

The background is a watercolor-style illustration. It features several social media icons: LinkedIn (in), Facebook (f), TikTok (d), Instagram (camera), Twitter (bird), and Pinterest (p). There are also decorative elements: a purple crescent moon with a green plant inside, a purple witch hat with white stars, a blue and green globe on a stand, and various colorful floral and leaf patterns in shades of purple, green, and blue. The text is centered and reads:

# 32 PREDICTIONS

FOR SOCIAL MEDIA MARKETING

## IN 2023

**DRUNK ON SOCIAL**



**2022** is nearing its end, which only means that the next year is about to rear its head.

The last 12 months could only be described as 'chaotic' for the major social platforms.

TikTok continues to go up, while Meta proceeds to gradually stumble, and Twitter is everything but okay right now. With everything that's going on, it gets difficult to predict what 2023 will have in store. Even so, that won't stop us from trying!

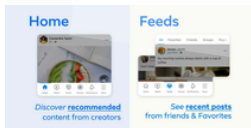
# What The Crystal Ball Says...

While nobody knows for sure what will happen, we've been pretty in tune with the trends and latest shifts, which should be enough to at least come up with some solid, pretty realistic, and viable changes that are bound to come. Let's get straight into it - summarized style! (Cause this would be one long a\*\* piece if we go through each in detail.)

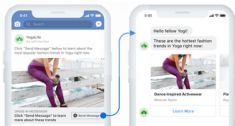
# Facebook

It's been rough for Mark Zuckerberg's star child, with the big blue 'F' losing both users and ad dollars due to Apple's ATT update and the growing shadow continuously cast by TikTok. TikTok has changed the entire game and has made short-form content the preferred media format of the moment. On that note, here's what we can expect will come to Facebook:

## More AI-Recommended Posts



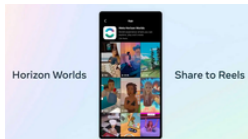
## Click to Message Ads



## Friends and Family Redux



## Posts from VR



## Avatar Integration



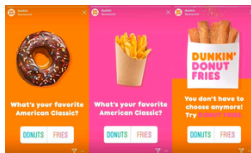
## AR Experiences



# Instagram

Instagram fared a bit better than its parent, but it's still pretty confused as it looks to catch up with the latest consumption habits and trends. Instagram is desperately trying to fend off the competition, copying TikTok where and when it can; but copying will get them only so far. As far as predictions go, here are some of the things you can expect from the Gram:

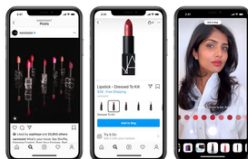
## AR and More Interactive Ads



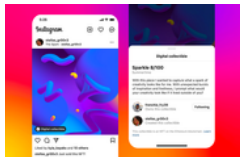
## More AI-Recommended Content - More Reels



## Live Shopping



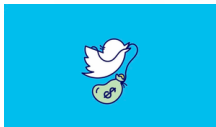
## Next-Level Integrations



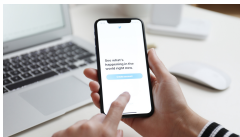
# Twitter

Right now, Twitter is the hardest to predict because of how turbulent things are. The 'Chief Twit' certainly has some obscure things planned for the platform. Under this new leadership, we can expect Twitter to take a more financially-focused path, as opposed to simply increasing its user count. So, based on what we've seen from Musk thus far, here are the predictions:

## Bigger Subscription Push



## Trial & Error



## Additional Verification Ticks



## Payment Opportunities



## Variable Algorithms



## Longer Tweets



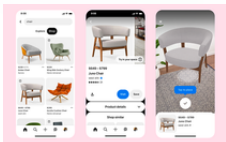
# Pinterest

Pinterest had another stable year, though it seems to be on a more upward trend now than when the year started. Pinterest fluctuated highly during the pre and post-COVID transitions, apparently reigniting its eCommerce push just recently. On that note, expect Pinterest in 2023 to:

## International Expansion



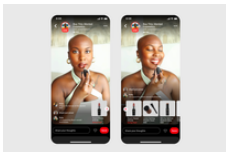
## Improved AR Capture and Display Options



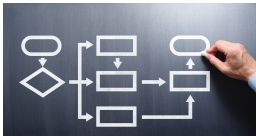
## Refined Search and Discovery



## Live-Stream Shopping



## Streamlined Listing Process



# LinkedIn

LinkedIn had a 'record level' year as it constantly achieved all-time highs in most of its metrics this 2022. LinkedIn somewhat dipped into more non-professional updates this time, seemingly drifting slightly away from its core purpose. But hey, a little change won't hurt. 2023 will likely have LinkedIn continue to build on its educational courses and data provision capacities.

## More Data Insights to Help Guide Jobseekers



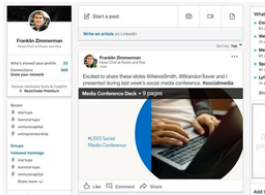
## Bigger Audio Focus



## Improved Video Connection Tools



## Feed Presentation Update





# TikTok

The most popular app of the moment is also somewhat the most controversial. Needless to say, TikTok's popularity has transcended both social and even political sectors, so expect 2023 to be no less of a thrilling run for the platform. Could it be banned in the US? Who knows?

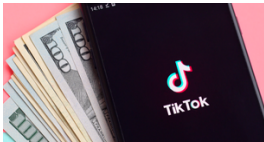
## Live-Stream Commerce and Shops



## Separation from the CCP



## New Creator Payments



# Snapchat

Snapchat slowed down its pace during the latter parts of the year, but that hasn't stopped it from continuing to build its own niches and maintaining its crown as the definitive leader of AR and VR. The challenge for Snap now is how it can transition its focus from younger users to appealing to more mature audiences.

## AR Glasses



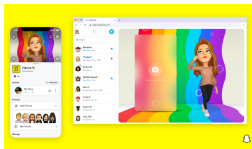
## Expanded Sports Push



## Avatar Fashion and Digital Items



## Video/Bitmoji Chat





# The Wrap

And there you have it! A bit long-winded, but those are 32 Social Media predictions for 2023. The source material discusses more on each update in detail, so we recommend giving that a look if you want the nitty-gritty.

At least now you have an idea of what the major platforms are looking to build on and which ones you should focus on to make the most of the coming year.

Good luck!

#### References:

"32 PREDICTIONS FOR SOCIAL MEDIA MARKETING IN 2023" -

<https://drunkonsocial.godaddysites.com/32-predictions-for-social-media-marketing-in-2023>

"32 Predictions for Social Media Marketing in 2023" -

<https://www.socialmediatoday.com/news/32-predictions-for-social-media-marketing-in-2023/635297/>



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Taking your business to new levels thru social media

**2022**