



# Global Social Media Trends Report

How brands are building community online and leveraging social media for business growth — featuring new data from 1,200+ global marketers and insights from the Brandwatch Consumer Research platform

2023



# Introduction

**Social media is steadily becoming more and more important to business growth.**

Today, social media is the go-to place for people to find information, learn, engage with others, shop, and seek out customer support. For Gen Z, social media has even replaced search engines. What does this mean for brands? Social media teams will need more resources and new skill sets like customer service and social commerce management. All of this is on top of the already demanding role of keeping up with different social media platforms, new AI tools, algorithms, trends, and best practices. But it's worth it. **Over 90% of marketers are confident that their social media marketing activities in 2023 will bring in a positive ROI.**

To find out what's working for social media this year and help guide your strategy, we surveyed 1,200+ marketers. We found that in 2023, brands are planning to embrace social media and community-building with open arms and take a more authentic, behind-the-scenes approach to content.

Let's explore the top trends in social media for brands to know, along with opportunities, challenges, and helpful new data to optimize your social content.





## Methodology

We surveyed 1,283 social media marketers around the globe about the biggest trends they're seeing, their goals, challenges, and strategies in 2023. We also conducted research among 600+ U.S. consumers about their social media trends. HubSpot Market Research Analyst Maxwell Iskiev performed the data collection and analysis.

Finally, this report includes insights from the [Brandwatch Consumer Research platform](#). For some examples, up to six years of back data was used. Due to the nature of the topic, the emphasis on trends, and the importance of forecasting accurately, we prioritized examples and data gathered between January and December 2022. Mentions of topics were gathered from various sources, including Twitter, Reddit, Instagram, blogs, forums, and review sites.

# Table of Contents

Introduction .....	<b>2</b>	<b>SOCIAL TREND #7</b>	Funny, trendy, and relatable content will stand out. ....	<b>29</b>
<b>SOCIAL TREND #1</b>		<b>SOCIAL TREND #8</b>	Instagram is the highest ROI platform and it will remain popular with marketers this year. ....	<b>32</b>
Building an active online community is no longer optional. ....	<b>6</b>	<b>SOCIAL TREND #9</b>	Re-sharing the same content across platforms won't fly in 2023. ....	<b>33</b>
<b>SOCIAL TREND #2</b>		<b>SOCIAL TREND #10</b>	AI has reached the masses and changed how we create. ....	<b>35</b>
Social media is the future of ecommerce. ....	<b>11</b>	Top Social Media Platforms .....		<b>39</b>
<b>SOCIAL TREND #3</b>		Social Media Marketing Goals, Metrics, + Challenges .....		<b>40</b>
Consumers are using social media for customer service. ....	<b>15</b>	Best Times to Post on Social .....		<b>44</b>
<b>SOCIAL TREND #4</b>		Predictions for the Future of Social Media Marketing .....		<b>45</b>
Social search is becoming more popular than search engines, and SEO has entered the social chat. ....	<b>19</b>	Closing .....		<b>45</b>
<b>SOCIAL TREND #5</b>				
Influencer marketers ditch celebrities for micro-influencers + content creators. ....	<b>22</b>			
<b>SOCIAL TREND #6</b>				
Short-form video is driving business results and will continue to grow in 2023. ....	<b>27</b>			

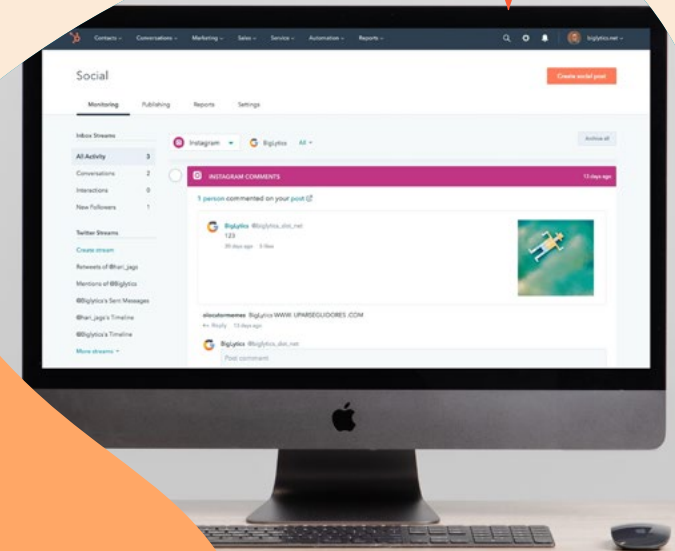


# Manage your brand's social media community and report on performance — all with one tool

HubSpot's social media management software has built-in features that help you spend more time connecting with your audience and easily attribute business value to social media.

- ✓ Intelligent social listening tools
- ✓ Social media campaign management
- ✓ Social media scheduler for all the platforms you use
- ✓ Out-of-the-box social reports that integrate with your CRM
- ✓ Integrations with content creation and optimization software

[Get a personalized demo](#)





## SOCIAL TREND #1

# Building an active online community is no longer optional.

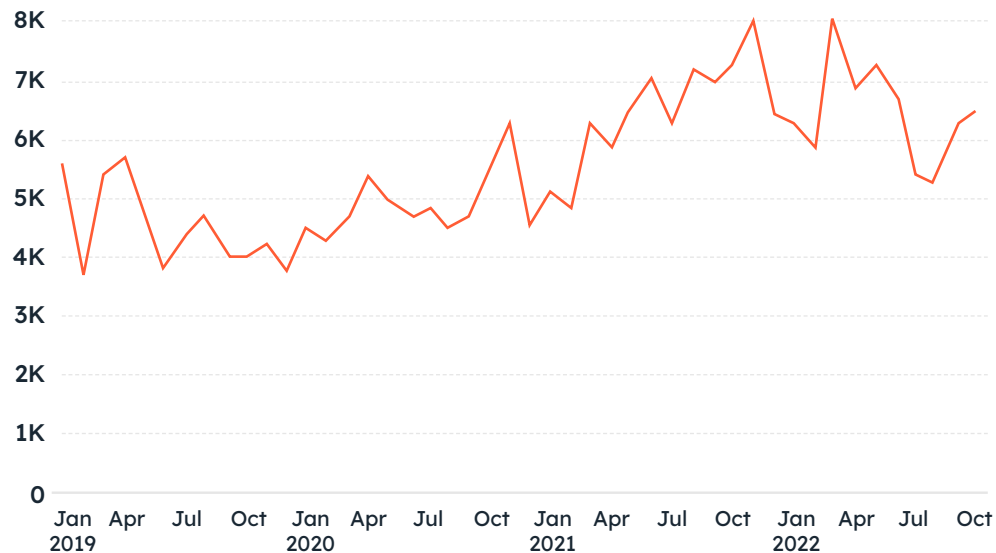
The biggest change social media marketers have seen in the past year is the growing importance of building active social communities.

In 2023, marketers are prioritizing growing their social media communities over other strategies. Nine in ten social media marketers say that online community building is absolutely essential to success in 2023. Consumer data aligns with this brand trend; one in five social media users joined or participated in an online community in the last three months.

A similar story can be seen on social media, as the conversation about communities and brands has seen a steady upward trend over the past three years. More than one million (or 16% more) people talked about communities + brands on social media in the past three years (January 1, 2020 - December 31, 2022) than the previous three years.



## Volume of online mentions about digital communities and brands



● Powered by Brandwatch Consumer Research

Chart shows volume of mentions about digital communities and brands over time. Data gathered from public online conversations from Twitter, Reddit, blogs, and forums between Jan 1, 2019 and Oct 31, 2022.

Source: Brandwatch

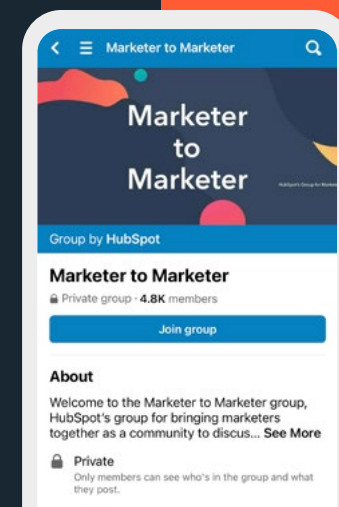
“Social media has changed a lot in the last year, from stricter privacy and data protection rules, to the rise of disinformation, platform changes, and the emergence of decentralized social networks. Users are turning away from traditional platforms, and businesses are seeing lower revenue gains from advertising and social media efforts. The solution? Building niche communities. They’re the perfect incubators for brand awareness, engagement, loyalty, and trust.”



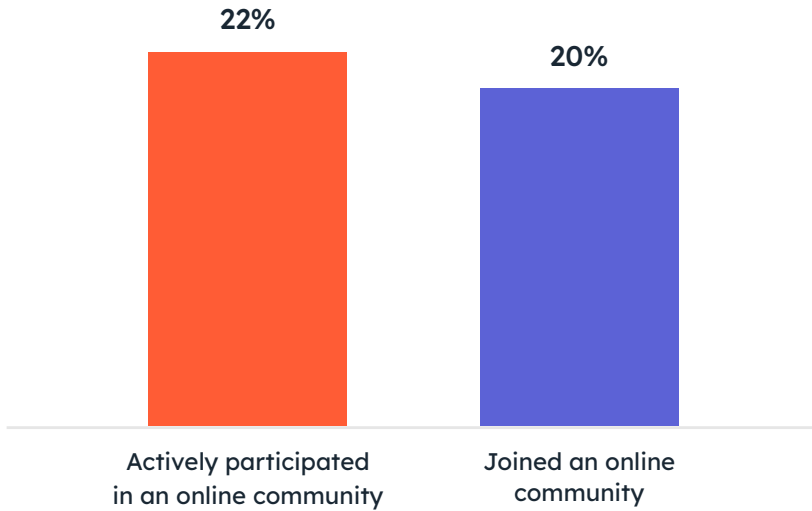
**CRYSTAL KING**

HubSpot Academy Social Media Professor

**90%** of social media marketers say building an **active online community** is critical to success in 2023.



Over 1 in 5 social media users have joined or participated in a online community in the past 3 months



HubSpot Blog Research, Consumer Trends Report  
Global survey of 600+ consumers in Jan, 2023

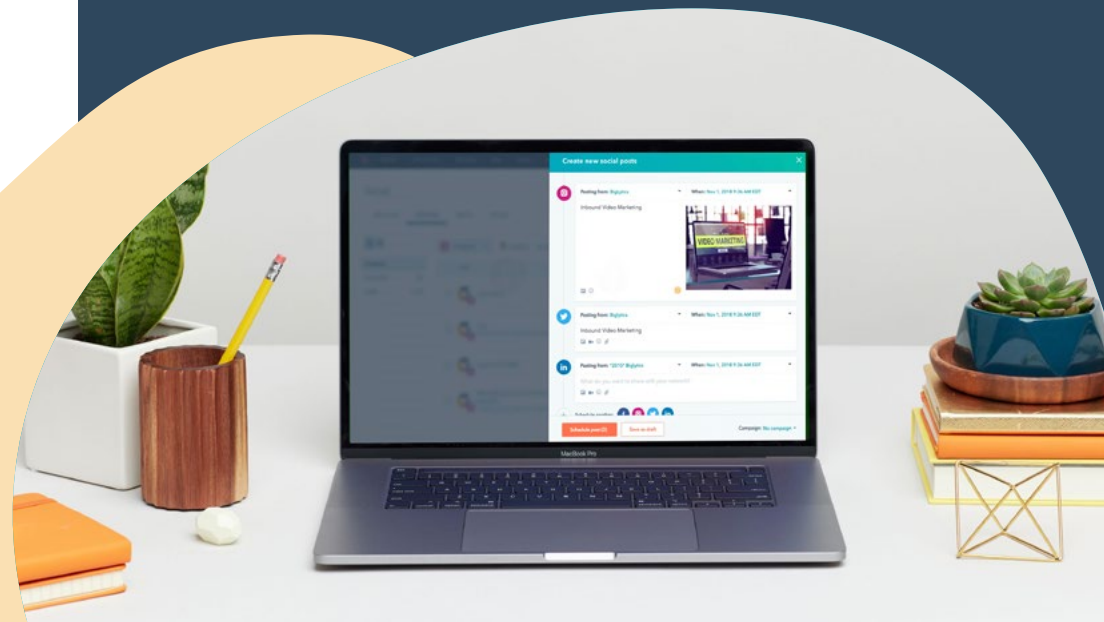


HubSpot

# Are you using the best tools for social media?

Engage with your community online and prove the value of social media with HubSpot's social media platform.

[Get a demo](#)

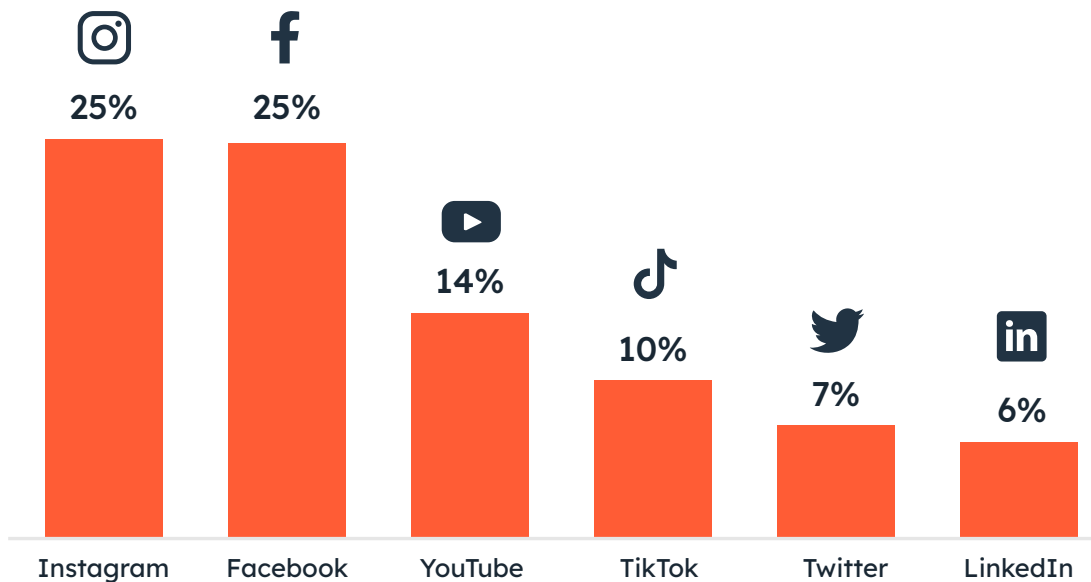




# Where brands are growing their communities in 2023

So, where should brands spend their time building communities? First, consider your target audience. Then, see which social networks are active for that demographic. The most effective platforms for community-building are Facebook and Instagram, but if you want to reach Gen Zers, TikTok might be a better option.

