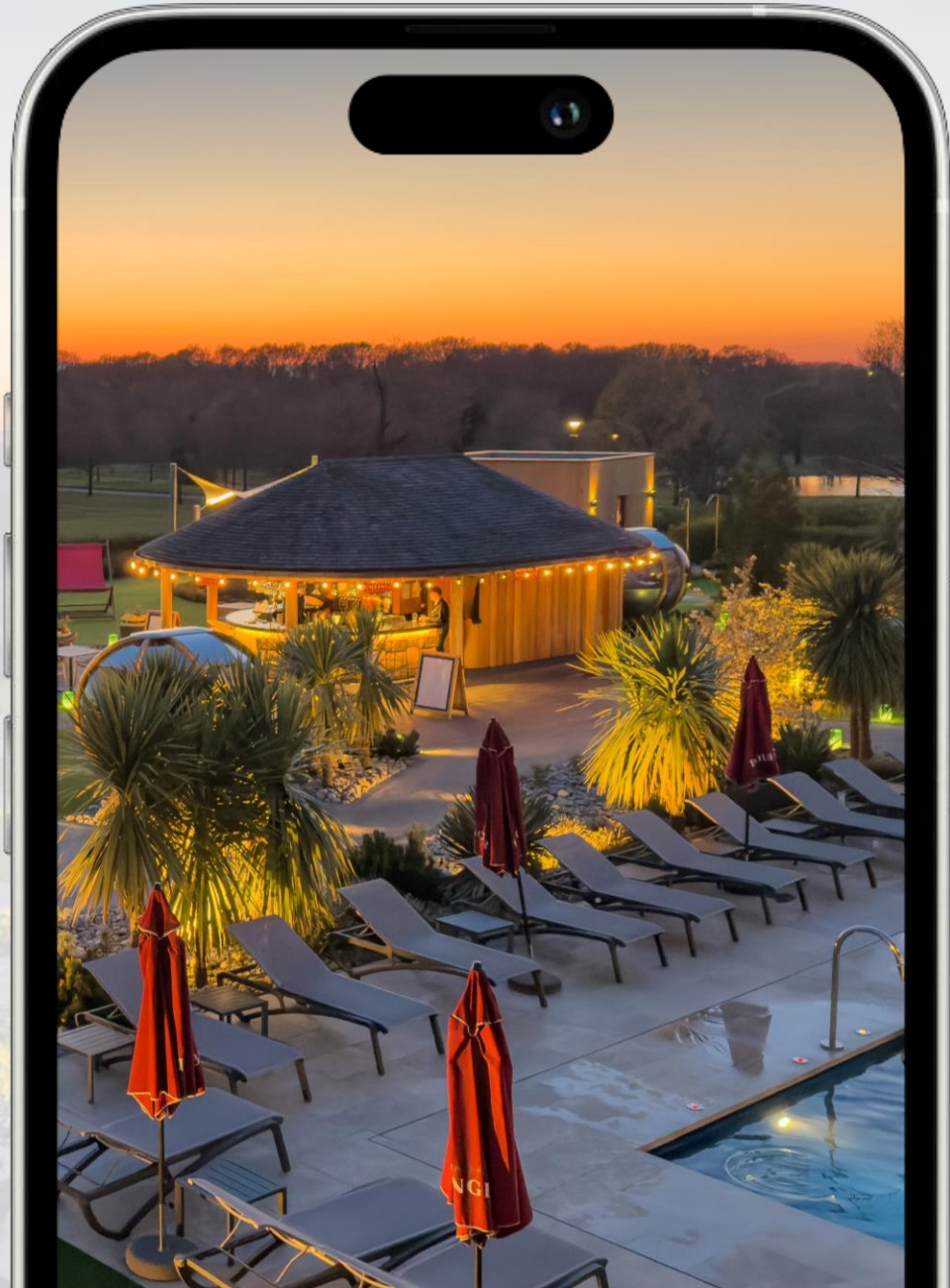


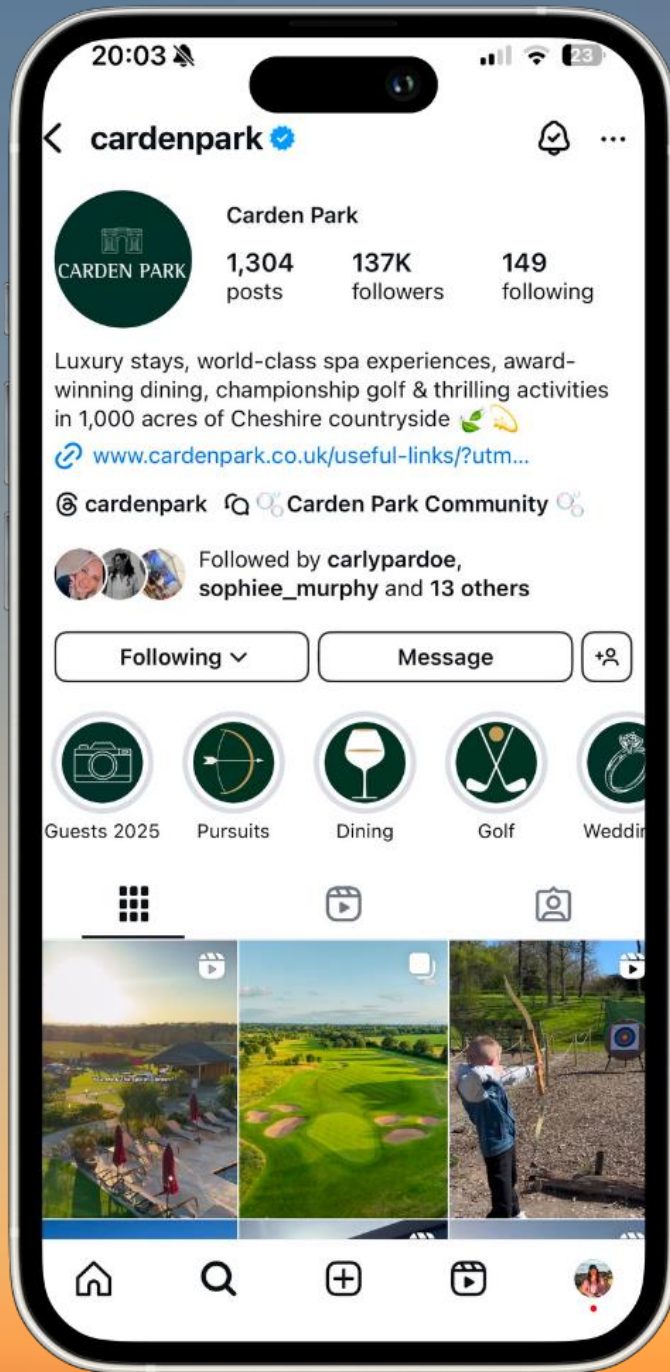


# Social Media Channels:

## The