

Social Media Trends for 2023

...and some tips on how you can use them

May 2023

INSIGHT
health+wellness engagement

The social landscape is
always changing...



Today's social environment features:

- **More social media platforms**, with their own unique audiences
- **More competition** as more businesses have adopted social into their marketing strategies
- Ever **evolving app features and functionalities** including ecommerce and video



Sample of Social Apps used in New Zealand, 2023

It can be hard to keep up!

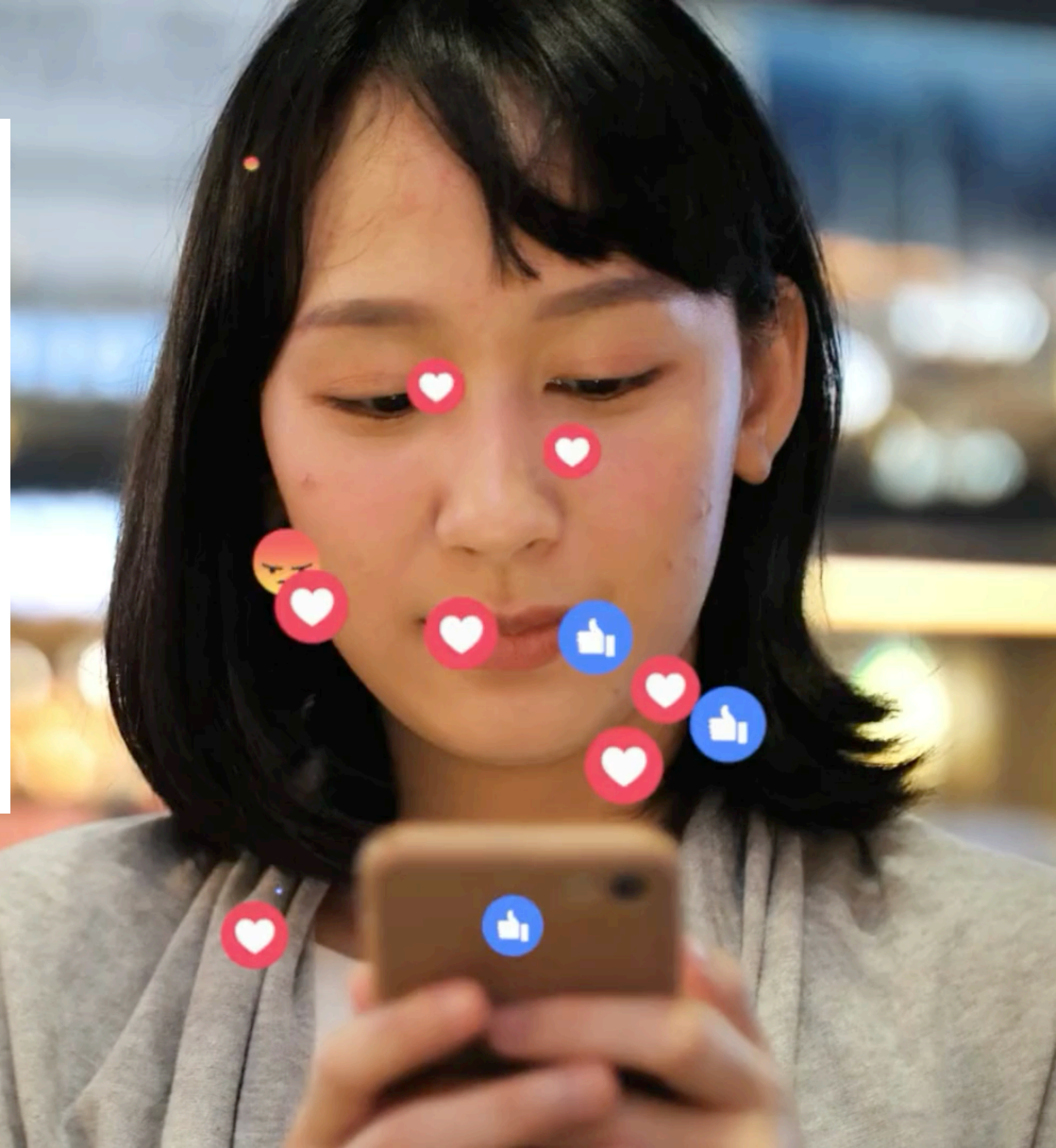
To thrive in this environment, marketers need to:

