AGAR | 2025 Social Trends

Real connections with real people
to make real impact for customers
and the communities we serve.

01. 01. 2025

Social Trends

01 - Engagement Fatigue

02 - The Age of the Lurker

03 - The Silent Voice

04 - Great Expectations

05 - Creative Bravery



TREND 1:
Engagement Fatigue

Are we *over* engaging?

As users are bombarded with an overwhelming volume of content, many are experiencing burnout, leading to decreased interaction and a more passive consumption of media. This shift is prompting audiences to become more selective about the content they engage with, which means brands need to be even more strategic and authentic in their approach - while also shifting their success metrics

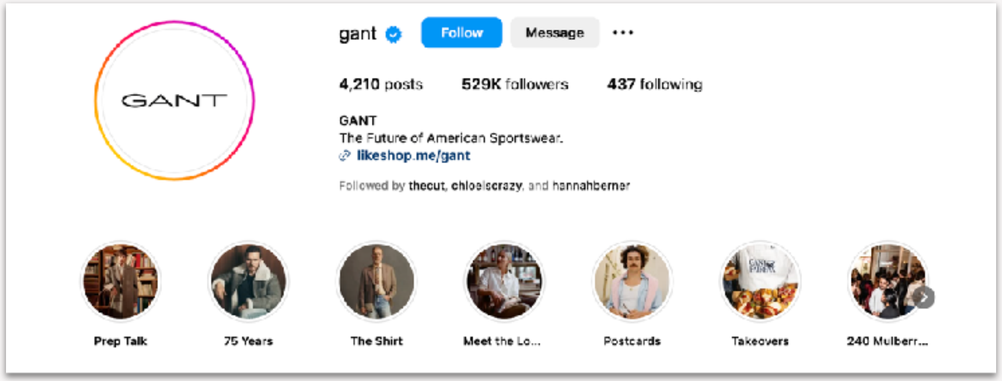


So what does that mean?

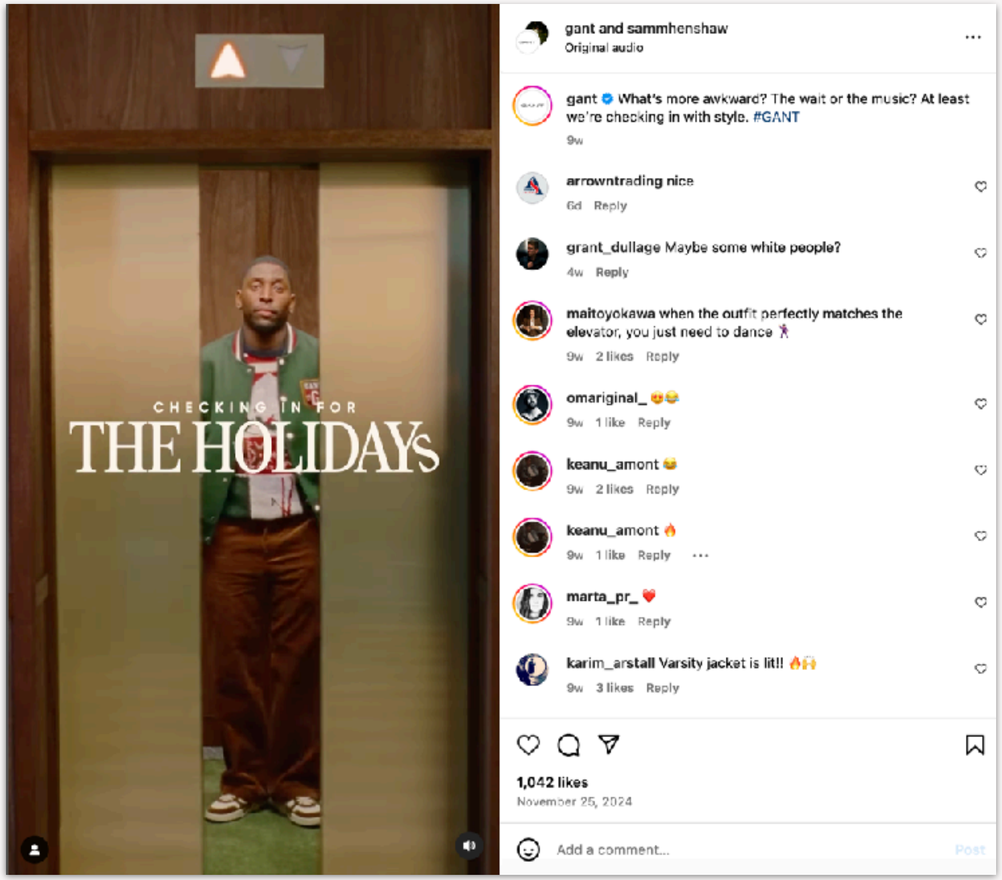
- **Decreased Attention Span**: The time to capture attention in phone-viewed videos has now dropped to just 1.7 seconds. This shift will lead to the rise of multi-layered hooks, combining audio, text, and visuals within that brief window to grab viewers' attention quickly.
- **Uniqueness Will Be Key**: With the rise of AI, businesses and creators will proliferate, making it even more crucial to stand out. To maintain relevance, there will be a stronger emphasis on going the extra mile to offer unique content.
- **Static and Carousel Content Making a Comeback**: Static posts and carousels will once again gain popularity as platforms evolve and audience preferences shift.
- **Long-Form Content's Comeback**: Platforms like TikTok (with its Creator Fund incentivizing videos over 1 minute), YouTube (adjusting its algorithm), and Instagram (extending reels to be up to 3 minutes) are driving the resurgence of long-form content, creating new opportunities for creators to engage audiences.

