HollyWorks

Unique Social Media Challenges for 2025

AI GENERATED Current level of AI generated SMC is around 39% and expected to grow to around 50% by the end of the year, and over 90% by the following year.

PROS: faster, easier, cheaper and in some cases better than what you might be able to produce.

CONS: disengagement, decline in audience interest or trust, blends in too much with other AI generated content making it invisible.

My take? Social media without humans is no longer social media. If you aren't involved, your customers will not be involved.

BAD ACTORS AI-powered hacking and phishing continue to become more sophisticated, and have infiltrated everything from messaging apps to all social media.

My take? Consider limiting and clearly stating and *pinning* on all platforms exactly how you communicate with customers: **only email, only text to (xxx) xxx-xxxx number, only through your website, etc.** In other words, if you don't use Facebook Messenger? Say so.

Building a Myers Briggs social media strategy

Choose one from each category

How **big** is your company?	**S**	**SMBs**, sole proprieters
	B	**Big** (Over 50 people)
How **media rich** is your industry?	**V**	**Very**: travel, arts, food
	S	**Some**: retail, landscaping
	M	**Minimal**: insurance, finance
Who are you trying to reach?	**N**	**New** customers
	E	**Existing** customers
Which is **more** important?	**B**	**Broadcasting** and advertising
	E	Customer **engagement**

S **V** **E** **B**

CRAFTSPERSON: 3D REPLICAS FOR COSPLAY
Periodic email updates with new products, behind the scenes visuals, events. Curated collection at Instagram, Pinterest. Possibly video.

S **S** **N** **E**

LANDSCAPING & TREE REMOVAL
Facebook page with introduction and all details for new customers: service area, contact methods, offers, and a sense of how soon they can hear back. Google Business Profile. LinkedIn profile. Email and/or phone visible.

S **M** **N** **E**

BOOKKEEPING & ACCOUNTING
Offer existing customers some kind of incentive for referrals of friends and family. Facebook page with all details for new customers. Local advertising in small community press or other community venues like sponsoring local school sports teams.

BIG BUSINESS CASE STUDIES

B **V** **N** **B**

DESTINATION TRAVEL
Videos and photos at Instagram, Curated Pinterest for things like weddings, consumer travel publications, direct email, television & cable advertising

B **V** **N** **B**

RETAIL FASHION
Instagram: photos, reels, videos, and shopping. TikTok. Maybe Pinterest. Direct email.

B **M** **N** **B**

LEGAL SERVICES
LinkedIn company page linked to the profiles of all firm members. Google Business Profile. Community business groups, Chamber of Commerce. Local news advertising (TV, online, print)

B **S** **N** **B**

HEAVY EQUIPMENT RENTAL/SALES
LinkedIn company page. Google Business Profile. Community business groups, Chamber of Commerce. Local news advertising (TV, online, print)

Time to go Old School

FUN FACTOR

Ten years ago social media was a free and effective way to reach out to customers. People were more likely to see your posts. It was civil and often fun.

Today? It's a rage-filled firehouse of misinformation advertising and bullying. **My take?** Consider maintaining a minimal presence for 2025 if you can't bring yourself to shut it down. In the meantime, support your local businesses by **returning to traditional media**: local news, sponsor a little league team, sponsor local town events, and give your website a facelift if it needs it.