

# Rethinking Success in Social Media

2024

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## Rethinking Success in Social Media: A 2024 Perspective

To engage with consumers effectively, businesses should adapt their strategies to today's social media landscape.

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This article looks back at a *Jabian Journal* article from 2014 titled "[Rethinking Success in Social Media](#)." While many principles of social media have remained the same, much more has changed, and social media continues to be both an opportunity and a liability for organizations and individuals. It has continued to evolve significantly, reshaping the landscape of digital marketing and consumer engagement. Today, the measurement of success in social media requires an even more nuanced approach, blending technological advancements with an acute understanding of changing user behaviors and preferences.



The Evolving Metrics of Success

## THE EVOLVING METRICS OF SUCCESS

In 2014, the focus was shifting from basic metrics such as “likes” and “followers” to engagement and direct consumer responses. In 2024, the metrics have further evolved to include:

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### Authentic Engagement:

The emphasis has shifted to genuine interactions, with a focus on comments, shares, and user-generated content. Brands now prioritize creating communities around their products or services, fostering a sense of belonging and loyalty among their customers.

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### Influencer Effectiveness:

Influencers continue to play a crucial role, but the success metrics have shifted from their follower count to the engagement rates and the authenticity of their content. Micro-influencers, with smaller but more engaged audiences, have become increasingly valuable.

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### Social Listening:

Brands now actively use social listening tools to monitor and analyze conversations around their products, services, and industry trends. This real-time feedback helps in adjusting strategies and responding to customer needs promptly.

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### ROI and Conversion Tracking:

The integration of advanced analytics tools has made it easier to track the return on investment (ROI) of social media campaigns. Brands focus on conversion rates, click-through rates, and other metrics that directly tie social media efforts to sales and revenue.

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### Sentiment Analysis:

Understanding the emotional tone behind social interactions has become crucial. Sentiment analysis helps brands gauge public opinion and brand health.

We are seeing authenticity as the emerging star of social media. Bot armies are now able to provide posts or videos with thousands of “likes” and comments helping to increase visibility. However, if bot content is generic, repeated, or in broken language, it becomes very clear when they are deployed and the genuine content could be viewed as less believable or reliable.



## Technological Advancements Impacting Social Media

Recent technological advancements have significantly influenced social media strategies:

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### AI and Machine Learning:

AI-driven algorithms now personalize content for users, enhancing user experience and engagement. Machine learning helps in predictive analysis, understanding user behavior, and optimizing content delivery.

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### Augmented Reality and Virtual Reality:

AR and VR have opened new avenues for immersive brand experiences, allowing customers to interact with products in a virtual environment.

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### Video Content:

The preference for video content has surged, with platforms such as TikTok and Instagram Reels gaining prominence. Short-form, engaging video content has become a crucial part of social media strategies.

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### Social Commerce:

The integration of e-commerce capabilities within social platforms has streamlined the buying process, making it easier for consumers to purchase directly from social media.

purchase directly from social media ads and posts.

Not only can these technologies personalize content, they can also create content that mimics real life. Often indistinguishable from genuine human-generated content, AI has the ability to completely create and drive the social media experience for an organization, or worse, create fake and damaging content that erodes trust.

## **The Importance of Ethical Considerations and Privacy**

With increased data breaches and privacy concerns, ethical considerations in social media marketing have gained prominence. Brands are now expected to be transparent about data usage and ensure the privacy and security of their customers' information. While this shift has led to more stringent data protection regulations and an increased focus on ethical marketing practices, many organizations fail to include social media data in their organization's data privacy initiatives, or worse, make them an after-thought.

The landscape of social media in 2024 is complex, driven by advanced technologies and changing consumer behaviors. Success in this realm now requires a multifaceted approach, focusing on authentic engagement, technological integration, ethical practices, and measurable results. As social media continues to evolve, so must the strategies of businesses looking to leverage its power.

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