

Report



2026

Social



media

forecast



What's In, What's Out, What's Next



Foreword

“The wild thing about working in social media is that no matter how long you’ve been in the game...you’re always a student. Every platform update, cultural shift, and new tool keeps us all on our toes. I’ve spent years watching this industry evolve. From the early days of ‘just post it and hope’ to a world where community, creativity, and culture collide, social media has become the heartbeat of brand communication. It’s where reputations are built, conversations are sparked, and the boldest ideas come to life.

And that’s exactly why you’re here. Because you’re not the kind of social media manager who just treads water. You want to know what’s coming, not just what’s trending. You want to lead the change. You understand that brands grow on social, and to lead the pack, you need to stay on your toes.

The thing about the future of social is that it won’t wait for anyone: the algorithms, audiences, and attention shifts. What’s working brilliantly today might feel stale by the time the next campaign rolls around. And while that can be terrifying, it’s also the greatest part of working in this space—tomorrow is always a blank slate.

That’s why this guide matters. It’s not another collection of recycled predictions or fluffy “content is key” clichés. It’s a look ahead, grounded in what we’re seeing now, with a lens on where we’re headed next: the formats gaining momentum, the behaviours shaping communities, and the expectations your audience is developing in real time.

It’s the kind of strategic, forward-thinking social pros need to adopt if they want to stay ahead, rather than constantly catching up.

Sked Social understand the real world you’re working in—the 50-tab chaos, the 9pm brainstorm, the burnout, balancing being a creative storyteller and a data-driven operator. They know that great social doesn’t just live in a content calendar: it exists in the moments of connection with your audience.

Tools don’t make great social managers, but the right tools make it much easier to be one. This guide leans into that—practical, thoughtful insights, crafted by people who actually understand the reality of keeping up with the social landscape.

So, before we dive in, let go of whatever rulebook you were clinging to last year. Be curious about what’s coming next. This is your chance to get ahead of the next wave before it hits, and if there’s one thing I know about this industry, it’s that the people who see change coming are the ones who shape it.

Right now, you’re holding the playbook for a year that could completely change how your brand shows up online in 2026. Exciting, right?”

Matt Navarra



Setting the scene

You don't need a crystal ball to see it: **social media in 2026 will look nothing like what we've known before.** Social platforms are evolving faster than you can say “algorithm update,” audiences are getting savvier (and sassier), and brands that don't adapt? They'll be left in the virtual dust.

But here's the good news — if you're a social media manager or agency pro, chances are you've already got the instincts to keep up. You just need the right insights to stay one step ahead — and that's precisely what this guide is for.

In this year's 2026 Predictions & Trends Report, we're cutting through the noise to show you what's in, out, and what's on the horizon for the year ahead. We've analysed the most significant shifts from 2025, gathered insights from industry experts, and have shone a light on what innovative brands are doing in this space, so you can future-proof your strategy and stay ahead of the curve.

Keeping up isn't enough anymore: you've got to anticipate what's coming next. By the end of this guide, you'll be ready not just to work the algorithm, but own it.

Lucky for you, Sked's got your back! Whether you're scheduling AI-assisted content, tracking cross-platform performance, or collaborating seamlessly with your team, Sked makes it easy to stay on trend and stay ahead.

Did you know?

42% of marketers say keeping up with evolving social trends is their biggest challenge. Still, teams consistently testing new formats are significantly more likely to report year-on-year engagement growth. (Sprout Social Index, 2024).

What you'll uncover

- ✓ **The content formats and trends set to dominate feeds in 2026**
- ✓ **The new metrics that actually matter (and which vanity stats to ditch)**
- ✓ **How to build a brand presence that's future-ready and genuinely human**
- ✓ **Real-world examples of brands already leading the charge**

