



# Top Social Media Trends 2023

LOGOS	facebook	Instagram	twitter	LinkedIn	TikTok	Snapchat
PEOPLE	<ul style="list-style-type: none"> <li>• 33-34</li> <li>• Boomers</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24, 25-34</li> <li>• Millennials</li> </ul>	<ul style="list-style-type: none"> <li>• 25-34, 35-49</li> <li>• Educated/ wealthy</li> </ul>	<ul style="list-style-type: none"> <li>• 45-55</li> <li>• Professionals</li> </ul>	<ul style="list-style-type: none"> <li>• 10-19, 20-34</li> <li>• Roughly 50/50 male/female</li> </ul>	<ul style="list-style-type: none"> <li>• 13-17, 25-34</li> <li>• Teens</li> </ul>
CONTENT	<ul style="list-style-type: none"> <li>• Photos &amp; Links</li> <li>• Information</li> <li>• Live video</li> </ul>	<ul style="list-style-type: none"> <li>• Inspiration &amp; Adventure</li> <li>• Questions/ Polls</li> </ul>	<ul style="list-style-type: none"> <li>• News</li> <li>• Discussion</li> <li>• Humor</li> </ul>	<ul style="list-style-type: none"> <li>• Long-Form Content</li> <li>• Cover Videos</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Humor</li> <li>• Challenges</li> </ul>	<ul style="list-style-type: none"> <li>• Silly</li> <li>• Feel-Good</li> <li>• Trends</li> </ul>
STRATEGIES	<ul style="list-style-type: none"> <li>• Local Marketing</li> <li>• Advertising</li> <li>• Relationship building</li> </ul>	<ul style="list-style-type: none"> <li>• E-commerce</li> <li>• Organic engagement</li> <li>• Influencer</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Ads for sales</li> </ul>	<ul style="list-style-type: none"> <li>• B2B</li> <li>• Organic Engagement</li> <li>• International</li> </ul>	<ul style="list-style-type: none"> <li>• Influencer Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Video Ads</li> <li>• Location Based Marketing</li> <li>• App Marketing</li> </ul>
INDUSTRIES	<ul style="list-style-type: none"> <li>• Beauty/Fitness</li> <li>• Jobs/Education</li> <li>• Healthcare</li> <li>• Restaurants</li> <li>• Finance</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Edu</li> <li>• Sports</li> <li>• Nonprofits</li> <li>• Technology</li> <li>• Consumer goods</li> <li>• Office Supplies</li> </ul>	<ul style="list-style-type: none"> <li>• Higher Edu</li> <li>• Sports</li> <li>• Food</li> <li>• Alcohol</li> <li>• Finance</li> <li>• Healthcare</li> </ul>	<ul style="list-style-type: none"> <li>• Healthcare</li> <li>• IT</li> <li>• Construction</li> <li>• Public Admin</li> <li>• Retail</li> <li>• Manufacturing</li> </ul>	<ul style="list-style-type: none"> <li>• Entertainment</li> <li>• Interior Design</li> <li>• Fitness</li> <li>• Beauty</li> <li>• Jewelry</li> <li>• Fashion</li> </ul>	<ul style="list-style-type: none"> <li>• Schools</li> <li>• Gyms</li> <li>• Salons</li> <li>• Restaurants</li> <li>• Concerts</li> </ul>
WEAKNESS	<ul style="list-style-type: none"> <li>• Weak Organic Reach</li> </ul>	<ul style="list-style-type: none"> <li>• High Ad Cost</li> </ul>	<ul style="list-style-type: none"> <li>• Negative Emotions</li> </ul>	<ul style="list-style-type: none"> <li>• Reporting &amp; Custom Audience</li> </ul>	<ul style="list-style-type: none"> <li>• Least Popular for Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Can't Build Relationships</li> </ul>

# Social Trends

**R Sanford**



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