Essential Round-up

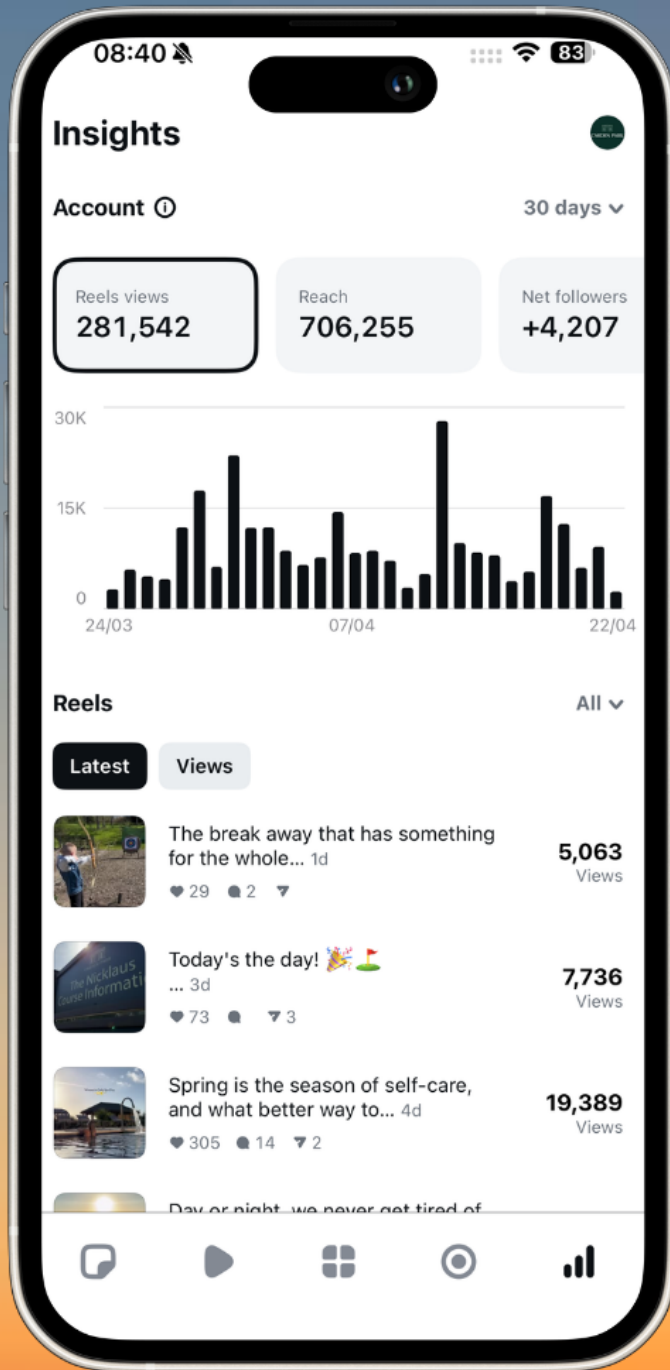
Chloe Parry  
Content Marketing specialist  
Carden Park Hotel





