SoMe
BOOSTER
report by **neon shake**

2024

HI

HELLO

You may ask: what's the deal with the SoMe Booster?
This is the name of our quarterly meetings at Neon Shake, where we discuss trends and news in social media, review communication on our clients' profiles, summarize results and plan new activities. We gain energy and inspiration for the coming months.

And since we believe that knowledge is worth sharing, twice a year we will create reports summarizing trends and news in SoMe to make them available to our clients (premium version) and all those who need a SoMe boost (compact version, but still worth downloading!).

We created the following presentation with a broad team. In the following slides, you will have the opportunity to get to know some of the authors and their opinions on the presented trends and news.

HERE WE GO

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TOMEK NAPIERAŁA
partner // business & creative director

BIG
TRENDS

1

FOR JOY

Social media is moving toward entertainment. We started with social media platforms that allowed us to connect with friends, and today we spend more and more time watching short videos - shorts, reels and tiktoks. A lot of professional authors are leading the way. Creators rely on catchiness and originality to stand out in a short but intense message.

The year 2023 brought an acceleration in the field of AI.
We have been exposed to advanced algorithms analysing
content and our preferences before.

Today, however, thanks to AI, we can create stickers on
Whastapp, and we will soon be inviting pre-defined AI chatbots
with the likeness of Snoop Dog or Taylor Swift to groups on
Messenger, as usual taking over what worked brilliantly
somewhere else - in this case, for example, in the Character.AI
app. You can find out more about the AI subject matter further in
the booster.

2

AI
DEVELOPMENT

3

PAID

SOME

Starting in November 2023, Meta has introduced a new fee model for its users in Europe. It has set up a monthly subscription of $14 for access to Instagram and Facebook. However, in order to use these services without paying a subscription, users must agree to Meta's usage of their personal data for advertising purposes. These changes were made in response to the intervention of EU data protection authorities. Moreover, other popular platforms such as X (formerly Twitter), YouTube, Spotify and TikTok are also considering similar steps.

How will social media change
ONCE FEES ARE INTRODUCED?

Based on the example of Meta and changes in the size of target groups, a rather small percentage of users in Poland have decided on a subscription.

If the trend of ad-free social media develops, it will mostly harm small, local businesses that base their advertising activities on social media activity. Of course, larger brands will also be affected. Advertisers may be forced to find an online community elsewhere, whether in the form of influencers or alternative, more niche platforms.

MACIEK DZIEDZIC
senior digital strategist

BIG TRENDS

WHAT'S NEW ON THE
PLATFORMS

META DELETES
SOME AD TARGETING OPTIONS

Meta has announced that it is planning to phase out certain specific ad targeting features. The process of removing or consolidating specific options began on 15 January 2024. The decision to remove specific ad targeting options was justified by, among others, their infrequent use, excessive detail and overlap with other available options. The changes will also cover areas considered sensitive, such as ethnicity, race or health-related initiatives. Some features will be removed in line with legal and regulatory requirements.

Meta assures that it will try to provide alternative suggestions for ad targeting as much as possible on its platforms. The company adds that if the changes affect existing campaigns, users will be informed. **Such information will appear on the campaign page in the Ad Manager on Meta's platforms.**

The current ad sets, along with the current targeting system, will be displayed until March 18, 2024. In order to continue content availability, targeting options will need to be adjusted. Otherwise, campaigns will be suspended.

BROADCAST CHANNELS

added to Facebook and Messenger

Broadcast channels are one of many forms of communication with recipients. The creator of a broadcast channel and those authorised by them can send messages on the channel. As in DMs, they can send photos, voice messages or share links. Interestingly, they can also conduct surveys. Recipients can only view content and leave reactions. Importantly, you have to be a follower of the creator to join the channel.

Why is this an interesting tool?

- allows building a community and gives a sense of belonging,
- allows delivering more targeted content to the chosen audience,
- can be a backstage for various events,
- builds engagement.

NEW AI CAPABILITIES

META

> Meta is introducing support for brands by providing artificial intelligence-based tools for generating ads. After several months of successful testing, the company has decided to make the tools officially available.
> Artificial intelligence will help to create various advertising formats and enable, among other things, the changing of backgrounds on product graphics. Together with selected brands, Meta tested the capabilities of artificial intelligence and announced positive test results.
> The partners who took part in the experiment unanimously confirmed that the AI tools helped them **save time and increase the effectiveness of their advertising campaigns**.

**MARTA JAROSZ**
social media manager

INSTAGRAM

DEVELOPS SURVEY FUNCTIONS

The well-known poll feature on Instagram is now available not only in stories but also in posts, reels, and streams.
Adding polls is easy and, importantly, time-efficient. Thanks to them, you can easily engage with your audience.

Why is this a useful feature?

- polls allow you to get to know your audience and their opinions on various topics
- it's a simple and quick way to engage observers
- a poll can positively influence the reach in the application
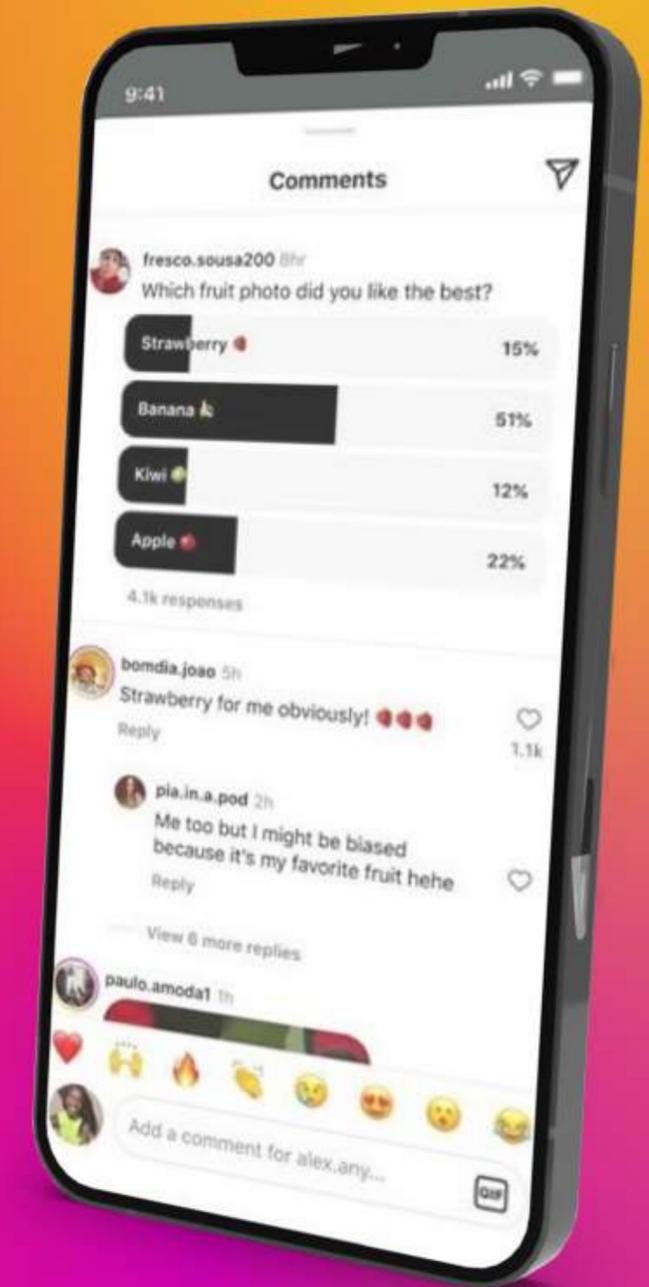
COMMENT SHARING FUNCTION

INSTAGRAM

Although the ability to share comments will be something new on Instagram, TikTok users have been familiar with this feature for years. Its main purpose is to increase audience engagement.

