

2004-2044

SocialMinds

((LIVE))

Our top takeaways

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Mini Cini

In 2004, a little-known website called TheFacebook was born.

Fast forward 20 years and social has changed the meaning of how brands and advertisers connect with people – forever.

On 16 October, SocialMinds returned to Manchester to break down what the past two decades have meant for brands while giving over 100 social marketers an inside look into what the future holds.

Across four panels, four live podcasts and one game-changing workshop with Reddit, speakers from top brands and platforms including Monzo, Surreal, Lick, TikTok, John Lewis, Meta, BBC Radio 1 and SocialChain and Brave Bison's experts revealed how brands can stay one step ahead of the game.

And now you can, too.

Inside this report, you'll find our key learnings from every single session so you can prep for the next big shift in social.

Enjoy!

Leveraging Local on Social with Scott Frankham, Head of Social Media, Greene King



Podcast room

Real people. Real stories. Real moments. Locally created social content can connect with your customers more than generic brand content ever could.

At least, that's the thinking behind our client Greene King's social strategy. Leveraging its local teams was a mammoth task for the pub chain, which, as the UK's biggest pub retailer and brewer, owns over 2,000 pubs and multiple sub-brands across the country.

But for Greene King, local was the way to go because it allowed the brand to create content that was relevant to its audience of pubgoers – and, in turn, was more likely to bring customers through the door. Whether it's your local pub's rich history, beautiful nearby walks and scenery, or a beer garden that's perfect for the match – these are all USPs that are unique to each venue, and more difficult to promote from a centralised brand account.

So, is it time to give your employees free reign with your social accounts? Not quite. To tell us the secret to building a strategy for effective local social content, Scott Frankham, head of social media at Greene King, joined SocialMinds LIVE's first ever live podcast. In it, he talks through how the pub chain balanced global brand building with leveraging its local teams on social and his pointers for success.



[Watch the recording](#)



1.

Empower your employees to be creators.

For Scott, the future of social media will see the evolution of content in how it sits, how it's owned and how it's used. Once upon a time, social teams would manage all content, but with everyone from car salesmen to M&S Insiders acting as ambassadors for their brands, those times are well behind us.

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The biggest opportunity comes when you embrace your employees and support them in creating content. Employees bring a different lens to your brand and product, delivering a human touch and a unique sense of place or service.

- Scott Frankham, Head of Social Media, Greene King

2.

Produce a framework for success.

Content can't just be 'nice'. It needs a purpose. This is an ongoing challenge for Scott and his team, who provide training resources and a private social channel where employees can find great examples of social content from around the business. They also have a clearly defined framework for colleagues to follow.

“With 1,600 employees regularly creating content, it's hard to make sure that everyone's aligned. That's why we've set an overall purpose, which is to provide a window into pub life. We break down our purpose for social content into three pillars: 'In the moment', 'show off your best bits', and 'build a community',” explains Scott.

“If you're going to develop a framework for social content, it needs to be easy to remember. Your on-the-ground teams already have busy day-to-day roles. Content creation needs to be as accessible as possible.”
- Scott Frankham, Head of Social Media, Greene King



Podcast room

Struggling with internal buy-in? Start with a data point.

Sometimes stakeholders struggle to find value in your teams going above and beyond for social. For Scott, it's all about demonstrating that value through data.

“We have over five million fans on social media, and we reach four million organically every week. That's a big audience, and a lot of potential customers. There's also a real opportunity to engage with these fans to gain actionable insights. For instance, we discovered that 70% of our customers check an individual pub's social accounts before deciding to visit.”



How AI Actually Solves Problems for Marketers

SocialChain BraveBison



Matt Garbutt
Director of AI & Creative, Brave Bison

Ric Hayes
Group Strategy Director, SocialChain

Chelsea Noronha
Strategist, SocialChain

Summarising your emails. Generating an avatar on TikTok. And even producing a podcast out of thin air. It seems there's nothing AI can't do in 2024, and still the tech is rapidly evolving.

In fact, just how much can AI do for marketers? Where can it make our lives easier? And where it could cause more harm than good?

At SocialMinds LIVE, SocialChain strategist Chelsea Noronha and group strategy director Ric Hayes sat down with Brave Bison's director of AI and creative Matt Garbutt to deep-dive on all the practical ways our proprietary AI tool AudienceGPT can challenge us as much as help us, and how we as marketers can balance efficiency with a need to stay curious.

[Watch the recording](#)



1.

Don't let simplicity get in the way of curiosity.