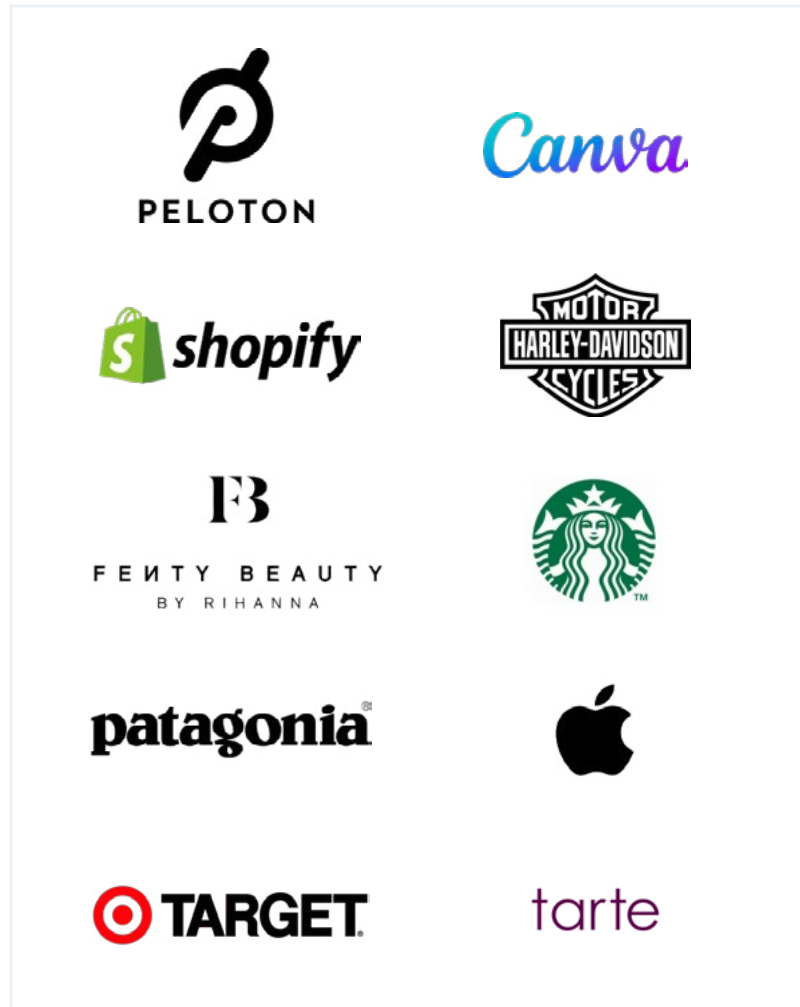
Which platform is most effective for building an active community on social media?



HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan, 2023



## Examples of successful brand communities



[See more brand communities that grew bigger than their products](#)

## Scaling brand community growth in 2023

First tip — use your resources wisely. Don't spend hours scrolling through social media mentions when you can use a platform that compiles them into a single report. And use tools that make it easy to prove the value of social media activities.

“Almost all social media marketers will invest more time in communities in 2023. If you're not, your brand will fall behind competitors who have accurately identified their customers' and prospects' need for trusted peer content and social validation.”



**IAN FERGUSON**  
Community Platform Manager,  
Brandwatch



## SOCIAL TREND #2

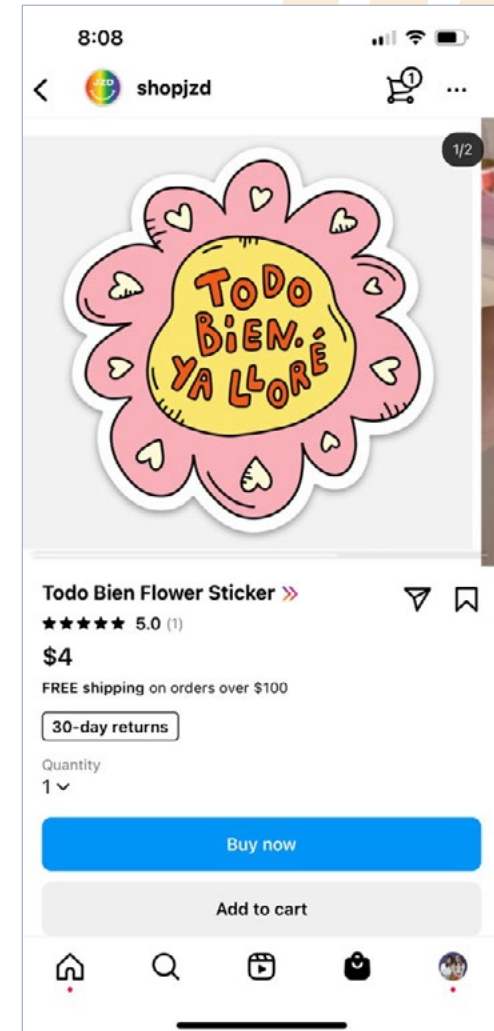
# Social media is the future of ecommerce.

Social media apps are evolving into ecommerce platforms where users can buy products right from the app.

Visual social media apps like Instagram, Pinterest, and TikTok are natural [fits for ecommerce marketing](#) — they show products IRL, support brand-influencer partnerships, and inspire user-generated content (UGC). Now, most social platforms have built-in ecommerce features. Turns out, shoppers like the convenience of shopping right where they find their inspiration — around 80% of social media marketers say consumers will buy products directly within social apps more often than on brands' websites or third-party websites like Amazon. And brands are catching on. Currently, 47% of social media marketers say their brand sells products directly within social media apps.

**80%** of social media marketers say consumers buy products directly within social apps more often than on brand websites or through third-party resellers.

If brands aren't taking advantage of social commerce, they're missing out on a massive audience — across generations. Shoppers aged 18-44 prefer to find new products using social media, and 35% of Gen Zers say they use social media primarily to keep up with brands and products.



The @shopjzd Instagram Shop

# Consumer trends by generation

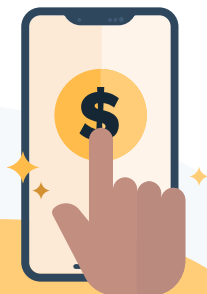
**1 in 5+**

Gen Z, Millennial, and Gen X social media users bought a product directly in a social media app in the past three months.

Brandwatch's Consumer Research platform was used to analyze conversations from 2022 around online shopping and looked at the generational differences — here's what the data showed.



Source: [@Lauryn\\_B on Twitter](#)



## GEN Z

- Cares about shipping
- Love online shopping + hate other types of shopping
- Interested in good service
- Wants to know about the company
- Searches for home goods

## MILLENNIALS

- Interested in deals and discounts
- Likes to shop online for groceries
- Use Facebook, Twitter, Amazon, Pinterest, and Instagram to shop online
- Curious about trends like bitcoin shopping
- Shops for home items online

## GEN X

- Frequently mentions sales, deals, and fast delivery
- Interested in vouchers and seasonal shopping
- Searches for social media in tandem with online shopping
- Like Millennials, enjoys grocery shopping online

## BABY BOOMERS

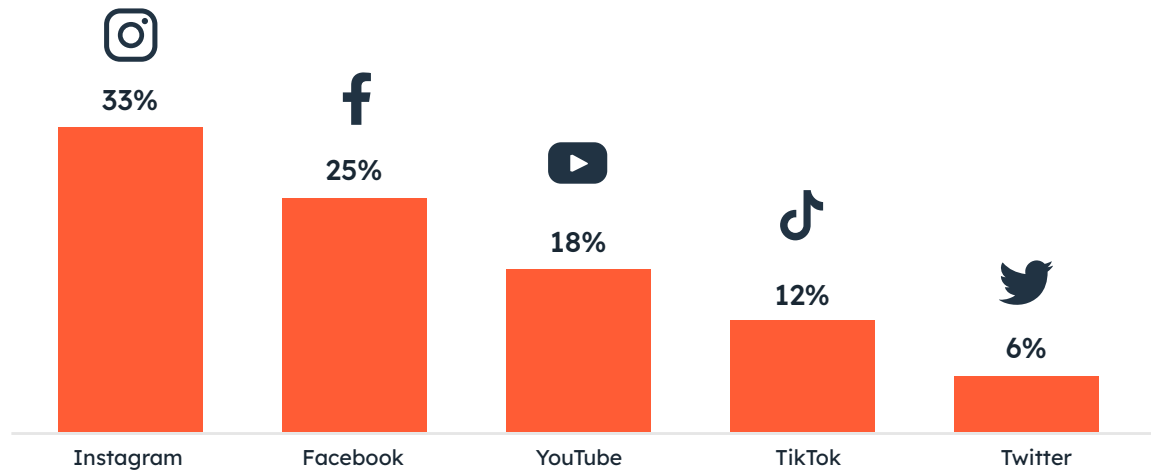
- Search for money-back guarantees
- Look for Amazon and Tesco's online
- Similar to Gen X look for holiday and seasonal shopping items online
- Shop for gifts and home items
- Interested in local shops

# Where to invest in social selling

Instagram and Facebook are by far the most popular social selling platforms among marketers. Not only do they offer the highest ROI, but they also have the most developed social shopping tools for selling products in social media apps.



Which social media platform offers the highest ROI when selling products directly in the app\* (top 5)?



HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan, 2023.  
\*Among social media marketers who sell through social apps

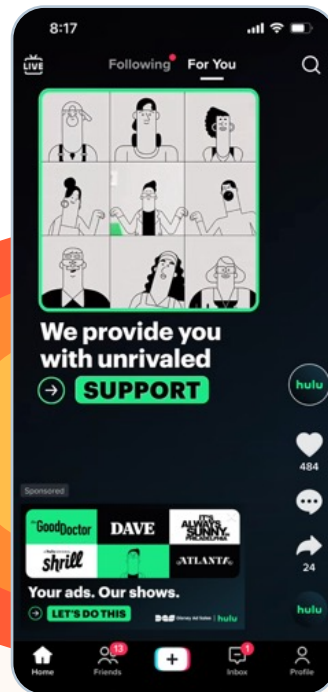
# Marketers need to establish brand trust if they want to sell on social

The biggest challenge facing social selling is trust. To increase your brand trustworthiness, address consumers' biggest concerns with shopping on social media.

## Consumer concerns with shopping on social

- 1 That companies aren't legitimate
- 2 That they won't be able to get a refund
- 3 Concerns about the quality of the products being sold

Use testimonials, data-driven brand research, and user-generated content (UGC) to connect with potential customers.



A sponsored post for @hulu on TikTok

## What concerns do social media users have when it comes to social shopping (top 6)?

Sellers on social media aren't legitimate companies



They won't be able to get a refund



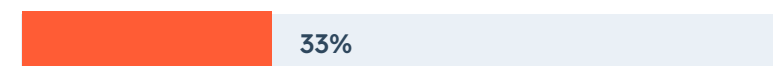
Concerns about the quality of products sold on social media platforms



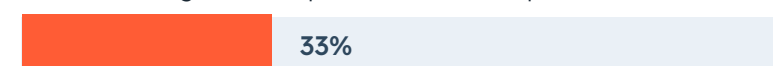
Concerns about sharing credit/debit card information with social media platforms



The products won't be as expected or as described



It will take longer than expected to have the products delivered



HubSpot Blog Research, Consumer Trends Report  
Global survey of 600+ consumers in Jan, 2023



## SOCIAL TREND #3

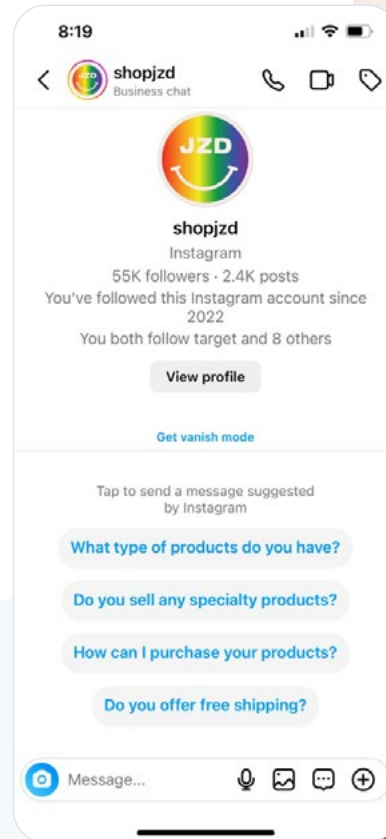
# Consumers are using social media for customer service.

