

Social Media Trends **2025**

Upgrade your digital strategy using these useful insights.

Social Media 2025

The landscape of social media is continuously evolving, with new trends shaping the way businesses engage with their audiences. For service-led businesses, maintaining an effective online presence is essential for brand awareness, lead generation, and customer retention.



Marketing a Service vs a Product on Social Media



Marketing a **product** on social media is often more straightforward—it is tangible, has a clear price point, and can be physically experienced through touch, smell, or even taste.

By contrast, a **service** is not a physical item; it is intangible, making it more challenging to market effectively. However, this does not mean service-led businesses cannot evoke emotion and create a compelling brand presence.

Social media offers a powerful platform to connect with target audiences and define what a business delivers.

By focusing on storytelling, testimonials, expertise, and the outcomes of their services, businesses can clearly communicate their value proposition.

The key lies in defining how customers should **feel** when they interact with the brand and ensuring that messaging consistently reinforces these emotions.



This report explores the key social media trends expected in 2025 and how service-based businesses can utilise them to remain competitive.

Trend Fatigue: Cutting Through the Noise

The rapid increase in social media trends has led to "trend fatigue" for both businesses and consumers. While some brands excel at adapting to trends, many struggle to keep up. However, this does not mean businesses cannot be effective on social media without constantly chasing trends.



Rather than following every emerging trend, service-led businesses should focus on long-term content strategies that align with their brand identity and audience expectations. Authenticity and consistency will outperform short-lived trends in the long term.

Social Sorting: Platforms Regaining Their Purpose

Social media platforms have undergone a period of shifting identities. LinkedIn, for example, temporarily became a space for personal storytelling rather than professional networking, leading to confusion among users. However, in 2025, platforms are "sorting" themselves out, reinforcing their core purposes.

UK figures, as of early 2025:

Facebook	38.3 million users
Instagram	33.4 million users
LinkedIn	45 million members
Pinterest	15.5 million users
TikTok	24.8 million users
Threads	5.3 million
Reddit	24.6 million
X	22.9 million
YouTube	54.8 million



Service-led businesses should pay close attention to how platforms evolve and ensure they are using each one appropriately. LinkedIn should be used for professional insights and industry expertise, while platforms like Instagram and Facebook should focus on brand storytelling and community engagement.

The Rise of AI-Driven Content and Automation

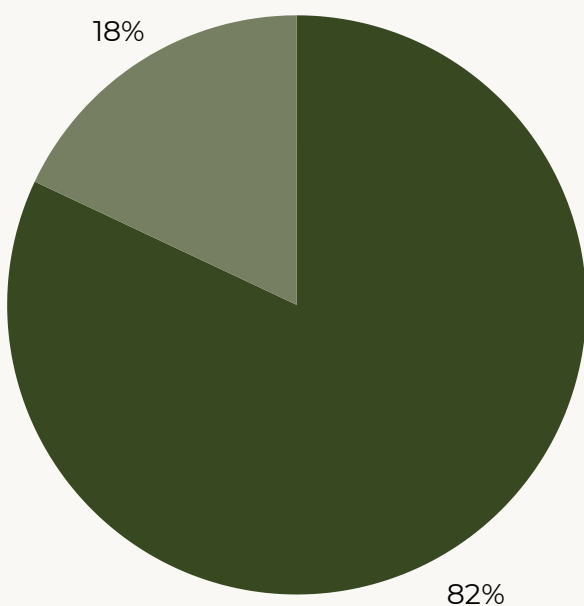
Artificial Intelligence (AI) is set to play an even greater role in social media marketing, with businesses using AI-driven tools to create content, personalise interactions, and improve engagement. However, AI should not be solely relied upon to create content.



AI can be a powerful tool for idea generation and research, but it should not replace human creativity. Content needs to be authentic and reflect a brand's unique voice. Audiences are becoming increasingly aware of AI-generated content, and over-reliance on AI risks losing engagement. Use it wisely to enhance efficiency, not replace originality.

Increased Importance of Video Content

Video continues to dominate social media, with platforms prioritising short-form and interactive content. In 2025, service-led businesses must focus on creating engaging video content such as explanation videos, live Q&A sessions, and behind-the-scenes insights to connect with their audience.



Video content accounts for **82%** of all internet traffic in the UK, with short-form video (TikTok, Reels, YouTube Shorts) growing by **34%** in engagement year-on-year.

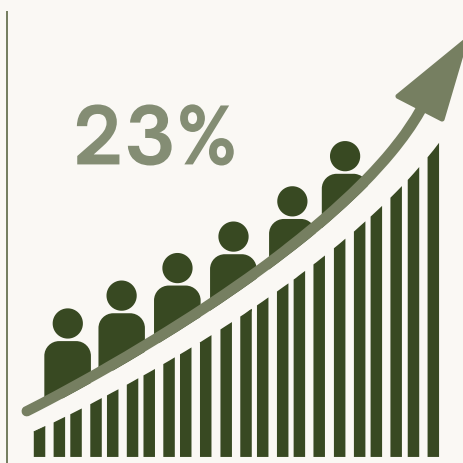
Source: Sprout social



Develop a video strategy that includes short-form videos for Instagram Reels and TikTok, as well as long-form educational content on YouTube and LinkedIn.

