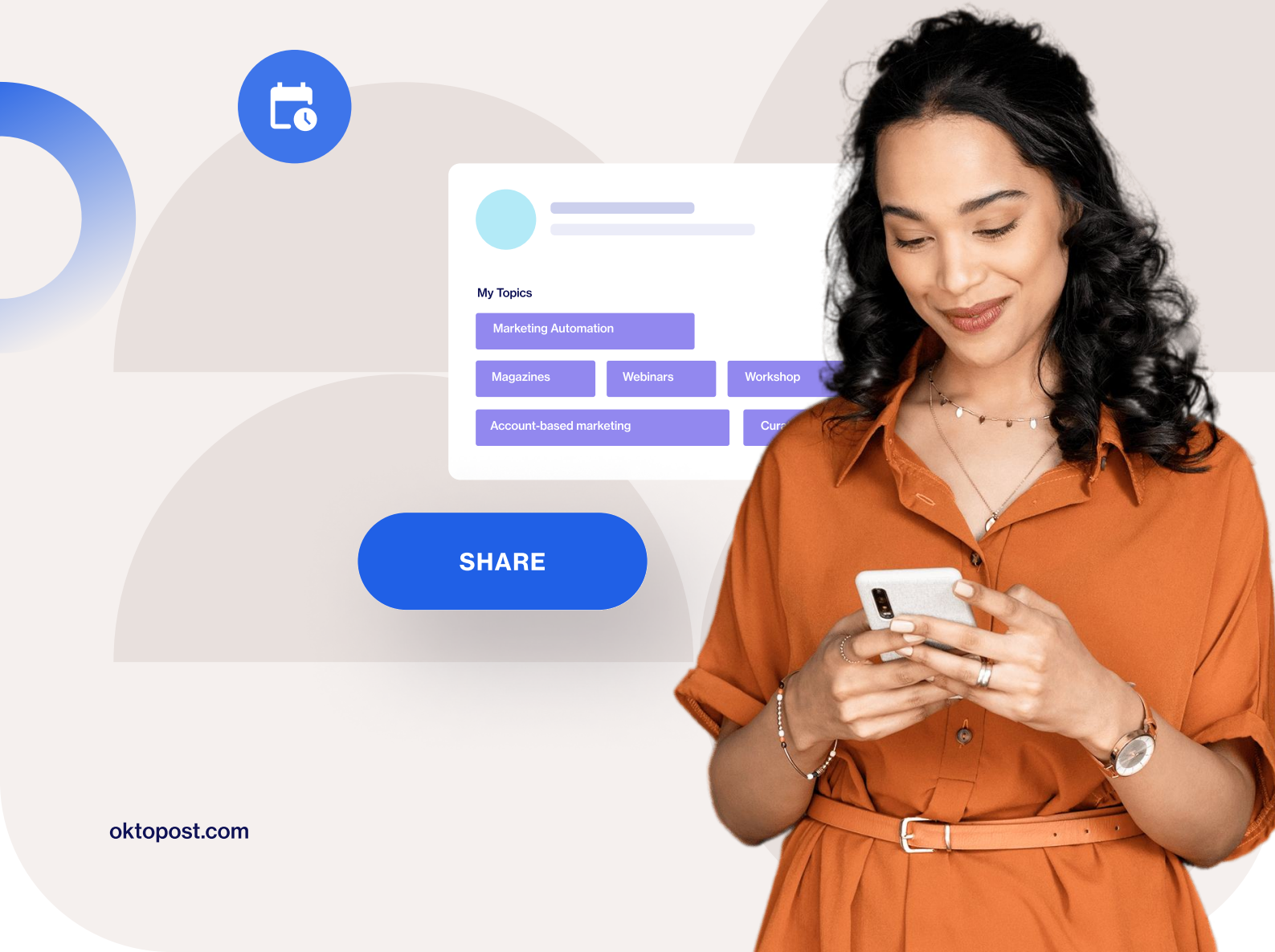
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The guide to planning your 2025 B2B social media strategy



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Look back before looking ahead

01

A successful strategy starts with reflection. Before setting new goals and creating fresh content, it's essential to evaluate your 2024 performance. Conducting a thorough analysis of past efforts provides data-driven insights that will shape a more effective social strategy for 2025.

