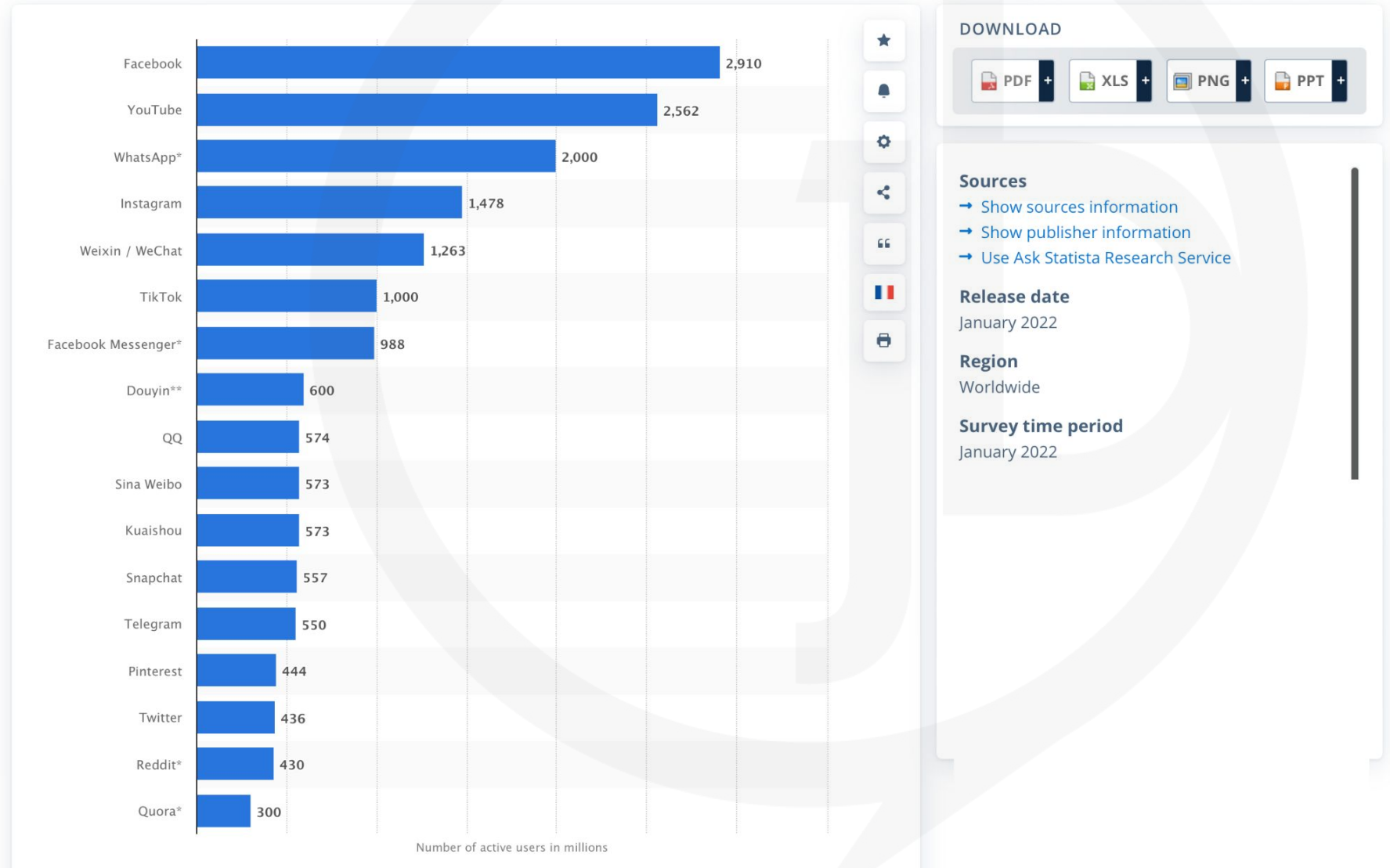
# 2022 Highlights



# Most Popular Social Platforms

## Most popular social networks worldwide as of January 2022, ranked by number of monthly active users

(in millions)



# Facebook Engagement

Since 2017 Facebook Business Pages have continued to see decreases in organic engagement overall.

Pay to play strategies are key.

Campaign to your own audience since they are more likely to act.

Clearly understand the objective of your ads and set attainable goals.

# Instagram

There are currently over 2 billion monthly active Instagram users. Instagram achieved this mark in the 3rd quarter of 2021 and it is estimated to reach 2.5 billion MAUs by 2023. This number makes Instagram the 4th most popular social media in the world in terms of MAUs.

47.84% of the world's 4.18 billion smartphone users access Instagram every month.

2 billion people interact with reels every month. [Instagram Reels Stats](#)

# Instagram

As of July 2022 all videos on Instagram are Reels.

1. Instagram Stories: Videos that last for 24 hours, and are split into 15 second slides.
2. Instagram Lives: Videos streamed in real-time, that can be up to four hours long.
3. Instagram Reels: Short-form vertical videos — now up to 15 minutes in length.