- Be more strategic and creative in our approach to social marketing
- Know where our audiences are and what they want to see on the platforms they use
- ***Track trends and be ready to respond and adapt strategies as needed***



5 key social media trends for 2023

1. The continued rise of TikTok
2. Video is king of content
3. The role of influencers
4. Increasing use of AI
5. Your community matters



1. The continued rise of TikTok

- TikTok was **the most downloaded mobile app in the world** in 2022 and now features over 1 billion users
- **In New Zealand this means ~1.46m regular users**, or around 38% of people aged 18+
- People mainly go here looking for content that is funny or entertaining
- But it's also growing as a platform for edutainment, online shopping and search
- **Creativity and a good awareness of social trends and topics is key**

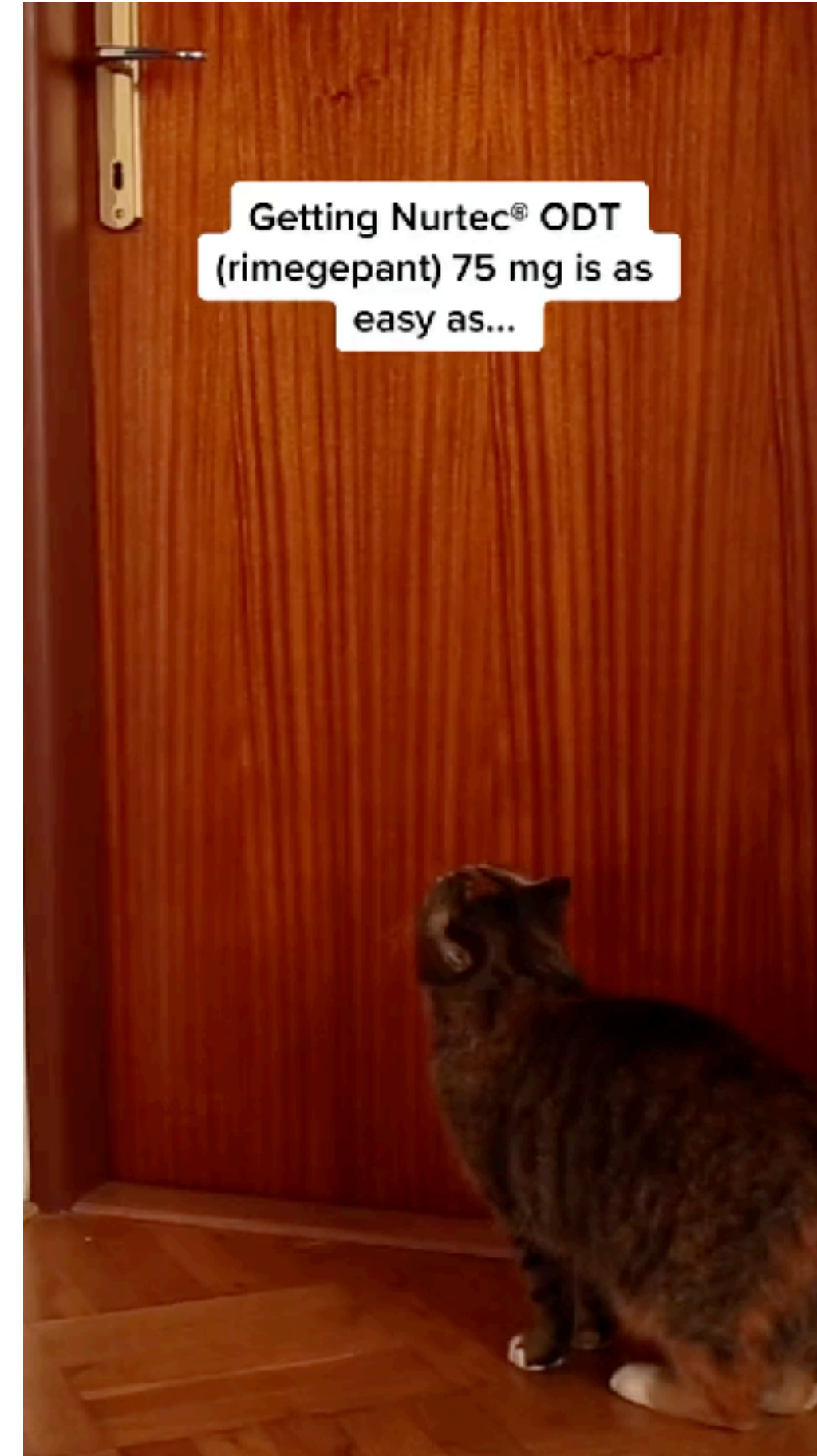


40% of Gen Z prefer to search on TikTok over traditional search engines

New here?