## With social shopping comes social customer support.

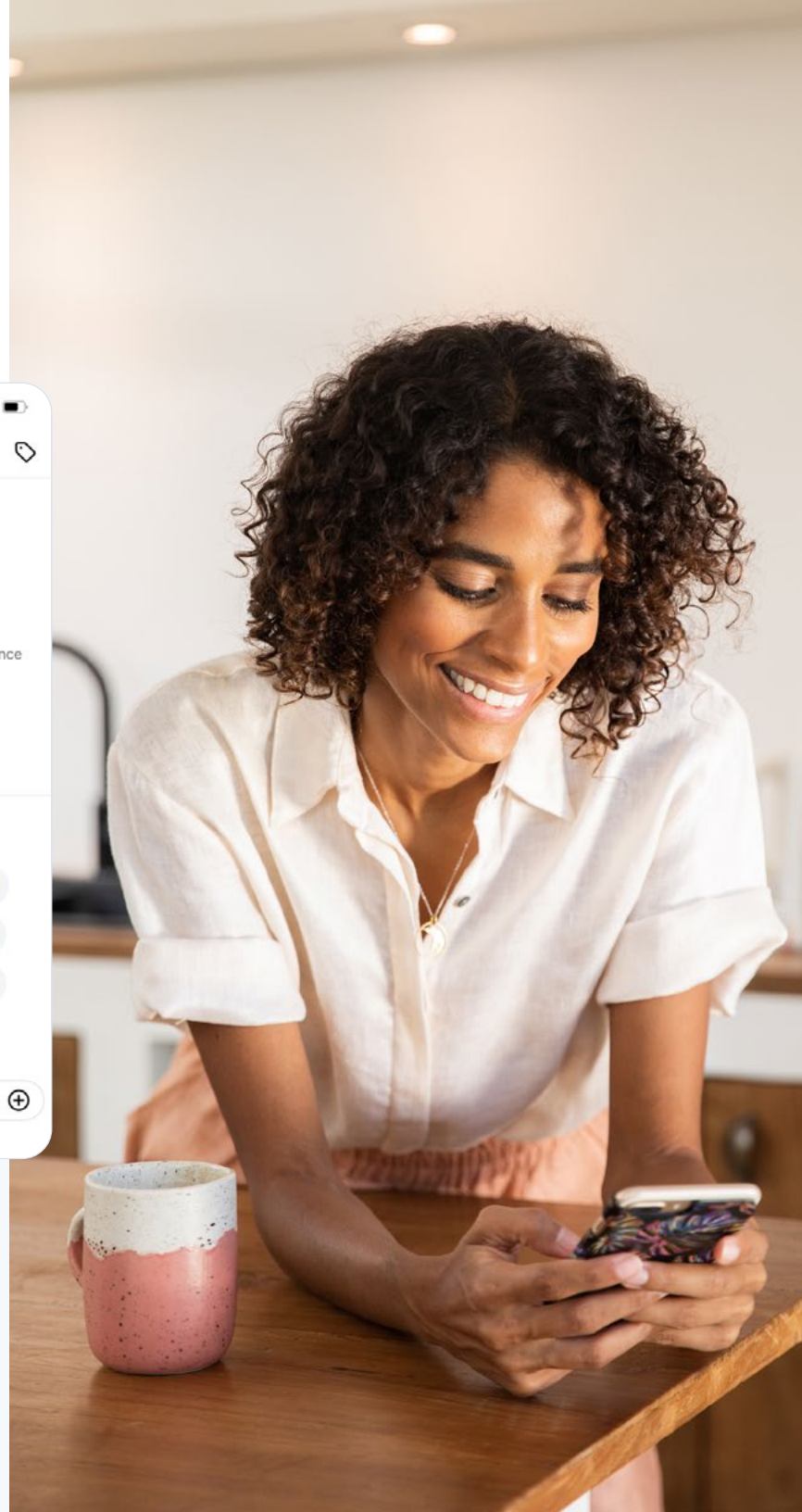
Around 1 in 5 Gen Z, Millennial, and Gen X social media users have contacted a brand through DMs for customer service in the past 3 months, and 76% of social media marketers say their company already offers customer service on social.



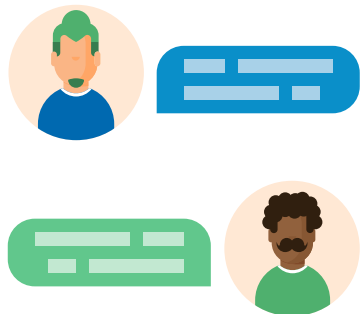
Source: [@rachelicate on Twitter](#)



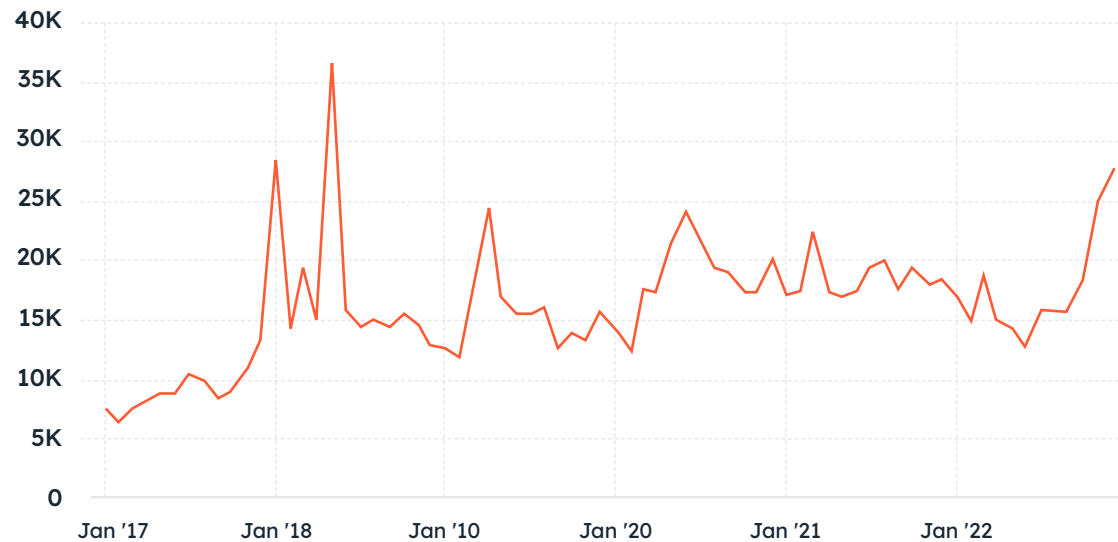
Shop JZD's direct message prompts on Instagram



There was a significant increase in mentions of “DMs” related to customer service from 2017 to 2022, showing that more and more consumers are looking for direct access to support on social media. And good online customer service has built-in brand awareness — consumers share praise when brands respond quickly and solve issues via DM. But poor customer support has the opposite effect, and can lead to negative mentions and a bad reputation.



### The customer service conversation online: Mentions of DMs are increasing



Powered by Brandwatch Consumer Research

Chart shows the volume of mentions 'DMs' and 'private message' shared in online conversations relating to customer care. Data gathered from public posts on Twitter, Reddit, Instagram, blogs, forums, and review sites from Jan 1 2017 - Dec 31 2022. News excluded.

Source: Brandwatch

## The top 10 most popular emojis in conversations about customer service

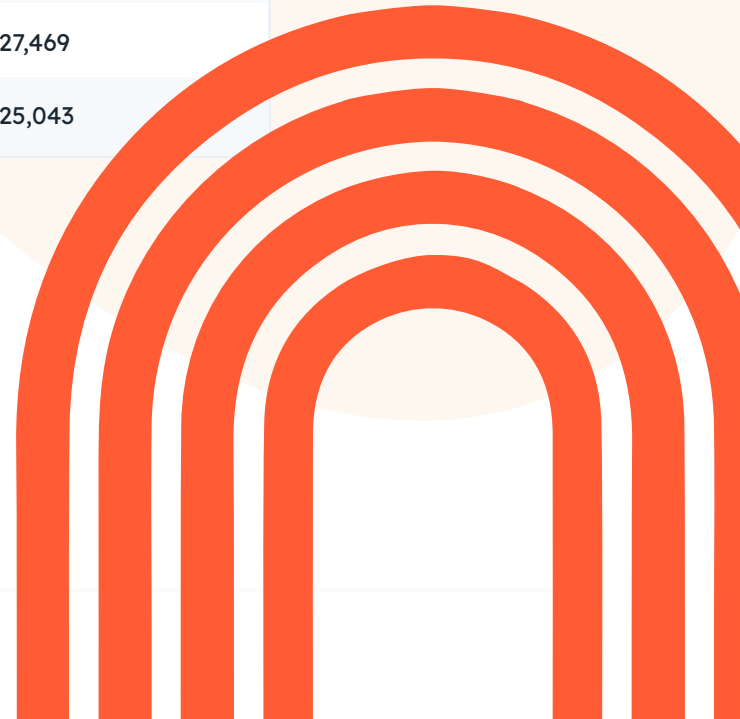
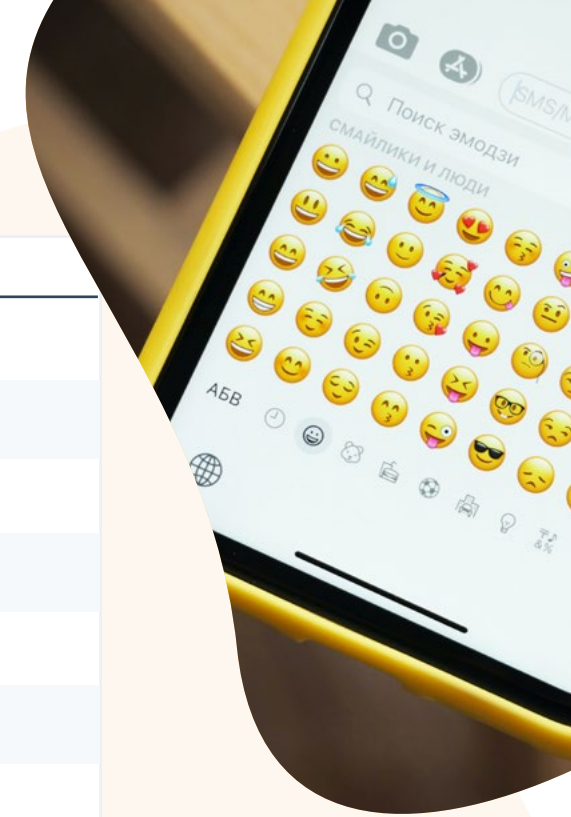
	Emoji	Emoji Name	Sentiment	Mentions
1	😭	loudly crying face	Very negative	62,507
2	😂	face with tears of joy	Rather negative	60,327
3	✅	white heavy check mark	Neutral	42,022
4	✨	sparkles	Neutral	35,066
5	🙄	face with rolling eyes	Very negative	34,160
6	❤️	red heart emoji	Neutral	29,149
7	😡	pouting face	Very negative	28,785
8	🙏	person with folded hands	Neutral	28,479
9	👉	down pointing backhand index	Neutral	27,469
10	👈	right pointing backhand index	Neutral	25,043

● Powered by Brandwatch Consumer Research

Chart shows the most frequent shared emojis and sentiment in conversations about customer service. Data gathered from public posts on Twitter between Jan 1 - Dec 31, 2022. Source: Brandwatch

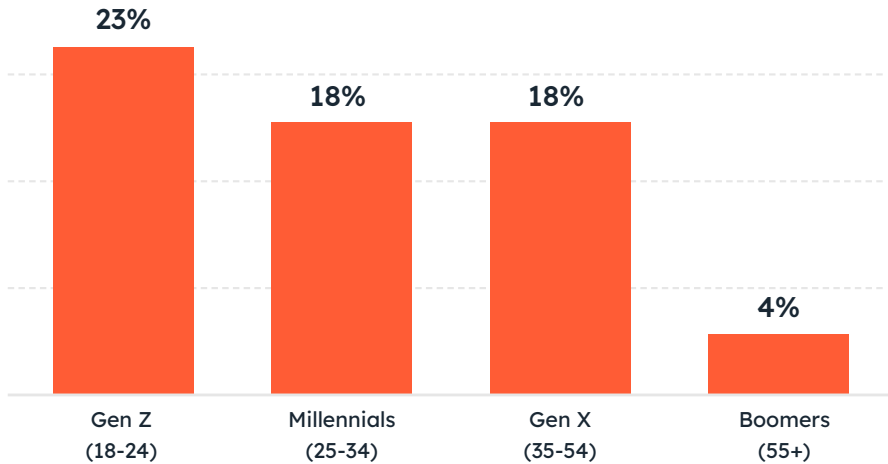
The most commonly used emojis in customer service conversations in 2022 according to Brandwatch, the number of mentions, and their associated sentiments.

[See all the latest consumer trends driving marketing in 2023](#)



**84%** of social media marketers say social media will become consumers' preferred channel for customer service in 2023.

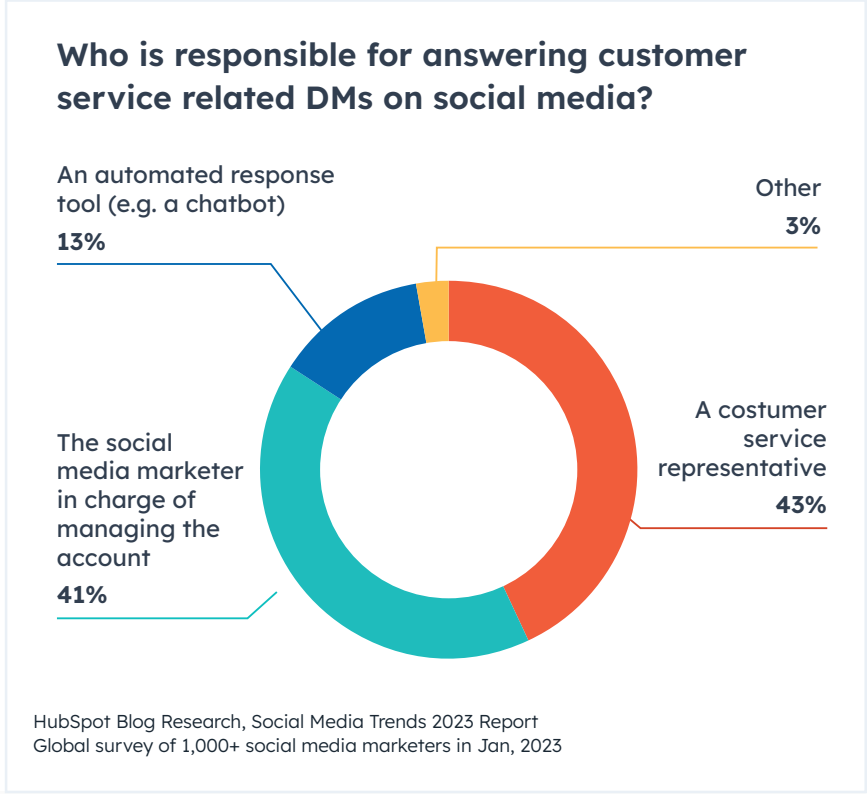
**Percentage of each generation who contacted a brand for customer service through social media DMs in the past 3 months\*:**



HubSpot Blog Research, Consumer Trends Report  
 Global Survey of 600+ consumers in Jan, 2023  
 \*Among social media users

# Who handles customer service requests on social media?

Four in ten social media marketers list providing customer service through DMs as a primary responsibility of their job. Evaluate if your social team is the best representative to respond – can you route support-related requests to your customer service team automatically? Answer some basic questions via chatbot? Make sure to collect data from social media requests to improve the customer experience.



