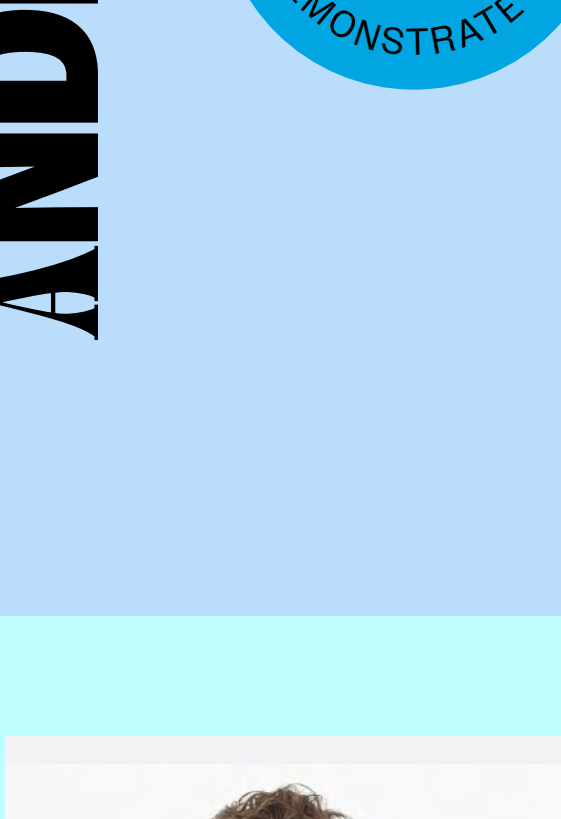




Social Media in 2023 and Beyond

The memes we loved, the moments that made us cringe, and the trends we'll be watching in 2024.

ANDREW



CREATIVE STRATEGIST
* DEMONSTRATE *

The Paradox of the Streaming Wars

“ Now that Netflix's streaming service (launched in 2007) is officially old enough to drive in most states, I'm intrigued by how quickly the streaming business model is coming full-circle and resembling the traditional linear TV paradigm it was purportedly disrupting. This fall, the price for a bundle of top streaming services (\$87) eclipsed the price of the average cable TV package (\$83), a striking departure from the \$7.99/month Netflix originally charged for streaming.

Considering the trend of streamers adding ad-supported tiers to their packages, the WGA & SAG-AFTRA strikes, and streaming platforms continue to carve out their own content fiefdoms while also drastically cutting budgets for original films/series, we may have blown right past peak streaming without realizing it. Which begs the question, can the streaming model actually be profitable or are we just seeing it devolve back into cable TV but with more steps?

As more streamers embrace ad-supported models, brands can rethink how we connect with audiences who are accustomed to nonstop media binging – and add meaningful value to the viewing experience, rather than interrupting it.

ANDREW'S 2023 ALGORITHM

LIVED FOR IT

Tiny horses with big energy

DIDN'T VIBE

AI-generated Wes Anderson trailer parodies

SO DONE

IMHO, Wes Anderson's films might have jumped the shark

CODY



DIGITAL DIRECTOR
* DEMONSTRATE *

The “Death” of Social Media

“ Every few years, the “death” of social media is announced, debated over, and then quickly ignored when social media does not, in fact, die. This time is no different. Reports of social media's death, especially this year, are greatly exaggerated – what's really changing is the people who use it, and how.

Partly why social media exploded in popularity was that it was tough for most users to know where organic content stopped and paid content started. But what was previously subtle (or simply hidden) has now become unavoidably apparent. People are wising up, and turning away from what they perceived to be ad-driven giants fueled by greed and growth.

When it comes to making an organic splash these days, big, churning, dominant social spaces are out, and smaller places that are perceived to people-powered are in, as communities migrate to Patreon, Discord, Substack, and niche spaces with new payment models, value propositions, ownership structures, and moderation policies.