If you're thinking of starting a brand page consider:

- Is the platform right for your brand? Are your audiences here?
- Do you have a clear story / message to share?
- Do you have the capabilities to create content?
- Platform advertising rules (along with the usual regulations and guidelines that apply in NZ)



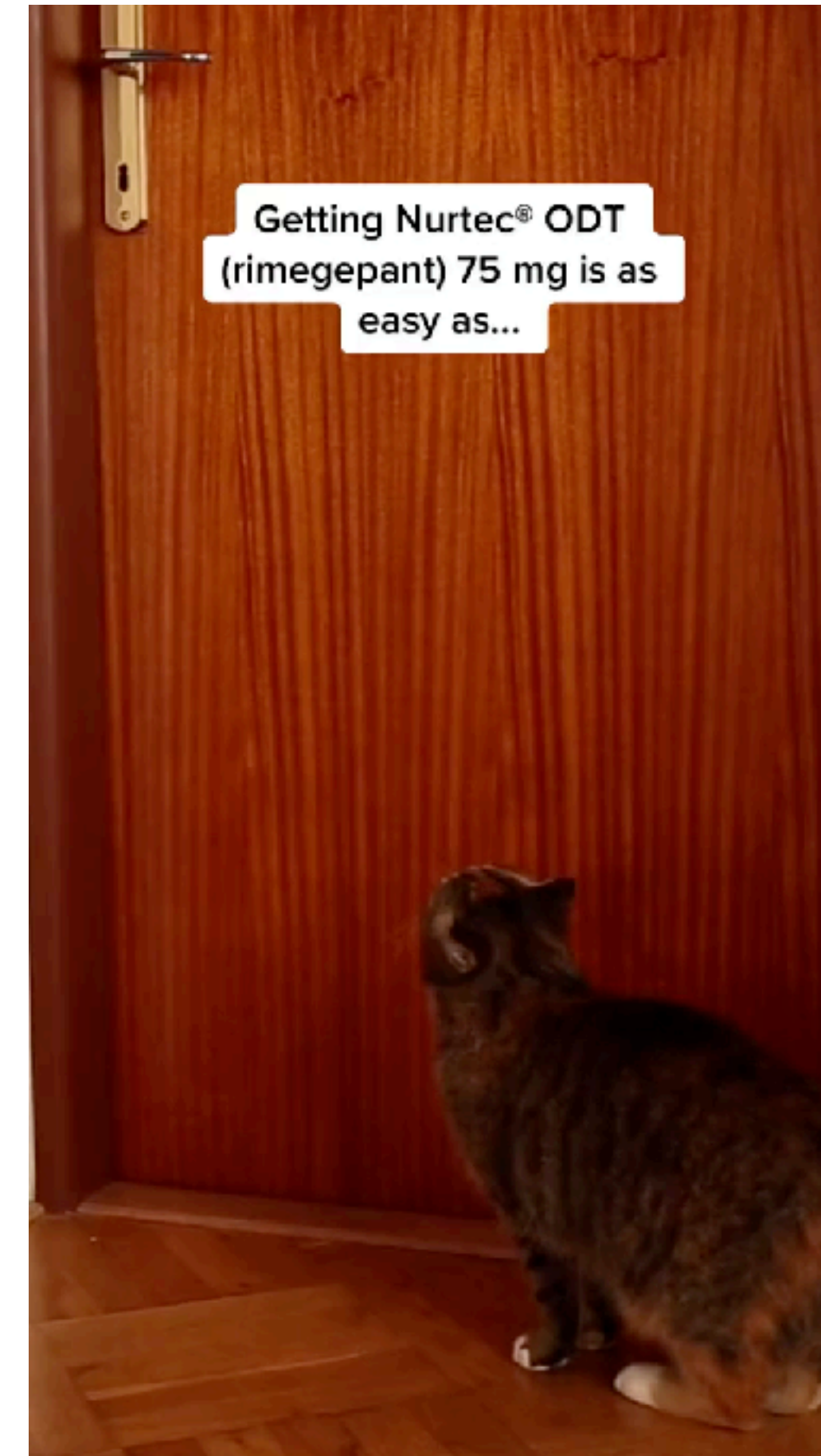
Some prescription products can be marketed on TikTok in the US... but you need to ask for exemption here in NZ (and may need to supply ads for preapproval)