Before you ask...AI won't steal our jobs. But it can make them easier, and give us time to focus on strategy and content creation. AI makes it easy to get the answers we'd normally spend time searching for, but it could also make us get complacent. Marketers need to ensure simplicity doesn't get in the way of curiosity, Chelsea argues, because curiosity can lead to new, exciting avenues while researching for a project - opening doors we wouldn't find otherwise.

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AI challenges us to ask better questions to find better answers.

- Chelsea Noronha, Strategist, SocialChain

2.

When we think of AI, we don't think of empathy. We should.

Matt highlights the fact that using our proprietary AI tool AudienceGPT, we can source empathy en masse - not a word you'd typically associate with AI. By empathy, we're referring to customers' thoughts, feelings and experiences; AKA valuable insights that can be used to inform a highly targeted marketing experience. "It's a superpower we haven't had before," says Matt.

Don't worry, individual segmentation at this scale won't detract from your overall brand identity. Let big brand moments live at the top of the funnel, but further down the funnel is where highly personalised content informed by empathy analysis can shine.



AI is going to take getting used to. Explore and enjoy.

The limits of AI feel boundless - and they may well be, which can be daunting. Ric's custom GPTs make his workload easier by allowing him to test content briefs and receive feedback without the need for a human peer in the room. It's a timesaver, but it's not without issues; for example, AI's inclination to agree with its user isn't ideal for stimulating debate. As with any new tech, platform or product, Ric recommends testing and learning - just as the AI would.

It's important to consider where we point AI. We can point it towards expansive thinking, looking at the next best step for a customer on a particular journey.

- Ric Hayes, Group Strategy Director, SocialChain

3.

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[Curious about AI insights? Get the white paper here](#)



How Do You Reinvent a 160-year-old Heritage Brand for Social? with Imogen Beri, Head of Social, John Lewis



Heritage brands face a unique challenge when it comes to their social media marketing. Unlike modern brands who were built to be social-first, heritage brands are often defined by their history and values.

It's an environment that 160-year-old heritage retailer John Lewis knows all too well. But rather than saying "out with the old, in with the new", the brand has brought its iconic tagline "Never Knowingly Undersold" out of a two-year retirement for a revigorated approach across all of its marketing channels, including social.

It's a phrase that's no doubt familiar to older customers, but what about a younger cohort of shoppers that make purchases via TikToks, not TV spots?

To answer this question, John Lewis's head of social Imogen Beri joined SocialMinds LIVE for a podcast with an audience. In it, she reveals how the brand is reviving "Never Knowingly Undersold" to win favour with modern consumers, and how heritage brands can undergo transformation on social while staying true to their roots.



1.

A bulletproof reactive strategy means a faster content turnaround.

John Lewis's reactive strategy has two pillars: planned and truly reactive. "Planned reactive is for the tentpole moments: seasonal holidays and cultural events like a TV show or film release. Truly reactive is for viral trends that are super time-sensitive. Planning ahead for those calendar moments means we can get content out quickly," Imogen explains.

2.

Be flexible.

Imogen embraces testing and learning, pushing the boundaries, and for internal teams to get comfortable being uncomfortable. As testament to that, the social strategy changes quarterly. "We've had conversations about where we can play in that 'unserious' space as a brand. It's important to have those early on so you're not debating the parameters in the moment...healthy tension is a good thing."

3.

A distinctive brand asset is a powerful thing.

When it comes to being top-of-mind on social, every brand is different. No matter how big or small, your brand has distinctive assets that, when used properly, will stand the test of time - so use them. "Look at other brands for inspiration, but don't get hung up on exactly what they're doing," advises Imogen. "Be confident in who you are as a brand and bring that to life on social."

“Rather than focusing on your follow count, make it your goal to get your content in front of the highest number of relevant people.”
- Imogen Beri, Head of Social, John Lewis



Fireside Chat: Creator Special



Natalie O'Leary
Presenter, BBC Radio 1

Amelia Wollaston
Head of Influencer, SocialChain

The creator economy is barely twenty years old, but already, it's dramatically changed the social landscape for brands and marketers. Audiences crave real life, not challenge videos; excessive gifting is seen as out of touch, not aspirational; and TikTok has levelled the playing field by making creators out of everyday people sharing their stories.

But if there's one thing creators know how to do, it's adapt. Creators are testing and learning, leaning into new content formats and features, and even building empires of their own. And old-school influencers who made a name for themselves on YouTube have diversified their platforms and income streams as their audiences have grown with them.

