

Social Brief

January 2023


Business Partner

Reviews 25 • Excellent



Executive summary

2023 is in for quite an eventful year.

January of 2023 has already been affected by the global economic downturn.

Companies advertising on social platforms are now in a different mindset contemplating on how to cut costs and stay alive until the financial storm has passed.

But there is yet hope. This is evident by continuous growth in users and a new trend which, for now, has cemented its position in Asia – namely “in-app coins” contributing to aggressive revenue growth.

Instagram is between a rock and a hard place considering moving away from their original identity with photos being central. Identity vs. revenue; What’s more important in a market with ever increasing competition?

LinkedIn is bolstering their platform providing new features in an attempt to increase users time spent on the platform. Consolidation of features and easy-to-use newsletter subscription models LinkedIn shows the world that they’re capable of meeting user demands.

With TikTok advertisers relying on video performance a new Video Insights Tool has been released allowing advertisers to deeply break down video performance frame by frame.

Enjoy!

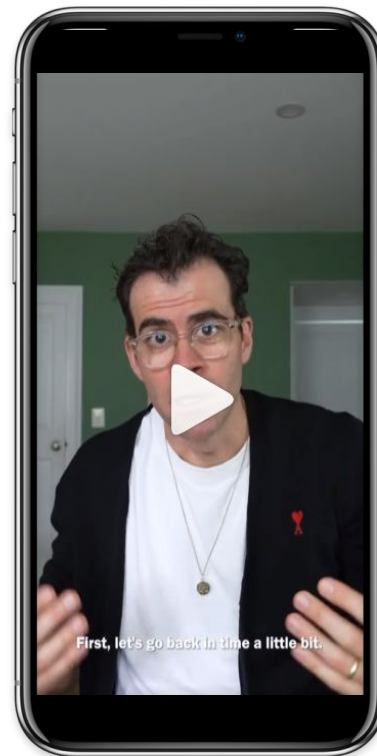
Contents

- [#1 Instagram:](#) Photos as a Focus Point for 2023
- [#2 Meta:](#) Meta increases targeting restrictions for young users
- [#3 Meta:](#) Meta enables more user control over privacy settings
- [#4 Meta:](#) Meta publishes full-year earnings results
- [#5 LinkedIn:](#) LinkedIn advances on Newsletter feature
- [#6 TikTok:](#) TikTok adds a new Video Insights Tool
- [#7 LinkedIn:](#) New central job- and product features coming to LinkedIn
- [#8 LinkedIn:](#) LinkedIn shares new data on engagement and ad performance
- [#9 Report](#) Western social platforms looks to include 'In-app' shopping
- [#10 Report](#) Time spent on Social Apps rose to new highs in 2022
- [Other news](#)

#1 Instagram

Photos as a Focus Point for 2023

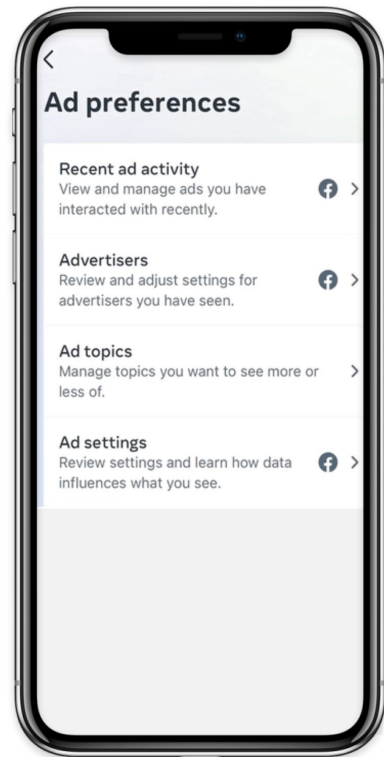
- Instagram Chief, Adam Mosseri, has recently [declared](#) that photos will get more focus for Instagram in 2023.
- According to Adam Mosseri, it's important for Instagram to keep the balance between photo and video content.
- He points out that Instagram has lost its way with too many videos and that Reels in particular has taken over the original content identity of Instagram
- Restoring that identity towards more photo content will, according to Adam Mosseri, be a focal strategy point of 2023