Why is this a useful feature?

- allows you to highlight the most interesting comments;
- is a tool that facilitates the creation of further content (e.g.: short videos with a response to a selected comment);
- increases audience engagement.
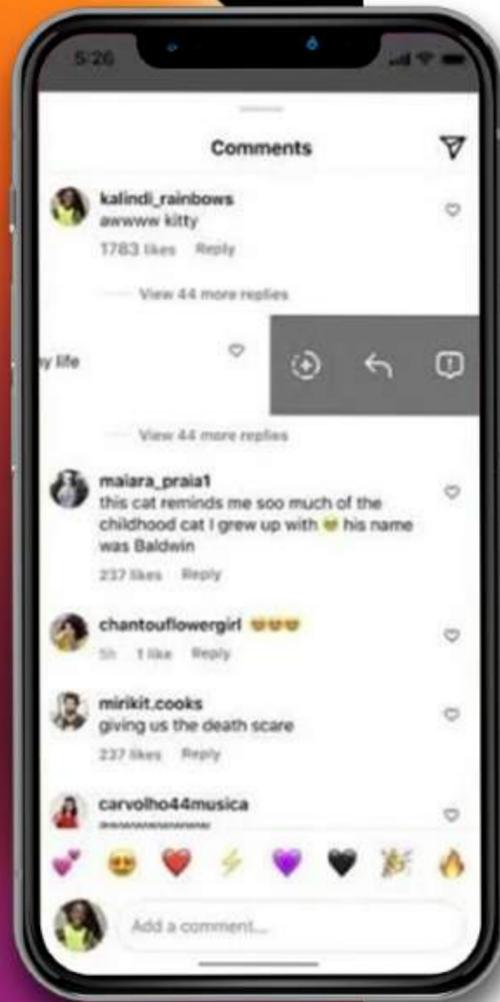
THREADS

NEW DIMENSIONS OF COMMUNICATION

The Threads tool, which debuted on the European market in 2023, will become a competitor to traditional social media platforms. Group-based communication and more personal sharing of content with selected individuals will become common practice. Currently, Instagram users are increasingly using new features of broadcast channels. This type of communication will certainly affect marketing strategies, forcing the need to adapt to users' evolving expectations.

Popular influencers who were previously active on the X platform are already using the Threads app linked to Instagram. So they use the same password and profile name. Most importantly, the same observers stay on the platform as on IG (if they already have an account on Threads as well). As a result, you don't have to build your community from scratch.

The app also made it easier for smaller online creators who did not want to set up a separate account on X to connect with their audiences. It was Instagram that was their main source of contact with viewers both through private messages and comments under photos.

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**GOSIA OLSZOWY**

social media manager

NEW FEATURES

WHATSAPP

WhatsApp has introduced four new features for channels, expanding its one-way transmission capabilities. The new features include:

- voice memos,
- increasing the number of administrators to 16,
- sharing channel updates in a personal WhatsApp status,
- the ability to conduct polls.

The new features are being rolled out globally, for Android and iPhone users. Details are yet to be finalised.
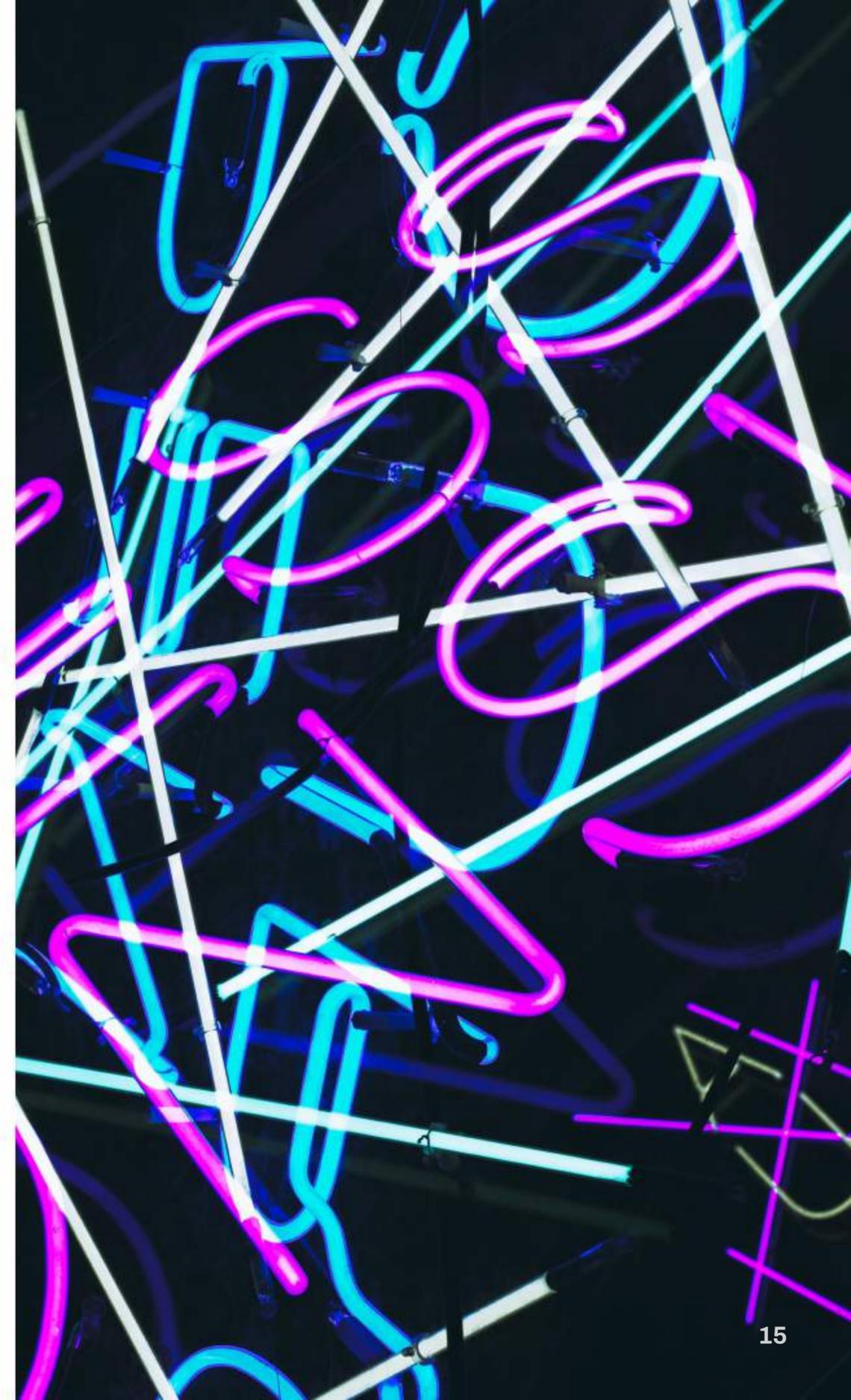
LINKEDIN

