

Social media must-knows for 2025

Discover key social media trends for 2025 on Instagram, TikTok, Facebook, Snapchat, and LinkedIn.



Instagram will continue its dominance in 2025, with a renewed focus on short video content – including popular behind-the-scenes footage and e-commerce integration.

Micro and nano influencers will remain popular as brands look to connect with engaged, niche audiences.



TikTok remains the platform of choice for Gen Z, with its popularity surging and influencer marketing – especially with micro-influencers thriving.

Episodic storytelling will be huge, as audiences continue to crave stories and experiences split into short episodes over various posts. This form of content leaves the audience wanting more and usually ends on a cliffhanger, like an old-school soap opera.



Despite having the oldest audience, Facebook remains the top site when it comes to social media marketing. So, it makes sense that the drift into an e-commerce platform will continue to be huge in 2025. The audience loves the seamless scroll to shop and smart brands will refine the experience, including chatbots and tailored suggestions.

Facebook Reels will continue to grow as more brands see the value in crafting short videos that highlight their products' unique selling points.



Snapchat continues to innovate in 2025 with AR features that its younger audience loves, including AR lenses that you can easily tailor to your brand using templates and customisable effects.

For brands looking to increase e-commerce ROI on the platform, helpful dashboard features show which AR lenses perform better, and there's the option of A/B testing for different demographics.



Video is finally getting its moment in the sun on LinkedIn, with the audience favouring short videos with subtitles.

Newsletters, the quiet achiever of the platform, will continue to grow in popularity as the algorithm attempts to keep users on the platform for longer.

Want to enhance your social media following in 2025?

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