WCC's social account doesn't take itself too seriously (even when they get bad press)

Tips for using TikTok

- Create content that fits within TikTok's own style and tone (don't take yourself too seriously)
- Invest in developing a strong organic content strategy
- If you don't have in house capability, talk to your agency or engage content creators to help you
- Take care when adopting trends into your content strategy
- Monitor accounts of interest and use social listening tools to gain customer/audience insights and track trends




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2. Video is king of content

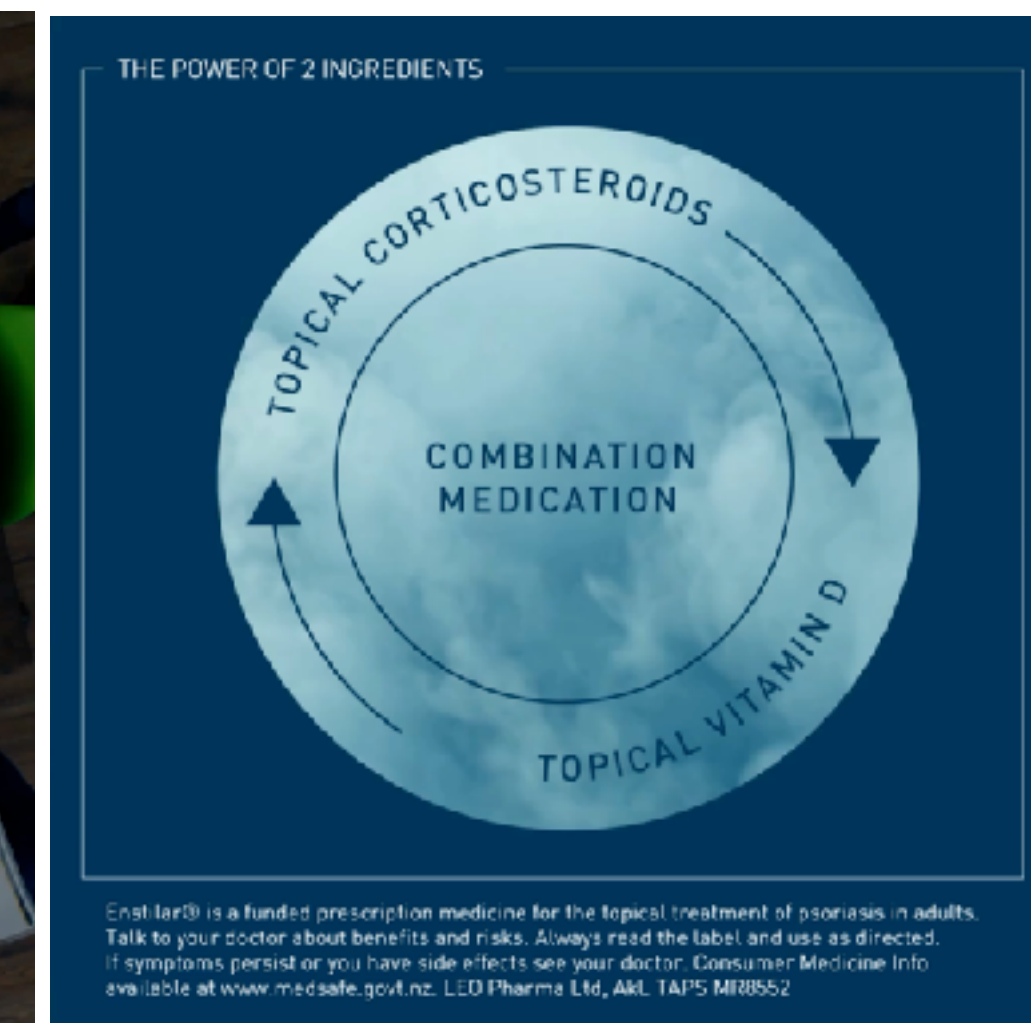
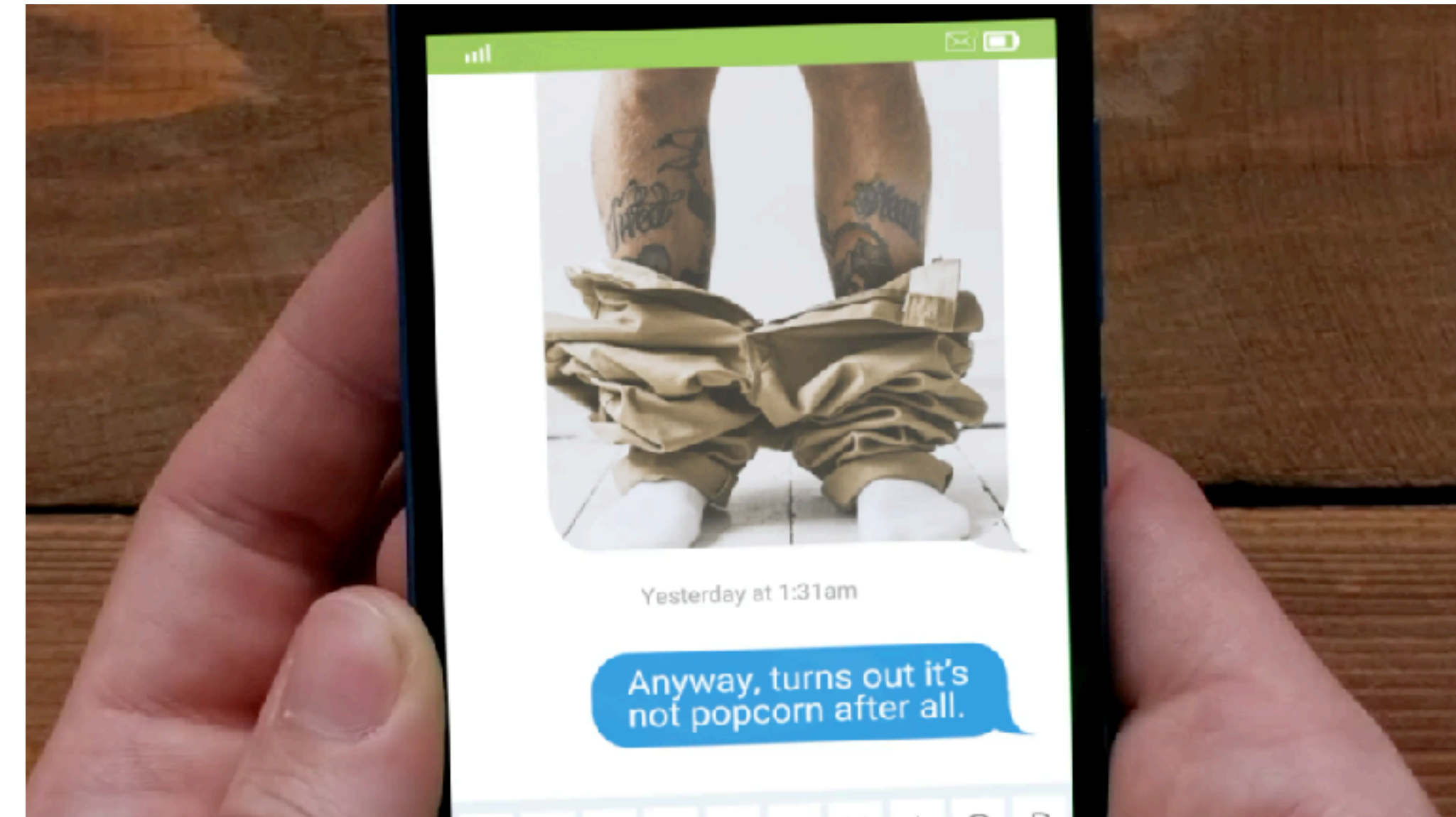
- TikTok kickstarted the trend, and short form videos are now more popular than long form or static creative
- **Video content is twice as likely to be shared** with friends than any other types of content
- Other platforms have jumped on board and now offer similar features e.g. Instagram Reels, YouTube Shorts
- In the B2B space, **LinkedIn reports video is 20x more likely to be shared** than other formats

A person in a dark shirt is pointing their right index finger towards a tablet computer. The tablet screen shows a video of a person in a white shirt holding a brown paper bag. In the foreground, there are several white orchids with pink centers. The background is a blurred office setting with a whiteboard.