#2 Meta

Meta increases targeting restrictions for young users

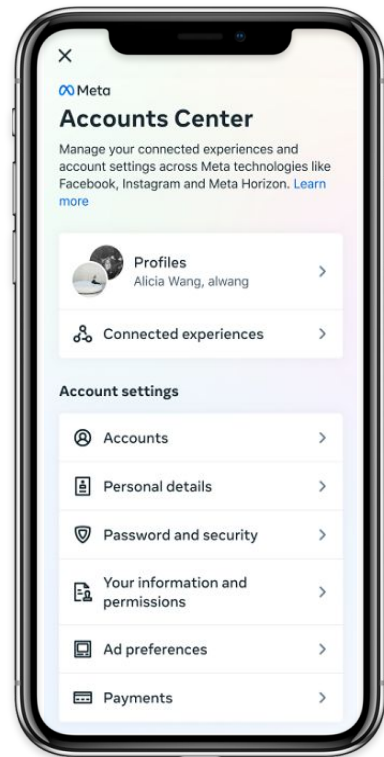
- Meta is now [sharpening targeting restrictions](#) for teens allowing them to opt out of ad topics
- This initiative stems from the reasoning that teens aren't equipped to make decisions on how their online data should be used in advertising – particularly when shown products available for purchase
- Specifically; Interests, activity and gender won't be available to select for advertisers



#3 Meta

Meta enables more user control over privacy settings

- Users will now be able to [manage privacy settings](#) for Facebook, Messenger and Instagram all in one place, the Accounts Center
- Additionally users will be able to further tailor what ad topics will be shown to them, keeping ad relevance optimized and bettering the user experience overall



#4 Meta

Meta publishes full-year earnings results

- o Despite rough market conditions [Meta](#) still continues to grow its amount of users
- o However, from a financial perspective, the revenue growth has slowly stagnated
- o Reportedly, Meta is all-in on the Metaverse project, despite revealing a \$4.28 billion operating loss in Meta's Reality Labs for the quarter

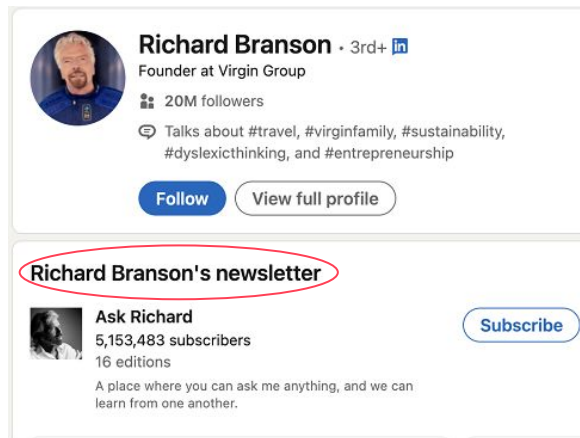
Facebook Average Revenue per User (ARPU)



#5 LinkedIn

LinkedIn advances on Newsletter features

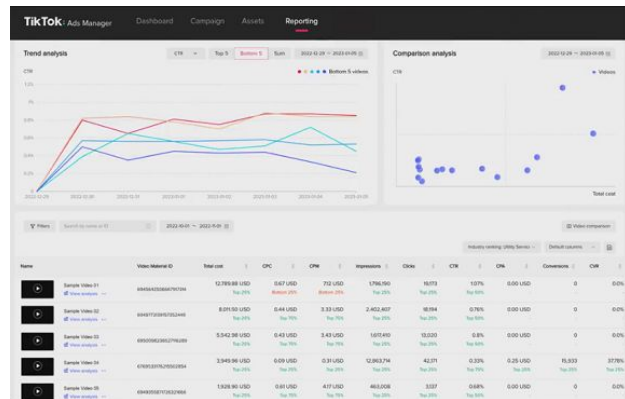
- LinkedIn rolls out one-click subscribe URL's and embeddable buttons to ease the [newsletter subscription process](#).
- This is meant to raise awareness of the newsletter feature in-app and amount of newsletter subscribers overall
- LinkedIn will now also display newsletters as a clickable option in the search results right under the creator's name.
- Finally creators will be able to schedule their newsletter send helping their newsletter timing and outreach



#6 TikTok

TikTok adds a new Video Insights Tool

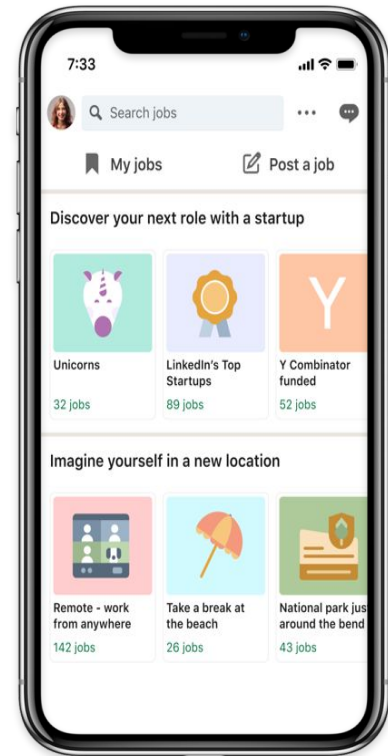
- With the [new Video Insights Tool](#), advertisers are now able to dig very deep into video analysis
- Advertisers can even tap through insights about each clip in the video – allowing them to see frame-by-frame engagement, ad spend over time, audience breakdown and comment analysis by sentiment and theme
- These very specific insights will allow advertisers to restructure their videos after test drives to fully optimize them



#7 LinkedIn

New central job- and product features coming to LinkedIn

- Recently, companies have been given the option to list their products on their own Business Page on LinkedIn.
- New job search filters enables job searchers with more advanced search criteria
 - Location based
 - Company
 - Role flexibility
- New job categories will soon go live in order to accommodate people who are “casually” looking for new career opportunities.