Conduct a social media performance audit

Start by assessing your campaigns from 2024 to identify which tactics resonated with your audience and which could use improvement. Analyze key performance indicators (KPIs) like engagement, link clicks, conversions, and other relevant metrics to understand what's working and what isn't.

Key elements to review include:

1. **Campaign review**

Evaluate the success of each campaign in driving engagement, awareness, and conversions. Which campaigns generated high engagement? Which fell flat? Use these insights to refine your approach for 2025.

2. **Platform analysis**

Dig into platform-specific performance metrics. As the primary B2B platform, LinkedIn should receive special focus but don't overlook other platforms. For each, determine where your audience was most active, which content types drove the highest engagement, and where investment produced the best outcome.

3. **Content theme analysis**

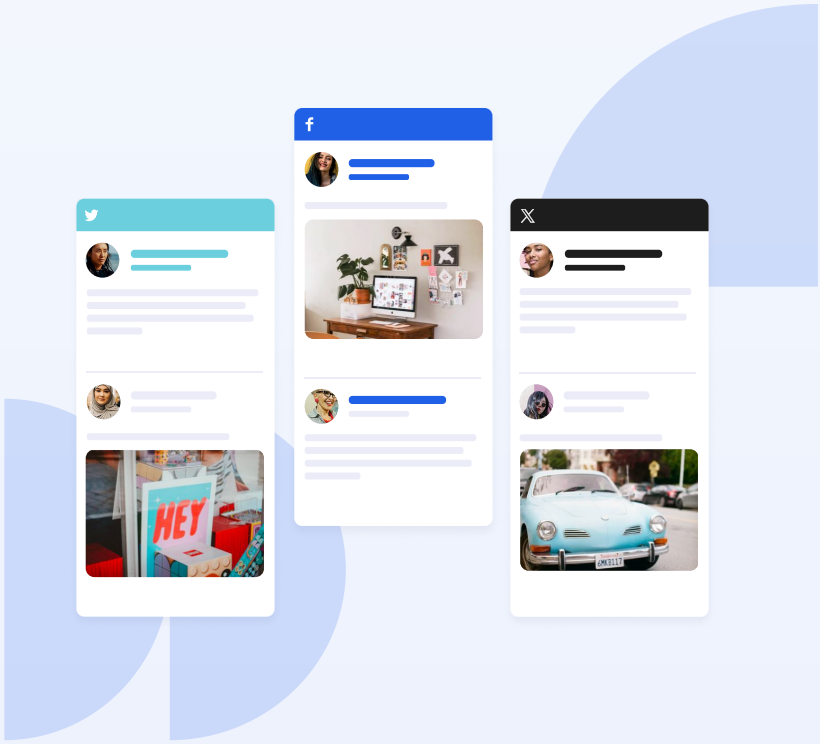
Identify content themes that resonated most with your audience. Were there specific topics or content formats that consistently generated high engagement? Understanding these preferences will help you build a content strategy that aligns with audience interests.

Review employee advocacy performance

Employee advocacy has become essential in B2B social media strategies, amplifying reach and building credibility. Review the effectiveness of your employee advocacy program in 2024. Were employees actively sharing content? Did their efforts drive meaningful engagement or increase brand awareness?

Identify any gaps in engagement and consider ways to better support and motivate employees to share content in 2025. Did you have the right tools in place to help them and make it in the flow of work for your advocates?

By auditing past performance, you'll have a strong foundation for setting realistic, data-driven goals for the new year.



Stay ahead by aligning with future trends and company goals

02

To build an effective social media strategy, you need more than just an awareness of current trends. You must also align with your company's broader marketing goals and stay informed on industry shifts that could impact your approach.