TRENDS IN ACTION: **GANT**

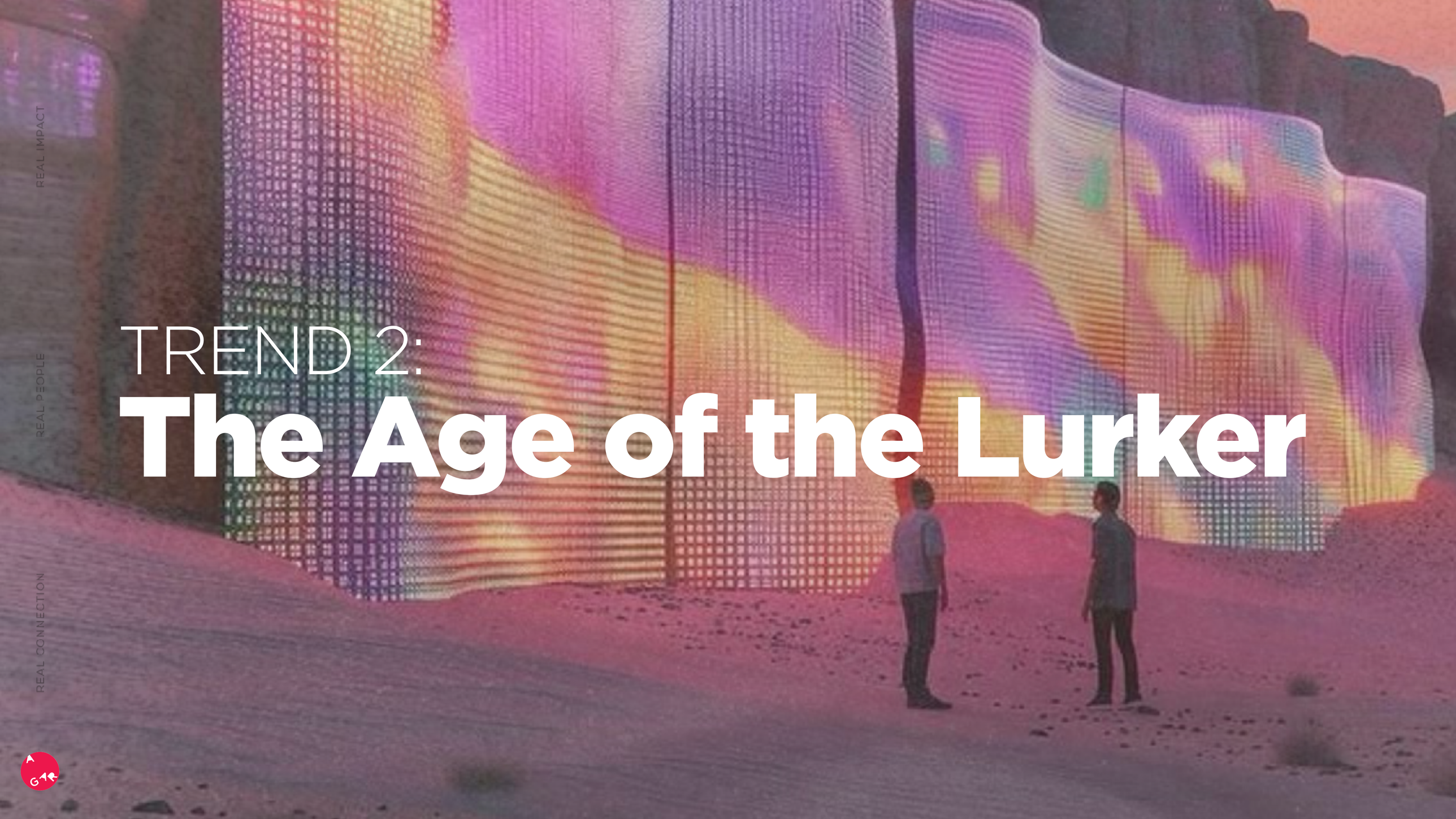
This American sportswear brand launches a seasonal content series with a curated group of influencers, introducing each ‘character’ and ‘set’ at the beginning of the season and then creating an on-going ‘social show’ that features each one’s unique style.