Social media is now big enough that there's a community out there for everyone – you just need to know where to look. Brands looking to build real communities must know their audience, explore new platforms and follow the currents that matter.

CODY'S 2023 ALGORITHM

LIVED FOR IT

TJ Mack's “Sitting”

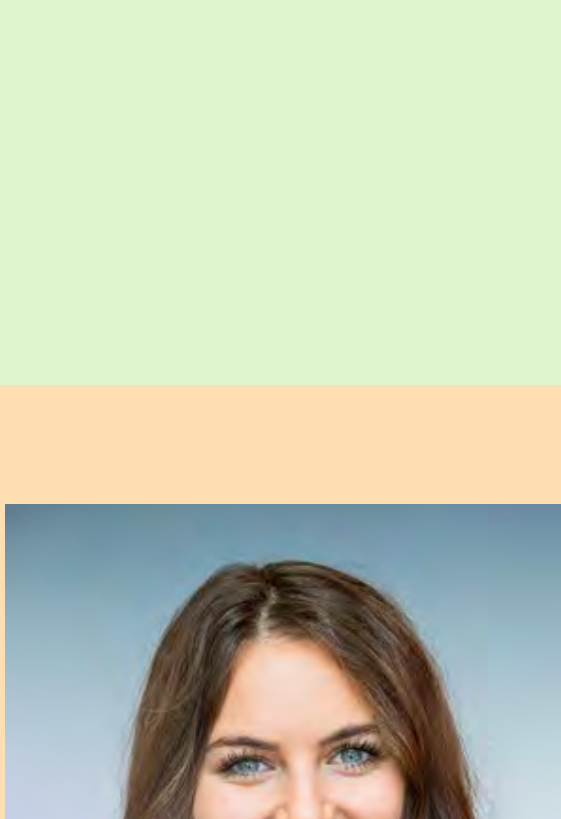
DIDN'T VIBE

Just about anything Elon Musk did.

SO DONE

Billionaires owning social media networks

JENN



SR. ACCOUNT SUPERVISOR
* DEMONSTRATE *

The Launch of TikTok Shop in the US

“ I (and I think most people) have always viewed TikTok as a destination for raw, unfiltered and unedited content. As a result, it's also become a platform for honest reviews and unpaid brand plugs – cue the “de-influencing” trend - while other social platforms like Instagram are driven by beautifully curated feeds, edited and overwhelmingly sponsored content from creators.

I'm curious to see if and how the rollout of TikTok Shop in the US will (or will not) shift the platform and the content that's rising to popularity on it, in giving brands another e-commerce channel and creators a new income stream. Is this the QVC of TikTok? Sure feels like it when I intentionally scroll past a TikTok Shop video that feels like a sales pitch I didn't ask for.

I imagine we'll see brands testing & learning to see if TikTok Shop proves to be an additional ecommerce revenue stream, or if it's a flop.

