

Accelerate Your Business Growth in 2025 with Cutting-Edge Social Media Trends

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Discover how short video formats, augmented and virtual reality, and AI innovations can transform your marketing strategy. Learn about the impact of micro-influencers, advancements in e-commerce, and the power of user-generated content in community building.

Plus, find out how ephemeral content can drive engagement and captivate your audience. This document is designed to provide you with actionable insights and to provide real-life examples to propel your business towards success in the digital age.

SHORT VIDEO FORMATS

a. "65 per cent of people skip long content when scrolling" and "short videos are shared twice as often as long ones and 70% of users report making purchases after seeing a short video"

b. They are:

- Typically, under 60 seconds
- Designed to capture attention quickly

c. They have:

- Higher engagement
- Increased reach
- Greater conversions
- They're found on platforms such as: TikTok, Instagram, Facebook and YouTube

d. How to create compelling short videos:

- Hook
 - Grab attention in the first 3 seconds with:
 - Text overlays
 - Bold visuals
 - Question (e.g. "Struggling to boost your sales? here's how we did it in 60 seconds")

- High-Resolution Visuals
 - Making sure content appears sharp and professional—regardless of the screen size
 - Record in 1080 px or 4K
 - Shoot in bright and natural light
 - Avoid compressing videos unless required by the social media platform
- Clear Message
 - Stick to one idea per video (i.e. A product demo that highlights one key benefit, such as: how it works OR why it's unique)
- Trending Audio
 - Tap into the platforms trending audio for discoverability
- Visual Appeal
 - Use transitions, effects and text overlays to hold viewers' attention by editing videos in apps, such as: CapCut, Canva Pro or InShot
- Call to Action (CTA)
 - End the video with a strong nudge (e.g.. "DM us for more info!" OR "Click the link in our bio!")



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REALITY REIMAGINED

a. Augmented Reality, aka “AR” adds digital elements to the real world

- Can be found on platforms such as: TikTok, Instagram and Snapchat
- Offering real-time personalized product interaction through AR filters and virtual try-ons

b. Virtual Reality aka “VR” immerses users in a fully virtual 360-degree environment

- Can be found on platforms such as: Meta, Instagram, YouTube and TikTok

c. They are:

- Engaging
- Interactive
- Accessible

d. They let users:

- Co-create content
- Visualize purchases
- Participate in events anywhere

e. How They’ll Transform Brand Experiences in 2025:

- Hyper-Immersive Storytelling
 - E.g., Hotels and resorts are creating 360-degree VR tours of their properties to allow guests to virtually “walk through” suites and units before booking
- AR Shopping Dominance
 - E.g., Travel agencies are helping viewers visualize themselves in certain destinations with AR backgrounds
- Increased Platform Accessibility
 - E.g., Concerts are live streaming and allowing users to receive exclusive behind-the-scenes content
- New Revenue Streams
 - E.g., An AR scavenger hunt leads users to hidden gems within a city and each location unlocked earns them rewards, such as free city maps, souvenirs or discounts at local eateries

AI UNLEASHED

a. Artificial Intelligence aka “AI” is technology that learns and makes decision based on data to help us work smarter

b. How it’s Revolutionizing Social Media:

- Smarter Content Creation
 - Tools like Meta’s Content Recommendations and Canva Magic Design help businesses create videos, captions and images that are ready to post.
- Automated Customer Support
 - Chatbots on platforms such as Facebook Messenger and WhatsApp Business provide 24/7 support, instantly answering questions, taking orders or guiding users to the right resources.
- Personalized Advertising
 - Platforms like TikTok Ads Manager and LinkedIn Campaign Manager find the best people to show the ads to.

c. Other benefits:

- Saves Time
 - Handles repetitive tasks, such as:
 - Scheduling posts
 - Resizing images
 - Analyzing likes and comments
- Boosts Engagement
 - Helps create content that grabs attention, such as:
 - Quizzes
 - Polls
 - Personalized Messages
- Increased Return on Investment (ROI)
 - Helps businesses get more value from their social media budgets by analyzing what works and improving ads or posts in real time.

d. Real Examples:

- Instagram:
 - Suggests hashtags, filters and sounds to make content stand out.
- TikTok
 - Helps creators edit videos to match trends and get more views.
- LinkedIn
 - Finds the best time to post and creates personalized messages for businesses to connect with clients.
- Snapchat
 - Builds interactive AR filters that keep people engaged with brands.
- Pinterest
 - Suggests content ideas based on what’s popular helping content get noticed.