LINKEDIN

PROMOTED ARTICLES

The platform is introducing a new feature for companies to increase visibility, engagement and generate potential interest. The ability to publish articles on LinkedIn has been known to us for quite some time, however, now we have the opportunity to promote them. This procedure allows us to add a CTA button "Unblock article", which will prompt users to register to access the full content.

What should we keep in mind when using this feature?

- Currently, only articles created by the company can be sponsored. (The author of the article must be a company website)
- An article on LinkedIn must be a standalone article. It is not eligible for sponsorship if it is part of a series of newsletters.
- LinkedIn announces that in the next few quarters it will expand eligibility for employee- and member-created content and introduce the ability to sponsor newsletter articles.

ARIA HYRCZYK

new business executive

LINKEDIN

AUDIO EVENTS

That is, Clubhouse-like chat rooms. This is a relatively new feature introduced by LinkedIn that allows users to hold live conversations and events on the platform.

It gives users a unique opportunity to engage with their networks, share ideas and build meaningful relationships with other professionals. Participants who ask to speak can be allowed "on stage" and discuss with them. Those less adventurous can listen to the whole thing and respond with an emoji panel.

Audio events on LinkedIn are similar to live podcasts or radio shows, where users can have real-time conversations and interviews with other LinkedIn users.

What should you use this feature for?

- for panel discussions,
- for interviews with experts,
- for question-and-answer sessions.
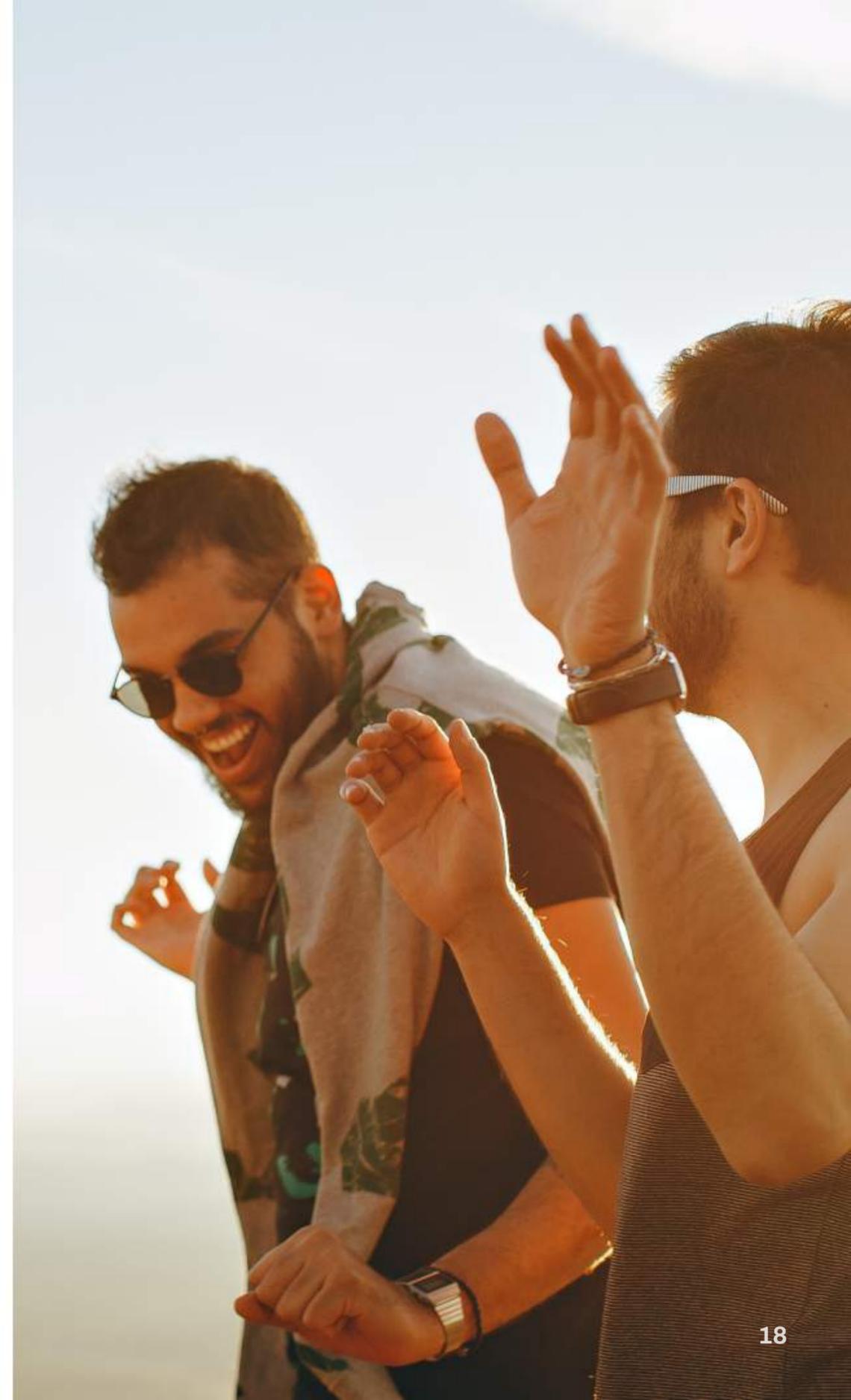
TIKTOK

TIKTOK

DEVELOPMENT

Despite eight years of existence, TikTok continues to attract new users. If the platform's growth maintains its current pace, **it will surpass Facebook's user base by 2026!**

- In 2023, TikTok will be used by 1.5 billion daily users, up 16% from the previous year.
- TikTok is now the sixth most popular social media platform in the world.
- The average spend of a TikTok user was 850 minutes spent on the app each month.
- 90% of TikTok users daily use the application.

What does this mean? It is worth investing in TikTok!

