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9 Top B2B social media trends to prepare for in 2025



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Scope of the document

This eBook was created for Social media marketing managers working to elevate B2B brands who want to stay on top of emerging trends. Knowing what the trends are is crucial for developing effective strategies. This eBook will review the 9 key B2B social media trends to watch and prepare for in the coming year.

AI-powered content creation and optimization

01

Artificial intelligence will be increasingly prominent in B2B social media marketing by 2025. AI tools will be used to:

1. Generate social media post ideas and draft content
2. Optimize post timing and targeting
3. Analyze performance data and provide actionable insights
4. Personalize content for different audience segments

While human creativity and strategy will still be essential, AI will augment social media managers' capabilities and help scale content production. Social media managers who can effectively leverage AI tools will be able to produce higher volumes of quality, data-driven content. Social media management platforms like Oktopost already incorporate powerful AI-driven features, allowing marketers to streamline their workflows.

To prepare:

1. Start experimenting with AI writing and analytics tools now
2. Focus on developing prompts and workflows to guide AI content creation
3. Upskill teams on working alongside AI to enhance (not replace) human efforts
4. Train your AI tools on your brand voice and messaging

For more insights, check out:
Up Your Social Game with Oktopost's AI Tools for Content Creation

Outbound community building by brands

02

There's no better way to reach new audiences than by commenting on the posts of influencers and content creators they like.

In 2025, brands will join the conversation in relevant creators' comments sections to attract new audiences. This approach—known as community-driven B2B social media strategies—offers a valuable opportunity to connect with fresh audiences that align with your brand and industry.

Brands increasingly engage with creators' audiences by actively participating in the comments section of posts from influencers with solid and dedicated followings.

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This approach offers a valuable opportunity to connect with fresh audiences that align with your brand and industry. By contributing insightful information or clever, community-appropriate remarks, brands can stand out and increase their visibility.

To prepare:

Before jumping into the conversation, assess the dynamics of the comment section:

1. Who is engaging?
2. What's the tone of the discussion? Should you jump in with value or opt for a fun, witty remark?
3. Are competitors or other relevant players present?
4. Is the post recent and relevant enough at the time of engagement?
5. Will your comment contribute meaningfully to the ongoing dialogue?

Explore how community engagement ties into social listening in [The ultimate guide to B2B social Listening]

Leveraging video content to engage and educate B2B buyers

03

B2B brands will rely heavily on **video marketing trends** to create more engaging social media experiences. This may include:

1. Videos of product demos and tours
2. Videos of products being used in real environments
3. Videos of networking events and conferences
4. Interactive 3D infographics and data visualizations

These formats are crucial for communicating complex solutions to buyers visually compellingly. These formats help B2B companies showcase complex products/services and create memorable brand experiences.

To prepare:

1. Invest in B2B video content marketing capabilities (people/tools)
2. Identify opportunities to enhance your social content with video
3. Consider partnerships with video content creators

Read more about B2B video marketing tactics

Short-form video content

04

Video marketing is one of the most effective ways to connect with and influence your audience. The proof is in the numbers: 90% of B2B buyers prefer video content as their go-to content type for learning, and 85% of B2B marketers find it a highly effective method for capturing online attention.

Short-form videos are becoming the go-to content for B2B video marketing trends in 2025. They are especially effective for:

1. Highlighting industry tips
2. Sharing market insights
3. Promoting product updates

These videos resonate with Gen Z professionals, who are increasingly influential in B2B decision-making.

Platforms like LinkedIn, Instagram, and TikTok are ideal for short-form content, which should be between 15 seconds and 2 minutes. Add a clear, relevant description to give video context and encourage shares and comments to drive engagement. Subtitles are essential for videos intended for social media because people tend to watch them without sound.

Here's an episode where Niki Kosta shares her tips for creating engaging videos for B2B

To prepare:

1. Repurpose webinar content into video snippets you can promote on social media platforms.
2. Create short videos highlighting key takeaways from your company's latest blog posts to drive traffic to your website.
3. Create snippets of customer interviews (with approval) to promote case studies and highlighted quotes.
4. Create short videos that include a brief Q&A from your podcasts.
5. Prepare a schedule to use short-form video content across LinkedIn, Instagram, X, and Facebook.
6. There's no rulebook on which video topics should go on each platform; we recommend using platforms like LinkedIn for more educational content and platforms like Instagram for company culture.