Brands have a lot to learn from how creators have kept pace with the speed of social. And as a BBC Radio 1 presenter, podcast host and creator in her own right, Natalie O'Leary is in the unique position of straddling both worlds. She joined our head of influencer Amelia Wollaston for our final live podcast for some real talk on how brands can thrive on social amid constant change.



[Watch the recording](#)



1.

Don't put all your eggs in one basket.

Discourse around creators skews Instagram- and TikTok-heavy, but there's a diverse ecosystem elsewhere that most brands haven't tapped into. "There's interesting ways to integrate paid and creators on Pinterest," says Amelia. "All platforms have their place in the funnel – you just have to choose what motivation you want to tap into."

Brands don't know what the future will be, but if you can spread your content across multiple platforms, you cover more ground and cover yourself from an algorithm perspective.
- Amelia Wollaston, Head of Influencer, SocialChain



"Instagram's creators were curated and aspirational but on TikTok, the everyday is now the norm. Success metrics have changed...as a creator, the freedom to be yourself is more celebrated than it was before."
- Natalie O'Leary, Presenter, BBC Radio 1

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Trust that creators have your best interests at heart.

Maybe we sound like a broken record, but it's for good reason. Trust is non-negotiable when working with a creator – there's no two ways about it. "Creators know their community and they have your best interests at heart," advises Nat. "We don't want it to flop just as much as you! That's why a collaborative approach to partnerships is hugely important."

The future of creator marketing? Storytelling.

Everyone has a story to tell, and that's where the evolution of the creator economy is headed. "Influencer marketing can get hung up on the importance of reach and follow count. But if you want to do something different, look closer to home. Your employees and customers can be your influencers," says Amelia.

2.

3.



The Subreddit Showdown: Where Search Meets Social



Reddit celebrates its 20th birthday in 2025. In the two decades since then, the core purpose of the platform – an online messaging forum for every community – remains. Only in 2024, it sits at the intersection of search and social, where Google directs millions of queries to Reddit every year.

What's more, Reddit owns over half of total online mentions of purchasing discussions, ranking higher than all social platforms. Yet for a platform integrated so deeply with consumer behaviour, Reddit has remained a space for genuine opinions and discussion. A hard sale is met with at best, scepticism and at worst, backlash.

It can be a tricky terrain to navigate, but when done successfully, the platform has huge untapped potential for brands. So we invited Reddit to SocialMinds LIVE for an event exclusive: our first ever interactive workshop. In it, Reddit's experts revealed how its unique blend of search and community-driven recommendations are key to tapping into its thriving communities.



1.

The three Cs of conversations on Reddit

Convenience.
Every second, over 100 people search Google with "Reddit" included in their query. As Gen Z becomes sceptical of traditional search channels, they want to find genuine opinions on a brand or product quickly.

Context.
Reddit gives users answers they can't find anywhere else. There's a subreddit for almost any interest, hobby or subculture on Reddit – in fact, 74% of users feel they can get real and niche information on the platform.

Consensus.
Reddit's community thrives on discourse and discussion as opposed to trends. For every question on the platform, there's an average of 19 responses – and 74% follow the guidance of recommendations they get.



Easy ways brands can get started on Reddit:

1. Bring your true self to the conversation.
Start by simply getting familiar with the platform as a user. Once you've gotten to grips with the mechanics, find out what people are saying about your brand and engage in the conversation. Remember, people come to Reddit for genuine opinions, so be prepared to tackle difficult questions head-on. No bullsh*t!

2. Tap into the goldmine of customer feedback.
You don't have to be completely embedded in the platform to use it effectively. Chances are, people are talking about your brand or products on Reddit whether you're there or not – so it's a great place to source customer feedback for your campaigns, branding or new product development.

3. Offer a solution.
If your day-to-day means creating content on short-form video platforms, Reddit will take some slight adjusting to. Reddit users are more open to long-form written content than those on other platforms, and prefer to deep-dive rather than scroll. Focus less on trying to get cut-through with a short, snappy video and more on offering value-driven content that helps shoppers make a purchase.

1.

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3.



The Brand Panel



Claire Hoang
VP Social Media, ITV Studios

Abbie Green
Senior Growth Marketer, Monzo

John Thornton
Senior Creative, Surreal

Amie Caswell
Head of Brand, Lick

Just a decade ago, brands existed on the fringes of social. Now, entire businesses are built on it. Pretty wild, right? Even more so when you remember that two decades back, most social platforms we use now hadn't even been invented yet.