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MICRO-INFLUENCER COLLABORATIONS

a. "Content from micro-influencers generates 60% higher engagement rates than posts by mega-influencers"

b. Micro Influencers are social media users with:

- Smaller reach
- Highly engaged followings
- Between 1,000 and 100,000 followers

c. Why They're Important:

- Help create genuine connections with a company.
- Have personal relationships with their followers, making their content more trustworthy.

d. Niche Audiences are:

- Communities built around shared passions that are smaller in size and tend to be:
 - Highly engaged
 - Value authenticity
 - Seek tailored solutions

e. Micro-Influencers specialize in creating content that resonates with niche audiences

- E.g., A plant-based chef with 10,000 followers will connect deeply with a vegan community, while a dog trainer with 15,000 followers might have the perfect audience for pet products.

f. The alignment between micro-influencers and their niche audiences leads to:

- Higher engagement rates
- Stronger connections
- Specific outcomes

E-COMMERCE EXPANSION

a. "As of 2024, approximately 47 per cent of Canadians who use social media have made purchases directly through platforms"

b. Social media platforms are expanding their horizons to becoming marketplaces

c. Why e-commerce is important for business:

- Streamlines the purchasing process
- Enhances the customer experience
- Reaches customers where they spend their time

d. What these features are and how they work:

• Shoppable Posts and Stories

- Platforms such as Instagram and Facebook allow businesses to tag products in photos and videos
- E.g., A local gift shop posts a story featuring its latest collection. Each item is tagged so viewers can swipe up and buy their favourites without leaving Instagram.
- Live Shopping Events
 - TikTok, YouTube and Instagram offer live-streaming features where businesses can showcase their products in real time. Viewers can ask questions and make purchases during the stream.
 - E.g., A bed and breakfast hosts a livestream showcasing its suites, spa amenities and nearby attractions. As the host walks through the property and answers questions about package deals, they offer limited-time discounts on bookings made during the live event.
- Social Media Shops
 - Businesses can now set up full storefronts directly on platforms such as Facebook and TikTok.
 - E.g., The Saskatchewan Roughriders create a Facebook Shop where fans can purchase merchandise such as jerseys, caps and other swag.

COMMUNITY BUILDING

a. User generated content, aka "UGC" consists of:

- Posts
- Photos
- Videos

b. "UGC-based ads achieve click-through rates four times higher than average."

b. "60 per cent of consumers perceive UGC as the most genuine form of marketing."

c. "53 per cent of shoppers state that UGC makes them more confident in their purchasing decision compared to professional photos."

e. UGC is powerful in community building because:

- Authenticity Rules
- Increased Engagement
- Cost-Effective Marketing



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- E.g., A local coffee shop encourages customers to share photos of their favourite seasonal winter drink using a branded hashtag. These photos are then featured on the shop's Instagram feed, creating excitement and making customers feel like part of the community. Increasing engagement, traffic and building stronger relationships with existing clientele.

f. Community building fosters loyal audiences who engage with your company to share it with others on platforms such as Facebook Groups, TikTok and LinkedIn.

g. How to build an online community:

- Start with a Purpose
 - Determine if the goal of your community is to share knowledge, offer support or celebrate a shared passion.
 - E.g., A small business selling eco-friendly products, might create a Facebook Group focused on sustainable living tips.
- Encourage Interaction
 - Post conversation starters, polls and questions to get people talking.
 - E.g., A fitness club running a challenge in a private Facebook Group asks members to post their progress and cheer each other on—building connections among members.
- Leverage UGC
 - Run contests or challenges to inspire members to share photos or videos of your products.
 - E.g., A camping gear company invites customers to post photos of their outdoor adventures using a branded hashtag. Then sharing these on the company's social media to boost engagement and build trust.
- Provide Value
 - Offering content that members find valuable, such as tips, exclusive deals or insider updates.
 - E.g., A bakery posts weekly recipes exclusively for its Facebook group members. This keeps members coming back and encourages them to share their creations.

businesses.”

b. What it is

- Short-lived, disappearing content, such as:
 - Stories
 - Disappearing messages and
 - Live streams
- Found on platforms such as: Instagram, Facebook, Snapchat and TikTok

c. Why it works

- Creates FOMO (Fear of Missing Out)
- Feels genuine
- Boosts engagement

d. How to leverage it:

- Use Stories to highlight your brand's personality:
 - E.g., a floral shop posts Stories showing the daily process of assembling different floral arrangements and flowers so their following can see the process and love put into each and every bouquet in real-time
- Run exclusive offers and flash sales:
 - E.g., a local casino uses Instagram Stories to announce a flash promotion: “Double your loyalty points tonight only from 6:00 p.m. to 10:00 p.m.! The Story includes a countdown timer and quick clips of guests enjoying the casino. Creating urgency and motivating followers to visit the casino immediately, while also rewarding regular players.
- Engage with interactive features
 - E.g., An outdoor music festival uses Instagram Stories to announce a flash ticket promotion: “Get 20% off VIP passes for the next 12 hours!”
- Host live streams to build community
 - E.g., An art gallery hosts a live Q&A on Instagram, where an expert discusses different pieces and the artists behind them. During the session, the gallery offers exclusive discounts on their upcoming art show for viewers who book before the live stream ends. The interactive event not only educates the audience but also drives immediate show ticket sales.

EPHEMERAL CONTENT ADDICTION

a. “500 million people use Instagram Stories daily, with one-third of the most-viewed Stories coming from



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ABOUT THE AUTHOR

Sarah March has been leading social media training since 2016, empowering businesses to effectively grow their online presence. With over 12 years of industry experience, she has managed more than 100 social media accounts and collaborated with over 37 local businesses. Through her business, Grey Dove Design House LTD., a marketing agency based in Regina, Saskatchewan, Sarah is dedicated to delivering digital strategies that support her clients' goals. She recently completed a public relations certificate from the University of Regina to equip her clients with cutting-edge insights and strategies.



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