OUT OF PHONE

TikTok has announced an offering that takes the platform beyond the traditional confines of the phone screen. "Out of Phone" is a solution that allows partners and brands to use TikTok content in the outdoors. Brands, will be able to place TokTok content in movie theaters, bars, restaurants, cars, airports, gas stations, retail stores and more.

Why is it great?

- Marketers can effectively recycle content in this way - taking advantage of the ubiquity and popularity of the TikTok format in a whole new way.
- TikTok's proposition allows to reach new audiences - those who do not use the platform.

TikTok is introducing

TEXT POSTS

TikTok is introducing a new feature. Now users will be able to publish text posts, which is meant to resemble the Instagram Stories feature.
The goal of TikTok is to keep users' attention while scrolling through content. The app's developers emphasise that they also want to give those who are not comfortable in front of the camera a chance.
The growth of text-based content has been noticeable on TikTok for some time now.
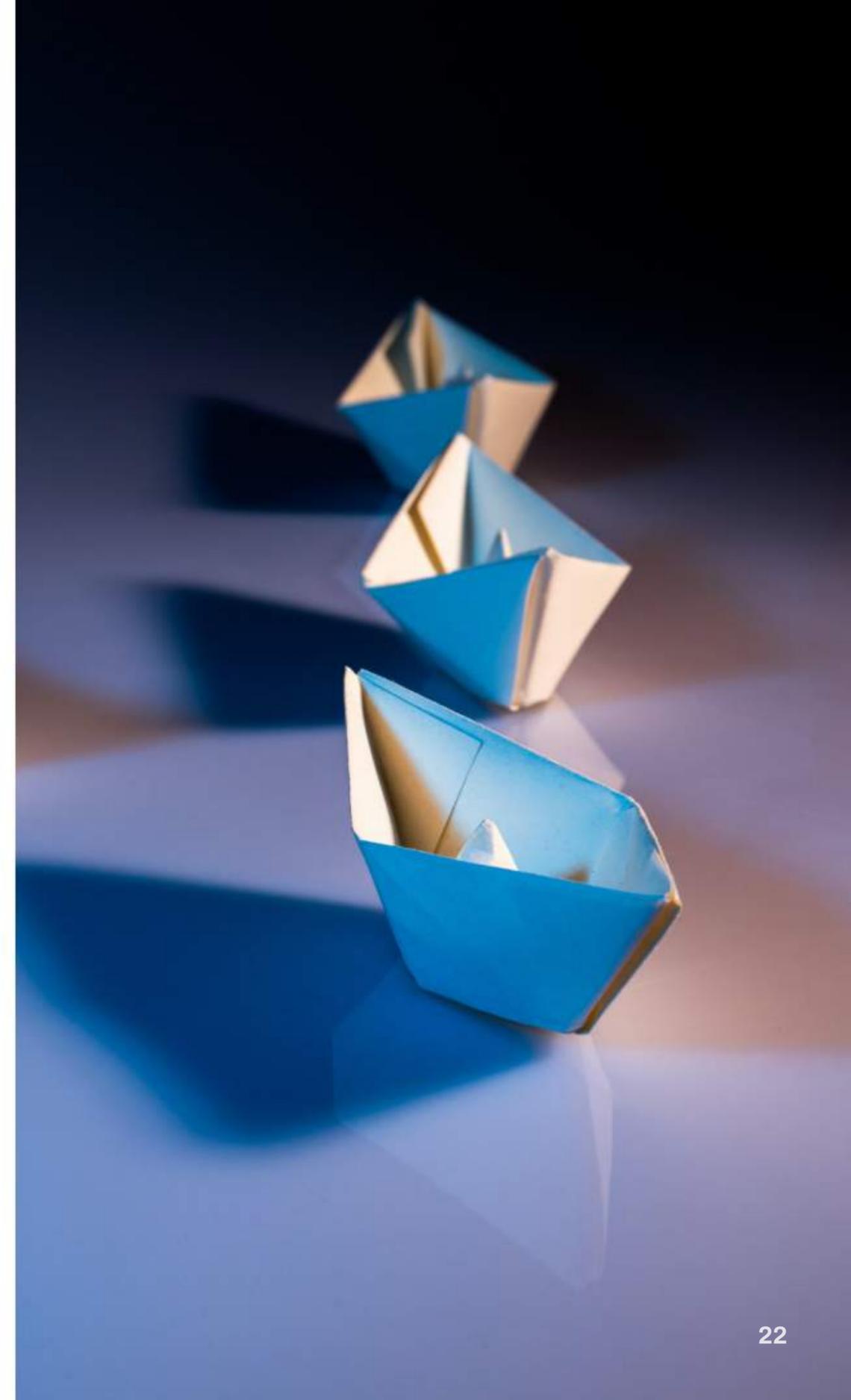
NEW TIKTOK GUIDE

strategies for setting advertising rates

TikTok has published a new guide on how to optimise advertising campaigns to maximise the effectiveness of in-app promotions.

What do you find in it?

- an overview of how to approach the advertising process, including case studies, data-driven insights;
- tips on how and when to update your campaigns to avoid audience;
- fatigue and changes that may occur in the initial phase;
- tips on bidding strategies and when they are most effective.