[Later.com](https://www.later.com)

# Instagram

## UGC - User Generated Content

- Curate content from your own fans.
- Tag and share it.
- Reach out and get permission.

Follow trends - watch the hashtags. What can you be a part of?

# Instagram

Reels get the most engagement.

The second most engaging content are carousels, especially with text.

Video is the most popular medium on many platforms, but what kind of video is the best depends on your audience.

If you want to increase engagement strategically test new forms of video: live streams, Stories, Reels

# TikTok

Very popular with young people, especially teens.

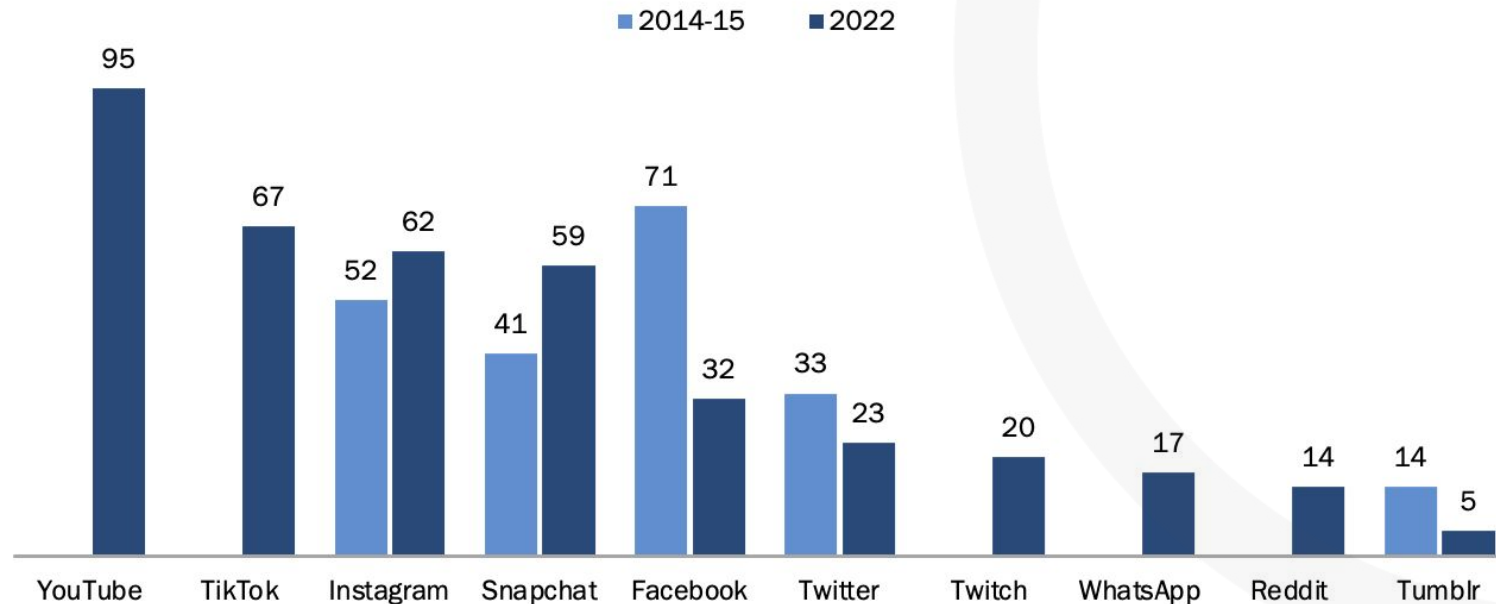
- Go vertical.
- Follow trends.
- React and connect with other accounts. Think about duets and stitches.
- Have purpose and clear content goals.



# The Rise of TikTok

## Majority of teens use YouTube, TikTok, Instagram, Snapchat; share of teens who use Facebook dropped sharply from 2014-15 to now

% of U.S. teens who say they ever use each of the following apps or sites



Note: Teens refer to those ages 13 to 17. Those who did not give an answer or gave other responses are not shown. The 2014-15 survey did not ask about YouTube, WhatsApp, Twitch and Reddit. TikTok debuted globally in 2018.

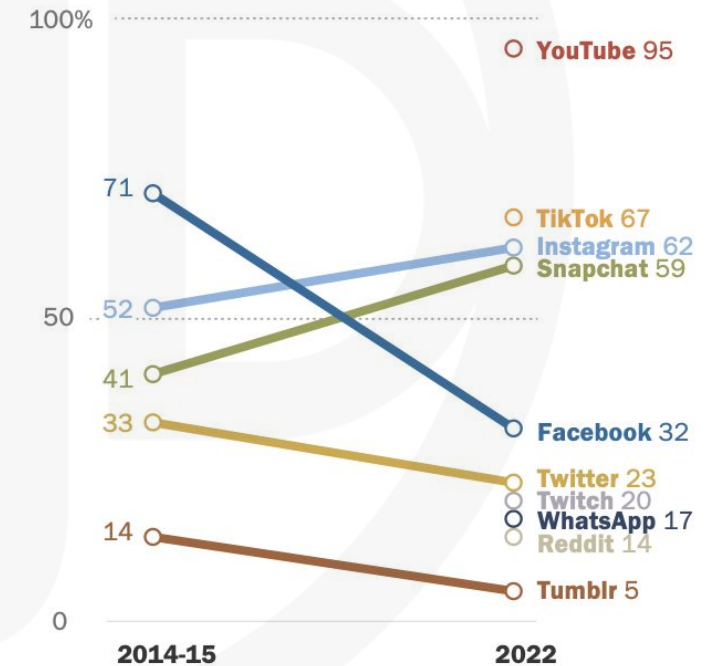
Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