Understand your company's 2025 objectives

Social media is just one piece of your organization's larger marketing and business strategy. Connect with your marketing team to understand key initiatives planned for 2025. This includes new product launches, major events, company news, and key dates like industry conferences or holidays. Knowing what's on the marketing communications roadmap will help you build a content calendar that aligns with larger organizational goals.

For example:

1. **Product launches and updates**

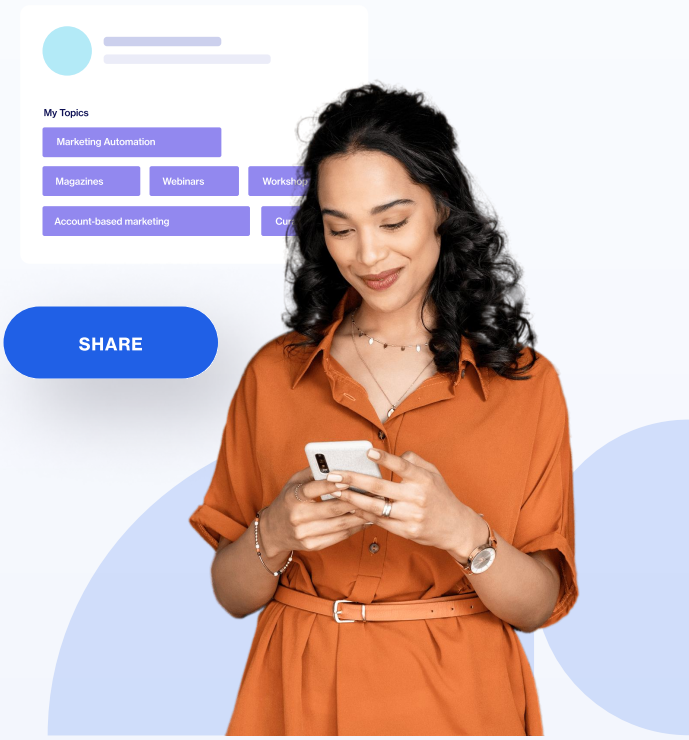
Coordinate LinkedIn posts and paid campaigns to support product launches, creating pre-launch teasers, in-depth launch day posts, and follow-up content to keep the momentum going.

2. **Events and conferences**

Collaborate with your event marketing team to promote participation in industry events. Share updates leading up to the event, engage with attendees in real-time, and post highlights or takeaways afterward to keep the conversation going.

Sync paid and organic social strategies

An integrated approach between paid and organic social media efforts is essential for amplifying your reach and maximizing impact. Work closely with your paid social team to align messaging and timing across both paid and organic channels. For instance, if you're launching a product with a paid campaign, support it with organic posts, employee advocacy, and related thought leadership content. Consistency across paid and organic efforts reinforces your messaging and increases visibility.



Foster collaboration across departments

03

A robust B2B social media strategy requires cross-departmental alignment. Social media isn't just a marketing function; it's a powerful tool for supporting various business objectives, from employer branding, hiring, and PR to customer support.

Promote employee advocacy and thought leadership

Employee advocacy humanizes your brand and builds credibility. Employees sharing content reaches new audiences and strengthens the company's authority. Develop a plan to equip employees with the tools, training, and content they need to represent the brand on LinkedIn.

1. **Content resources**

Provide employees with pre-approved content, messaging templates, and regular updates on company initiatives. Make it easy for them to share posts or add their own insights to position themselves as thought leaders.

2. **Training sessions**

Host workshops or provide resources that help employees understand best practices for LinkedIn, including how to create engaging posts, interact with industry peers, and build their personal brands in alignment with company goals.

3 **Select an advocacy tool that includes AI**

A social media advocacy tool that includes advanced AI functionalities to help advocates personalize their posts and identify content that could be shared and will help them become thought leaders in their industry will encourage more employees to participate in an active advocacy program.

Collaborate on employer branding and culture promotion

Social media plays a crucial role in attracting top talent and showcasing company culture. Work closely with HR to develop content that reinforces your employer brand and highlights your workplace values. For example:

1 **Showcase employee stories**

Highlight team members' achievements, milestones, or personal stories to give your audience a glimpse into your company culture.