TIKTOK GUIDE
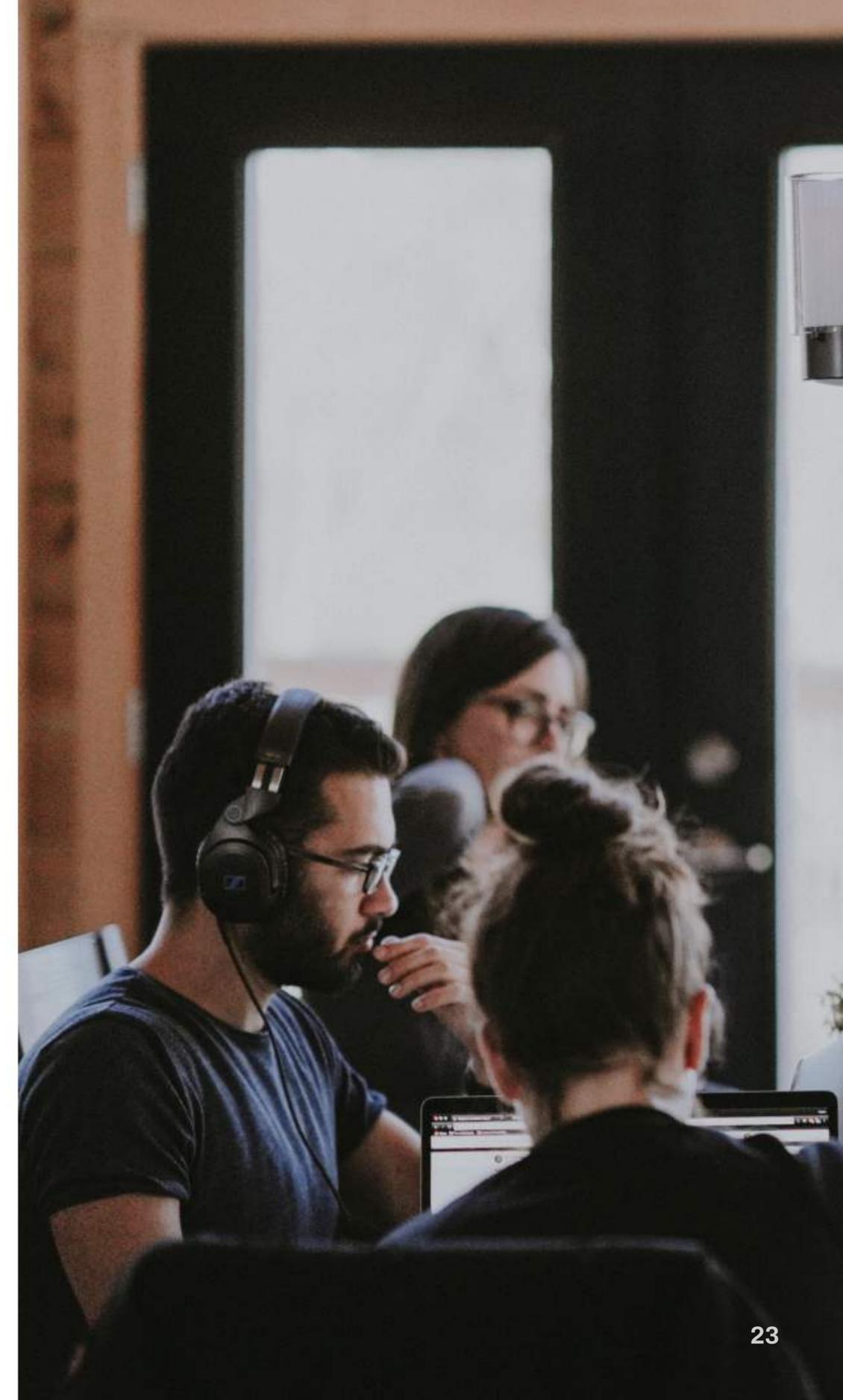
PINTEREST

PINTEREST

DYNAMIC GROW OF THE PLATFORM

Pinterest is becoming increasingly popular. The platform has reached a record number of monthly active users, which now stands at 482 million. This significant growth, (eight per cent annually) is strongly driven by Generation Z, which represents up to 42 per cent of Pinterest's total users, highlighting the platform's growing popularity among younger internet users and its ability to attract new, dynamic user groups.

Think of Pinterest as a visual search engine for ideas and inspiration - a kind of catalog of ideas that is perfectly tailored to the user. Thus, it is not used to document one's life, to talk about what has been. On the contrary. Users like to use it when they think about changing some aspect of their lives and are looking for inspiration about it. And here is an excellent opportunity for brands in, for example, beauty, fashion or interior design.

From our experience, paid campaigns on Pinterest can achieve click-through results similar to or even better in these industries than on the most popular Meta ecosystem.

BASIA ZARYCZAŃSKA
marketing specialist

PINTEREST TRENDS

2024

- This year, Generation Z and Millenials will take care of the aesthetics of their finances. Credit cards will undergo a metamorphosis and piggy banks will be personalized. Oh! and let's not forget the most important - stickers! On everything. Pinterest has recorded a 130 percent increase in interest in the phrase "Credit card stickers."
- The data shows that in 2024 we will listen to more classical jazz. We will rediscover genres such as piano jazz and jazz funk, which recorded a 105- and 75-percent increase in interest on Pinterest, respectively.
- We will also see a return to the past in fashion. Pinterest recorded a 130-percent increase in interest in the phrase "eclectic style," while clothes that fit into "retro streetwear" were searched for by 55 percent more users than a year ago.

These are just some of the trends that caught our attention, download the report and see what's in store for us in 2024!

PINTEREST REPORT

X DEVELOPS

AN ARTICLE FEATURE

Elon Musk aims to make X the main source of news updates. As a part of that, the platform has already expanded the length of posts, allowing a wider context to be shown in the updates added. Shortly, X users will be able to publish articles directly on the platform. The new, longer content format, may also get its own channel in the app.

X EXPANDS ACCESS
TO VERTICAL VIDEOS

X extends access to vertical video ads by displaying them on a dedicated video channel. The channel activates when a user clicks on a specific In-Stream video clip.

The X platform reports that the number of users watching vertical video reaches 100 million following the introduction of this option. It also states: *"X is becoming a platform whose users are primarily focused on video - watching it is present in more than four out of five user sessions, and video views are growing by an average of 35% year-on-year."*

AI AI AI AI

...hot!

I.E. HOT TOPIC

AI

IN SOCIAL MEDIA

Can AI tools replace the community manager? No. But they can be quite an efficient assistant. And make their job much easier.

The popular ChatGPT can be a great support in research (e.g., searching for topics that may be of interest to our target group), creating categories of posts or ready-made post content on a given topic, in a specific style of expression. Admittedly, the result of his work is unlikely to be a final product (content is sometimes generic, and he does not have access to the most up-to-date data),but it can be used as a good basis for working on a communication plan for the brand.

GPT STORE HAS BEEN LAUNCHED

In January, OpenAI launched the GPT Store, a store of customized AI chatbots that generate both text and images. The GPT Store is located under a new tab on the ChatGPT website and offers a range of chatbots developed by both OpenAI partners and the broader developer community. The store will be a treasure trove full of custom AI applications. Already, you'll find unique solutions created by OpenAI, such as Khan Academy's Code Tutor (an app that supports program coding tasks) and Canva (a tool for designing presentations or graphics for publishing on social media). Great stuff. Check it out for yourself!

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ANIA MITRANKA
senior copywriter

CONTENT GENERATION

OWLY WRITER

A powerful tool that helps users generate content for various social media platforms. By providing a short description or URL, the chatbot adapts the tone of the content. The platform offers a number of features that any SoMe manager will find useful. We are still in the testing phase, but we already know that the tool will stay with us for a long time!

GEMINI (BEFORE: BARD)

Chatbot AI developed by Google. A consumer version of the language model that is a response to ChatGPT-3 from Open AI.
From our perspective, Gemini will perform better at finding content ideas than Chat GPT. Interestingly, the tool allows you to export responses to Google Docs and Gmail. We use it and would highly recommend it!

INFLUENCER MARKETING

NATIVEHASH

The platform assists users in preparing influencer marketing campaigns. The system suggests influencers who fit the brand archetype. It compares different profiles and creates a list of people ideally matching the target group. The tool also allows detailed campaign reports to be downloaded.