#8 LinkedIn

LinkedIn shares new data on engagement and ad performance

- According to [LinkedIn](#), 2,7 million company pages post at least weekly and LinkedIn members had 25% more public conversations
- LinkedIn users perception of company brands, who ran ads, were associated with:
 - 50% higher quality
 - 92% more professional
 - 74% more intelligent
 - 59% more respectable

Brand perception

After their ads were seen on the LinkedIn platform,¹ brands were perceived to be:



Resulting in

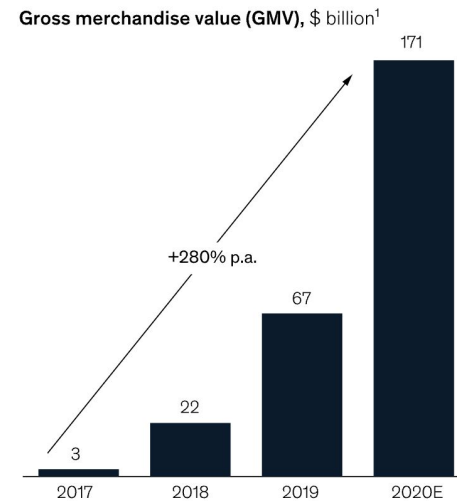
10-15% lift in short-term sales performance

#9 Report

Western social platforms looks to include 'In-app' shopping

- Astronomical accounts of [in-app consumer spending](#) from in China, surmounting to \$208 billion is a wake-up call for Western Social Apps
- Meta, Pinterest, Youtube and Twitter are all looking at this spending phenomenon with an open-mind, albeit Meta leans toward selling digital goods in the Metaverse
- If one big Western platform gets it right, we might see a major shift in consumer activity on social apps as we know them today

China's live commerce reached an estimated \$171 billion in value in 2020.



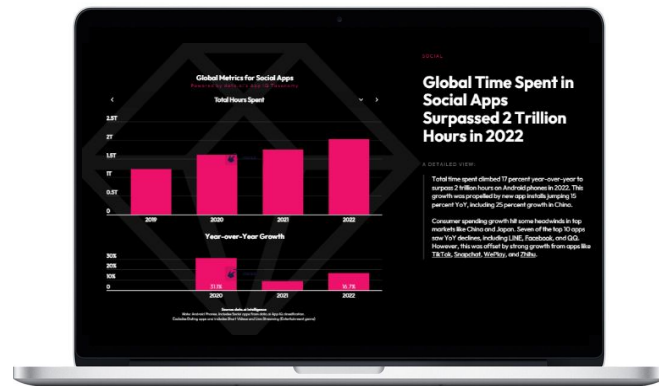
¹Total GMV generated by livestreaming in B2C; includes mainstream brands, influencer brands, and refunded items.
Source: Everbright Securities; iResearch; McKinsey analysis

McKinsey
& Company

#10 Report

Time spent on Social Apps rose to new highs in 2022

- According to Data.ai the [statistics](#) from 2022 show that global time spent in Social Apps surpassed 2 Trillion hours in 2022 with an increase of 17% year-over-year.
- TikTok has been growing rapidly over the past few years. TikTok even managed to generate the most in-app revenue of any social app in 2022
- TikTok has had success with their in-app coins, allowing viewers to donate to streamers, which seems to be the primary driver for their immense-app revenue



Other news

- [Instagram Founders Create a New App Called Artifact](#)
- [TikTok Reduces Music Options as Part of Negotiation Rights](#)
- [Instagram Adds the Option of Lead Forms as CTA on Instagram Business Pages](#)
- [TikTok Expands State-Affiliated Media Labels to 40 Regions](#)
- [Meta signs new deal with Shutterstock Over Usage of Content for AI Creation Tools](#)
- [Youtube Adds New Analytics Update, With a Focus on Shorts Content](#)
- [Youtube Announces That They Will Roll Out Monetization of Shorts In February](#)
- [Twitter Rolls Out Plans for New Upcoming Features](#)
- [Meta Is Fined \\$414 Million, Forced to Change Its Approach to Ad Personalization in Europe](#)

Ready to step up your social media game?

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FASHION

Multimedia:

- Podcasts
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