#### SOCIAL TREND #4

# Social search is becoming more popular than search engines, and SEO has entered the social chat.

Social media is the next opportunity for search optimization.

In the past year, [TikTok surpassed Google as the primary source of information for Gen Z](#). Now, 87% of social media marketers think consumers will search for brands on social media more often than through search engines in 2023. The data shows that we're already on track — almost a quarter (24%) of consumers aged 18-54 already go to social media first to search for brands. This shoots up to 36% among Gen Z.

**89%**

of social media marketers say social search is important to their overall social strategy.

Brandwatch consumer data found that almost 30M unique social media authors mentioned “reviews,” “advice on,” “pros and cons,” “alternatives,” and “best option,” on Twitter, looking for more authentic sources of information that they can trust. Reddit, Forums, and Tumblr were also sources of conversations around these topics.







Sage Harper  
@SageHarp · Follow



Participating in discussions on public forums is a subtle but effective way to garner publicity for your business. Head over to Reddit, Quora, and Tumblr to find conversations relevant to your industry. [bit.ly/3hAH8q4](https://bit.ly/3hAH8q4) #ApolloMarketing #smallbusiness #marketingtips #seo

[@SageHarper on Twitter](#)



r/Advice · Posted by u/ur\_local\_lunatic 3 days ago

Weird and unserious first question, but what brand of lip balm should I buy? And what "flavour"? [Advice Received](#)

5 upvotes 23 comments 0 awards



ravynmaxx 🍷 +2 · 3 days ago

Helper [3]

I love Burt's Bees. Any flavor is good tbh!

7 upvotes 0 downvotes Reply Share ...



chickintheblack 🍷 +1 · 3 days ago

Helper [1]

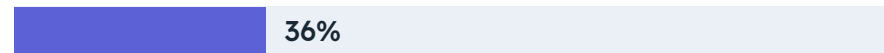
O'Keeffe's was the first chapstick to seriously help my chronic chapped lips. If you have the same problem, I suggest trying it. They have regular and menthol, both work well, although I prefer regular.

3 upvotes 0 downvotes Reply Share ...

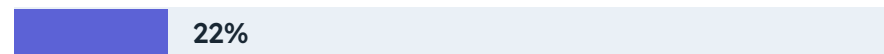
Credit: [u/ur\\_local\\_lunatic](#), [ravynmaxx](#), and [chickintheblack](#)

## Percentage of consumers who search for brands on social media more often than through search engines

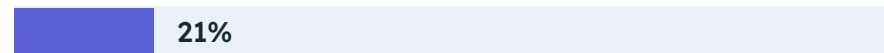
Gen Z (18-24)



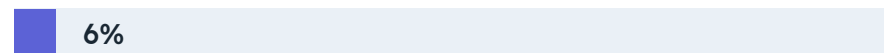
Millennials (25-34)



Gen X (35-54)



Boomers (55+)





# Optimize your brand social media presence for search

Social media marketers rate Instagram, Facebook, and YouTube as the platforms with the best search capabilities. To optimize your brand accounts, overall social presence, and individual posts for search, use keywords, and keep a pulse on the trends in your audience.

## On social media, more than half of people use search (55%) to find

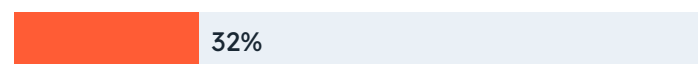
People



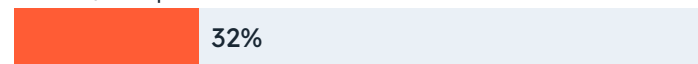
Interesting content



Brands



Ideas / Inspiration



Products / Services to buy



# The top strategies to optimize your profiles for social search

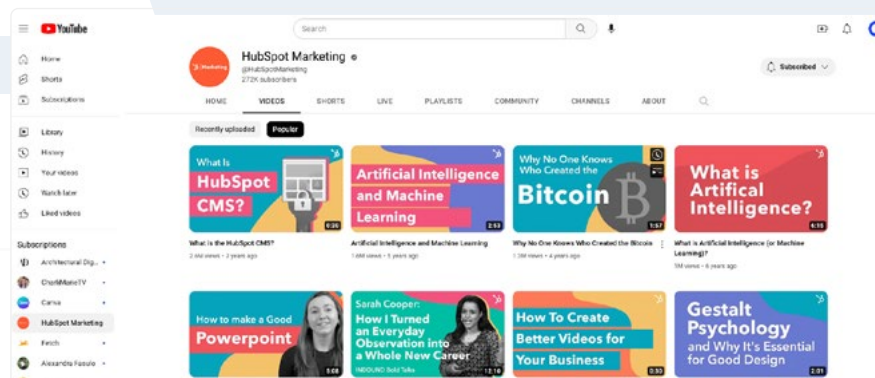
- 1 Include relevant keywords and hashtags in your posts and bio 52%
- 2 Make sure your username is easy to search for 50%
- 3 Keep your username consistent across accounts 46%

"As social platforms and algorithms continue to change, it's important to think through building a strategy that optimizes for search. A great starting point is choosing relevant keywords, increasing accessibility, and capitalizing on hashtags within your niche."



**ERIN MCCOOL**

Associate Marketing Manager,  
Social Strategy, HubSpot



The HubSpot Marketing YouTube page, optimized for search

## SOCIAL TREND #5

# Influencer marketers ditch celebrities for micro-influencers + content creators.

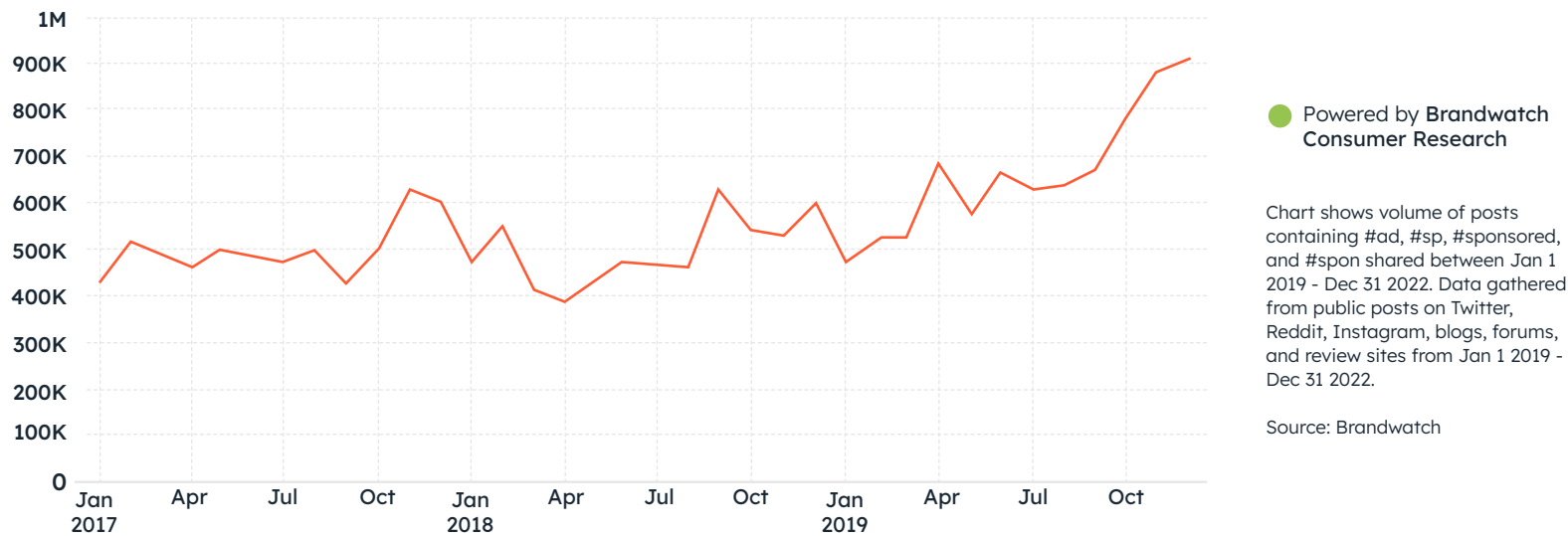
Eight in ten social media marketers believe most companies will have a creator/influencer as the face of their brand in 2023.

### **Influencers are the primary product discovery channel for Gen Z.**

Influencer marketing has been an effective way to reach engaged audiences for several years and now, marketers are seeing more value in [niche micro-influencers](#) and creators for [targeted campaigns](#). Eight in ten influencer marketers currently report working with smaller creators, versus only one in ten who report working with mega-influencers or celebrities with over 1M followers. And more and more influencers are partnering with brands, too — with a rise in posts using #sponsored over the past few years.



## How the use of #sponsored in posts across social media has changed over time



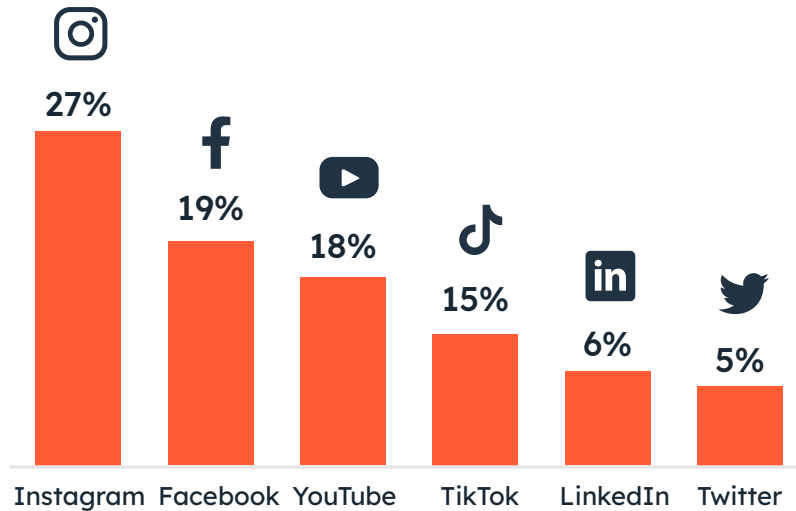
“Marketers increasingly partner with influencers because it works. People trust recommendations from creators they follow. More and more marketers are working with influencers on performance-driven campaigns, optimizing for down-funnel metrics like app installs or purchase conversions. As a result, performance-focused marketers often work with mid-sized creators and emerging talent rather than traditional celebrities and macro-influencers.”



**JAMES CREECH**

Senior Vice President of Influencer Strategy,  
Brandwatch

## Which social media platform do influencer marketers plan to work with influencers/creators on the most in 2023?



## Consumers trust influencers

**21%** of social media users aged 18-54 have made a purchase based on an influencer's recommendation in the past three months.



# The future is a virtual reality

**1 in 4+**

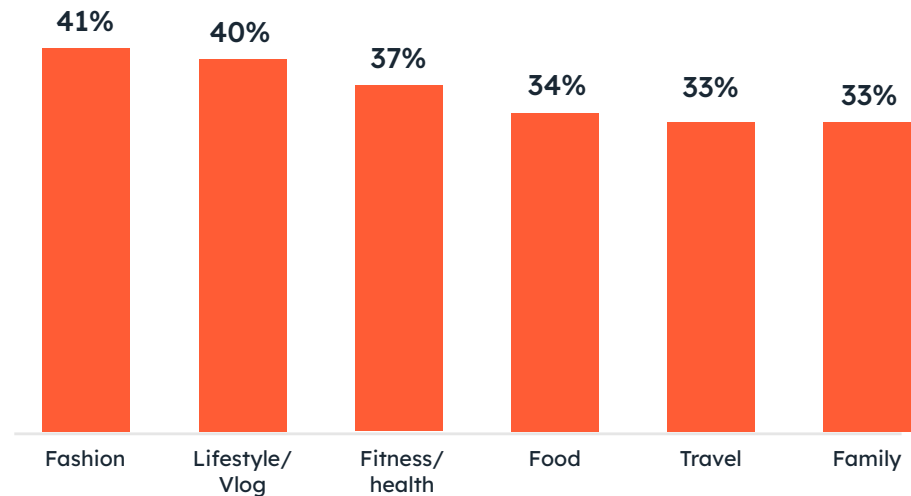
social media users follow virtual influencers on social media.

## How B2B + B2C brands can work with small influencers/creators

Compared to celebrities, [working with small influencers and creators](#) is less expensive, leads to long-term partnerships, and offers access to tight-knit, engaged, and loyal communities.

When [deciding which influencers to partner with](#), brand marketers want to see high-quality content, aligned audiences, and similar values to their organizations.