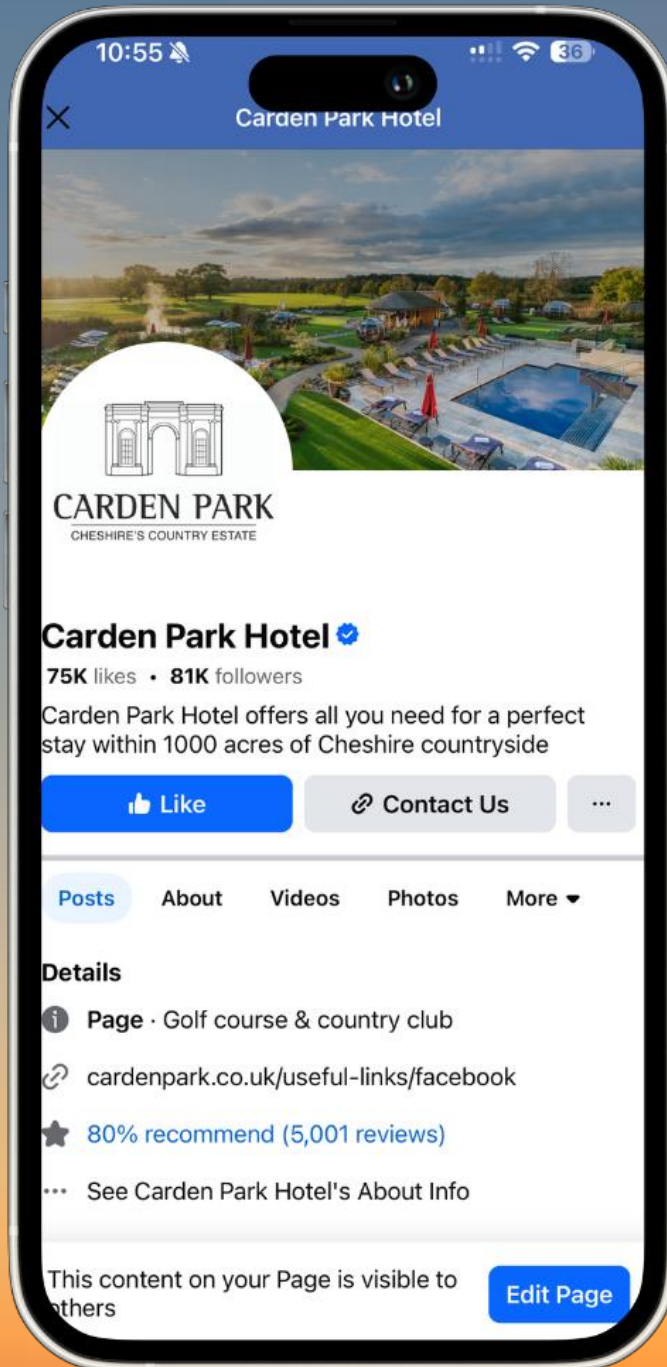
# Instagram

- Hashtags no longer primary way to increase reach
- Carousel posts vs reels – difference in reach and engagement
- Could we see a new way to repost content?
- “lockable” posts are being tested
- Meta ai – how will this affect engagement?
- Edits has arrived



# Edits

- For reels only
- Edit reels in the app and export
- In depth insights
- Inspiration
- Saved reels
- Can only use music from the Instagram app
- Will Instagram soon favour reels posted through edits?