## Since 2014-15, TikTok has arisen; Facebook usage has dropped; Instagram, Snapchat have grown

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"Teens, Social Media and Technology 2022"

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# Addressing the TikTok Threat

Your Undivided Attention

with Tristan Harris and Aza Raskin

# The Rise of YouTube Shorts

As per the July 2021 stats, YouTube Shorts are getting **15 billion daily views on average.**

YouTube Shorts is a short-form video-sharing platform offered by YouTube. The platform hosts user content much like YouTube's primary service, but limits pieces to 60 seconds in length. Since its launch in 2020, YouTube Shorts has accumulated over 5 trillion views.

# Social Selling

Sign up to create your shop

[https://www.facebook.com/commerce\\_manager/onboarding\\_landing](https://www.facebook.com/commerce_manager/onboarding_landing)

How use Meta's shopping tools

<https://www.facebook.com/business/help/1275400645914358?id=725943027795860>

Meta Blueprint Training

<https://www.facebookblueprint.com/student/catalog>

# Social Selling

Set Up Your Instagram Store

<https://www.websitebuilderexpert.com/grow-online/how-to-make-money-on-instagram/>

Set Up a Facebook Store

<https://www.websitebuilderexpert.com/building-online-stores/how-to-set-up-a-facebook-store/>

Set Up a Pinterest Store

<https://www.websitebuilderexpert.com/building-online-stores/how-to-sell-on-pinterest/>

# Micro-influencers

Also, known as nano-influencers.

Set Pages with 5,000 - 10,000 fans or less have higher percentages of engagement and reach.

Think from a partnership perspective. What kind of relationship are you building? Get to know influencers.

Create an alignment of values.



What does the future hold?

# Listening

Social listening can be used in many different ways. For example, when someone mentions your brand you want to be there, especially if a customer has a problem or a question. A quick and helpful reply does more for your brand image than ads ever could. Don't just be reactive, be proactive by getting ahead of developing topic trends and see how people react to them.



# Observe Others

Another great way why you should include social listening in your marketing strategy is competitor analysis. Monitor competing businesses in your market to see how they are interacting with their audience. What they are doing right and what you can do better in your social approach. And find out on which social channels they are most active on, to discover new opportunities and audiences for your own brand.

Shout out your competitors and give them some love.

# Think Holistically

How is your social media connected to other strategies?

How can your social media efforts compliment other strategies like PR, email marketing, etc?

Take time as you start the new year to examine your goals for the coming year. Think about how various channels and strategies can work towards a clear goal.

# AR and VR

AR (Augmented Reality) and VR (Virtual Reality) are growing.

Stories is a great way to experience AR. Observe what other brands are doing in Stories.

Meta Spark

<https://sparkar.facebook.com/ar-studio/features/>

Metaverse

<https://www.techtarget.com/whatis/feature/The-metaverse-explained-Everything-you-need-to-know>

# AI Suggested Content

Zuckerberg has said this straight up, noting in a recent interview with The Verge that:

*“What’s basically going to happen is that, over the next year or two, we’ll start showing more recommended content in the Feed. And we’ll know that we’re doing a good job because the content in the beginning is going to displace some other content, and either displacing that content is going to lead to negative feedback from people, and lead to people connecting with each other less in all the metrics that we focus on, or it will actually lead to people connecting more and being more satisfied with the product.”*

This trend stems from TikTok, which focuses on showing you the best content from all users, as opposed to pushing you to build your own social graph. That enables TikTok to maximize user engagement, because your feed mix isn’t limited to updates from certain profiles that you choose, while it also provides more exposure potential for creators, who are then able to have their posts seen by a lot more people, outside of their own audience.

[Social Media Today](#)

# AI Suggested Content

Eventually, Zuckerberg's view is that 40% of the content in your main Facebook feed will come from Pages you don't follow.

For brands, that could also mean expanded opportunity, as Facebook's algorithms will look to show your best-performing posts to even more people, even those outside of your current audience.

At the same time, Facebook has also moved away from promoting external links (because they want more people to spend more time in FB) - but maybe, if you can lean into content that generates more engagement on Facebook, likes memes and audience questions, that might then boost brand awareness and get more people following your other posts as well.

[Social Media Today](#)

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