### What types of influencers/creators do influencer marketers work with (top 6)?

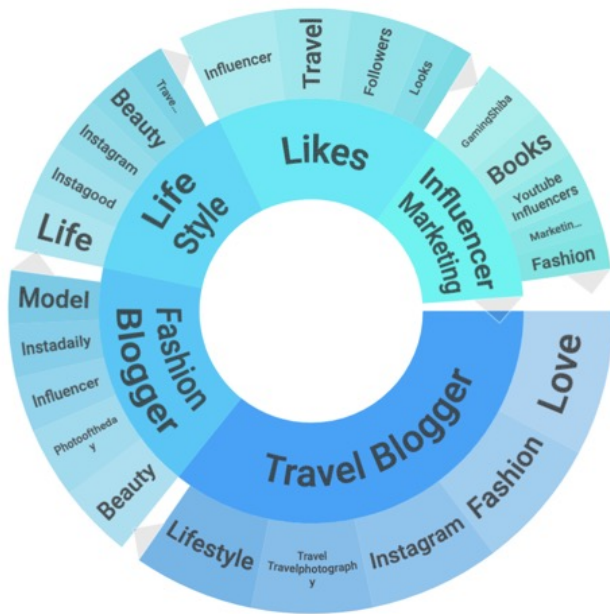


HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan, 2023





**What were the most commonly mentioned industries in conversations about influencers and bloggers?**



Source: Brandwatch, 2022

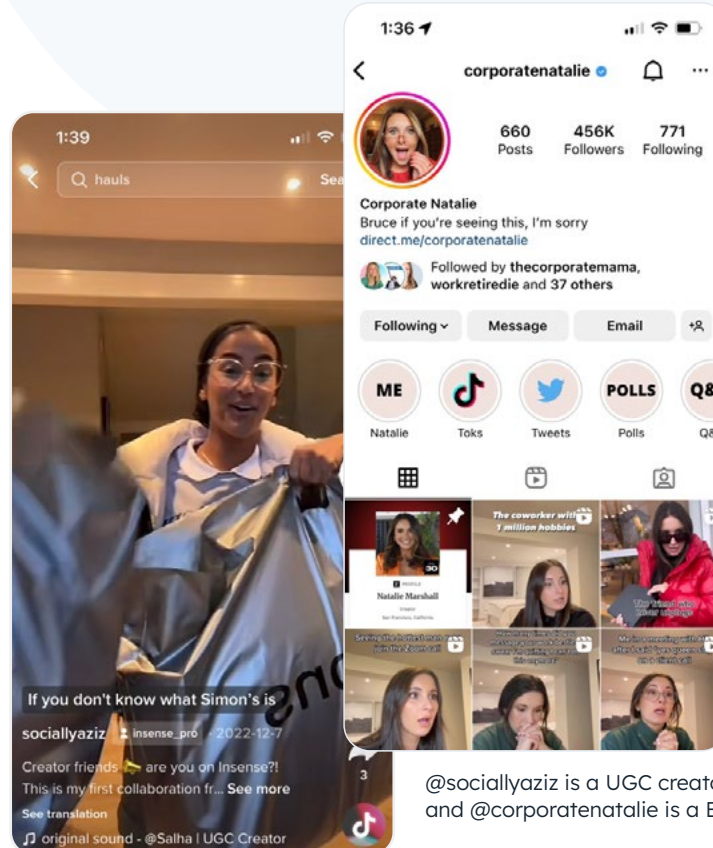
Look to UGC creators as a first foray into micro-influencer campaigns, and explore creators who have had previous success in your industry. Get the [definitive guide to ecommerce influencer marketing here](#).

“As more people rely on social media for recommendations, companies can utilize this by incorporating trusted sources like user-generated content (UGC) and influencers into their marketing. Companies like Skims and BÉIS are already killing it with this strategy and proving its value, so look to them for inspiration on how to make it work for you.”



**KATIE SLAYFORD**

Social Media Executive, Brandwatch



@sociallyaziz is a UGC creator on TikTok working with brands, and @corporatenatalie is a B2B-focused influencer





## SOCIAL TREND #6

# Short-form video is driving business results and will continue to grow in 2023.

**Instagram Reels, TikToks, and YouTube Shorts are the most-used content format and generate the highest ROI.**

Brand marketers are doubling down on short-form videos and want to do more on [TikTok](#), [Instagram](#), and YouTube in 2023. Out of the most popular content formats, one-third of marketers plan to invest the most in short-form video. Why? They're effective for increasing brand awareness and engaging with social audiences. But, [creating videos that “go viral”, aka resonate well with your target audience, is an art and a science.](#)

Gen Z and Millennial consumers prefer to learn about new products and services through short, dynamic videos, so brands should transform educational product content into video format.



“In 2023, to save money, marketers can lean into one of the big trends in short-form video — low-budget, casual videos. You don’t need expensive full-studio production to be hip right now. Your smartphone, a sense of humor, and a call-to-action might be all it takes to create the perfect video for your brand.”



**JUSTIN POHL**

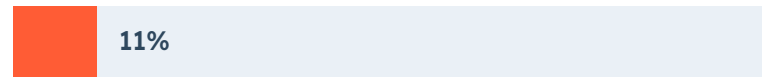
Associate Marketing Manager,  
Content & Social Strategy, HubSpot

## Which format do social media marketers plan to invest the most in for 2023 (top7)?

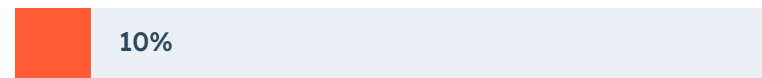
Short-form videos (TikTok, IG Reels, etc.)



Long-form videos



Live audio chat rooms (Clubhouse, Twitter Spaces, etc.)



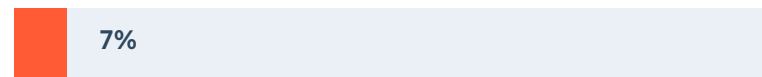
VR or AR (augmented reality)



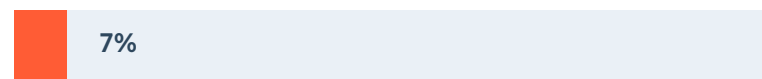
Memes



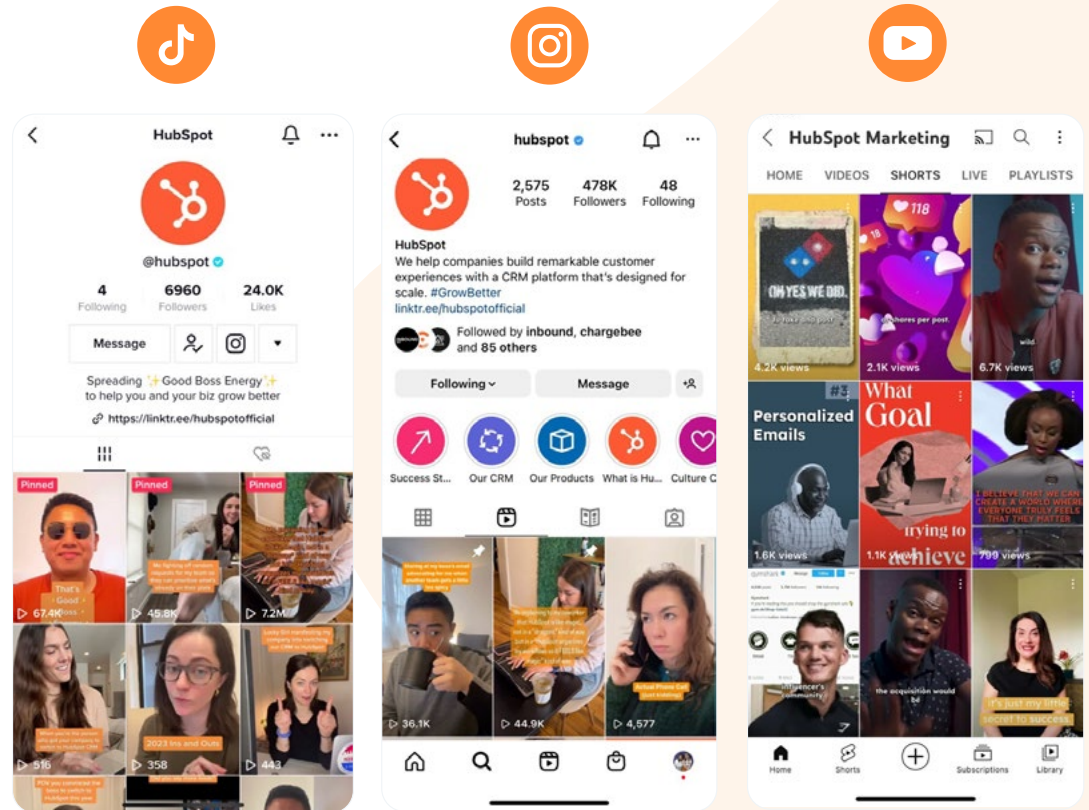
Interviews/podcasts/expert discussions



Infographics



HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023



Three of the most popular places to share short-form video are TikTok, Instagram Reels, and YouTube Shorts.

## SOCIAL TREND #7

# Funny, trendy, and relatable content will stand out.

According to social media marketers, relatable content is connected to the biggest ROI.

When people are scrolling through social media, what catches their attention? In 2023, it depends on your goal. Do you want your audience to engage? Take action? Learn? For marketers looking for the best possible return on their social media investments, relatable content is the way to go. Relatable content shows your target audience that they're not alone in their struggles, challenges, and successes. Being relatable is an important part of community building. When someone feels like they identify with your posts, they'll be more likely to follow and engage with you in the future.

Trends are great opportunities to find new audiences and reach new groups of people. Marketers who said their social media strategy was effective in 2022 are 127% more likely to look for new and emerging trends every day than ineffective marketers.

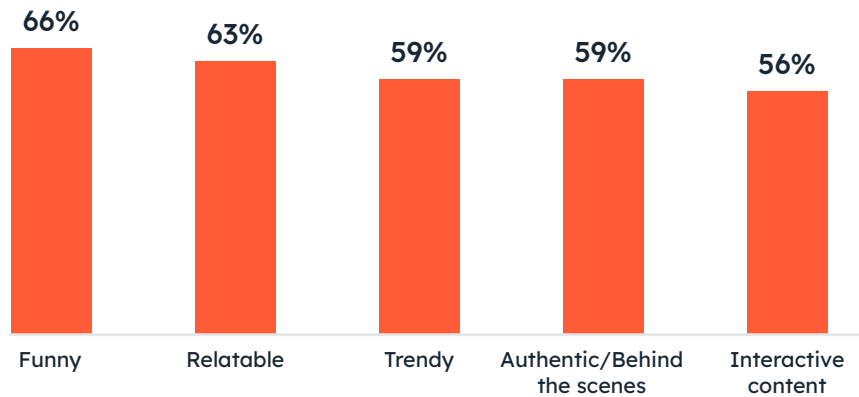


## Which type of content offers the biggest ROI on social media (top 6)?



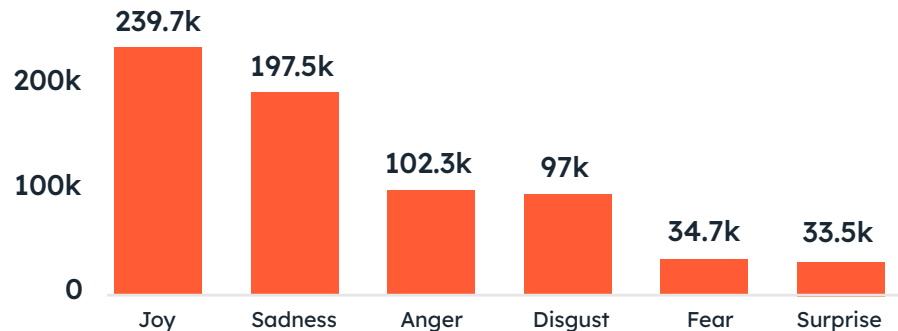
HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023.

## Which types of content are most effective on social media (top 5)?



HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan, 2023

## Consumers' emotions in conversations about what they've seen and watched online



Powered by Brandwatch Consumer Research

Chart shows the volume of mentions showcasing emotions of joy, sadness, anger, disgust, fear, and surprise in consumer conversations relating to what they've seen and watched on social media. Data gathered from public posts on Twitter, Reddit, Instagram, blogs, forums, and review sites between Jan 1 - Dec 31 2022.

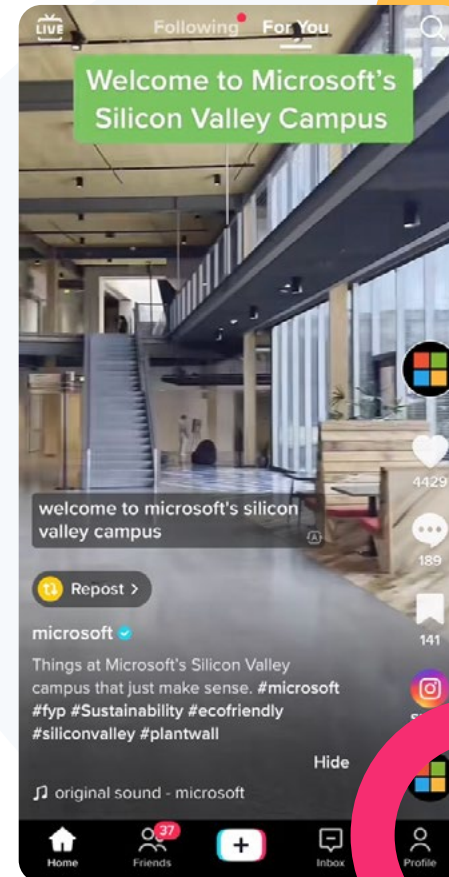
Brandwatch consumer data analyzed the emotions that people feel when viewing social media content. Joy was the most frequent emotion that people shared on social media in 2022, and it was the fastest growing over the past year. We predict that joyful content will see more engagement and mentions on social in 2023.





# Types of Social Media Content to Create

- **Relatable posts**  
More marketers plan to try relatable content for the first time and invest in relatable posts over other types of content in 2023.
- **Behind-the-scenes content**  
Show your work culture, and feature posts from creators in your organization.
- **Memes + funny content**  
Use humor to engage and expand your audience.
- **Interactive content like polls, games, and AR/VR experiences**  
The metaverse and AR/VR content are gaining interest — has your social team tried it?
- **Educational content and news stories**  
Start a series that explores a news article in your industry each week and why it's relevant.
- **Content that reflects your brand values**  
Interview your founder or leadership team, or start employee takeovers.
- **Trendy content**  
Half of those using trendy content plan to invest more in 2023 — follow industry resources that recap timely topics so you don't get burned out scrolling for trends every day.