Growth of Private Communities & Niche Networks

Consumers are increasingly shifting towards private communities and niche networks where they can engage with brands in a more personal setting. Platforms such as Facebook Groups, LinkedIn Communities, and exclusive WhatsApp or Telegram channels will become crucial for service-led businesses looking to build trust and authority.



LinkedIn Groups saw a **23%** increase in engagement for UK businesses in the last 12 months.

Source: LinkedIn Insights UK 2024



Investigate how communities and networks can help you communicate with your audience in an alternative way. Join an established group or even set your own.

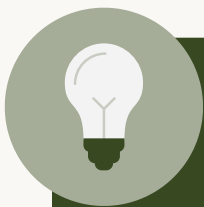
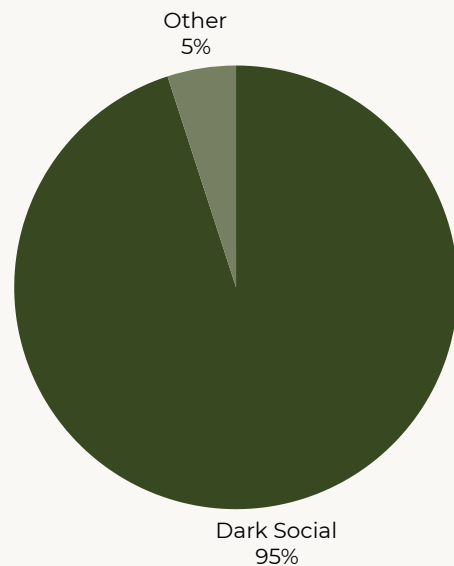
The Power of Dark Social



Dark social refers to private sharing of content through direct messaging, emails, and closed groups.

Studies suggest that up to **95%** of social activity occurs through dark social channels.

This presents an opportunity for service-led businesses to reach audiences in a more personal and direct way.



Businesses should utilise dark social by encouraging content sharing through direct messages, using stories and temporary posts rather than overloading their main social media feeds. Engaging in one-to-one conversations via messaging apps can build stronger customer relationships.

Authenticity and Human-Centred Content

Audiences are becoming more selective about the content they engage with, favouring brands that showcase authenticity and human-centric storytelling. For service-led businesses, this means highlighting client success stories, team expertise, and behind-the-scenes content that builds trust and credibility.



Posts **featuring employees or business owners** receive **2.3x** more engagement than corporate-style posts in the UK.

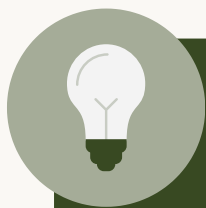
Source: LinkedIn UK Data 2024



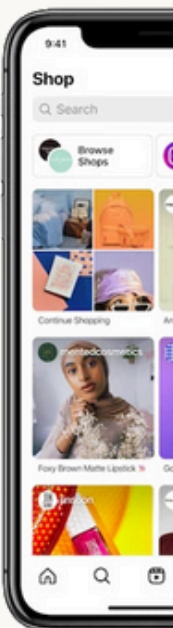
Prioritise authentic content by sharing real client experiences, case studies, and expert insights from your team.

Expansion of Social Commerce for Service-Based Offerings

While social commerce is typically associated with product sales, service-led businesses will see new opportunities to offer consultations, courses, and bookings directly through social platforms. Features like Instagram Shops, LinkedIn Events, and TikTok's e-commerce integrations will enable service providers to monetise their expertise more effectively.



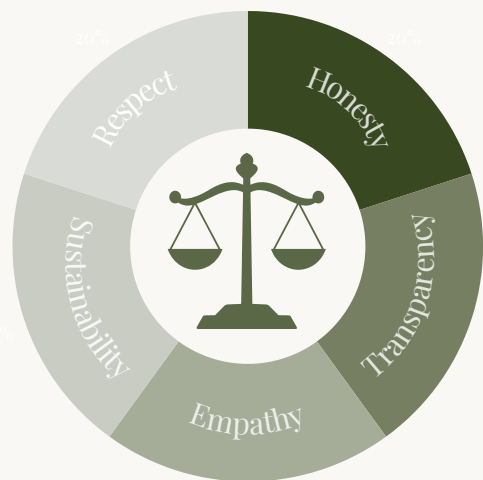
Explore social commerce tools to offer paid consultations, exclusive webinars, and online courses directly through social media platforms.



Ethical Marketing and Brand Values

Consumers are more socially conscious than ever, expecting businesses to take a stance on ethical and sustainability issues.

Service-led businesses that communicate their values transparently and align with social causes will stand out in a crowded digital space.



Share your business's values and ethical initiatives through social media content, showcasing your contributions to social and environmental causes.

Ready to unlock the full potential of your social media?

If you are you ready to unlock the full potential of your social media, contact our team and see how we can transform your online presence.



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