Fast-forward to today and brands like Monzo, Surreal, and Lick owe their success to savvy social strategies that reach customers where they're already scrolling, whether that's UGC or showing up on platforms in unexpected ways.

But it's not just the startups—it's also the established players. Take ITV Studios, for instance. With the lines blurring between traditional broadcast and social content, heritage publishers are rethinking how they engage, going all in on social-first storytelling as the medium becomes crucial to capturing our attention in a crowded feed.

So, how are they doing it? At SocialMinds LIVE: Future-Casting Social's Next 20, over 100 marketers gathered at Manchester's Ducie Street Warehouse to dive into these questions and explore brands' role in the social landscape of the future.



[Watch the recording](#)

1.

LinkedIn isn't just for B2B.

LinkedIn isn't usually the platform of choice for a D2C brand, but that's arguably why it works so well for both Surreal and Monzo, whose tongue-in-cheek posts consistently do the numbers. "We treat LinkedIn as a consumer channel," says Surreal's senior creative John Thornton.

"It is more business focused, but consumers use it - probably as a distraction while at work! So the use case for entertainment still stands."



It's all about the brand.

Amie and Abbie agreed that having a robust sense of brand across their internal teams makes it easier to approve and sign off content. "Having a strong vision and key brand pillars embedded in not just the brand team, but across organic social, paid, product and marketplaces is important for that consistency across everything you do," says Amie. "At Monzo, nothing gets past our teams without someone asking, 'Is that on brand?'" adds Abbie.

Having a strong vision and key brand pillars embedded across all teams and channels - not just your brand team - is important for consistency across everything you do.
- Amie Caswell, Head of Brand, Lick

Trust your teams.

Conversely, Claire argues it's important for media publishers to not be held back by the double-edged sword that branding can be. "Experiment and don't get too bogged down in branding or having seven different layers of signoff," she advises. "You've got to trust the people you hire in your social teams to do those roles. If you do that, you shouldn't need multiple rounds of amends," says Amie.

2.

3.

Forecasting The Future Feed



Hannah Walker
Head of Mid-Market (UK), Reddit

Dave Morrissey
Head of Lifestyle Retail and Ecommerce, TikTok

Liam Hopton
Agency Partner, Meta

From the rise of creators to the emerging power of live shopping and ecommerce, social has changed in more ways than we can count since it started two decades ago.

For one, social search is disrupting the ways customers research brands. Then there's TikTok, which has changed the face of creator-dom forever by shifting the focus from high end influencers and celebrities to everyday people. And finally, there's consumers' growing appetite for one-on-one connection through private messaging.

With change being the only thing we can be sure of on social, brands need to be ready for the next ten years.

So for our penultimate talk in the Mini Cini, we're joined by experts from three major social platforms in TikTok, Reddit and Meta to talk rising trends and predictions for the next decade.



[Watch the panel recording](#)

- 1.
- 2.

Anyone can be a creator.

Consumers want to see real people. That's your mum, your hairdresser, your gardener... "Anyone can be a creator, or as I call them, shopkeepers," says Dave, who reckons short-form content is just the start. As more creative tools and features come into play on social platforms, creators will generate longer form and serialised content to keep us entertained.

Real people are driving real actions for brands. It's not all about high end celebrities anymore. Anybody could sell products for a brand. Everyone's a shopkeeper. Everyone's a creator.
- Dave Morrissey, Head of Lifestyle Retail and Ecommerce, TikTok

Unread message: Don't miss out on the potential of messaging platforms.

"UK- and US-based brands aren't maximising the advertising potential of messaging platforms," explains Liam. WhatsApp has over 2 billion users worldwide, and with most of us checking the app daily, Liam's certainly onto something. Private messaging is a tricky terrain for brands to navigate, but not as uncommon as you might think - a recent study by Forbes says 79% of Brazilian shoppers communicate directly with companies through WhatsApp.

Expect AI to come into play here, too. Meta's AI, for example, now allows group chats to generate collective itineraries and ideas. It's an obvious in for travel and tourism brands, but the potential is huge.



Join the conversation and get immersed in your communities.

Users are influenced by platforms like TikTok, but they don't trust these platforms completely. Enter Reddit. As Google directs more search traffic to the platform, shoppers are increasingly checking in with fellow Redditors to validate their purchase decisions. It's a huge untapped opportunity for brands to engage with community conversations, source feedback to improve their product or service, or sway them to hit Add to Basket.