A look behind the scenes at @microsoft's Silicon Valley campus on TikTok



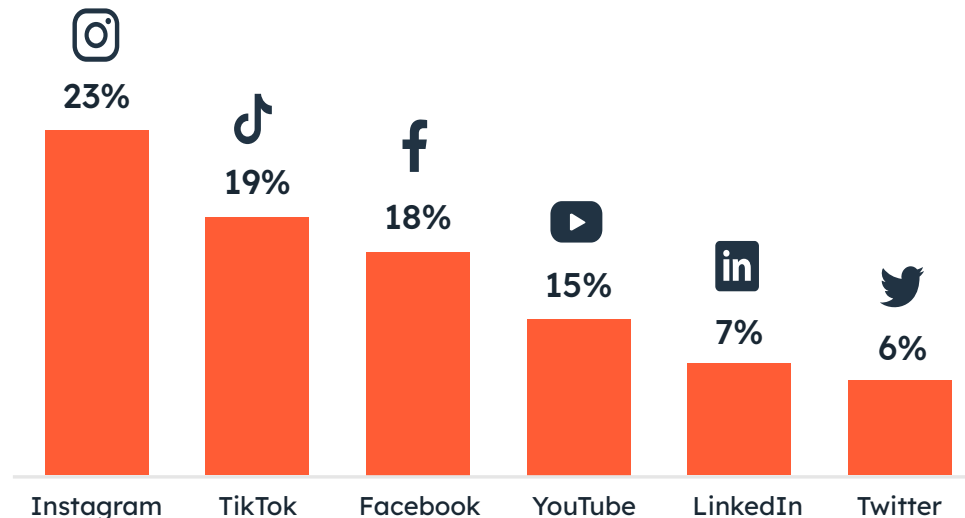
## SOCIAL TREND #8

# Instagram is the highest ROI platform, and it will remain popular with marketers this year.

More than half of marketers (51%) using Instagram for their brand plan to increase their investment in 2023.

And despite TikTok's popularity among Gen Z, on the whole, marketers believe that Instagram has the greatest potential to grow in 2023. Instagram has proven to be the best source of ROI, engagement, and quality leads (tied with Facebook). Marketers also feel that the Instagram algorithm is the most accurate, and that it's the best place to grow a brand audience.

Which social platform offers brands the biggest potential to grow their audience in 2023?



HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023.

## How brands will grow on Instagram in 2023

- Using [Instagram's latest features for businesses](#)
- Optimizing [Instagram posts for engagement with informational captions](#)
- Leveraging Instagram social selling features like [Instagram Shopping](#) and links in Stories
- Sharing user-generated content (UGC) about their brand



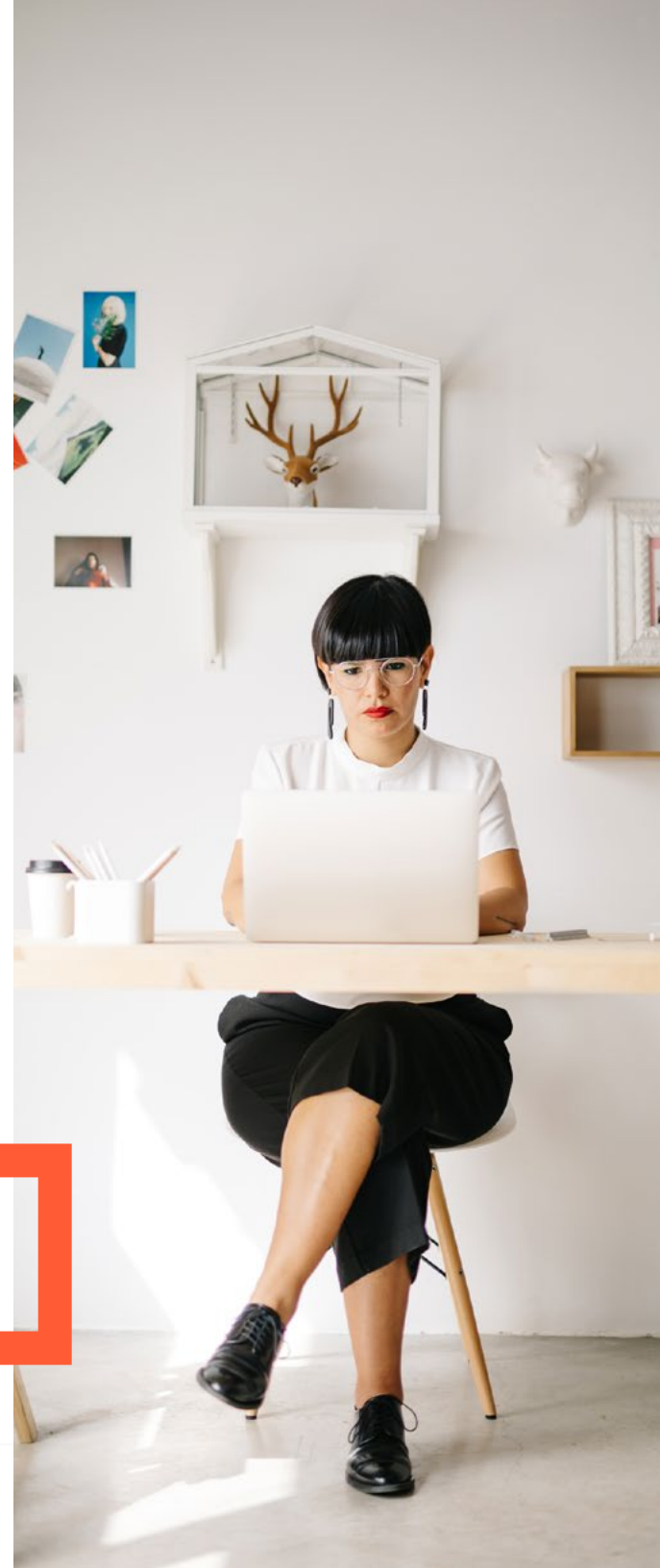
## SOCIAL TREND #9

# Re-sharing the same content across platforms won't fly in 2023.

**Marketers use an average of four social media platforms as part of their job — but each one has unique trends and styles.**

Most marketers are strapped for time. Creating consistent content for one platform is hard enough, nevermind four. Nearly half (48%) of social media managers make a few small tweaks and publish to different channels. But each social platform has its own nuances, trends, and content styles, and we're seeing them become even more individualized.

When [repurposing content](#) this year, social media marketers will need to be extra thoughtful and tailor it to the unique tone, aesthetic, and demographics of each platform. Two of the newest popular topics that Brandwatch discovered marketers are searching for when creating content include AI and UGC — AI to help generate content ideas for multiple platforms and support faster content creation, and UGC to encourage engagement and reduce content creation time.



## Mentions of UGC and AI in conversations relating to marketing and social media

Topics in discussions	Mentions in 2022	Change % from 2021
AI	1,026,006	56%
UGC	21,565	76%

Powered by Brandwatch Consumer Research

Source: Brandwatch.

Chart shows the volume of mentions for AI, UGC, and content curation in conversations relating to marketing and social media, and how the volumes have changed since 2021. Data gathered from public posts on Twitter, Reddit, Instagram, Facebook, Blogs, forums and review sites from Jan1 - Dec 21 2022 and compared to the previous year.

If you can't keep up with every platform, marketers plan on investing the most in Instagram, Facebook, YouTube, and TikTok. Choose your players and build stronger communities in fewer places.

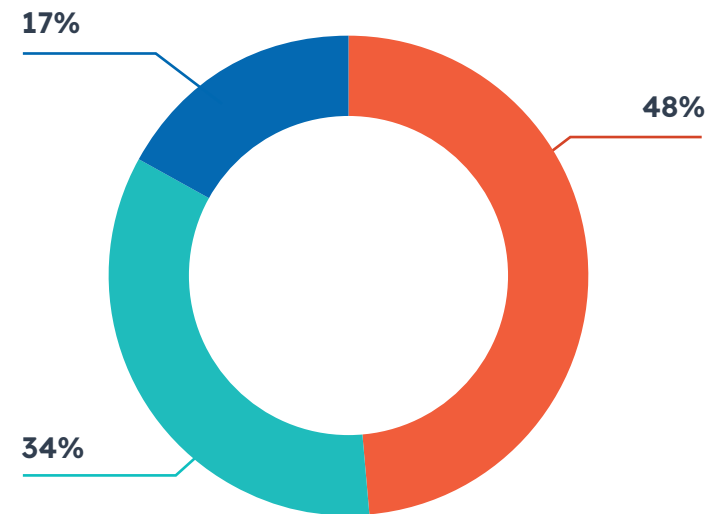
“It's not that your audience will find the content less interesting on Twitter vs. Instagram. It's about creating the value to follow your brand on both. If you are posting the exact same content in the same format on every network, there'll be no need to follow you on all your active channels.”



**TONDREANNA ESQUILIN**

Senior Social Media Manager,  
Brandwatch

## How do social media marketers share content across various platforms?



- I usually share similar content across platforms, with some tweaks to tailor it to the specific platform
- I usually make brand new content from scratch for each social media platform
- I usually re-purpose the exact same content across social media platforms

HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023.

## SOCIAL TREND #10

# AI has reached the masses and is changing how we create.

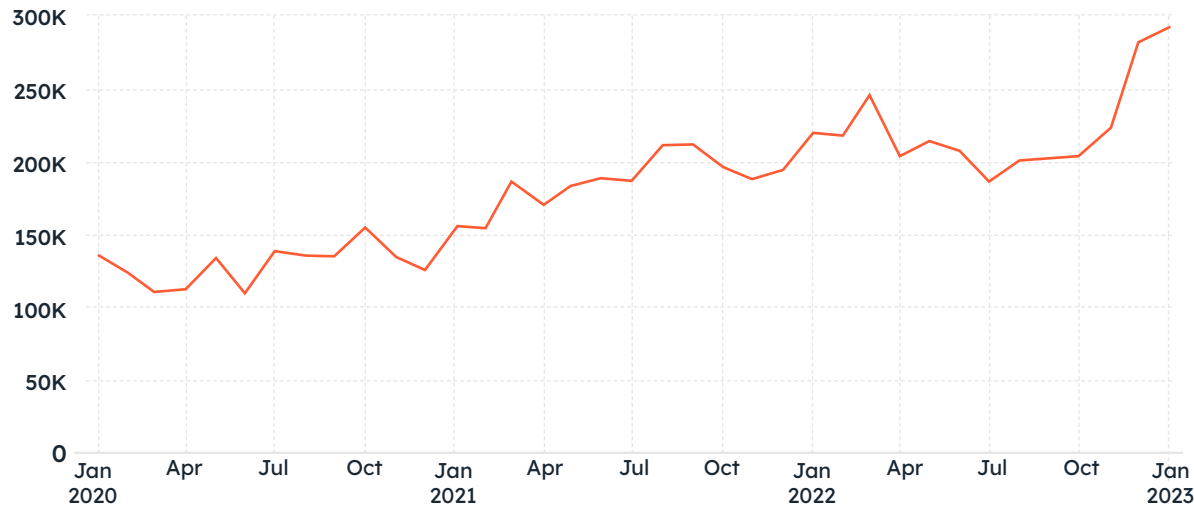
Artificial intelligence (AI) has been a topic of conversation for several years, and now it's more popular than ever before, especially for marketing teams. And in 2022, AI became more accessible to the masses.

ChatGPT, Dall-E, and other tools like Canva's Magic Write quickly joined the marketing toolkit, and [ChatGPT became the fastest-growing app of all time](#) when it reached 100M users only two months after launching. Proficiency with AI tools has already become a job requirement — [the share of AI jobs has grown by almost 50% since 2018](#).

Brandwatch consumer research found that the most popular recent conversations surrounding AI and marketing on social media are about AI-powered image generators, like Stable Diffusion and Dall-E 2, and [AI-powered content writing tools](#) like ChatGPT. People are also anxious for more free AI-powered products, and learning exactly which prompts yield the best results from AI tools.

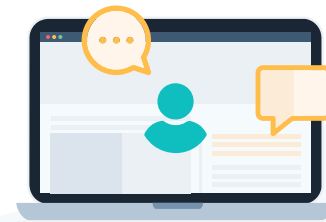


## The conversation around AI, marketing, and social media is growing



Powered by Brandwatch Consumer Research

Chart shows the online conversation around the topics of AI and marketing and social media in the last three years. Data gathered from public posts on social media, blogs, forums, and review sites between Jan 1 2020 - Jan 31 2023. Source: Brandwatch



“If you are a marketer, AI tools can help you enhance your skills and output. The success formula is pretty straightforward: use AI tools to brainstorm ideas, blog outlines, and campaigns. Then use these ideas to inspire your final product. Once you have your draft ready, use tools like ChatGPT and [QuillBot](#) to paraphrase, repurpose, and create endless social media and marketing content.”



**KSENIA NEWTON**

Content Marketing Specialist,  
Brandwatch

“AI is reshaping marketing with new applications elevating everything from copywriting to personalization. While some may worry that AI will replace elements of their craft, savvy marketers should embrace these new tools as complementary to irreplaceable human elements of marketing—instinct, creativity, and empathy—to launch bold new endeavors.”



**CARRIE PARKER**

Chief Marketing Officer, Brandwatch



## Here's how to add AI tools into your social media marketing strategy.

### 1 **Integrate AI tools into the creative process as a source of inspiration, research, and faster content creation.**

Work to understand the right prompts and strategies to make the most of AI tools. There's an art and science behind leveraging AI, which is why those who are savvy with AI for social media will be in high demand for growing businesses.

### 2 **Understand copyright issues and crediting artists before using AI-generated imagery for commercial purposes.**

Using [AI images in marketing campaigns](#) can be a bit of a grey area. Just like stock photos and anything your company shares, you need to make sure that it's uniquely yours, or that you have the rights to use it.

### 3 **Explore AI platforms for content generation.**

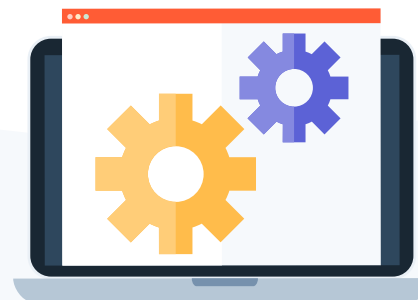
Turn all of your text-based posts into designed images in one click, or translate your podcasts into short-form social media posts using AI tools.