2 **Promote company values**

Share content that reflects your company's mission and values, positioning your organization as an attractive workplace.

3 **Promote the fun, too**

Share content that lets others see what it is like working at your company, and share happy hours, fun days, and family visits. Show how your team enjoys seeing each other and engages with each other.

You can leverage social media to support recruitment, retention, and overall brand perception by aligning with HR and other departments.

Set clear, measurable goals aligned with business objectives

04

A successful social media strategy requires specific, measurable goals that directly support your organization's broader business objectives. Setting well-defined goals allows you to track performance, make adjustments, and demonstrate social media's impact on key business outcomes.

Use the SMART framework for goal-setting

Set SMART goals: Specific, Measurable, Achievable, Relevant, and Time-bound. For example, instead of a vague goal like "increase engagement," set a goal such as "increase LinkedIn engagement by 20% in Q1 by implementing a mix of thought leadership content and employee advocacy."

Examples of social media goals for 2025

1. **Increase website traffic**

If your goal is lead generation, set a target for increasing website traffic from LinkedIn and other social channels by a specific percentage.

2. **Boost brand engagement**

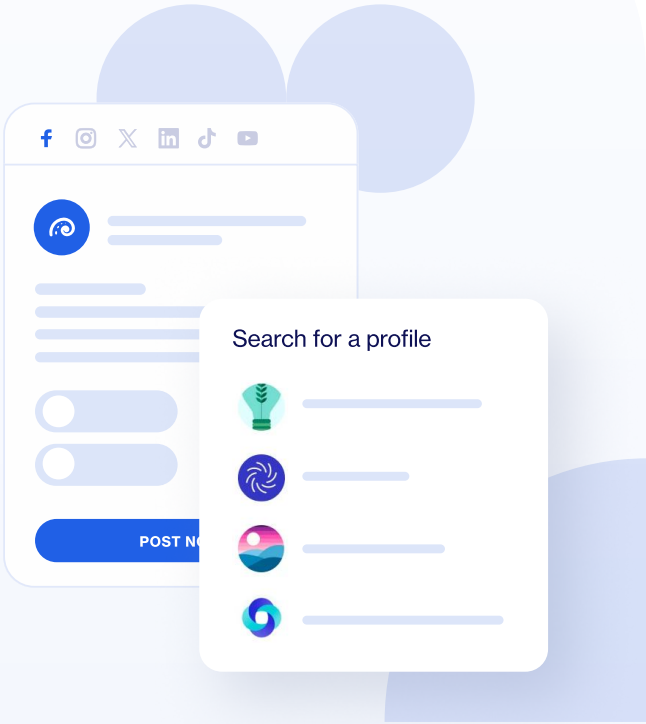
Define an engagement growth target, such as a 15% increase in likes, shares, and comments on LinkedIn posts over the previous quarter.

3. **Drive lead generation**

If demand generation is a priority, set a goal for the number of leads generated through organic and paid social or gated content on LinkedIn.

Prepare your reports and dashboards ahead of time

To track progress, set up dashboards and reports that monitor key metrics based on your goals. Regular tracking enables you to identify trends, pinpoint areas for improvement, and make data-driven adjustments throughout the year. By reviewing reports on a monthly or quarterly basis, you'll be able to refine your strategy to ensure it's meeting your objectives.



Embrace agility—plan for emerging trends and platform changes

04

Social media is dynamic, with trends and platform algorithms constantly evolving. Building flexibility into your strategy will allow you to adapt to these changes and keep your content relevant and engaging.

Monitor and incorporate emerging trends

Stay informed about trending content formats and topics within the B2B space. In 2025, some key trends to watch for include:

1. **AI-generated content**

With advancements in AI, more companies are experimenting with AI tools to streamline content creation and personalization. Consider how AI could enhance your content or data analysis.

2. **Ephemeral content and live video**

Short-lived content and live broadcasts are gaining traction for creating authentic engagement. Use LinkedIn Live to host Q&A sessions, product demos, or thought leadership discussions that engage your audience in real-time.

