

The Changing Social Media Landscape



Social media is completely different to how it was 5 years ago.

In the fight for top spot, all our favourite social media platforms are increasingly offering the same features and looking very similar.

Last week, Instagram announced that it was “no longer a photo sharing app”, with Head of Instagram Adam Mosseri detailing the app’s renewed focus on entertainment and video to keep up with the likes of YouTube and TikTok. This week, Facebook announced that it was also realigning its priorities to focus on privacy-enhancing tech, product and business discovery, commerce, and business tools beyond marketing. With these changes, both platforms are to see at first subtle, but ultimately large changes to the algorithm we’re all familiar with.

When it comes to performing on social media - whether that be in terms of reach, engagement, leads, resulting sales - it can be hard to tell what strategy you should go with when the platforms you’re posting on are undergoing constant change. Just posting a picture to the grid whenever you feel like it hasn’t worked for a while, and with Instagram’s algorithm looking to prioritise video, it’s about to get even more complicated to reach audiences with your favourite photography.

That’s where we come in. A social media consultant backed by the insights, expertise and experience of a social media agency can greatly support your efforts to ensure your content and business gets seen by enough people, and the right people. Our social media expert Sydney team will work with you to build a social media strategy that works for you and your business. At pepperit, we operate under the ethos that marketing can and should be authentic, and that includes your social media content.

Stay afloat the ever-changing social media landscape. Chat to us today.

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