How should you approach Reddit as a brand? You could answer popular questions or bring new - genuinely useful - products or services into conversation. The most powerful tool is Redditors who, if they like your brand, will naturally act as your ambassadors.
- Hannah Walker, Head of Mid-Market (UK), Reddit



From Scroll to Sale: The Future Customer Journey

TikTok Shop BraveBison SocialChain



Hannah Kimuyu,
Managing Director, Brave Bison Performance

Gareth Harrison,
Senior Strategist, SocialChain

Jacqueline Genser
Fashion Lead, TikTok Shop

Only a decade ago, social platforms were purely that: social. But what started out as places for people to connect and catch up with family and friends has now become an altogether different space.

Nowhere is this transformation more evident than TikTok. From entertainment to discovery to search to sale, the explosion of social commerce means TikTok has effectively become a microcosm of the customer journey, launching its ecommerce platform TikTok Shop in 2021.

In only three years, TikTok Shop is flourishing, with brands like Luxe Collective, Boho Moon and P. Louise generating big sales. But whether it's budget, time, misconceptions about who's using it (not just Gen Z, FYI) or simply securing that all-important buy in from stakeholders, most brands aren't exploring TikTok Shop to its full potential – if at all.

So how can brands get ahead of the game with their social commerce strategy? And how can brands who've already dipped their toe in the water get the best out of TikTok Shop?

Who better to ask than its fashion lead Jackie Genser, who joins SocialChain senior strategist Gareth Harrison and Hannah Kimuyu, managing director of Brave Bison Performance. Together they joined SocialMinds LIVE's Mini Cini for some tips on how brands can stay ahead in a rapidly evolving space.

[Watch the panel recording](#)

1.

You won't get it right first time.

There isn't a one size fits all approach. Gareth recommends testing until you find out what works for you. "We tend to think about the ways we can diversify our clients' digital footprints, including the content formats you play into, the creators you employ, the channels you use (not just TikTok), the communities you appeal to, and so forth. Test each area independently, and only scale up tests once you find success."

“

We're on the cusp of another digital revolution. Social platforms are turning into utility platforms. They're a place where you can go to be entertained and distracted, where you can search and discover, buy things, and - going full circle - connect with people.

-Gareth Harrison, Senior Strategist, SocialChain

2.

Just start.

Getting your content right on TikTok is a hard nut to crack. But don't get deterred. "It's easy to spend months going back and forth on strategy. Start making some TikTok videos, host a livestream, and if you can't, you should at least put your products on TikTok Shop," recommends Jackie. "This is the best way to get started without investment. Then, you can take sales results back to internal stakeholders and make an informed case for future investment."

3.

Let creators work across the sale funnel.

TikTok has become a big priority for many brands - and with over a billion active users every month, it's no wonder. For brands tackling TikTok, Hannah says creators are invaluable for connecting with your audience in a meaningful, more platform-native way. "Simply put, we want to buy from people we personally connect with...we've tested a lot of paid ads across the sales funnel with content creators, and the results are incredible."



SocialChain's Next Chapter with Jacinta Faul, CEO

This year marks 20 years since Facebook was founded. It's also the year SocialChain celebrated its tenth birthday and welcomed its new CEO Jacinta Faul. Talk about milestone moments.

One month into her role, there was no better time for Jacinta to sit down with our CMO Hannah Baker to look back on the past ten years - and pull out some predictions for the future - than at SocialMinds LIVE.

Hi Jacinta! Let's kick off with an introduction to you and your background...

I started out in media planning and buying. After that I did a stint at a creative agency and spent a decade spearheading client growth as Gravity Road's MD. I joined SocialChain as CEO in September.

Back when I started, it was difficult to prove value with social. We were always scrambling for budget. But the rise of fan growth on Facebook and X (then Twitter) meant marketers realised social was a powerful channel for product awareness and reaching new audiences.

Today social is more than a marketing channel. It's a context in which we all live our lives. How have you experienced those shifts as a marketer working on the front line of social?

In the early days social was all about organic reach. Then it became about aligning customer touchpoints with your broader media plan. Now senior marketing leaders are more aware of how the marketing model has to be digital-first. And it's not just about digital display, but quality creative. What would the audience want to see? How do you make a branded experience entertainment? Social started out less risky than a traditional TV spot or media partnership, so you could be braver with your creative.



Looking ahead to 2025, if you could sum up the year in one word, what would it be?

Change. Marketers have always had to be adaptive and next year will be no different.