3. **Interactive content**

Polls, quizzes, and interactive posts can drive engagement and provide insights into audience preferences. Try incorporating these into your content calendar to encourage audience participation.

Stay informed about algorithm changes

Platform algorithms are continuously being optimized. The changes influence content visibility (impacting reach or impressions), making it essential to keep up with updates. LinkedIn, for instance, continues to refine its algorithm to prioritize relevant and engaging content to be shown on the feed based on the behavior of the LinkedIn member and not always based on the content of the posts.

Being aware of these changes will help you optimize your posting strategies, such as favoring video content or short-form posts when algorithms favor these formats. Subscribe to Newsletters, Blogs, and Podcasts that share information about algorithm changes and updates and how the impact your social activities.

Allocate a budget for experimentation

Set aside a portion of your budget for testing new content types or platforms. Experimentation is key to understanding what works and what doesn't, enabling you to stay competitive in a rapidly evolving landscape. Whether you're testing LinkedIn Stories or exploring niche B2B social platforms, small experiments can yield valuable insights to inform your long-term strategy.

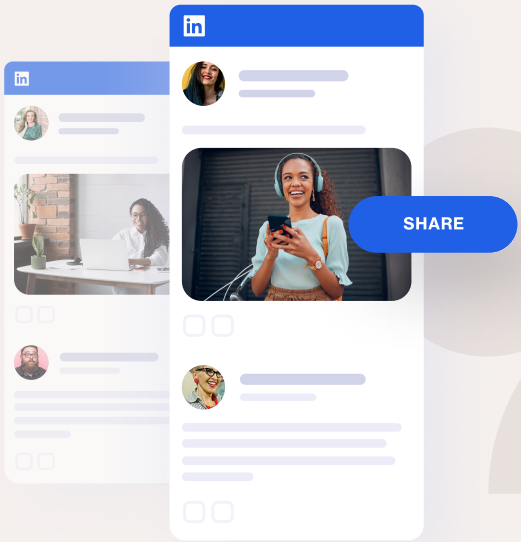
Employee advocacy: The missing piece of your social media strategy

If you don't have an employee advocacy program, 2025 is the perfect time to start one. **Employee advocacy programs leverage your team's personal networks to expand your brand's reach, boost engagement, and improve credibility.** This approach is especially powerful in B2B settings, where trust and personal connections are crucial.

When employees share company content, they expand its reach and lend it an authentic voice. Employee advocacy can also support social selling efforts by helping customer- and prospect-facing employees build stronger connections and demonstrate expertise. Additionally, it contributes to employer branding by positioning your organization as an attractive, people-centered workplace.

Beyond the soft benefits, studies show that brands with effective employee advocacy programs often see tangible business results, including higher engagement and improved lead generation.

To build a successful program, focus on providing employees with the content, tools, and training they need to represent your brand confidently and professionally.



Make 2025 your most successful year yet

The foundation of a successful B2B social media strategy in 2025 will be agility, alignment, and data-driven decision-making. By analyzing past performance, understanding company-wide objectives, collaborating with other departments, setting measurable goals, and staying attuned to emerging trends, you'll be well-equipped to achieve meaningful results on LinkedIn and other platforms.

As you implement this guide, remember that social media success requires continuous refinement. Track performance, stay adaptable, and be willing to experiment as needed. Social media offers incredible opportunities for brand building and business growth—take advantage of these insights to position your brand for success in the year ahead.

Here's to a year filled with social media achievements, meaningful connections, and impactful engagement!

Oktopost

About us

Oktopost is a B2B social media management platform that helps marketing and revenue teams drive engagement, measure success, and link social media to revenue growth. Trusted by thousands of marketing professionals in some of the world's leading B2B technology and financial services companies, Oktopost provides a robust suite of solutions for social media publishing, business intelligence, social listening, and employee advocacy, all in one platform.

Learn how to measure social media impact and increase revenues with Oktopost's specialized B2B social media management platform.

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