### 4 **Repurpose content from any medium to another.**

AI can help social teams speed up content repurposing from one platform or media format to another.

### 5 **Automate content creation tasks.**

Automate or speed up social media content creation tasks like captions, images, content calendars, and social media ideas with ChatGPT, Dall-E 2, Jasper, or Canva's AI tools.



## Marketers can use ChatGPT and similar tools to generate:

- Ideas for social media campaigns and content calendars
- Creative and attention-grabbing captions for social media posts
- Social media posts in multiple languages
- Technical writing and product copy
- Headlines, taglines, and descriptions for social media ads
- Personalized responses to customer inquiries and comments on social media
- New versions of your existing copy to repurpose for social media
- Outlines for content projects
- Conversation starters and questions for live Q&A sessions on social media
- And the list goes on!

As seemingly the whole world continues to out AI for themselves, AI tools can also be used to generate images.

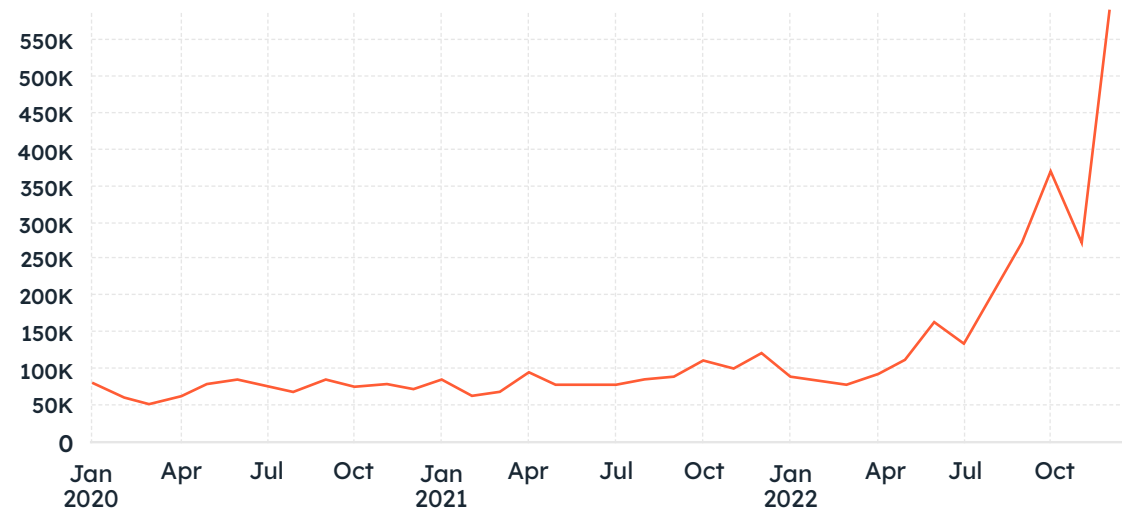
There was a huge spike in the volume of online mentions of AI and images on social media from late 2022 to early 2023 as many AI image generators hit the market with free versions towards the end of 2022.



“Vincent Van Gogh is showing his basketball moves.”

For marketers, tools like [Canva’s Text to Image generator](#) can help create on-brand custom graphics to accompany social media posts, emails, and other content marketing campaigns.

### Volume of online mentions of AI and images



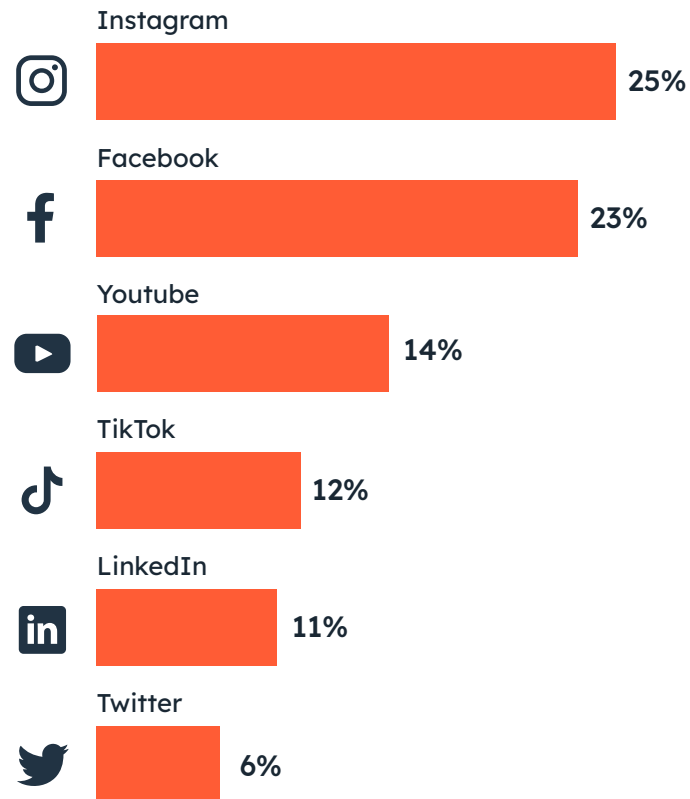
● Powered by Brandwatch Consumer Research

The growth curve for mentions of AI and images. Data gathered from public posts on social media, blogs, forums, and review sites between Jan 1 2020 - Dec 31 2022. News excluded.  
Source: Brandwatch

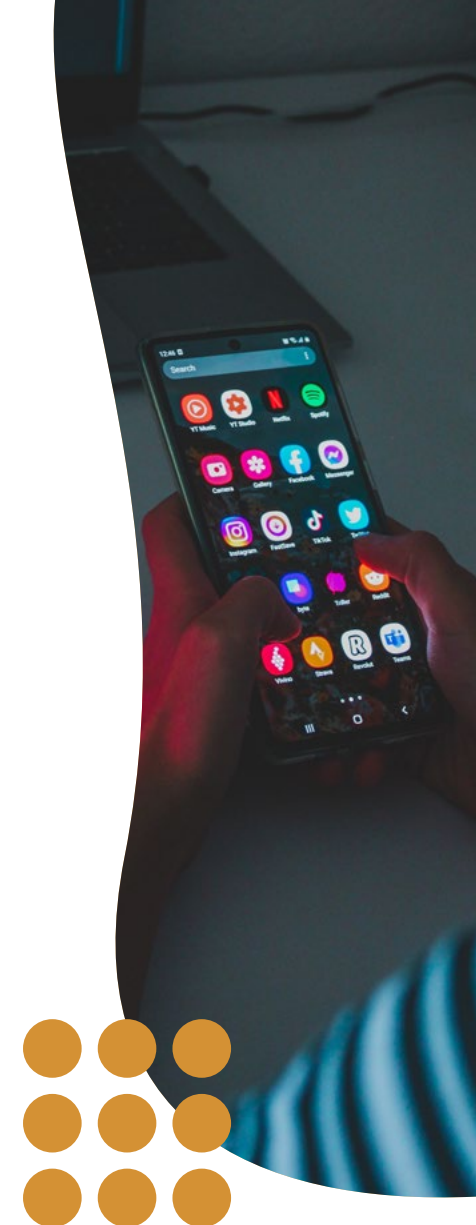
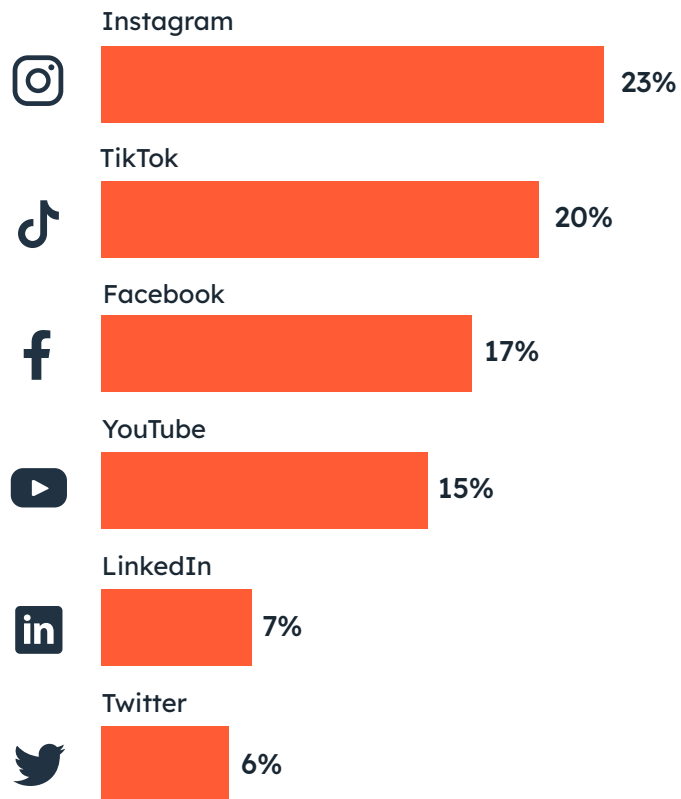
# Top Social Media Platforms

This year, YouTube, Instagram, and TikTok grew steadily as [marketers continue to invest in short-form video content](#), but [following ownership changes at Twitter](#), many users have turned [to new platforms](#) for building community and getting up-to-date information. Take a look at the top social media platforms for 2023 based on ROI and potential for audience growth.

## Which platform offers social media marketers the highest ROI (top 6)?



## Which platform offers brands the biggest potential to grow their audience in 2023?



HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023.

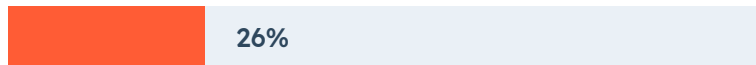
# Social Media Marketing Goals, Metrics, + Challenges

## Social media marketing goals for 2023

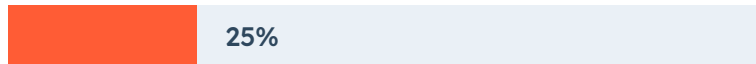
For the past several years, engagement has been the top goal for social media teams. Now, we're seeing a rising interest in reaching new audiences and growing brand communities. Driving website traffic is still important, along with generating sales and high-quality leads. And as social selling gains popularity, customer service and retention are joining the list of social media goals along with sharing more about products and services.

### What are social media marketers' primary goals in 2023 (top 10)?

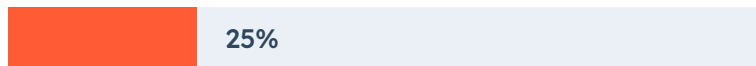
Increasing engagement



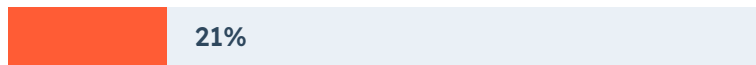
Increasing brand awareness/reaching new audiences



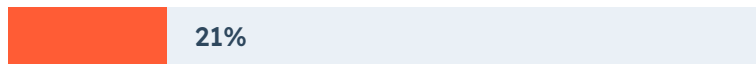
Growing your community/following on social media



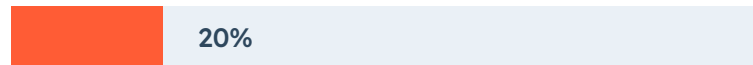
Driving traffic to your website



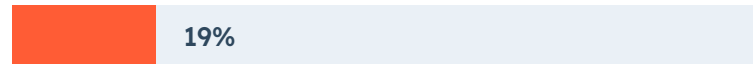
Increasing overall revenue/sales



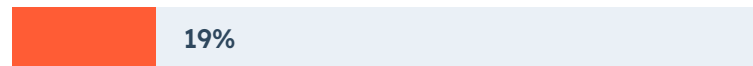
Advertising your products/services



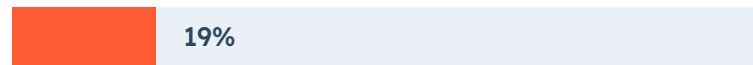
Generating leads



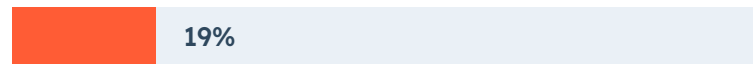
Improving customer service and retention



Improving customer understanding of your products/services



Getting a better understanding of your customers and their needs



HubSpot Blog Research, Social Media Trends 2023 Report. Global survey of 1,000+ social media marketers in Jan, 2023.

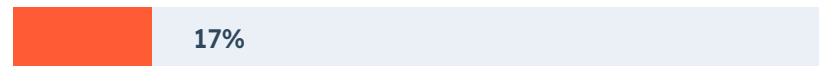
# Social media marketing challenges for 2023

Marketers' main goal is to engage, so it tracks that their biggest challenge is creating content that engages their audience. Other main challenges also align with goals, like attracting qualified leads, reaching ideal audiences, and gaining and retaining followers. As you develop your social media plan for the year ahead — consider what you know about your target audience and gather data so that you can create relevant, relatable content that piques their interest.

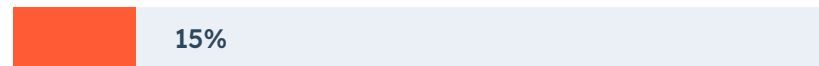
Marketers also report feeling overwhelmed by keeping up with trends, new features, and algorithm updates, as well as proving the business value of their work. Use tools that incorporate tips and app updates and that integrate with your marketing and CRM platforms to link to revenue.

