



Fireside Chat | **[Social Media Management]** Mastering the Social Shift: The Trends Defining 2025



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Mastering the Social Shift: The Trends Defining 2025

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Your hosts



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About our trends

A mix of qualitative and quantitative research:

- Creative sessions with internal experts who work with social data and trends everyday
- Survey of over 700 marketers across a range of industries on trends they expect to see in 2025
- Using Brandwatch Consumer Research to examine trends in social data

- **#1: Marketers want to use AI without compromising authenticity**

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- A massive 71% of marketers agree that challenges with leveraging AI without losing the 'human touch' will be an influential trend in 2025.
- What's clear from the conversation around AI and marketing, and from the other trends in this report, is that authenticity, connection, and trust are non-negotiable.
- The question for marketers of all disciplines is how do you get the best of both worlds?

Brand example

eToro takes AI-generated ads too far?

eToro launched a totally AI-generated ad in 2024.

It was a bold move – despite the transparency surrounding its AI-generated nature, it may have strayed a little too far from authenticity.



3 tips for marketers

1

**Leveraging AI isn't
about letting it take over**

2

Consider your customers

3

Listen to your audience

- **#2: Communities are presenting exciting marketing opportunities**

#2: **Communities** are presenting exciting marketing opportunities

- People are looking to communities for a chance to network, make friends, learn, and even date.
- Mentions of run clubs grew 52% between April 1 and September 1, 2024 compared to the previous six-month period.
- 44% of marketers agree that creators and brands growing communities beyond social media will be an influential trend in 2025.

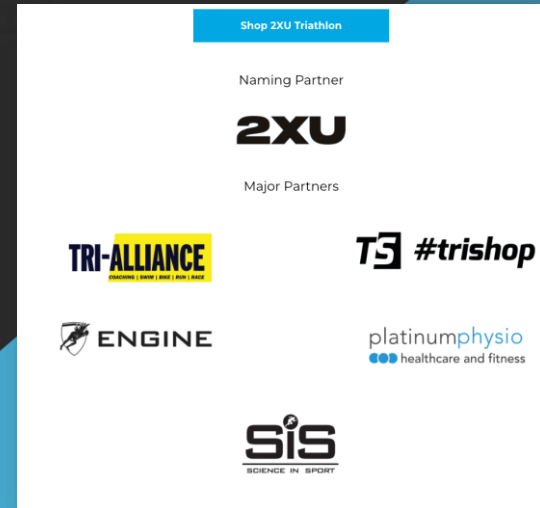
Brand example

2XU Triathlon

- 6 Triathlons in Melbourne over a 5-month period with 2XU as a naming rights sponsor.
- They also partnered with other complementary brands



Source : <https://www.2xutriathlonseries.com.au/>



Brand example

Parkrun – Potential

- Global organisation
- 5km run every Saturday
- Tracks your results
- Race against yourself
- Free to join
- Real community

The screenshot shows the Parkrun website homepage. At the top, the Parkrun logo is on the left, and navigation links for home, events, blog, results, about us, and shop are on the right. Below the navigation is a large hero image of a parkrun event with the text "Free For everyone Forever". The main content area is divided into three columns: "What is parkrun?", "How do I join parkrun?", and "Where is parkrun?". Each column has a corresponding icon and a brief description. Below these columns is a large orange button that says "Start your own event". At the bottom, there is a section titled "Working together to safeguard our whole parkrun community" with a link to "Safeguarding Help". The footer contains contact information for London, Edinburgh, and Phoenix, and the Brooks logo.

parkrun

home events blog results about us shop register

Free For everyone Forever

What is parkrun?

parkrun is a free, community event where you can walk, jog, run, volunteer or spectate parkrun is free and takes place every Saturday morning.

parkrun is positive, welcoming and inclusive. There is no time limit and no one finishes last. Everyone is welcome to come along.

How do I join parkrun?

Would love for you to join in with a parkrun event!

parkrun is free and you only need to register once whether walking, jogging, running, volunteering or a combination.