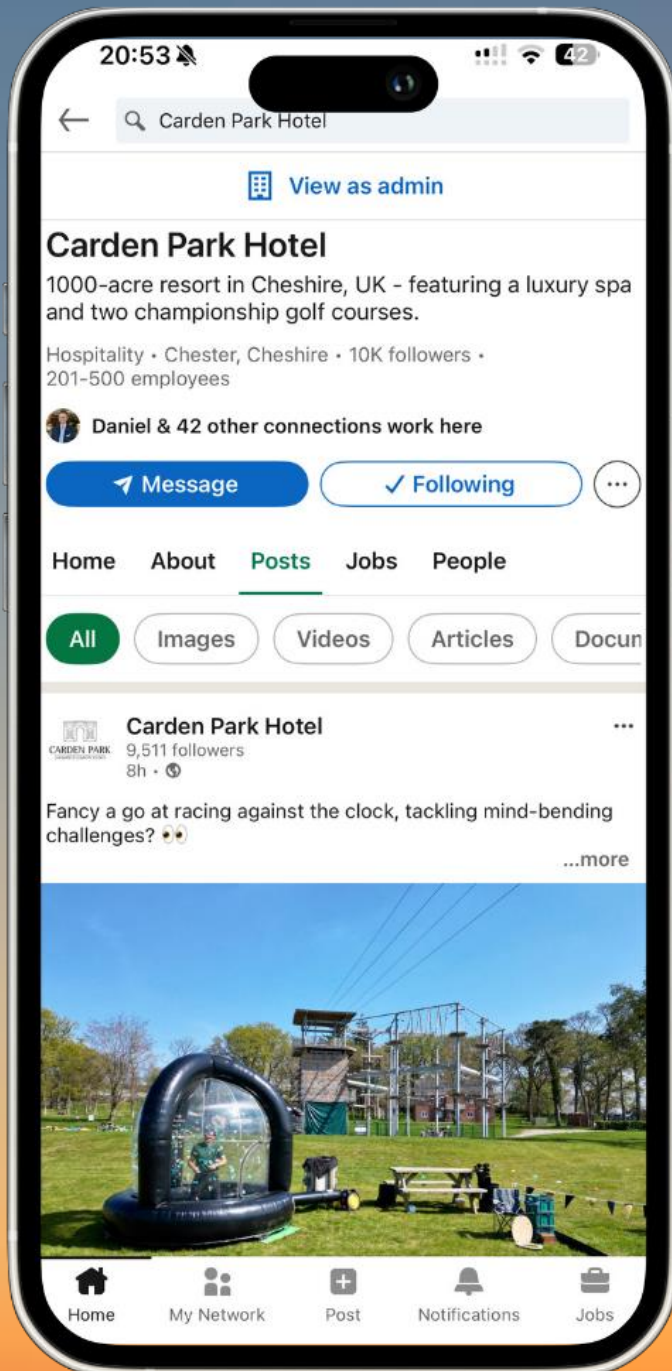
# Facebook

- Bringing back original experiences
- Messenger increases file sharing size



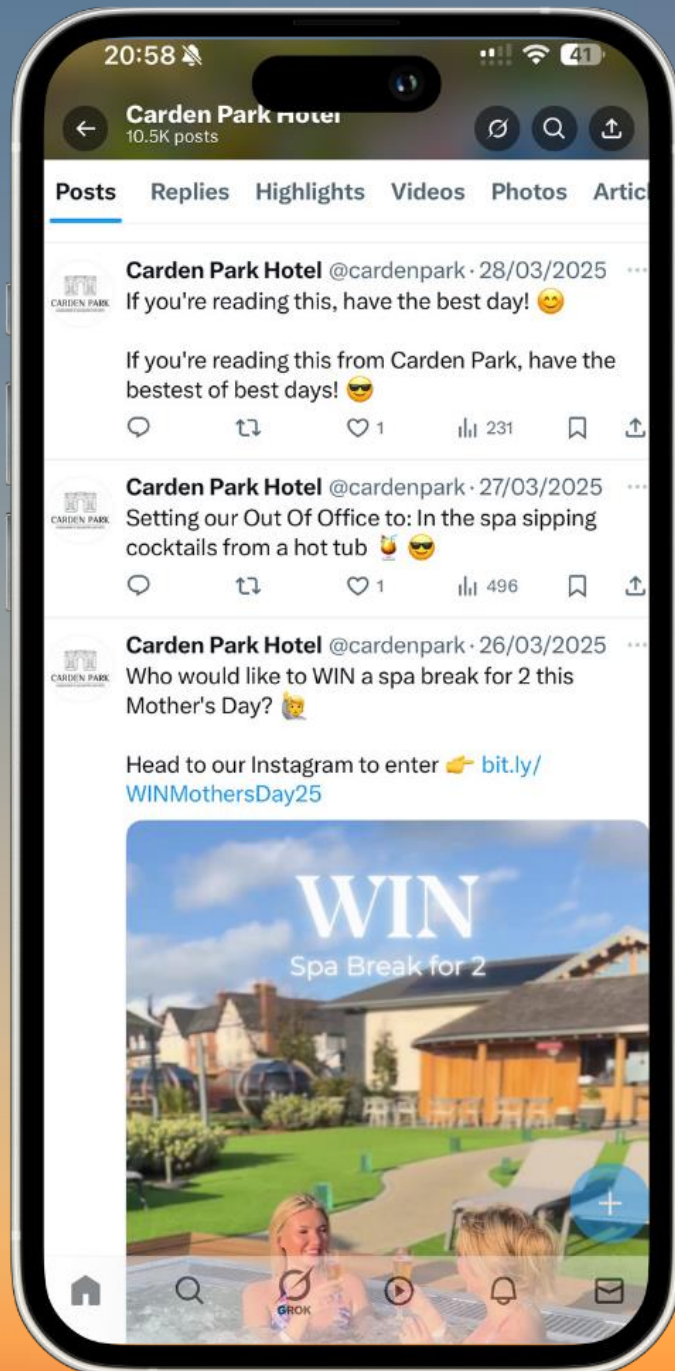
# Threads

- Topic tags help your posts perform better
- Testing a way for users to automatically follow their X followers
- Multiple links coming to profiles
- Ads are being rolled out on the app