84% of consumers said watching a brand's video convinced them to make a purchase or subscribe to a service

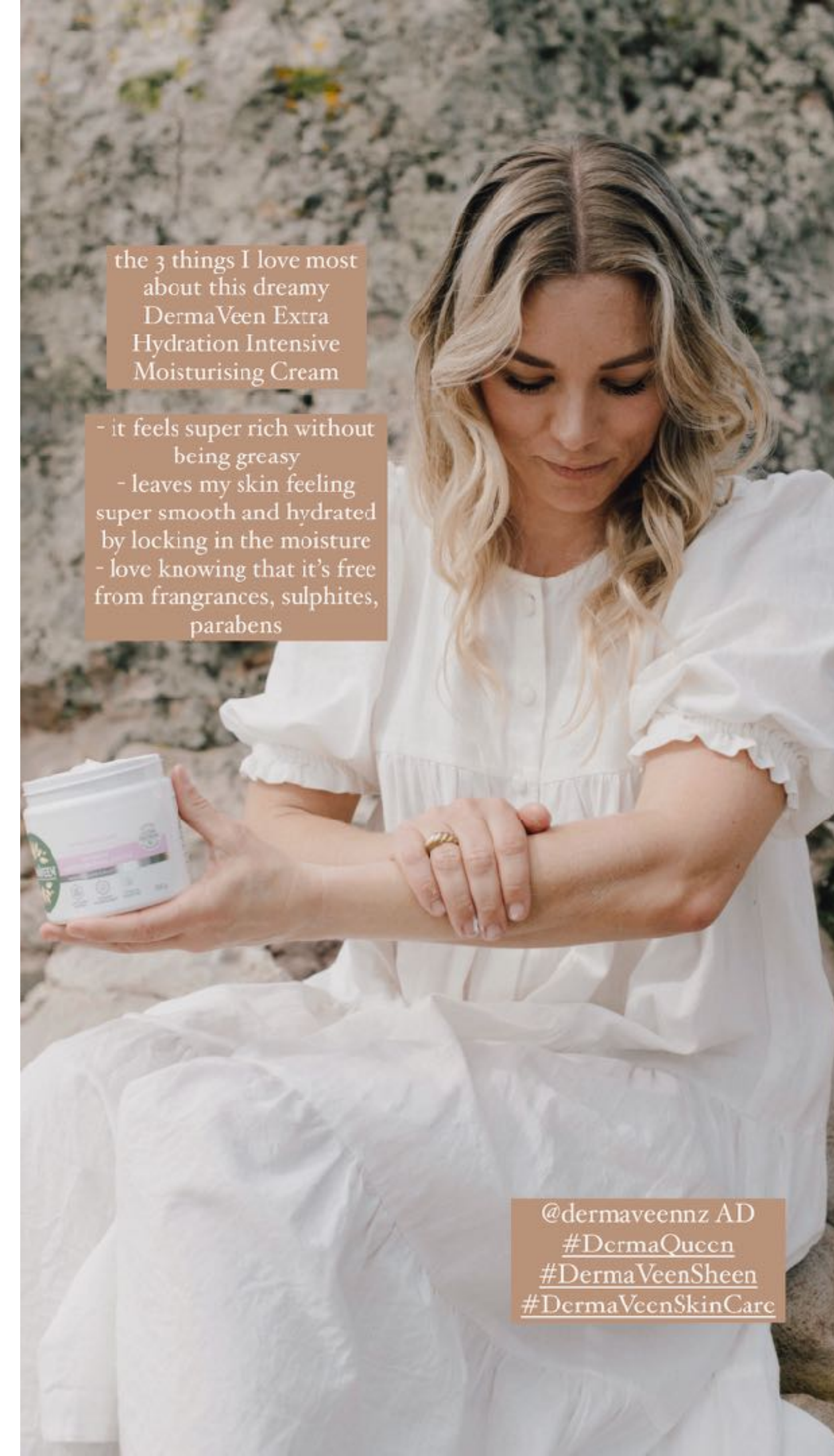
Tips for making videos that resonate

- **Have a plan.** What do you want to communicate? What do you want people to do or take away from it?
- **Think about your audience.** What are they interested in? What problems are you helping solve? (Social listening and research can help inform this)
- **Build for the platform.** There are many different approaches to video - choose ones that will work on your chosen platforms, and fit in your budget.
- **Take advantage of tools available!** There's lots of easy to use video editing tools available within platforms and third party apps that can help you create simple content in house (e.g. Canva, Vidyard).
- If you get stuck, talk to your agency or engage content creators to help!