JENN'S 2023 ALGORITHM

LIVED FOR IT

The backup dancers from Rhinanna's Halftime show

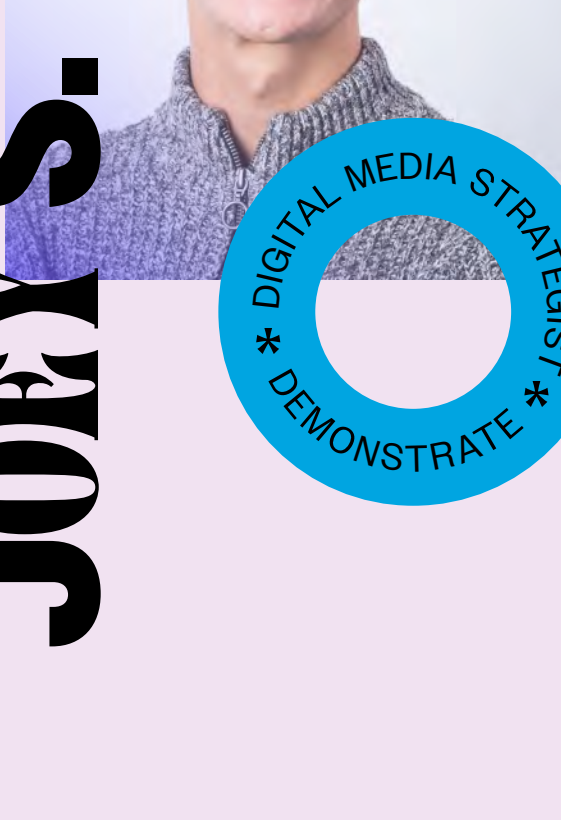
DIDN'T VIBE

The Threads launch

SO DONE

Barbie everything

JILLIAN



ASST. ACCOUNT EXECUTIVE
* DEMONSTRATE *

Girl Math

“ Binary gender roles and humor has always been popular, but especially now with current political discussions surrounding women's reproductive health are a big topic in the US since summer 2022.

Girl Math plays into the idea of how women and men view spending money, particularly women rationalizing purchases as money-saving or cost-effective, even if the purchases are not. This is a window into how marketing for consumer goods through emotionality and self-care messaging has been embraced through its audience's perspective on spending power and rationalization.

Marketing and advertising tactics can tap into this trend by embracing its humor, addressing the emotional aspect of spending as self-care, and acknowledging the immediate joy it brings.

JILLIAN'S 2023 ALGORITHM

LIVED FOR IT

Barbenheimer

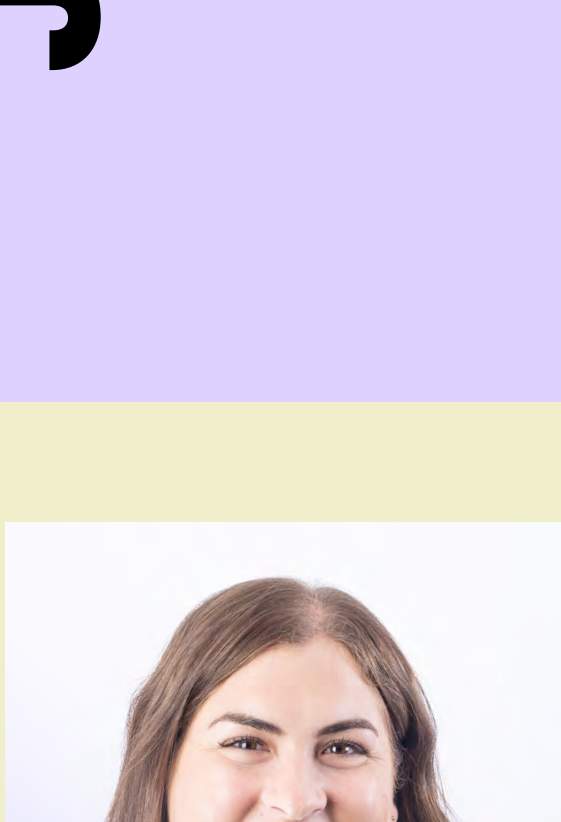
DIDN'T VIBE

Seemingly Ranch

SO DONE

In my [X] Era

JOEY S.



DIGITAL MEDIA STRATEGIST
* DEMONSTRATE *

Celebrity AI Chatbots

“ AI chatbots have been popping up all throughout 2023 and now Meta is launching their own with the help of some famous faces. The tech company is rolling out a new chatbot system utilizing the likeness of celebrities such as Kendall Jenner, Tom Brady, Paris Hilton, and Snop Dogg. While these bots may have been given names of their own, they're nearly identical to their celebrity doppelgängers in every way – down to their interests, hobbies, and tone of voice.

Users can engage with these AI “characters” as they would with traditional chatbots, though many agree that this takes things to a new, much creepier level.

As AI continues to evolve, the realm of what celebrities will be willing to lend their likeness to appears to be “kerosing off.” Soon enough we may even see AI-versions of these famous faces promoting products for brands.