Personalized B2B social media marketing

05

By 2025, B2B buyers will expect increasingly personalized marketing experiences on social media. Brands will leverage AI, data, and automation to deliver tailored content to audience segments.

1. Dynamic content that is targeted based on industry, role, stage in the buyer journey, etc.
2. Personalized video messages and product recommendations
3. Customized social media ad experiences

The goal is to make each prospect feel like the content was created just for them, even across large audiences.

To prepare:

1. Develop an audio content strategy aligned with your brand voice
2. Identify subject matter experts to feature in audio content
3. Invest in quality audio recording and editing capabilities

Dive deeper into this trend with
[How Content Personalization Can Generate Better Leads - Oktopost]

The growth of social Audio and Podcasting

06

While video will remain important, social audio marketing is growing rapidly. This includes:

1. Live audio rooms and discussions on platforms like Twitter Spaces
2. Short-form audio clips optimized for social sharing
3. B2B podcasts promoted and distributed via social channels

Audio allows for multitasking and provides an intimate, conversational way to connect with audiences. It's also relatively easy to produce compared to polished video content.

To prepare:

1. Develop an audio content strategy aligned with your brand voice
2. Identify subject matter experts to feature in audio content
3. Invest in quality audio recording and editing capabilities

Explore more about the rise of podcasting at Top 9 B2B Marketing Podcasts in 2024

Employee advocacy programs

07

By 2025, many successful B2B brands will have formal employee advocacy programs to amplify social media reach. Benefits include:

1. Expanded organic reach through employee networks
2. Increased authenticity and trust
3. Improved employee engagement and retention
4. Employee-generated content will be a key part of many B2B social strategies.

To prepare:

1. Develop clear social media guidelines for employees
2. Create easy ways for employees to access and share approved content
3. Offer training on personal branding and social media best practices
4. Consider gamification or incentives to encourage participation

Learn more about how to amplify employee voices and manage an advocacy program here

The elevation of social selling

08

Social selling will become more deeply integrated into B2B sales processes and CRM systems by 2025. This involves using social media to:

1. Research and engage prospects
2. Nurture relationships
3. Provide value throughout the sales cycle

Social media managers will work more closely with sales teams to support these efforts through content and engagement strategies.

To prepare:

1. Build a team that can align social media and sales enablement strategies
2. Provide social selling training for sales teams
3. Integrate social media data into CRM and sales intelligence tools

Watch our recent panel with LinkedIn and Getronics to learn more about getting your sales team on board with a social selling strategy.

Purpose-driven B2B social media strategies

09

B2B buyers increasingly want to work with brands that align with their values. By 2025, purpose-driven marketing strategies will be essential.
This may involve:

1. Highlighting sustainability initiatives and ESG efforts
2. Taking stands on social issues relevant to your industry
3. Showcasing company culture and employee experiences
4. Demonstrating commitment to diversity, equity, and inclusion

Authenticity will be key - audiences will quickly call out "purpose-washing."

To prepare:

1. Define your brand's core purpose and values.
2. Identify relevant social causes aligned with your business
3. Showcase diversity, equity, and inclusion initiatives
4. Develop a framework for addressing social issues authentically
5. Highlight sustainability efforts
6. Work with the content team to create content that showcases your purpose in action.

See how purpose-driven strategies improve engagement in Why Purpose Matters in B2B Social Media Marketing.



Summary

The B2B social media landscape will see significant changes by 2025, driven by social media platforms and evolving buyer expectations. To stay ahead, social media managers should:

1. Embrace AI and automation while maintaining human creativity
2. Create more video reporting
3. Diversify content formats, especially audio
4. Activate employees as brand advocates
5. Align closely with sales teams
6. Lead with authentic brand purpose

By preparing for these trends now, you'll be well-positioned to drive B2B social media success in the future. The most successful brands will be those that can adapt quickly and use these trends to create more meaningful connections with their audiences.

Stay ahead of these changes by leveraging tools like Oktopost's social media management platform, which is purpose-built for B2B brands.

Ready to future-proof your strategy? Explore more at oktopost.com.

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.

Book a demo