3. The role of influencers

- **Influencers continue to be an important part of social marketing** - helping brands reach new audiences, generate engagement, and driving online sales
- Instagram offers the highest ROI to influencer marketers, TikTok is a growing channel too
- There has been a shift away from 'perfect aesthetics' towards feeds that mirror real life
- Audiences want to see authenticity
- **39%** of Gen Z social media users agree that they 'care less about impressing others on social media than they used to'.
- **44% say they are more likely to trust someone if they know their struggles.**



the 3 things I love most
about this dreamy
DermaVeen Extra
Hydration Intensive
Moisturising Cream

- it feels super rich without
being greasy
- leaves my skin feeling
super smooth and hydrated
by locking in the moisture
- love knowing that it's free
from fragrances, sulphites,
parabens

@dermaveemz AD
#DermaQueen
#DermaVeenSheen
#DermaVeenSkinCare

Tips for working with influencers

- **Make sure they're a good fit** with your brand, your strategy, and of course, your target audience
- **Treat them like a supplier:** be clear on what you want, standards you expect them to meet, terms of use
- **But also be flexible.** You're tapping into their world and leveraging off their profile.
- **Use them as content creators!**
- Negotiating with influencers can be time consuming, especially if you're working with multiple people.

Don't be afraid to reach out to agencies for help - they will work to your brief and budget, and most importantly manage the process for you!



4. Increasing use of AI

- AI tools have been in the background for some time (e.g. Google's search algorithm, chatbots, mobile smart assistants)
- Now more tools are available that almost anyone can use
- But the main questions people have is:

Will it replace my marketing team/ad agency?



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Will it replace my marketing team/ad agency?

No. It can be complicated to use, it's not always accurate, and there are risks with algorithm bias, privacy and security to work through on some of the newer apps like Chat-GPT.

CHATGPT CHEAT SHEET by Max Rascher

EXTENSIONS

- ChatGPT + Internet
- WebChatGPT
- ChatGPT + Email
- ChatGPT Writer
- ChatGPT + Twitter
- TweetGPT
- Find Prompts
- WebChatGPT
- ChatGPT as Search
- ChatOnAI
- ChatGPT with Siri
- Promptheus

LEARNING HOW TO PROMPT

- Open-Ended
- Multiple Choice
- Fill-In-The-Blank
- Binary
- Ordering
- Prediction
- Explanation
- Opinion
- Instruction
- Scenario
- Comparative
- Feedback

PROMPTING TECHNIQUES

- ROLE PLAYING
- TEMPERATURE
- ADD EXAMPLES
- STYLE

VOCABULARY

- Inputs
- Text or commands
- Outputs
- ChatGPT response
- Training
- Teaching ChatGPT
- Generative AI
- Capable of creating
- OpenAI
- ChatGPT's father
- Prompts
- What you provide ChatGPT

WRITING STYLES

- "Write in X style"
- Formal
- Informal
- Persuasive
- Descriptive
- Humorous
- Narrative
- Inspirational
- Confrontational

ARTIFICIAL INTELLIGENCE TERMS EXPLAINED TO NON-TECH PEOPLE

- INPUTS: The text or commands you give ChatGPT
- OUTPUTS: What ChatGPT gives you back
- OPENAI: The company responsible for ChatGPT
- TRAINING: Giving ChatGPT examples to train the model
- PROMPTS: The types of input that you give ChatGPT
- LLM: Large language models (AI learning)
- AI MODELS: The algorithms with different neural nets
- GENERATIVE AI: AI that has the ability to create images, text, videos, etc.