JOEY'S 2023 ALGORITHM

LIVED FOR IT

Travis Kelce inviting Taylor Swift to watch him “rock the stage at Arrowhead”

DIDN'T VIBE

Paying for Meta Verified

SO DONE

The AI-fiction of everything

JORDAN



MEDIA SUPERVISOR
* DEMONSTRATE *

The Fragmentation of Social Media

“ Users are tired of being used. The current iteration of social media relies on your engagement, as fuel, which is resulting in burnout. That means people are looking to remedy. Some are embracing a luddite lifestyle. Some are opting for a look toward the future with smaller, more focused sites. According to the Initiative for Digital Public Infrastructure (a research center at UMass Amherst) the next iteration of social media should take The Three-Legged Stool approach, that can be summed up by users navigating social media with a single client that aggregates, and curates.

In the meantime, people are using “gateway sites”, like Reddit and Mastodon, to find communities. Ex: Altwax, social for members of the LGBTQ+ community in countries around the Persian Gulf where being gay is deemed illegal. Letterboxd, an app for film enthusiasts to share their opinions on movies, and Minus, which only lets users publish 100 posts on their timeline for life.

Marketers will have to resort to more organic, human means of connecting brands via social with people in the future.

JORDAN'S 2023 ALGORITHM

LIVED FOR IT

The collective mourning of Bobi, the world's oldest dog ever

DIDN'T VIBE

See below

SO DONE

“Everyone Stares”

JULIA



SR. MKTG. INTEGRATED PLANNING
* DEMONSTRATE *

The Ad-Free Experience

“ As social platforms continue to be held accountable for adhering to user privacy regulations they will evolve and begin offering paid monthly subscriptions for users to opt out of ads.

Some platforms, like Reddit and Snapchat, already offer an ad free experience, but as the subscription model rolls out to platforms like Meta and TikTok, it will become ever more important for brands to hone in on their social strategy and what their content and user experience should look like in an ad-free environment.

Brands will need to get creative and develop strategies to reach their target audiences and grow their digital communities organically. Placing more importance on rich storytelling and authentic moments where you can truly elicit engagement from your digital community.

The ad-free experience will also place more value on brand partnerships with influencers and content creators as brands will come to rely on these partnerships to extend their reach and tap into new target audiences.

Focus on growing your community and use this time to hone in on your content strategy – Learn what types of content resonate best with your audience and how you can leverage influencers and creators to help tell your brand story.