LINK Reference



REAL IMPACT

REAL PEOPLE

REAL CONNECTION

TREND 2:
The Age of the Lurker

Silent watching over loud engaging

We’re seeing a noticeable shift in social media behavior, a growing preference for passive consumption rather than active participation. As platforms become more crowded and content more abundant, users are choosing to observe rather than interact. For brands, this means the focus needs to be on crafting content that captures attention even without direct interaction, while also finding ways to encourage deeper, more meaningful engagement from this passive audience.



So what does that mean?

- **Zero-Click Content**: Comment farming systems will continue to rise, allowing brands to engage audiences with little-to-no effort required from the viewer. This trend signals the growing importance of simplifying interactions and making content as frictionless as possible.
- **Social Commerce Expansion**: Platforms like YouTube, Pinterest, and Snapchat will join the social commerce space alongside TikTok and Meta, offering more integrated e-commerce features directly within the social experience.
- **Meet Users Where They Are**: It's crucial to engage with users on their terms and in a style they are comfortable with.
- **Take it to the DMs**: Users (Instagram) spend more time in DMs than they do in Stories, and they spend more time in Stories, than they do in Feed — so consider tools and campaigns that engage users where they're at.
- **Shifting Metrics**. Last year we saw Instagram announce they view sends as a priority metric, no longer solely valuing public numbers like likes and comments as top performance indicators.

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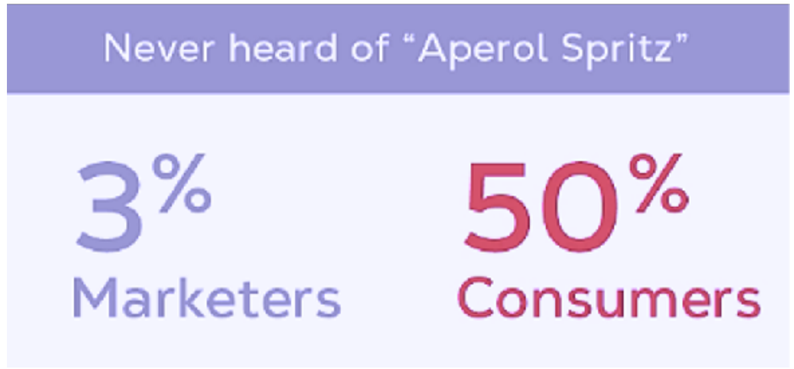


TREND 3:
The Silent Voice

Not all consumers are being heard

Social media strategies are overly focused on general trends, overlooking nuanced segments of consumers that hold valuable insights and untapped potential.

By failing to engage smaller, often overlooked consumer groups, brands miss the chance to connect meaningfully with diverse voices that could strengthen their messaging and appeal.





So what does that mean?

