

## 5 social media trends in 2014

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The Entrepreneur magazine has forecast what will become the most popular trends that marketing will use this year. Invite readers to consult.



### 1. Switch from picture storytelling to short video clips

In 2013, the way of telling stories about businesses, products or services suddenly became popular on social networking sites through images or slides. In particular, after the first six months of the year, there has been an innovation when the storytelling form is made up of short, concise and impressive video clips. That phenomenon is likely to become one of the most important forms of marketing in 2014.

Platforms like **Vine** apps on Twitter or 15-second video clips on Instagram, especially when Facebook has allowed to update video clips to help people create and share their clip content. Therefore, the problem of marketers is not only to understand how those platforms work, but also to know how users perceive the new content presentation.

## 2. Businesses will need fandom

*Tom Fishman* - MTV Entertainment's vice president of content marketing and fans is the first to use the *fandom* concept to name a group of passionate fans in a large audience. These are people who are willing to do all the activities that promote their idols and unwittingly become agents of promoting the brand image of an individual or an organization.

In 2014, along with the support of social media, businesses will focus on identifying and engaging closely with fandoms. Not simply creating connections, businesses must also provide them with tools to help them spread information about businesses on all the paths of social media.

## 3. Google+ will continue to grow in both size and importance

Recently, Google said that their Google+ social network has about 300 million active users. Meanwhile, Facebook has about 1.2 billion users, while Twitter has about 232 million members.

Not only becomes a more popular community platform, Google+ interacts with Google search engine and Google Authorship will become a useful tool for network users in 2014. In other words, businesses will actively use and present on Google+ to improve their position in Google's search results.

## 4. Businesses will focus more on the context

In 2013, businesses focused on creating *content* because they thought '*content is the marketing king*'. Therefore, in most markets, businesses have started to use marketing terms with content both theory and application.

In 2014, the need to offer more content models for marketing tends to decrease in importance and businesses will focus on creating content that is relevant to the context ( *context* ) of their channels in the social network they are using.

Brand managers will have to ask themselves: '*For some reason, some people only use certain social networking sites, for example there are people who use Facebook very well, while others like to watch pictures. equal Instagram or Pinterest?*'. It is important to know what makes a unique social channel. Accordingly, they will create content models that are appropriate to the context based on a thorough understanding of the wishes of a large number of social network participants.

## 5. Many businesses will accept advertising on social networks

The recent changes in Facebook's *News Feed* algorithm have the ability to decide what people see and can't see in the News Feed section ( *which has updated news* ) that greatly limits the reach of viewers of the post basic load.

Since so many brands are using Facebook to market, paying for advertising on social networks is becoming a requirement that businesses must accept if they want their content to be easily accessible to people. fans found.

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