You can't dispute what AI is doing for the industry - our own AI tools are already enhancing our strategy output as an agency. It's going to be able to do the boring, rigorous stuff for us, like A/B test creative. It'll aid our creativity, but we as humans still very much need to hone our craft.

"You can't dispute what AI is doing for the industry... it'll aid our creativity, but we as humans still very much need to hone our craft."

Beyond that, what do you think the future of social holds for brands and marketers?

Hyper-personalisation. Just like we used to flick through TV channels to find something we liked, social will be the same, except it's not Sky, it's our social feed. Social is becoming more curated, but your device will power this more than tech organisations.

That means brands need to use storytelling to cut through, so they can meet the need for entertainment while staying relevant.

[Watch the recording](#)

SocialMinds LIVE speaks

We asked SocialMinds LIVE speakers and attendees what the future of social holds for their brand. Here's what they said...



Helen Dutton
Social Media Content Manager



"AI has huge implications for blind and partially sighted people - we've just got to be careful not to rely on the new technology to do the job for us. We need to use these new technologies to give us a headstart, but remember the human touch is still really important."

Jade Jones
Social Media Manager



"We don't need to be too scared of AI technology. At AO, we're looking to use it help improve our processes in social and our creative strategies."

Tia Dhani
Social Community Executive Holland&Barrett

"Communities are going to become huge. We've seen so much recently on how important communities and influencers are as people are trusting their opinion more. At Holland & Barrett, we'll be leaning into that as much as possible and will look into doing community trips in 2025."

Abbie Green
Senior Growth Marketer monzo

"I think one of the next big things in social is longer form content. We're all very used to TikTok, short and snappy content, but there's a real space growing for storytelling from brands, and a need for more skits, mini-TV shows and so on."

Imogen Beri
Head of Social



"The importance of content is continuing to grow. Making sure you've got the right type of content but also the right volume of content is going to be so important. We can start to use AI to enhance the content creation process but also really streamline and drive efficiencies."

☰ Ric's top takeaways



Eight sessions, four live podcasts, one Reddit workshop...and a whole load of predictions. SocialMinds LIVE had so many insights, we couldn't condense them into one page! So we asked our group strategy director Ric to do it instead.

We caught up with Ric at the end of the day to find out his top four takeaways from SocialMinds LIVE 2004-2044: Future Casting Social's next 20.



It takes a village to raise the bar.

The future of social will be...

1. More immersive.

What started out as a place to connect with friends and family has now evolved into a space where people live their lives. As such, marketers need to stay relevant in an increasingly personalised feed. Brands who do it best will be those that can entertain us with longer-form content and storytelling; immersive experiences like AR; and create a sense of belonging through closed groups and niche communities on platforms like Reddit.

2. More immediate.

From Scroll to Sale: The Future Customer Journey delved into how social has made a sales opportunity out of every touchpoint. Seamless commerce through shoppable posts, personalised recommendations and creator partnerships are already bringing instant purchasing and services to users, who are growing increasingly used to scrolling, browsing and buying on a single platform. Systems powered by AI and silicon profiles will let brands leverage insights faster, letting them deliver what users want when they want it. Social will become not only a space for discovery but for a frictionless, personal buying journey in real time.

3. More integrated.

Social has broken beyond the feed to become a key part of the entire marketing mix, which is transforming the way businesses need to set themselves up for success going forward. It's now a starting point for search and discovery, for example, which means brands can expect social SEO to become even more crucial in 2025 and beyond. Brands need to rethink and retool social strategies as central to the consumer journey, integrating social across customer touchpoints and thinking about how social impacts the entire path to purchase.

4. More important.

Multiple sessions today have shown us just how crucial social has become for marketers over the past decade. Expect more of the same in the next! What does that mean for businesses? Not only will they need to rethink where they show up and how they show up on social, they'll need to undergo internal transformation to ensure their teams can cope with the industry's rapidly evolving changes. Whole teams will be dedicated to not just social, but social media, social commerce, social communications...the list goes on!

Huge thanks to every person who made SocialMinds LIVE 2004-2044 an incredible day of panels, podcasts and predictions.

That's all our speakers, hosts, the SocialMinds team, and everyone who helped the show run smoothly.

And of course, thanks to all of our attendees. You make our live shows what they are: a celebration of our SocialMinds community.

Is your brand ready for the future of social?

You could win a free opportunity mapping workshop with our strategy team to help you prepare your brand for what's next in social.

Just scan the QR code below or [click here](#). Limited spots available.



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