## What are the biggest challenges social media marketers expect to face in 2023 (top 10)?

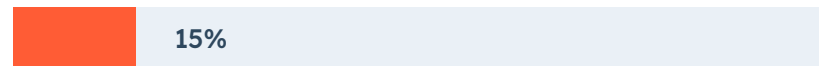
Creating engaging content



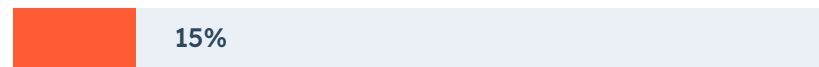
Creating content that generates leads



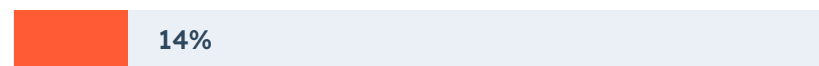
Reaching your target audience



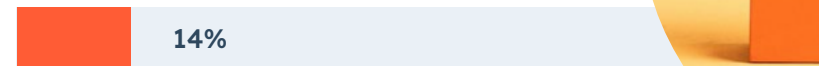
Going and keeping followers



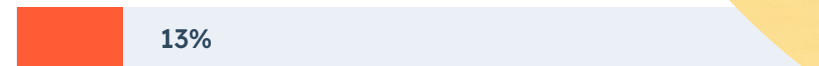
Keeping up with changing features and algorithm updates



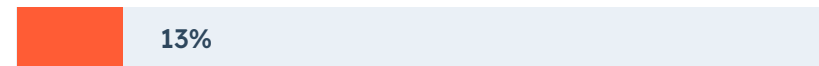
Keeping up with new trends



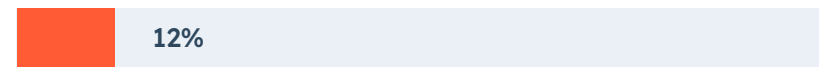
Finding new ideas for new content



Growing an active community around your brand on social media



Developing a strategy for selling products directly in social media apps



Trying social media marketing activities directly to business outcomes



HubSpot Blog Research, Social Media Trends 2023 Report. Global survey of 1,000+ social media marketers in Jan, 2023.



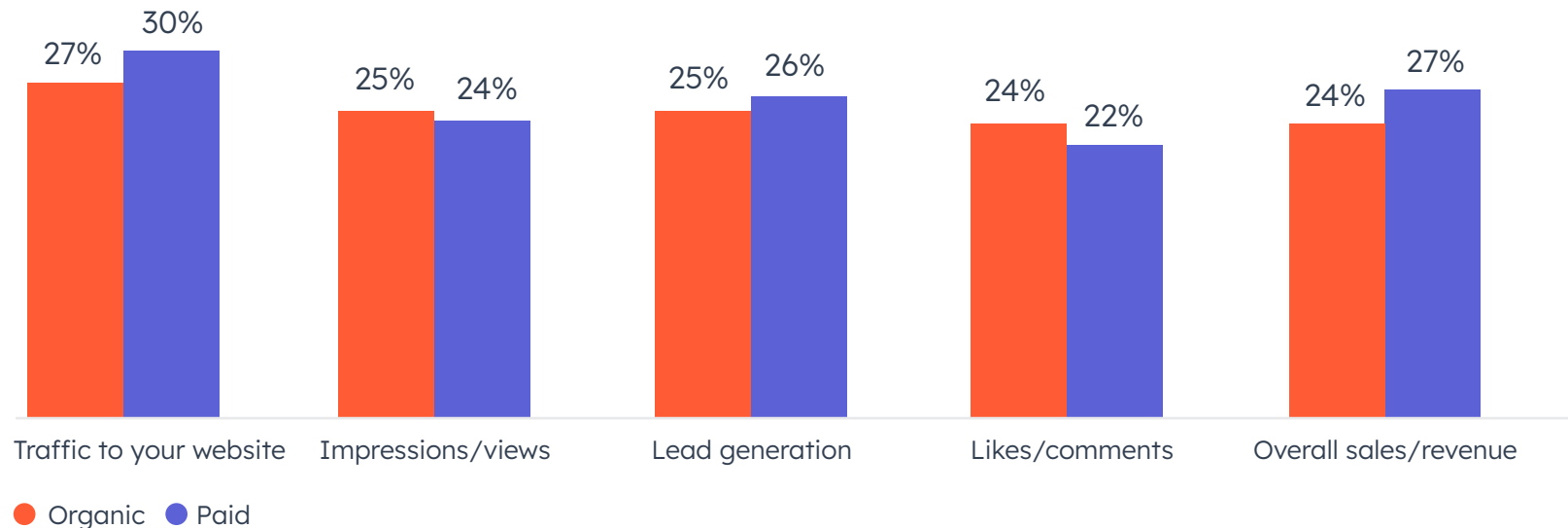


# Marketing metrics to track in 2023

When evaluating the success of social media efforts, marketers are most likely to look at website traffic for both organic and paid campaigns. Other top metrics social media marketers look at are attributed sales, leads, views or impressions, and engagement. Need a quick benchmark for how often to post on social? Most marketers post several times per week, so use scheduling tools that help you analyze performance regularly and optimize your strategy.

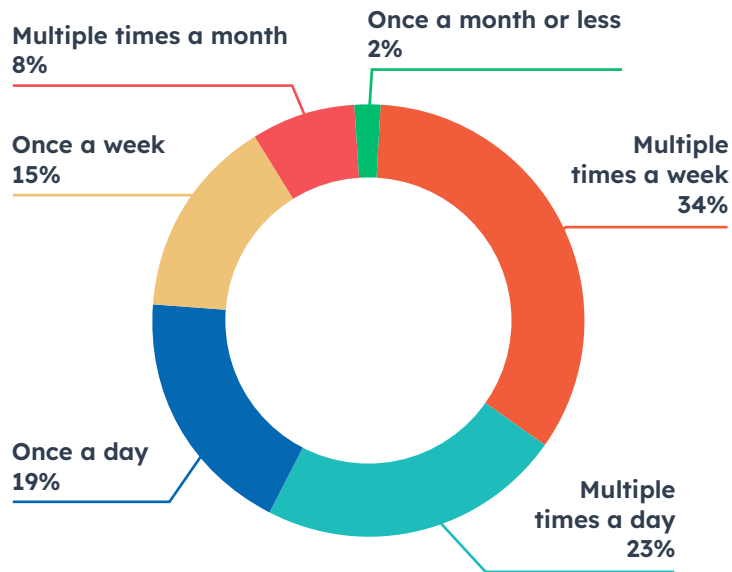


## What are the primary metrics social media marketers use to measure the success of organic/paid campaigns?



HubSpot Blog Research, Social Media Trends 2023 Report. Global survey of 1,000+ social media marketers in Jan, 2023.

How often do social media marketers search new or emerging social media trends?



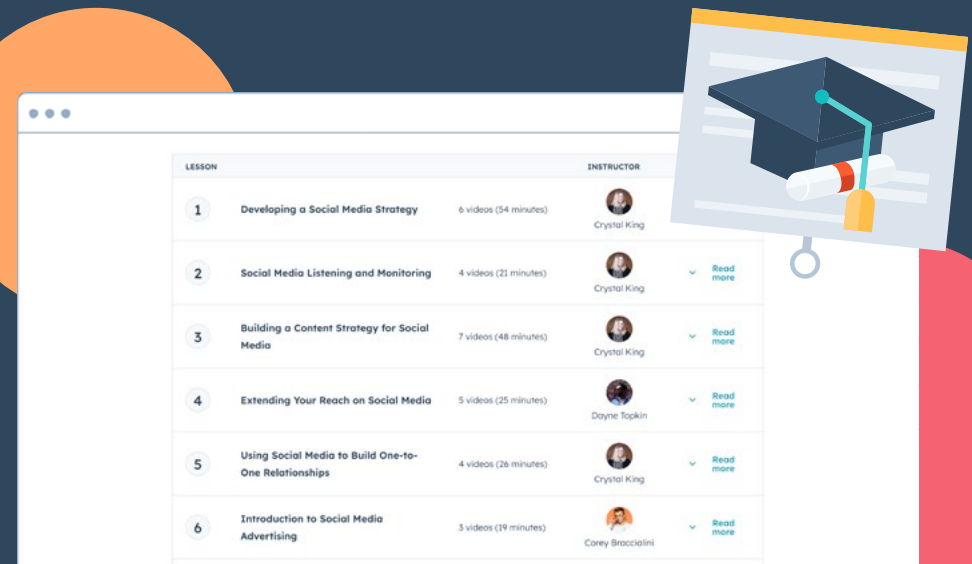
HubSpot Blog Research, Social Media Trends 2023 Report.  
Global survey of 1,000+ social media marketers in Jan, 2023.

# HubSpot

## Become an expert in social media marketing and analytics with the HubSpot Social Media Marketing Certification

Access 4+ hours of lessons on creating social media content, building social media reports, and growing your brand with social — for free.

[Sign up for the course](#)



## Best Times to Post on Social

According to social media marketers in the U.S., these are the best times to post on each platform:



Facebook  
9 AM to 12 PM



TikTok  
3 PM to 9 PM



YouTube  
3 PM to 6 PM



Twitter  
9 AM to 3 PM



Instagram  
12 PM to 6 PM



LinkedIn  
9 AM to 3 PM



**Does your social media tool suggest the best times to post based on your audience?**

HubSpot's does.

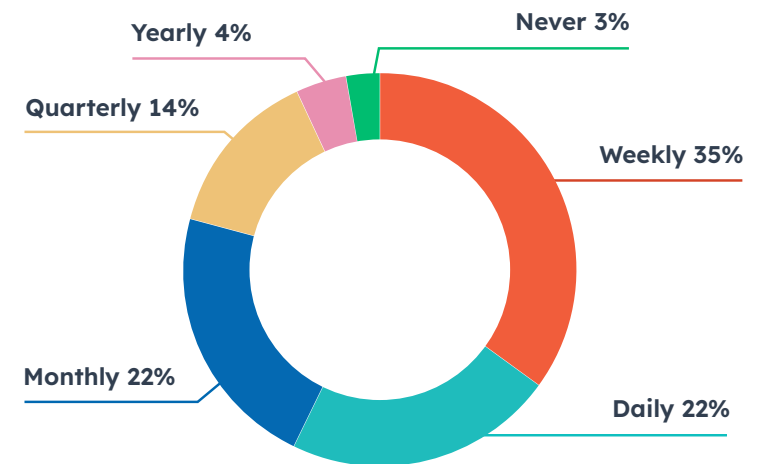
[Get a Demo](#)



# Predictions for the Future of Social Media Marketing

- 1 Consumers will search for brands on social media more than search engines.
- 2 Social media will be the preferred channel for customer service.
- 3 Shoppers will buy products directly on social media apps.
- 4 Brands will invest in actively building online communities.
- 5 Companies will have a creator or influencer who represents the brand on social media.
- 6 [AI tools](#) will change the content creation process.

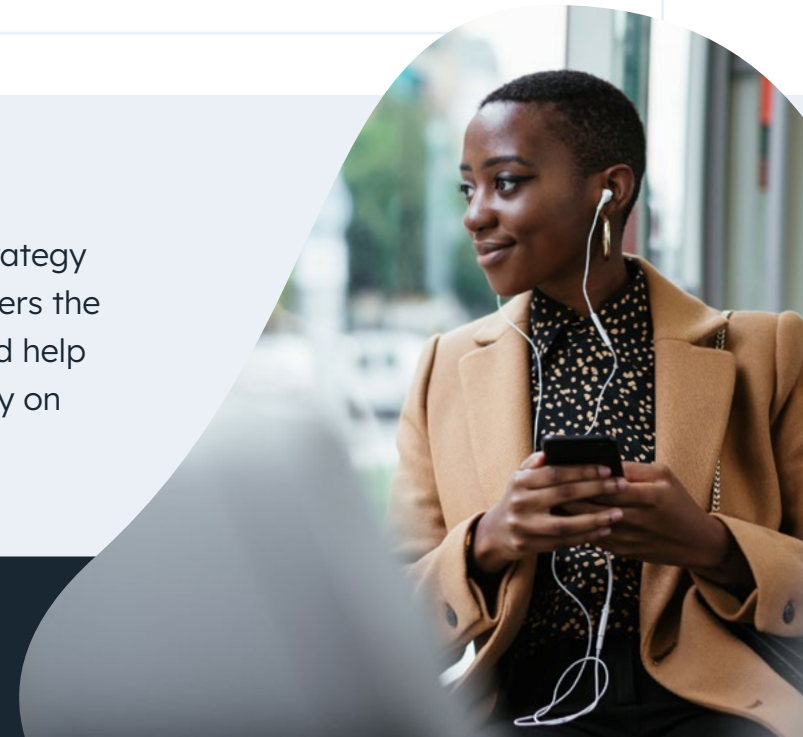
How often do social media marketers search for new or emerging social media trends?



HubSpot Blog Research, Social Media Trends 2023 Report  
Global survey of 1,000+ social media marketers in Jan, 2023

## Closing

Take these findings as your sign to turn the fun part of your brand's social strategy up a notch, and to try out some AI tools. When you give social media marketers the autonomy and resources to experiment, they can find the right audiences and help the brand grow. Don't underestimate the value of community and authenticity on social this year, and get out your tripod and video editing tools.





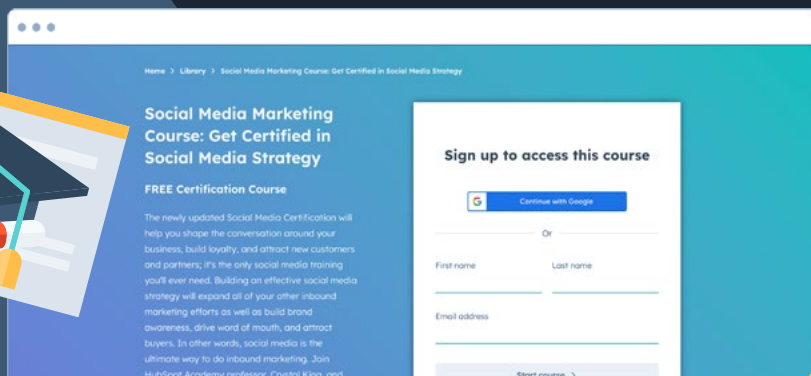


# Build an effective social media strategy from scratch

Take our free course and get certified in social media strategy

- Learn about social media strategy, social listening and monitoring, social media advertising, and more
- Go at your own pace and rewatch your favorite lessons anytime
- Keep learning with videos, templates, blog posts, guides, and other resources

Start the certification



# An all-in-one solution for social

Understand + engage with your customers online

- Conduct deep research
- Monitor your brand
- Create winning content
- Engage with customers
- Leverage AI to discover new trends

Get started