JULIA'S 2023 ALGORITHM

LIVED FOR IT

Kendall Roy is so babygirl

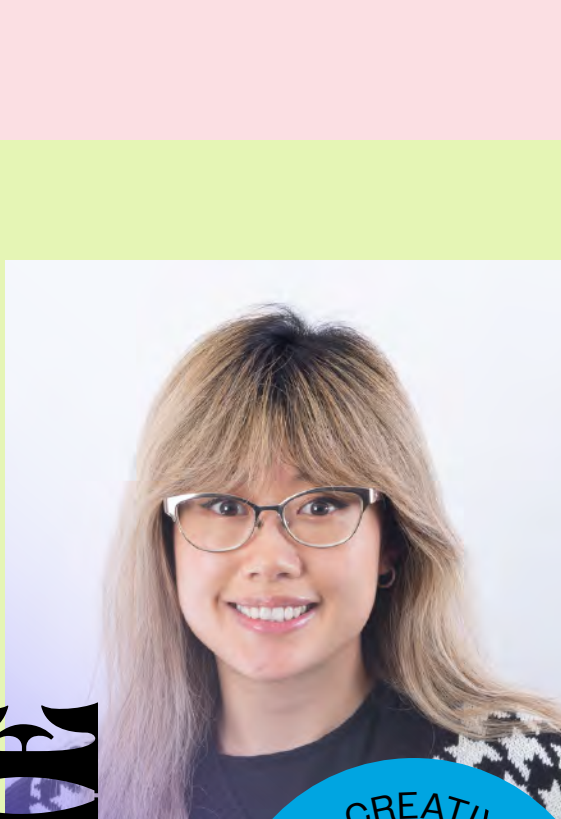
DIDN'T VIBE

#Scandoval

SO DONE

Reposting TikTok to Instagram

LIANA



SR. CREATIVE STRATEGIST
* DEMONSTRATE *

AI-Generated Copy

“ The saturation of social feeds with AI-generated copy is a double edged-sword: on the one hand, AI is ushering in a new era of accessibility. Alt text for images and video captions can be automatically generated by AI, allowing more users than ever to engage in social media.

On the other hand, AI-generated copy remains at best, generic, and at worst, derivative. At Demonstrate, we use ChatGPT as a first-round resource to inspire lateral thinking and creativity. But we have yet to use AI-generated copy in a final deliverable for the simple reason that it's boring. As social feeds continue to fill with AI-generated copy, brands have a unique opportunity to lean into something rare: their unique, wacky, bold, and utterly human brand voices.

AI represents a new creative baseline rather than a pinnacle – because while it has an important place in our toolkit, as long as the same tool is available to advertisers everywhere, there's little creative edge to be had.

LIANA'S 2023 ALGORITHM

LIVED FOR IT

Ludicrously Capacious Bags

DIDN'T VIBE

MSCHF Big Red Boots

SO DONE

Instagram tourists being the worst

SEAN



PARTNER & COO
* DEMONSTRATE *

AI x Misinformation

“ While AI's transformative potential for society is undeniable, our ability to “control” it – in the face of unclear intentions and oversight – is lacking to say the least. I'm watching this unregulated space because we will (if not already) find ourselves challenged by misinformation as bad actors exploit AI tools to develop campaigns and content at unprecedented speed, scale and nuance.

In the past, the conception, development and dissemination of erroneous and misleading information would take substantial resources to execute – but now AI enables the creation and deployment of tailored content on an unparalleled scale, doing the work of nations at an individual scale...but faster with hyper-personalized falsehoods that capitalize on bias.

As brands continue to harness the power of AI, it is paramount to instill ethical guidelines, diverse perspectives and checks to prevent the spread of deceptive content.

SEAN'S 2023 ALGORITHM

LIVED FOR IT

Real men listen to Laufey (TikTok)

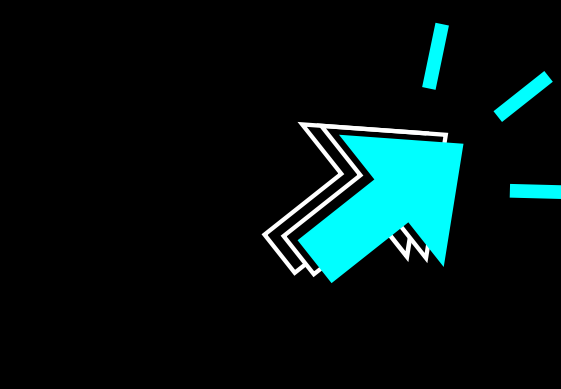
DIDN'T VIBE

Donasie Presidential bid announcement on X (formerly known as Twitter)

SO DONE

X (formerly known as Twitter)

SCOTT



CREATIVE STRATEGIST
* DEMONSTRATE *

Using Social for Search & Discovery

“ Social is quickly becoming the preferred method for online search. This shift away from traditional search engines is largely driven by younger audiences. According to an article from Adweek, 40% of Gen Z users prefer using TikTok and Instagram for search over Google. Google's near monopoly on consumer search is facing a formidable challenge from platforms that are becoming ever more sophisticated in their search and in-channel purchasing capabilities.