THE TOOLS WORTH TRYING OUT
ARE COOL

GENERATING IMAGES, VIDEO AND PRESENTATIONS

MIDJOURNEY

An image generator using artificial intelligence and machine learning. It creates images in the most diverse styles, from photographs to illustrations, 3D graphics to surreal collages. It allows the use of certain parameters in queries, defining, for example, the format of the graphic or the preferred version of the programme. It also creates the possibility of generating prompts using images or blending several graphics.

DALL-E

AI tool developed by OpenAI that generates unique images based on text descriptions. It can be used to create original graphics, illustrations or memes for social media posts. It has a feature to edit generated graphics using a new prompt.

PIKA LABS

It enables rapid creation of preliminary animated versions of materials, such as advertising spots, with minimal effort. It allows agencies to effectively visualize campaign concepts, providing clients with a glimpse of what their advertising might look like in practice. This speeds up the creative and decision-making process. Pika Labs saves time and resources, which is extremely valuable in a dynamic advertising environment.

NATALIA GRZYB
graphic designer

AI AI AI ...HOT!

Meta introduces AI chatbots and image generators

ON INSTAGRAM AND OTHER APPS

CHAT WITH SNOOP DOGG?

New features include the ability to create custom stickers, edit images and the presence of multiple chatbots with celebrity faces on Instagram, Messenger and WhatsApp. These features will be supported by generative artificial intelligence bots, which will have their own profiles and their own unique stories. The idea is that the interaction with them will resemble a conversation with friends. Some of the bots have been created in collaboration with cultural icons, including rapper Snoop Dogg, tennis player Naomi Osaka and celebrity Paris Hilton.
Meta has also launched a software studio for brands, allowing the creation of custom AI tools for the company's dedicated communications services. This launch suggests that Meta intends to develop AI-based technology that generates text and images based on simple user cues.
Meta AI, a new text-based chatbot, will run on a large language model, Llama 2, and use information from Microsoft's Bing service for search. The company describes it as a digital assistant, capable of answering questions in real time and generating images.

AI AI AI ...HOT!

BE REAL

VS BE FAKE

BE REAL

The app is designed to portray authentic life by capturing present moments in photos. Users receive a single notification on their smartphone each day to alert them when a post can be added, encouraging them to take a spontaneous photo. Within two minutes, the user must use both the front and back camera of their phone. It is important to note that the added photo automatically disappears after 24 hours. Although there is an option to share it on other platforms, in BeReal it is impossible to access the photo again after this time has passed.

The app is based on honesty and spontaneity, which has made it extremely popular, especially with Generation Z.
The previous year has also marked an increase in the app's success among a wider user group. More and more influencers and celebrities started to use it.

BE FAKE

The app was launched recently and is a certain alternative to BeReal. It encourages users to create virtual, fantasy versions of themselves using AI tools.

Intriguingly, the app's CEO Kristen Garcia Dumont points out that the app allows for more authentic self-expression compared to the pressure of adding real photos.

The app has a lot of potential. However, from our perspective, we feel that it may get boring for users after a fairly short time of using it. What we are most interested in on social media is, primarily, what people's lives are really like. We will keep an eye on the development of the app, but for the moment we are Team BeReal!

TIKTOK

THE CONTENT OF AI WILL BE DISCOVERED

The use of AI content in social media can lead to misinformation for audiences. Informing them that the material presented has been modified using technology is now **a key element of responsible content creation.**