- **Rise of Micro Communities & Nano Influencers**: Social platforms are incentivizing smaller, more focused community connections. Features that allow creators to engage deeply with niche audiences will become increasingly important. Strategy should focus on fostering these micro-communities. Keep in mind that Nano-influencers (though with fewer than 5,000 followers) have the highest engagement rates (2.53%) on average.
- **Mix & Match**: It's no longer enough to partner with one creator who outright promotes a product. Brands should look to work with mix of influencers (across scale), celebrities, or even employees to speak to a broader audience.
- **Niche Communities Go IRL**: This year, we'll also see more communities extend past the screen - creating lifestyle experience. Brands and creators are taking to real live events that are extensions of the communities they create online - communities steeped in authenticity, culture, and true human connection.
- **Intimate Engagement**: 78% of users prefer private communities over public feeds, Discord communities grey 247% in 2024 and Facebook Groups saw over 1.8B monthly active users. Users are online and want to engage but many are favoring private over public.

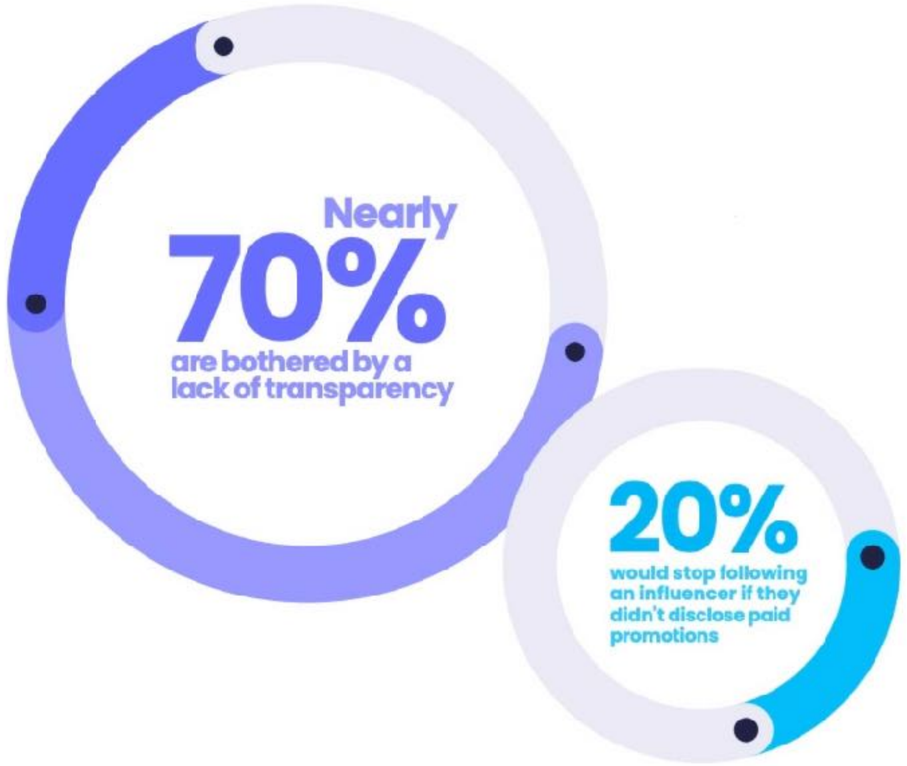


TREND 4:
Great Expectations

Over the top delight - free from fine print

Brands need to go beyond standard promotions, with consumers preferring over-the-top experiences that border on the absurd.

But brands beware, these signature activations will need to lead with authenticity and transparency to truly move the needle.



So what does that mean?

- **Standing Out From The Crowd**: Consumers will be looking for signature experiences that go above & beyond in meaningful ways.
- **Transparency Rules Supreme**: Brands that are not transparent or dilute offers with fine print will struggle with customer loyalty and ‘gotcha’ moments will supersede the success of a great brand activation.
- **Make it Meaningful**: For today's younger audience, a thoughtful, purposeful gift speaks louder than generic swag or samples, pushing brands to prioritize items that offer personal value or enrich their lives beyond materialism (this goes for influencer gifts as well).
- **Going from Brand to Lifestyle**. Brands are elevating campaigns by connecting them to real life activations - bringing together like-minded brand followers. This meaningful engagement builds loyalty and a more meaningful brand relationship.

