

SOCIAL MEDIA TRENDS 2023



Promoting travel and hospitality services heavily relies on social media. Therefore, marketers need to stay up-to-date with social media trends. Here are the key trends for social media in 2023:

The Search for Authenticity

In today's world, transparency and authenticity are highly valued. Platforms like BeReal and TikTok Now have prioritized authenticity to meet this demand. Instagram is also working on a new feature called "Stories Glimpse" to cater to this trend.

Social media users seek genuine content from brands and influencers they can relate to. The focus is no longer on perfect and manipulated content that sells unrealistic dreams but on real, simple visuals shared in real-time.

UGC and the Evolution of Influencer Marketing

2023 has seen huge success in user-generated content (UGC), which involves reusing public content. For instance, a satisfied customer may share a photo of their trip on social media, mentioning the brand they stayed with. This allows the brand to reuse the content on its social media channels, thereby increasing its visibility and improving its image among users who can relate to another customer's experience. This strategy can strengthen customer relationships and generate more trust through social media. Influencer marketing is also growing in popularity and becoming increasingly professional.

Less Individuality, More Communities

As a consumer, feeling a sense of belonging and connecting with brands beyond social media networks is important. To foster a strong and engaged community interested in a brand's products or services, dedicated messaging platforms like Slack, Telegram, WhatsApp, and Facebook groups can be incredibly effective.

Facebook groups, expected to have 1.4 billion monthly users by 2023, are popular for creating real communities centered around various topics. For example, the "Travelers Around the World" group boasts 223,000 members and is an excellent resource for avid travelers.

Decentralized Social Networks

A rising concern is the lack of control individuals have over social media. Often, users need input on the content they view or how their information is stored. However, decentralized social networks like Peepeth, MINDS, and Tested4you are becoming more popular as they provide users with more control and enhance their experience. As consumers continue to report issues, it is anticipated that major social platforms will prioritize giving users more power.

TikTok Is Booming

As we approach 2023, it has become clear that having a presence on social media platforms is crucial for executing any marketing strategy. TikTok has evolved to include features such as TikTok Now, photo mode, TikTok Stories, TikTok Music, long videos, ads, and even a shopping function. This makes it an all-in-one "super app."

Moreover, U.S., Canadian, and U.K. businesses can now directly buy and sell products on TikTok. This significant development offers brands an excellent opportunity for visibility and generating more traffic.

Short Videos and Reels - The Rise of Snack Content

Short videos and snackable content are viral nowadays and one of the social media trends of this year. These formats are concise, visually appealing, impactful, and efficient, allowing users to consume them quickly and easily. To capture attention and evoke emotions, it is crucial to adapt your brand's content strategy to this trend. Creating short videos is not only simple, but it also engages your audience effectively. Therefore, following and using this trend in your communication strategies is recommended. Optimizing your TikTok SEO is another effective way to increase your visibility this year.

Social Networks: A Boost for Your SEO

Did you know that 40% of people aged 18-24 now use social media as their primary search engine, according to a Google study? The New York Times predicts that in 2023, TikTok will be the go-to search engine for Generation Z. Nowadays, young people turn to social networks for information about restaurants, activities, and places. Optimizing your content with effective SEO, including hashtags and keywords, is essential to increase visibility on TikTok and Google. It's worth noting that video is becoming a more popular format for research, so optimizing your content for social network search engines is increasingly important.

The Customer Experience Is at the Heart of the Concerns

Customers today are increasingly demanding and expect quick results. Businesses prioritize providing a positive customer experience. To meet these expectations, brands utilize social media and instant messaging to provide fast and efficient support, information, and solutions. **This trend is expected to continue, with more brands developing dedicated social media support channels by 2023.**

Artificial Intelligence

ChatGPT, etc., AI is at the heart of all discussions. Integrate AI into your communication strategy to save time.

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