# LinkedIn

- Multiple image posts excel for generating likes
- Document/pdf posts drive comments and shares
- Videos perform well for overall impressions
- Polls are showing strong performance metrics
- Friday mornings are now the best time to post
- New mini site has launched



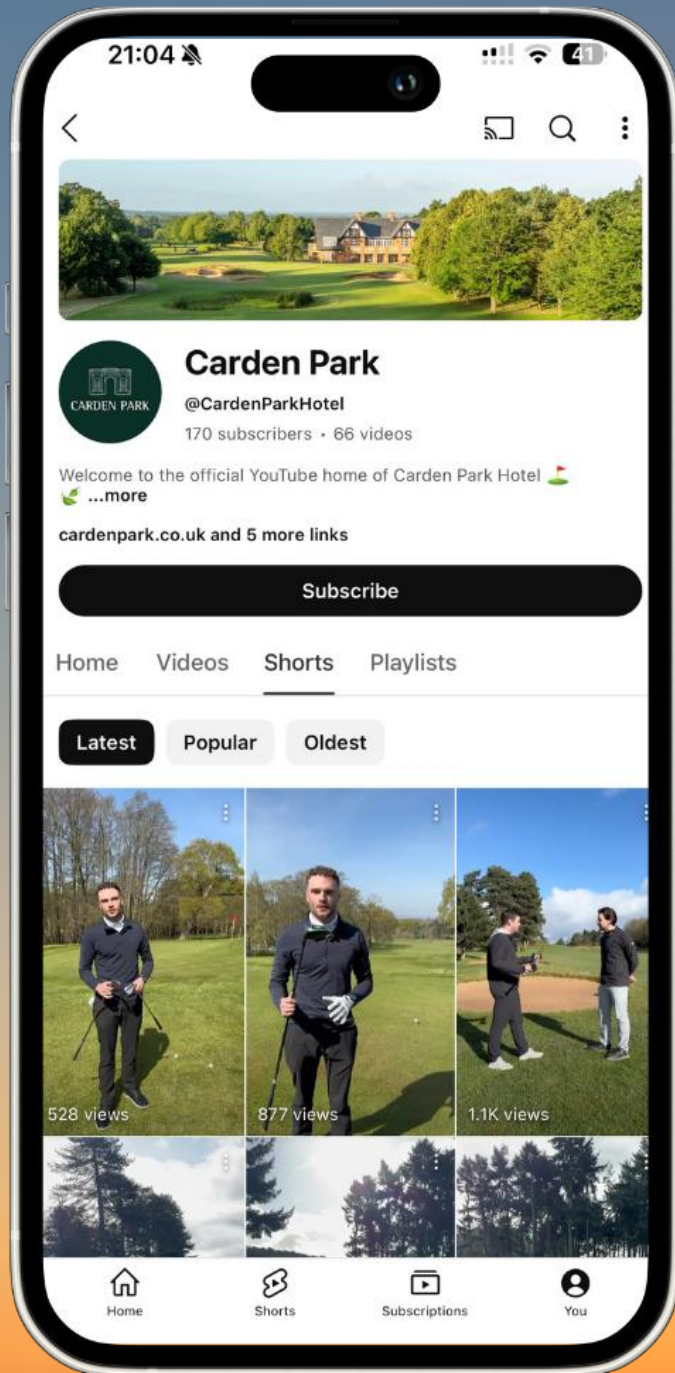
## X (Twitter)