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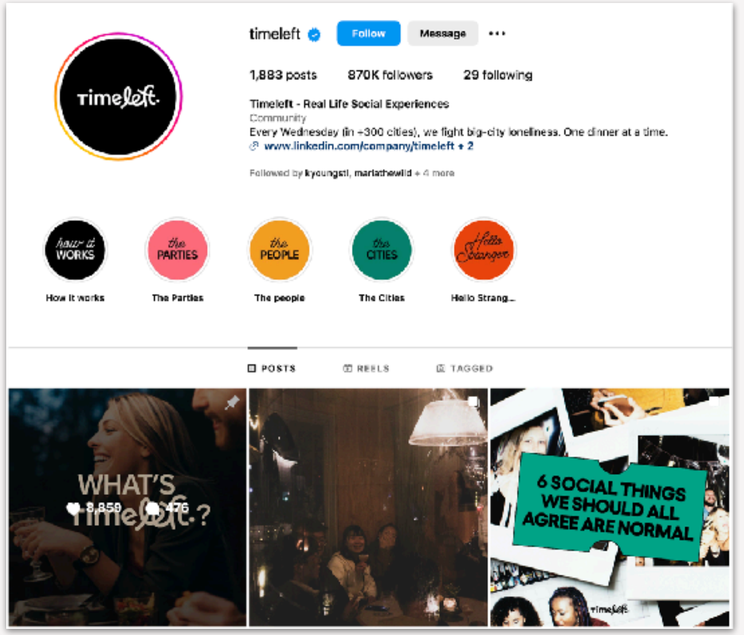
TRENDS IN ACTION: **FROM SCREEN TO IRL**

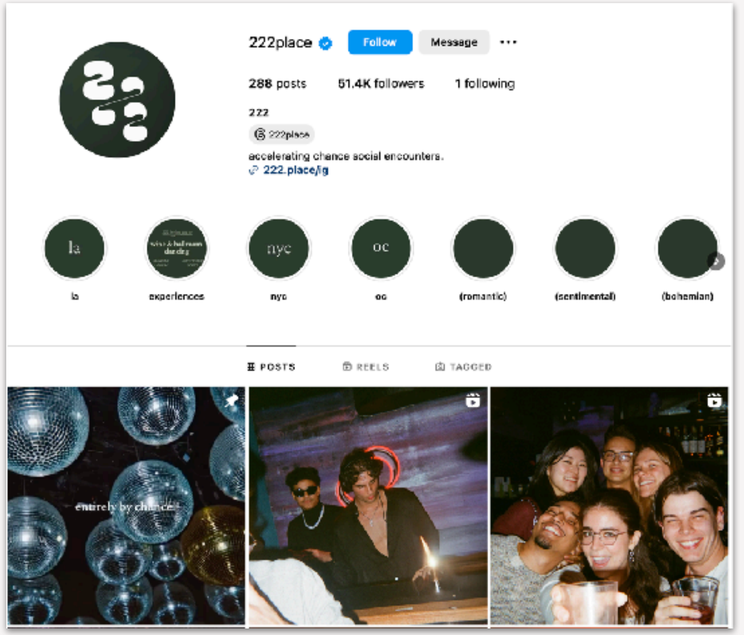
Newer brands like 222 and TimeLeft are taking online communities and extending them beyond the screen, to real life experiences. Pairing human connection with digital campaigns drives greater loyalty and builds localized affinity groups.



