



What Brands NEED to Know

Social Media Predictions for 2025

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BRAND COMMUNICATIONS

As we step into 2025, the social media landscape is poised for transformation, promising to disrupt traditional norms and redefine the digital experience.

We were fortunate to attend the PRCAs insightful webinar on emerging social media trends, where experts shared invaluable predictions for the year ahead.

For brands eager to stay ahead of the curve, here are the key trends to watch...

The Death of Curated Feeds

Perfectly manicured grids and obsessing over aesthetics are becoming a thing of the past. This year, randomness reigns as brands are encouraged to let AI algorithms guide their content strategy while staying authentic. Experimentation is key – test fearlessly and learn from the outcomes. Not every post will be a win and that's okay!

TAKEAWAY

Drop the perfectionism.

Focus on being real, adaptive and aligned with your brand voice.



The Rise of Private Social Networks

Public conversations are shifting to private spaces like WhatsApp, where community building thrives without the pressure of corporate agendas or monetisation. These intimate spaces prioritise personalisation, authenticity and niche interests.

TAKEAWAY

Engage your audience by creating or contributing to topic-focused communities. Keep it genuine and uncommercial.



Video Dominance

Both Long and Short-Form

Video continues to command attention, with TikTok users clocking over 33 hours a month and LinkedIn video posts outperforming others by 40%. Whether it's snappy 90-second TikTok's or in-depth interviews and podcasts, video remains a critical format. Tapping into humour, trends, sounds and reactive content will help brands stand out.

TAKEAWAY

Make video a cornerstone of your strategy. Experiment with formats to capture your audience's imagination.



Demographic Disruption

Spotlight on 50+ Users

Older social media users, often overlooked, are becoming a demographic to watch. As their presence grows, brands have the chance to connect with an engaged and diverse audience.

TAKEAWAY

Reimagine your messaging to resonate with this underserved group.



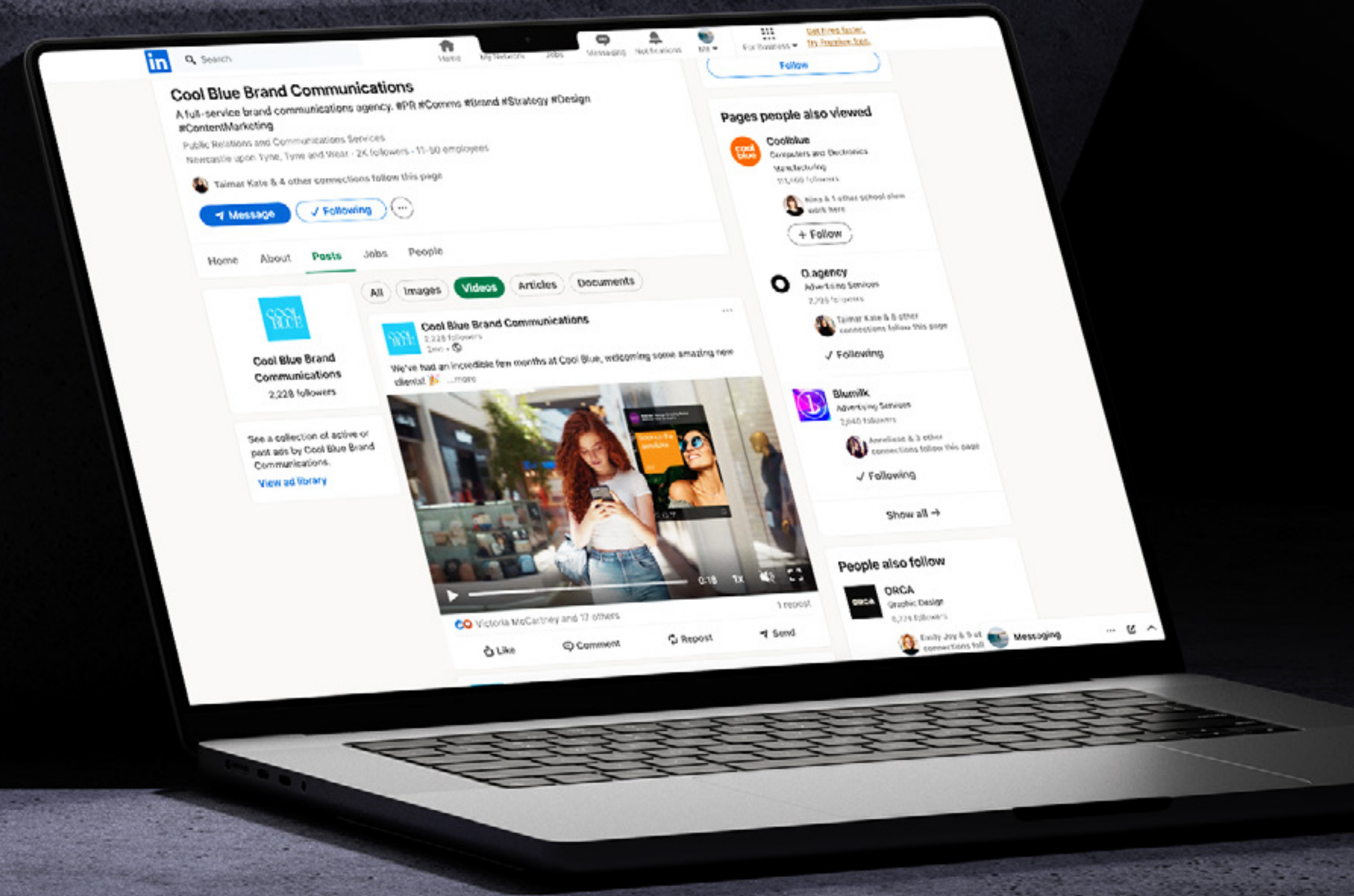
LinkedIn

Gets a TikTok Makeover!

LinkedIn is leaning into video and personal content, reflecting a trend that puts people first. Content from individuals outpaces company posts in engagement and vertical video continues to shine.

TAKEAWAY

Empower employees to become brand ambassadors. Authentic, personal and video-based content will outperform corporate-led posts.



Hyper-Specific Creators

Take the Spotlight

Creators with highly niche audiences are gaining traction. These influencers, like the viral “Cucumber Guy,” deeply understand their followers, making them ideal creative partners for brands.

TAKEAWAY

Partner with niche creators who share your brand values. Trust their audience insights to craft authentic campaigns.



Misinformation Crackdowns

As platforms tighten their grip on misinformation, marketers must tread carefully. A measured, ethical approach will be critical to building trust and credibility.

TAKEAWAY

Think critically before engaging with trends or sensitive topics. Authenticity and caution go hand in hand.



B2B Meets B2C

As platforms tighten their grip on misinformation, marketers must tread carefully. A measured, ethical approach will be critical to building trust and credibility.

TAKEAWAY

Adopt a human-first approach, emphasising relationships and authentic content. Think of B2B as a conversation, not a transaction.



Ready for 2025?

The social media trends of 2025 are all about breaking free from old constraints, embracing authenticity and connecting with audiences in new and creative ways.

From niche creators to private networks, there's no one-size-fits-all strategy – success will come to brands willing to adapt, experiment and prioritise human connections.

Let's make this the year your brand truly thrives on social!



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