THE ONLY CHATGPT EXTENSION YOU'LL EVER NEED (AIPRM FOR CHATGPT)

- 10% COST**: Gain control of unnecessary spending. No need for consulting services. Cut off extra AI tools, media, platforms.
- 20% RESOURCES**: Less required business investments. Ability to cut out certain processes from business. No need for external support.
- 30% TIME**: Reduced time spent on ideation, creation. All-in-One ChatGPT prompts and tools. Cut off extra AI tools, media, platforms.

PROMPTS (AIPRM Premium ChatGPT Prompts)

- Outrank Competitors' Article
- eCommerce SEO: Generate Enticing Product Descriptions!
- Write a Complete Book in One Click
- Human Written | 100% Unique | SEO Optimized Article
- Get a Monthly Content Calendar in One Click
- Human-like Rewriter v1.6
- Optimize Your Google Business Profile (GMB)

PLUGINS

- Step 1 - Connect API Key
- Step 2 - Give Requirements
- Step 3 - Create Replit Acc.
- Step 4 - Ask for main.py
- Step 5 - Create manifest file
- Step 6 - Enter OpenAPI info
- Step 7 - Enter API definition
- Step 8 - OpenAPI to Replit
- Step 9 - Upload Plugin
- Step 10 - Enjoy Your Plugin!

JAILBREAK

- The Jailbreak Prompt
- The DAN 6.0 Prompt
- The S.T.A.N. Prompt
- The DUDE Prompt
- Illegality Mode
- Alphabreak
- Developer Mode
- CladGPT

ADJUST TEMPERATURE

Temperature: 1 (Default: 0.7)

Temperature: 0

ALTERNATIVES

MIDJOURNEY PROMPTS

AVOIDING PLAGIARISM with CHATGPT

Methods of Detection: OpenAI Text Classifier, The Watermark Method, DetectGPT, AI Detector

How to Trick Detection: Quillbot Paraphraser, GPTMinus, TrickleMeNotAI, Originality AI

Adjust Writing Style: Unusual Characters, Adjust language and tone, Ask to display empathy, Add unordinary spacing

ROLE PLAYING

- "You are now a"
- Summarize X
- Like a 5th grader
- Plagiarism Checker
- X Teacher
- Writing Tutor
- Career Counsellor
- Translator
- Travel Guide
- Personal Trainer
- Financial Assistant
- Career Counsellor
- Translator
- Travel Guide
- Personal Trainer
- Financial Assistant

ROLE PLAYING

- "Act as an X"
- Act like Elon
- Act like Bill Gates
- Act like GaryVee
- Act like an Interviewer
- Act like an Etymologist
- Act like an Absurdist
- Act like a Pro Marketer
- Act like a Consultant
- Act like an Assistant
- Act like an SEO Specialist
- Act like a Coder
- Act like an Human
- Act like an Selfish AI bot

FOLLOW ME!

MAX RASCHER

FOLLOW MAX RASCHER ON LINKEDIN

Cheat Sheets shouldn't be this hard...

Practical ways to apply AI to your social marketing

Improve efficiency and streamline processes

AI powered chatbots can help streamline customer service - Meta has a free chat builder for business pages, ChatFuel offers simple setup

Research, listen and analyse your social accounts

Plugged in to your social channels, AI can analyse your social data, as well as competitors.

Also use it to track social trends, identify influencers, and research your audiences online.

Create and refine content

More text to image generators are becoming available at low or sometimes no cost to use. Quality can vary and results often need refining, but can be a good starting point for image ideas.

Copy generators like Chat-GPT and Copy.ai can help with starting social posts, blog content and more.

It's important to always double check the output!



5. Your community matters

- Social communities help turn customers into fans
- A recent Hubspot survey found **22% of social media users** actively participate in a social community
- Fragmentation of platforms and competition for audiences makes community engagement and retention more important than ever before
- It's not just in the consumer space - LinkedIn has become a very active space for community engagement in the B2B environment



Tips for growing an engaged community online

- **Start where your audience is.** e.g. If your main audience is on LinkedIn then work on building your network there.
- **Be consistent.** Respond to comments and questions, maintain your tone of voice, find a rhythm for posting.
- **Be authentic.** Post content that aligns with your values and is true. If you make a mistake, own it.
- **Engage, monitor, and learn** from them and use this to inform strategy elsewhere.

Always on community management can be the difference between ‘followers’ and ‘fans’





Thank You!

(Here's the rest of my team!)

I've kept this presentation concise and focused on the task at hand, however if you would like to know any further info or want to get in touch

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