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REAL IMPACT

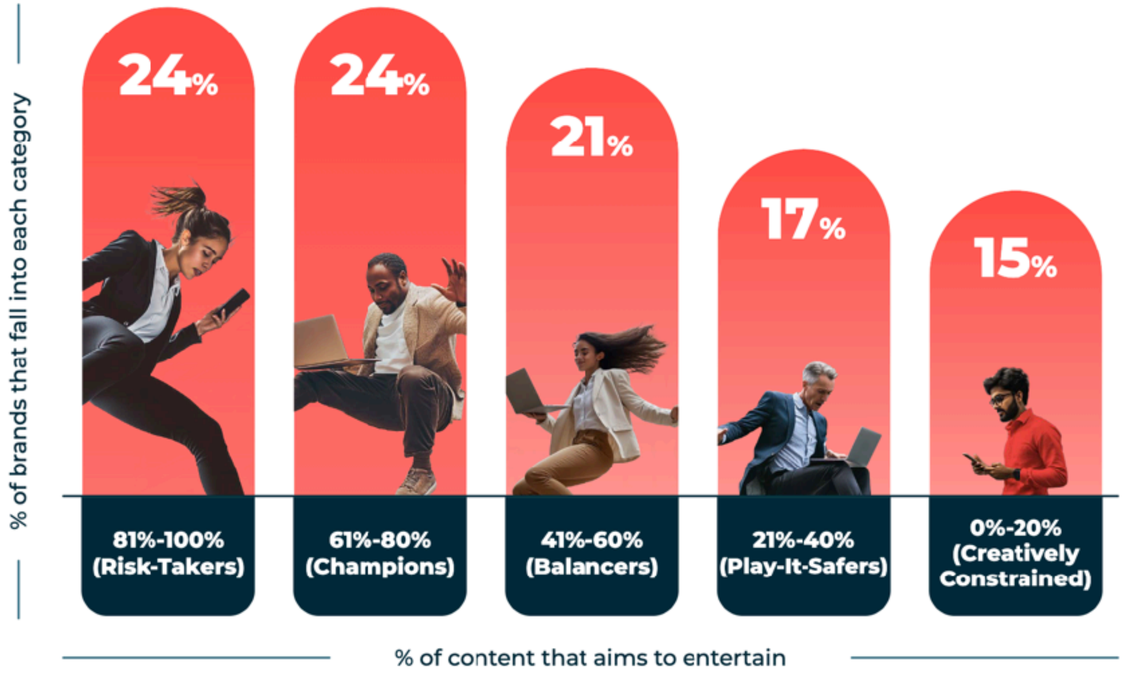
REAL PEOPLE

REAL CONNECTION

TREND 5:
Creative Bravery

Finding opportunities to experiment

Brands must embrace opportunities to experiment on social media, whether by exploring emerging platforms or introducing flexibility into their brand content. In the fast-evolving digital landscape, rigid strategies can limit growth, while a more adaptable approach allows for testing, trialing, and learning in real-time. By loosening boundaries—such as experimenting with tone, content formats, or visual styles—brands can uncover new ways to connect with audiences and stay ahead of trends.



Most and least important traits of brand content

Most important	Least important
Authenticity	Off-the-cuff
Relatability	Polished
Entertainment	Product-centric

So what does that mean?

- **Consider New Platforms**: Longstanding social networks are changing. Newer platforms are evolving, creating their own communities and cultures while attracting diverse user bases. These emerging networks are becoming testing grounds for innovative content and engagement strategies, allowing creators and brands to experiment with fresh ideas.
- **Don’t Underestimate the Power of Entertainment**: A recent Hootsuite survey showed that 60% of brands say their social content aims to entertain, educate, or inform without directly promoting themselves, their products, or services. And for a quarter of brands — the ones they’ve dubbed Creative Risk Takers — a whopping 81% to 100% of content is entertainment-driven.
- **Funny Sells**. Brands should consider entertaining their audiences through comedy and storytelling. Consumers are looking for a break from the daily onslaught of heavy news and politics. Brands can offer a brief moment of respite when done right.

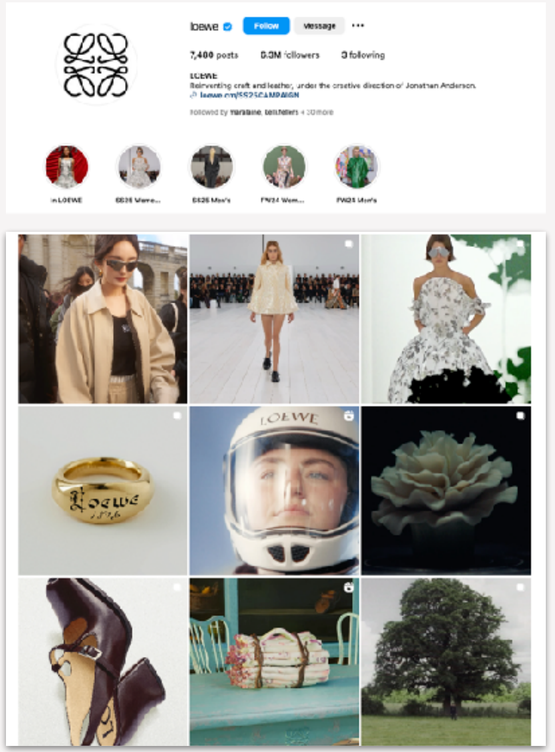
TRENDS IN ACTION: **LOEWE**

Loewe is perfect example of embracing flexibility to meet users where they are at. Instead of posting glossy, high-production videos like most luxury brands do on TikTok, LOEWE instead shot product on iPhones, participated in Gen Z trends and partnered with niche creators. The brand's TikTok presence doesn't look like how they show up on other platforms, and that's the point.



