

# Five Social Media Trends Impacting Reach, Engagement, and Brand Affinity in 2025

## 1. Focus on Authentic Thought Leadership



Authentic, value-driven content from executives and industry experts. Personal branding for leaders has become as important as the corporate brand.

**Genuine insights, lessons learned, or predictions from leadership teams wildly outperform overly promotional content.**

Go beyond surface-level successes. Share behind-the-scenes processes, challenges, and even mistakes.

Don't forget the social aspect. **Listen to your audience and interact** with what they share (as long as you can be helpful or educational!)

## 2. Video as a Primary Medium



LinkedIn, Instagram, and YouTube have seen an **uptick in engagement for video formats**, both short- and long-form.

Netflix-style content, organized by seasons and episodes, is on the rise (Want to get started with TV content? Check out YouTube's tips here: <https://blog.youtube/creator-and-artist-stories/tv-tips>)

As another means of storytelling, swipe-through carousel content continues to increase in popularity.

## 3. Rise of Employees as Brand Ambassadors



Firms are recognizing the power of employees as brand ambassadors to amplify the reach of company content.

Audiences (and algorithms!) prioritize posts shared by individuals over branded accounts. Notify employees when you post from the company page, and encourage team members to share company updates authentically.

**Highlighting your employees as real people—during group gatherings or in the community—drives engagement and brand affinity.**

## 4. Interactive and AI-Powered Engagement



What have we learned since ChatGPT took the content world by storm in 2023? **AI is a powerful tool to be embraced as an assistant to, not a replacement for, your brand's authentic voice.** Human-centric content still performs better and stands out in the feed.

🚀🌟 Rocketship and sparkle emojis are tell-tale signs of an AI generated post (remove those before you publish).

Polls and surveys are being used to create more engaging experiences. These formats encourage conversation and create actionable insights directly on social platforms.

## 5. Integration of Niche Communities



It sounds obvious, but targeting niche platforms and groups within social media channels drives more personalized conversations. This shift away from "broad and loud" strategies ensures content resonates with highly specific audiences.

Engage genuinely in these spaces. **Contribute value to the community, don't just promote your brand.**

## BONUS: X vs. Threads vs. Bluesky— Where should you prioritize?



With political controversy swirling around X, emerging similar platforms like Threads and Bluesky are gaining traction. **Where you prioritize your time and resources depends on where your audience spends their time.** Look at follower and engagement trends across platforms, and don't be afraid to sunset a channel that isn't driving any impact.



## Ready to break through the noise?

Let's talk about what we can work together to achieve.  
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