Register here

Where is parkrun?

There are currently 5 parkrun events around the country taking place every weekend, with more locations being added all of the time.

You can go along to any event, any weekend.

Find event near you

Start your own event

Want to start a parkrun in your own community? Fill in the form via the link below and get in touch with us today!

Start your own event form

Working together to safeguard our whole parkrun community

parkrun is committed to safeguarding and promoting the welfare of children and adults at risk. For our full safeguarding processes and policies, including how to report a concern, please see our [Safeguarding Help](#).

London: 020 7424 1000
Edinburgh: 0131 622 2222
Phoenix: 0118 951 1111

Affiliate: 0118 951 1111
Volunteers: 0118 951 1111
PWA: 0118 951 1111
Chicago: 0118 951 1111

BROOKS

3 tips for marketers

1

Understand the communities your brand is connected to

2

Don't ignore collaboration opportunities

3

Make the experience valuable

- **#3: Consumers are taking a more mindful approach to tech**

#3: Consumers are taking a more mindful approach to tech

- Did you know that 66k Instagram posts and 16k TikTok videos are shared every minute?
- 39% of marketers agreed that there will be a shift towards more mindful social media usage and embracing more of the 'analog life' in 2025.
- Unique authors talking about doomscrolling online has increased by over 50% from October 2023 - September 2024 compared to the previous 12 months.

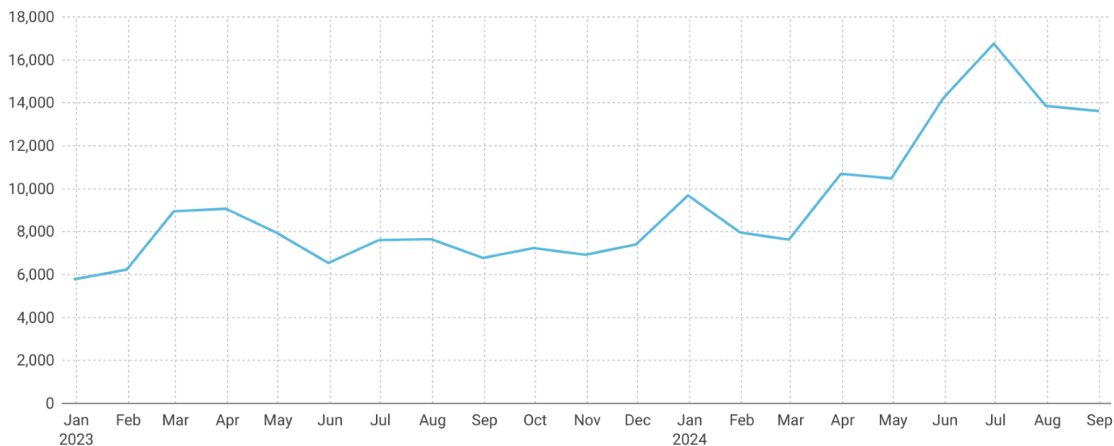
Sidebar: Introducing the "dumb phone"

- Online conversations about dumb phones increased 43% from October 2023 - September 2024 compared to the previous 12 months.
- Gen Z mentions in this conversation grew at a higher rate than other generations.

Conversations about dumb phones are growing

Source: Brandwatch Consumer Research

Charts shows the volume of online mentions about dumb phones. Data gathered from public social posts, blogs, forums, and review sites from Jan 1, 2023 to Sep 30, 2024.



Powered by **Brandwatch**



Brand example SGPomades (online retailer)

- Listened to consumers
- Wanted to test offline
- Tapping vending machines to promote their products, raise brand awareness and gauge market sentiment

Online retailers turn to vending machines to boost sales, market themselves in Singapore



Source : <https://sgpomades.com/pages/sgpomades-vending-machine>

3 tips for marketers

1

**Provide offline experiences
for your community**

2

Turn to lo-fi content

3

Tap into nostalgia



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Any questions?