There are a number of factors leading to the rise in popularity of using social platforms for search and discovery; social offers a more personalized experience with smart algorithms tailoring content to users' interests and preferences, social is also highly visual which not allows audiences to quickly scan for relevant content but it's also more engaging which keeps consumers on the platform longer than traditional search engines.

As consumer search on social continues to grow, to have an impact brands will need to meet the consumer where they are and should focus on identifying trusted voices in the communities their target audience engages with.

SCOTT'S 2023 ALGORITHM

LIVED FOR IT

Grimeace Shake Death

DIDN'T VIBE

The self-destruction of Kanye West

SO DONE

Twitter's rebrand to x

TENNYSON



HEAD OF PAID MEDIA
* DEMONSTRATE *

This Was Made for You...

“ Social networks are no longer just a place to keep up with friends. AI and machine learning is transforming social platforms (and digital as a whole) into dynamic living databases of your own personalized identity, tailoring content that reflects who you are and the groups you belong to. These content machines not only understand your current interests, but they can also likely predict what you'll love in the future.

The days of a shared monoculture are long gone, now replaced by countless algorithmically curated subcultures. Your identity is no longer limited by geography or offline social circles. You have the freedom to obsess over anything, anytime, anywhere, and in any way you choose.

Content remains key, but ask yourself “What is it that our customers are “really” obsessed with, and how can we share those obsessions in ways that will make our customers feel seen?”

TENNYSON'S 2023 ALGORITHM

LIVED FOR IT

All memes Pedro Pascal

DIDN'T VIBE

Any time a meme becomes a fixture of extremist groups

SO DONE

Brands who try to be everywhere, all the time. Understand where your audience is, and find ways of enhancing their digital experience there

VALERIE



CREATIVE
* DEMONSTRATE *

A Collaborative Canvas

“ Love it or hate it, there's no escaping the rapid growth of AI in our products and services. The abundance of AI-powered tools may trigger feelings of self-doubt, spark intrigue, or a mix of both.

But what does this mean for us and the creative process? With AI, it can speed up brainstorming sessions, provide inspiration, and streamline concept creation by generating multiple variations at your convenience. Creative blocks are a thing of the past! However, it is important to understand that AI is not our creativity, not a replacement for it. Our ability to infuse new ideas with emotional depth is one of the many values we possess. Instead of removing humans from the equation, position AI as a powerful tool to work with and build upon.

The future of creativity lies in a blend of experiences. While AI can enhance our creative process, it's ultimately our responsibility to exercise creative control in our own unique ways.

VALERIE'S 2023 ALGORITHM

LIVED FOR IT

Girl Math + Dinner

DIDN'T VIBE

The Return of Low-Rise Jeans

SO DONE

Threads vs X (Twitter)

ZACHARY



ACCOUNT DIRECTOR
* DEMONSTRATE *

Mental Health & Self-Care

“ Growing up in a time/world where speaking about mental health felt taboo, social media has been an important place to receive society and create a space to discuss mental health issues, share personal experiences, provide support, and promote self-care strategies. This includes destigmatizing mental health challenges within our communities.

Beyond social's ability to reduce stigma, provide information and education, create support communities and access to professionals, mindfulness and expression, mental health challenges and awareness campaigns also around such as Bell Canada's #BellLetsTalk in addition to #worldmentalhealthday #YouAreNotAlone #MHChat, #MentalHealthChat #EndTheStigma #SelfCareSunday etc.

Enhancing mental health awareness and initiatives can enhance a brand's reputation, resonate with consumers, and align with societal expectations. It's vital for brands to be genuine, sensitive, and considerate in their approach to avoid appearing opportunistic or insincere.

ZACHARY'S 2023 ALGORITHM

LIVED FOR IT

Daisy the toddler rambling on her phone

DIDN'T VIBE

Watching Britney's demise?

SO DONE

Deinfluencing

From AI to deinfluencing, the social trends of 2023 have been more provocative, more personal, and more Pedro Pascal.

Stay tuned for more vibe checks from the Demonstrate Trend Report team.