TikTok wants to label AI-based content published on the app. To this end, it is launching special labels for creators and starting to test the automatic labelling of such material.
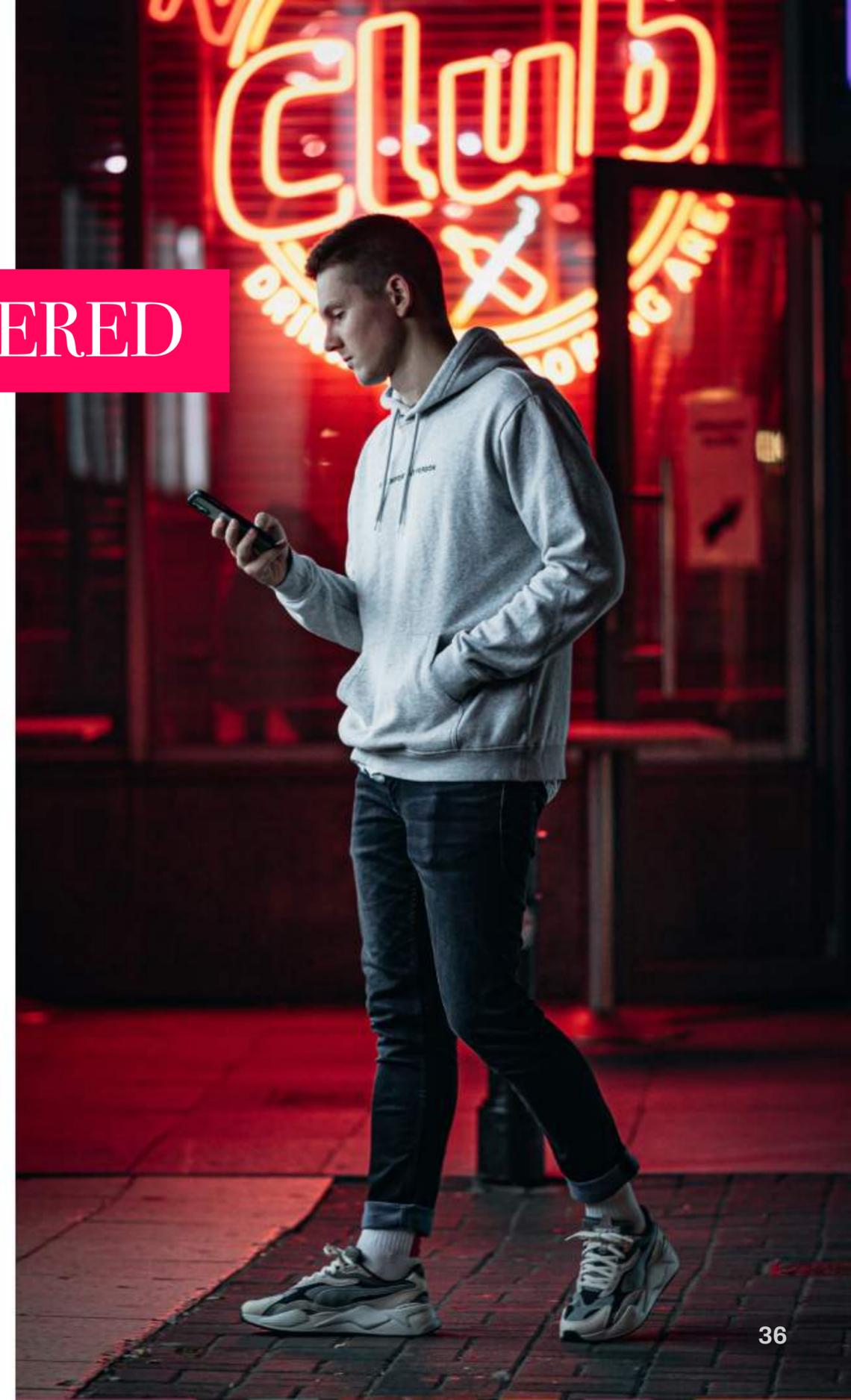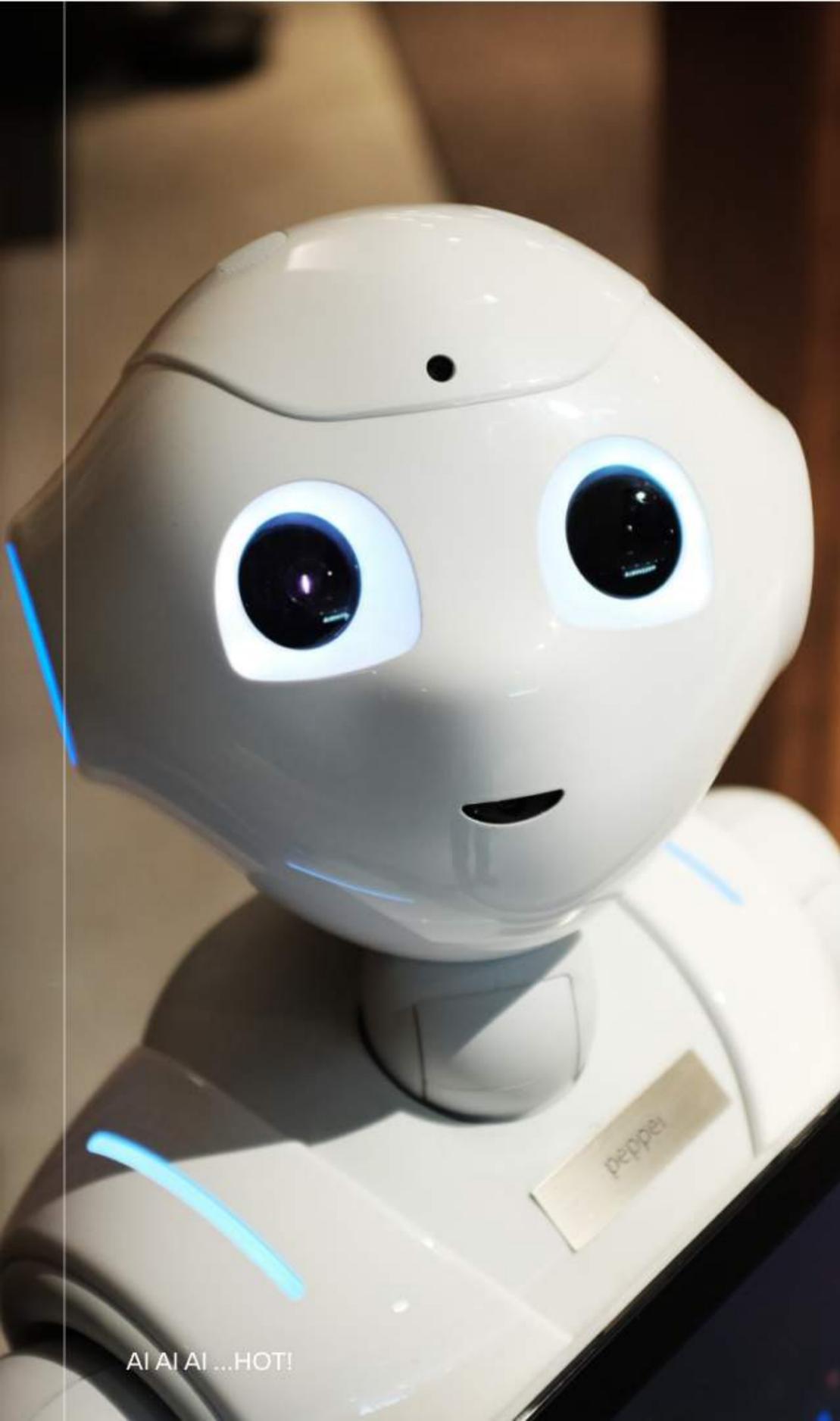
META

AUDIOCRAFT

Meta has released an AI audio tool that allows you to quickly and easily generate high-quality audio and music from text. All you have to do is enter text describing the audio you need, and AudioCraft can generate it in a matter of moments.

Why is it cool?

- It speeds up the audio creation process, eliminating the need for lengthy audio creation from scratch;

- The tool is easy to use, making it accessible even for individuals without deep experience in sound or music production;

- The received sounds and musical compositions can be used as background for video content, as podcast backgrounds, or even as elements of sound creation on platforms such as TikTok, Instagram, or YouTube. This opens up new possibilities for creatively utilising generated audio content across various online channels.

PREDICTIONS

2024

WHAT WILL COME IN 2024?

ŁUKASZ MAŚCIANICA
partner // creative director

NEW PERSPECTIVE

The rapid progress of social media presents both challenges and unlimited prospects for marketers. Following the dynamic year of 2023, it's time to look ahead and consider which directions will continue to dominate in the next twelve months. We can predict certain trends, behaviors or platforms that will play a key role in the coming quarters. However, recent years have taught us that sudden events can dramatically change our outlook. It is the dynamism that provide the most certain prediction for 2024. Marketers can act according to a prepared plan, adjusting it on the fly, reacting to changes.

WHAT TO LOOK FORWARD TO?

- the dominance of short-form video;
- the even greater influence of AI;
- the further development of Threads and similarly operating channels;
- the evolution of transparency and authenticity in influencer marketing.

INFLUENCER MARKETING

EVOLUTION OF AUTHENTICITY

MIKRO- AND NANO INFLUENCER

When selecting influencers for a campaign, it is no longer just publication reach that matters, but also ROI, in-store registrations, cart value, Engagement Rate, or sentiment analysis." The industry is also increasingly focusing on micro- and nano-influencers, due to the high engagement rate of their communities across all platforms.

ANITA NOWAK

senior account & communications manager

POWER OF SHARES

AUTHENTICITY IS KEY

In 2024, shares will hold even greater significance than likes, comments, or follower counts. Shares are more challenging to fake than other metrics and serve as a more reliable indicator of engagement. When someone chooses to share content, it signifies its value and a willingness to share it with others in their circle. Platforms like Instagram and TikTok increasingly emphasize the number of shares, highlighting their importance in the context of current social media trends. Marketers should focus on creating content that naturally encourages sharing.

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PAWEŁ BIELAK
senior account manager

extra

# MATERIALS

WHEN DO YOU NEED

A SOCIAL MEDIA AGENCY?