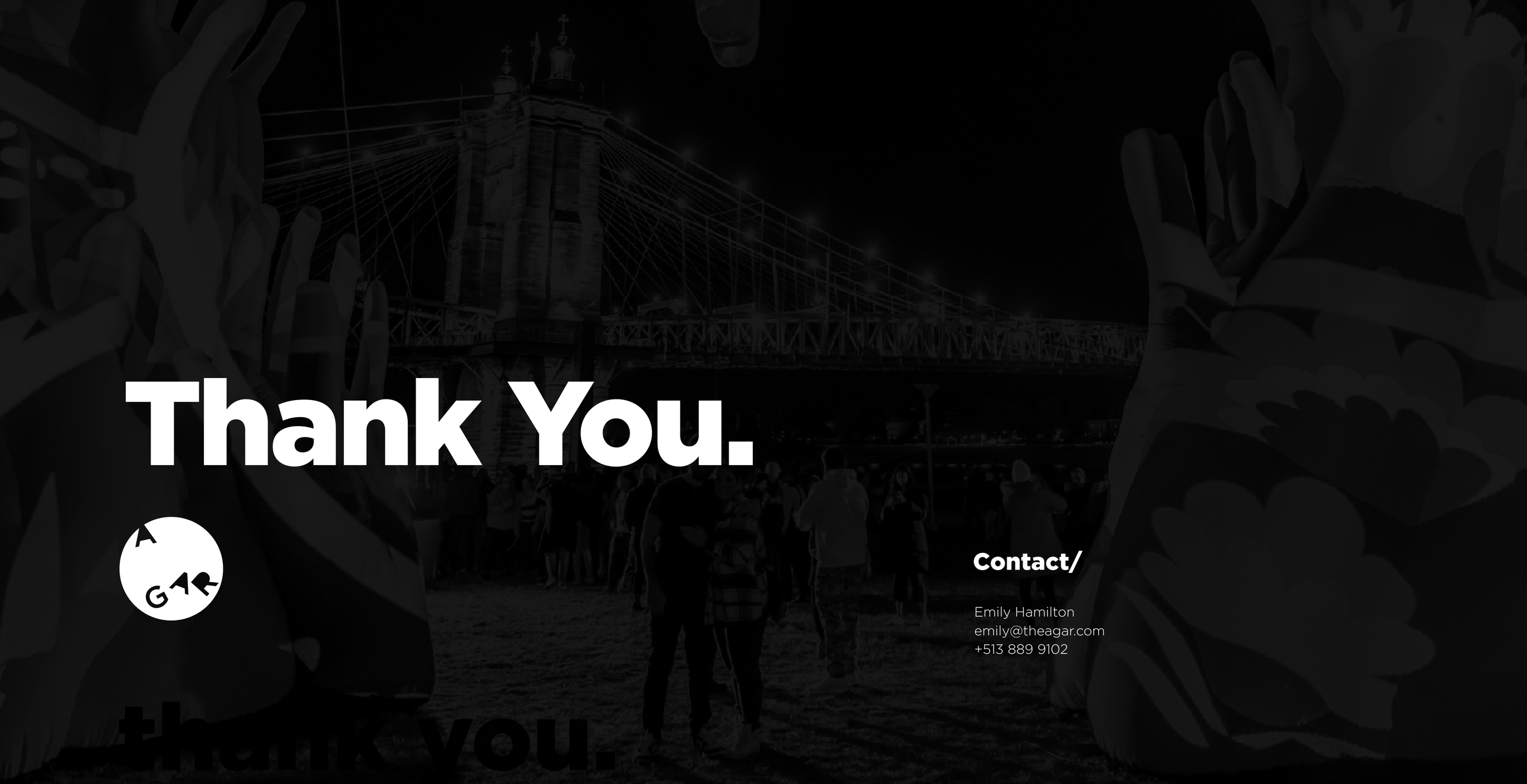


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Thank You.



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