- Video tab has been launched
- More and more users are leaving the app



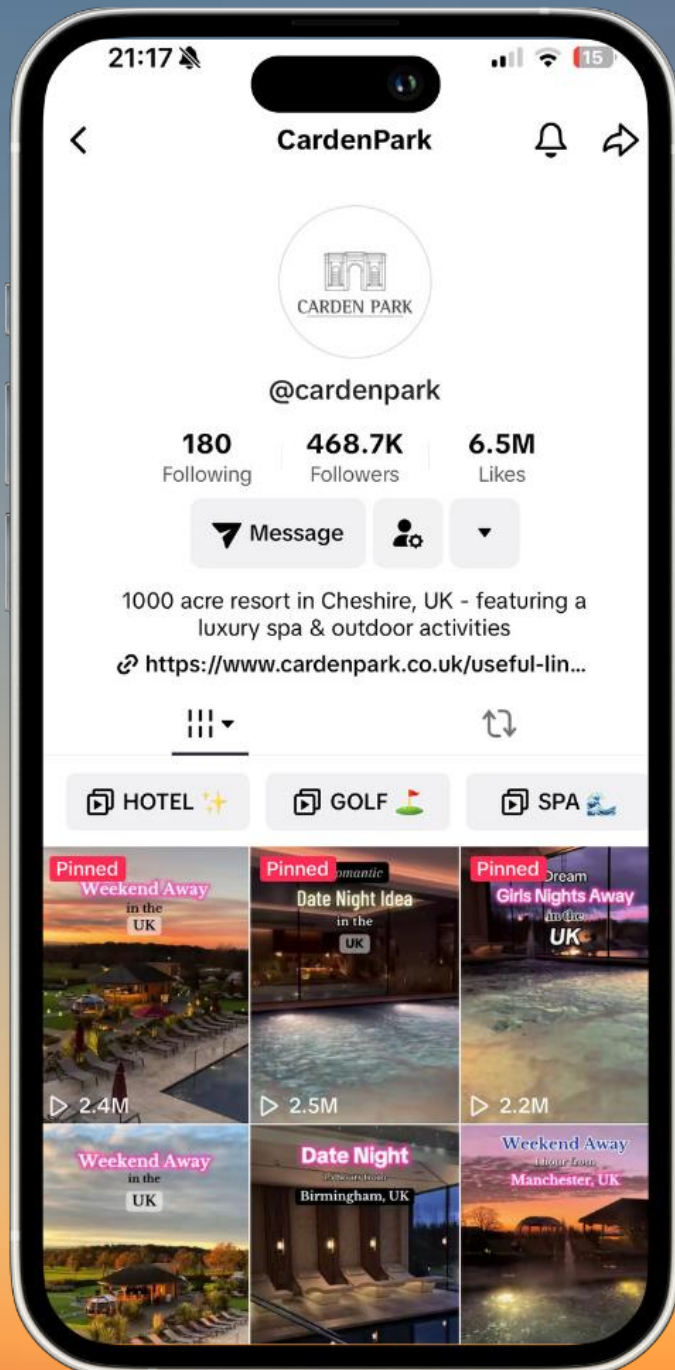
# Bluesky

- X users are now using bluesky
- Trending topics have arrived
- Also looking at video dedicated feed



# YouTube

- Can now post up to 3 minute shorts
- New editing features for shorts are being tested
- Shorts vs long form video



# TikTok

- TikTok notes app has been abandoned
- TikTok provided tips on photo posts
- Videos longer than 60 seconds get more reach and watch time
- using Music for tiktoks

# Weekend Away

in the  
UK



# The Future of Social Media



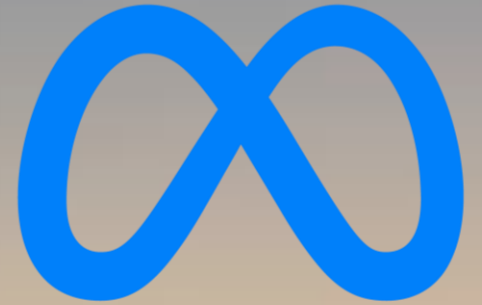
**TikTok Shop**



**OpenAI**



**TikTok Ban**



**Meta**



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