The moment to start working with an agency will vary for different businesses and situations - this is obvious. However, there are several signs that may indicate that it's time to talk to a professionals:

- Lack of time or expertise;
- Inconsistent or poor performance;
- Limited resources;
- Need for scalability;
- Need for advanced analytics;
- Lack of creativity and freshness in communications;
- Need for better competitive analysis;
- Problems in crisis management;
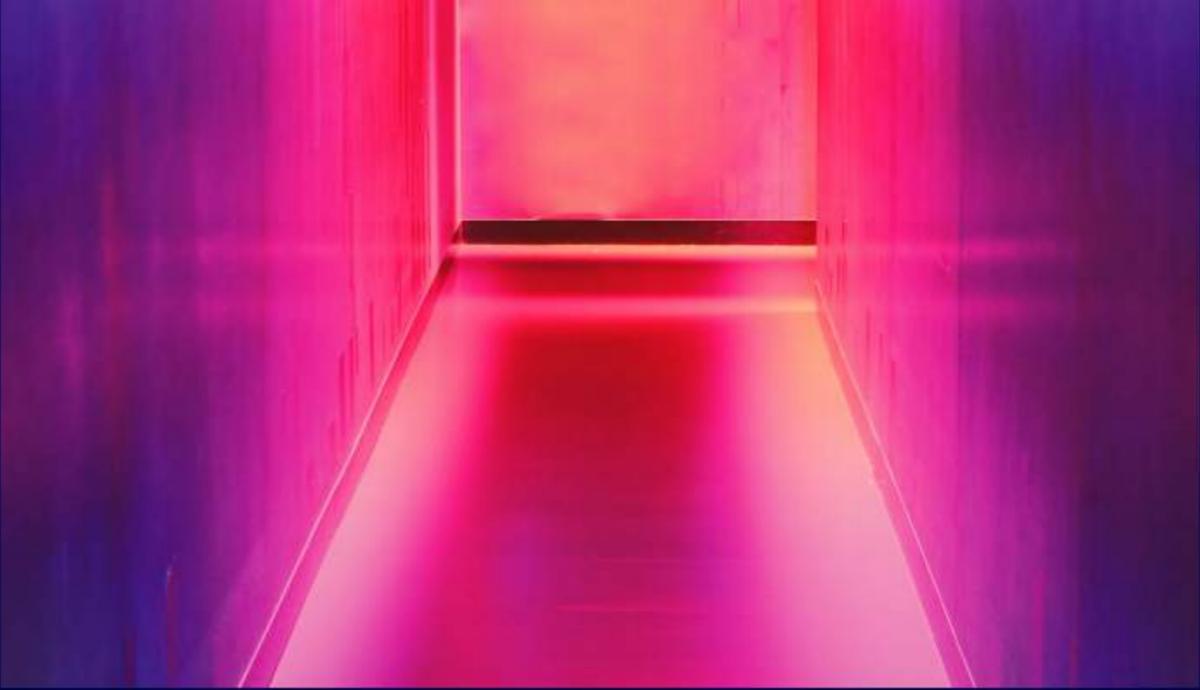- The need for multi-channel activities.

If this subject interests you, read the article on our blog that elaborates on this topic.

READ THE ARTICLE

HOW
TO BRIEF?
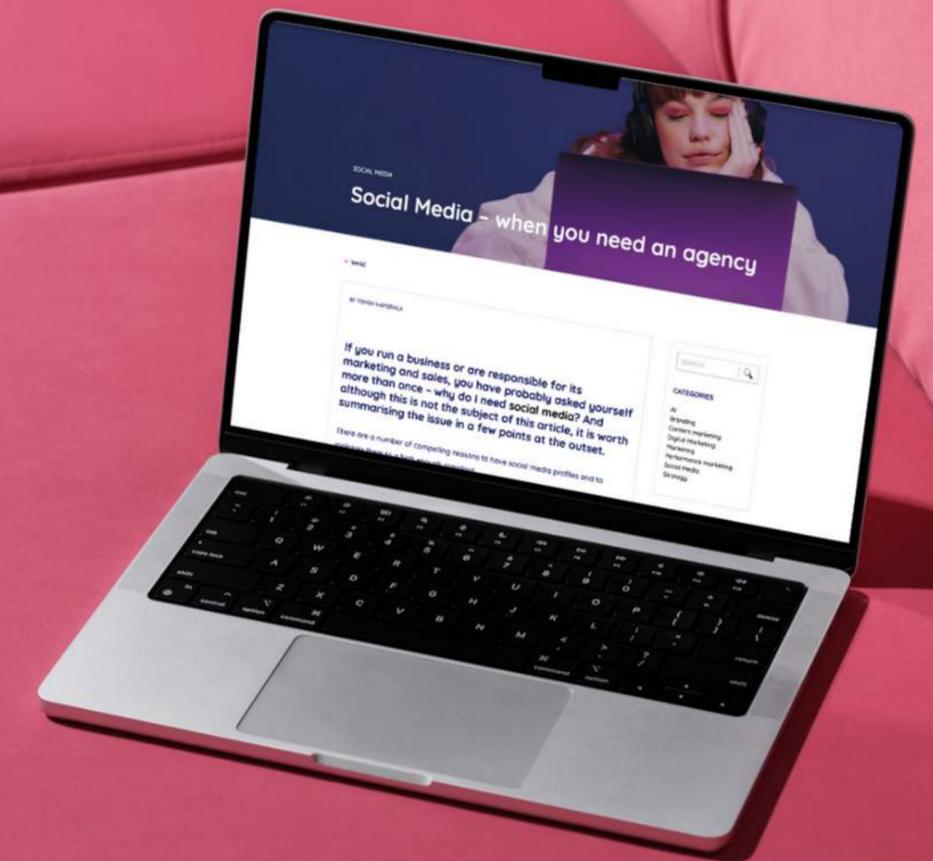
GOOD BRIEF

HOW TO CREATE IT?

It's worth writing briefs - even for small projects involving your brand or product.
This significantly simplifies communication between the client and the agency, helps in the exchange of information and, above all, saves both parties time, achieves goals more effectively and better meets the client's expectations.

Read the article about the brief on our blog and download a model brief!

DOWNLOAD THE SAMPLE BRIEF

NEON SHAKE
ADVERTISING

Brief for Social Media activities

Project name:
Ordering party:
Deadline:

Information about the company/brand

Background of the project
Please, write a short explanation why this action is taken?

Information about the brand
Mission, values, strategy, culture. Position of the company/brand on the market, strengths of the company/brand, significant features of the company/brand. How does the brand want to be perceived by the consumers? Please, write about what the brand offers (portfolio of products).

Business environment and competition

Please, present the competition of the brand and the activities of the competition that you perceive as successful or not and why.

The brand in Social Media – current state

Please, describe how has the brand operated in Social Media so far. Which actions were the most efficient? Why?

Neon Shake Advertising, ul. Gabrieli Zapolskiej 1/310, 50-032 Wrocław, Polska

AND THAT'S IT

FOR TODAY

stay **in touch**