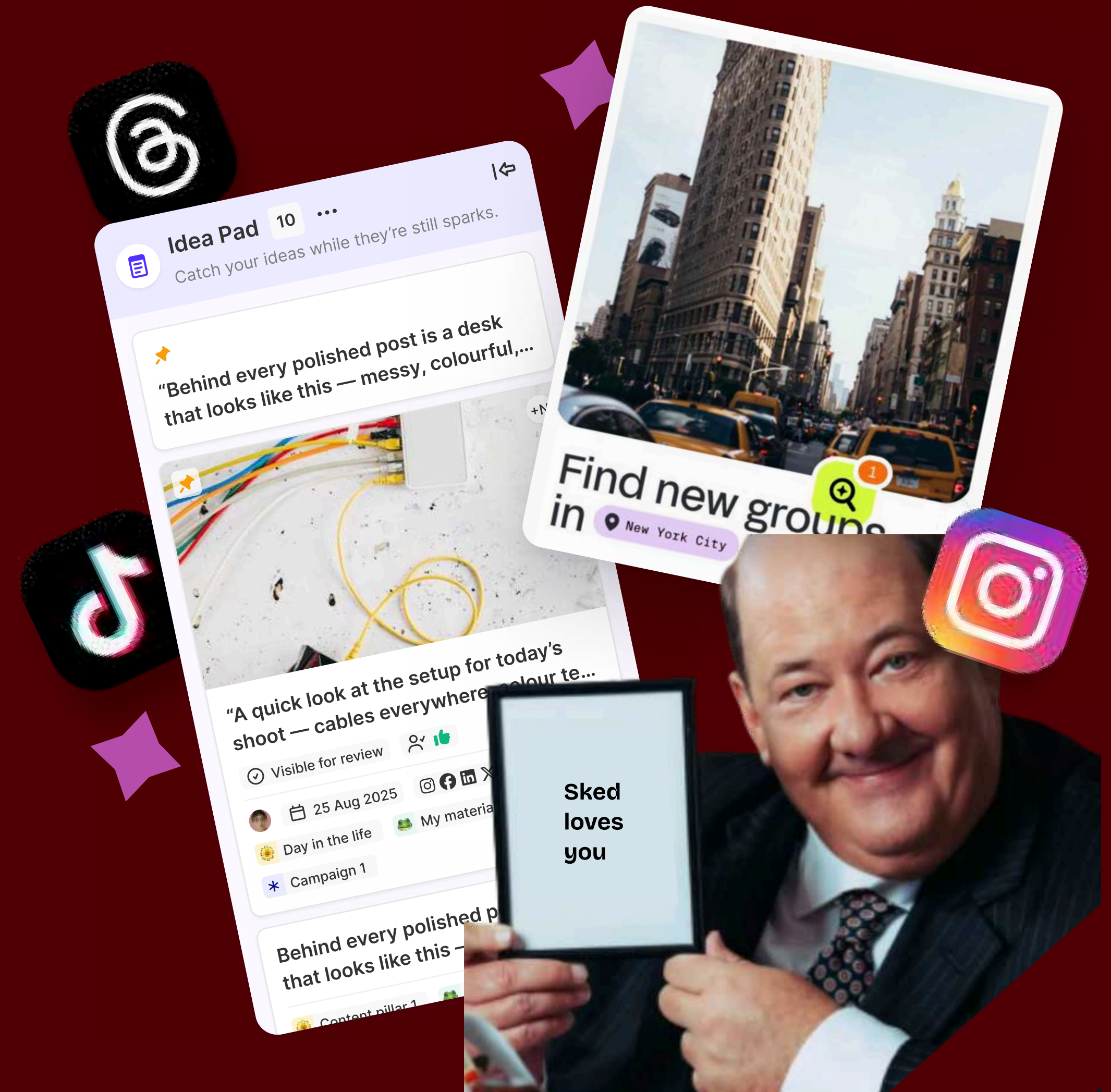
What's in What's out

Let's take a look at "What's in" vs "what's out" for 2026

If 2025 was about testing the waters, 2026 is about making waves. The rules of social media are changing, again, and brands that play it safe are getting lost in the scroll.

Here's the bottom line: feeds are crowded. Between AI everything, trend fatigue, and a new wave of creators redefining the meaning of "authentic," it's never been more important to know what's worth your time—and perhaps even more importantly, what's not.

So before you plan another "trending audio" campaign, let's unpack our predictions for "what's in and what's out" for 2026.



What's in ❤️	Whats out 🙅
AI-driven creativity: Using AI alongside your team, not instead of them. AI that knows your brand, speeds up ideation, and gives you a smarter starting point.	AI spam content: The flood of soulless AI posts that could've been written by anyone, for anyone. Audiences spot generic AI instantly — and they scroll right past it.
Interactive storytelling: Polls, choose-your-own-adventure Reels, and AR filters that turn followers into participants.	Passive scrolling content: Broadcasting is dead. One-sided posts that talk at people instead of with them.
Hyper-personalised experiences: Data-driven content that feels personal—playlists, product drops, messages that hit different because they're tailored, not templated.	One-size-fits-all messaging: Stop pretending volume equals value. The “spray and pray” approach is officially dead.
Strong hooks & snackable storytelling: 10-second stories that entertain, educate, or move someone, fast—every second counts. And those first 3 seconds? More important than ever.	Long-winded, one-take content: While long-form storytelling is still in, boring is out. Editing is critical: You’ve got to make an impactful impression.
Creator-brand collabs 2.0: Real partnerships, not #ad copy-paste jobs. Think brand ambassadors, product advocates and authentic relationships.	Generic influencer deals: Cookie-cutter sponsored content that screams "we paid someone to pretend they like this." Your followers no longer want to be sold to.
Engagement metrics: Engagement quality, comment sentiment, share ratio, brand mentions. The stuff that actually indicates whether people care.	Top line metrics: Views, follower growth metrics are nice, but don’t move the needle.
Sustainability, inclusivity & transparency: Brands taking real stands and backing them up with action. Showing your work. Being honest about where you are and where you're going.	Polished perfection: The overly-curated aesthetic is exhausting. People want personality, not another pristine grid. Time to loosen up!

Why it matters

The social landscape is getting intentional. People want personality and honesty, not perfection. Platforms reward repeat interaction and genuine connection, not manufactured virality. If your 2025 playbook was built on the “post and hope” mentality, 2026 should be the year of deliberate change: it’s time to mix data with instinct, algorithms with authenticity, and creativity with conversation.

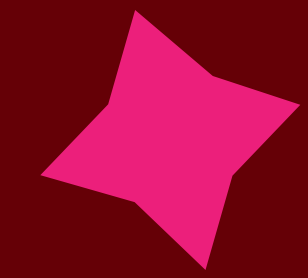
Our

Social

predictions

for

2026



Social predictions for 2026

If 2025 was the year of “AI everything,” then 2026 is the year we learn to use it with intention — and pair it with the one thing tech can’t replicate: **genuine human connection**. This year won’t be defined by more features or more noise, but by **smarter content, deeper engagement**, and brands doubling down on **community**.

From niche networks and search-first short-form video to meaningful metrics and values-driven storytelling, these are the seven shifts that will shape your social strategy in the year ahead and determine which brands audiences will invest in.

1

Prediction #1 Brands put real budget behind building real community

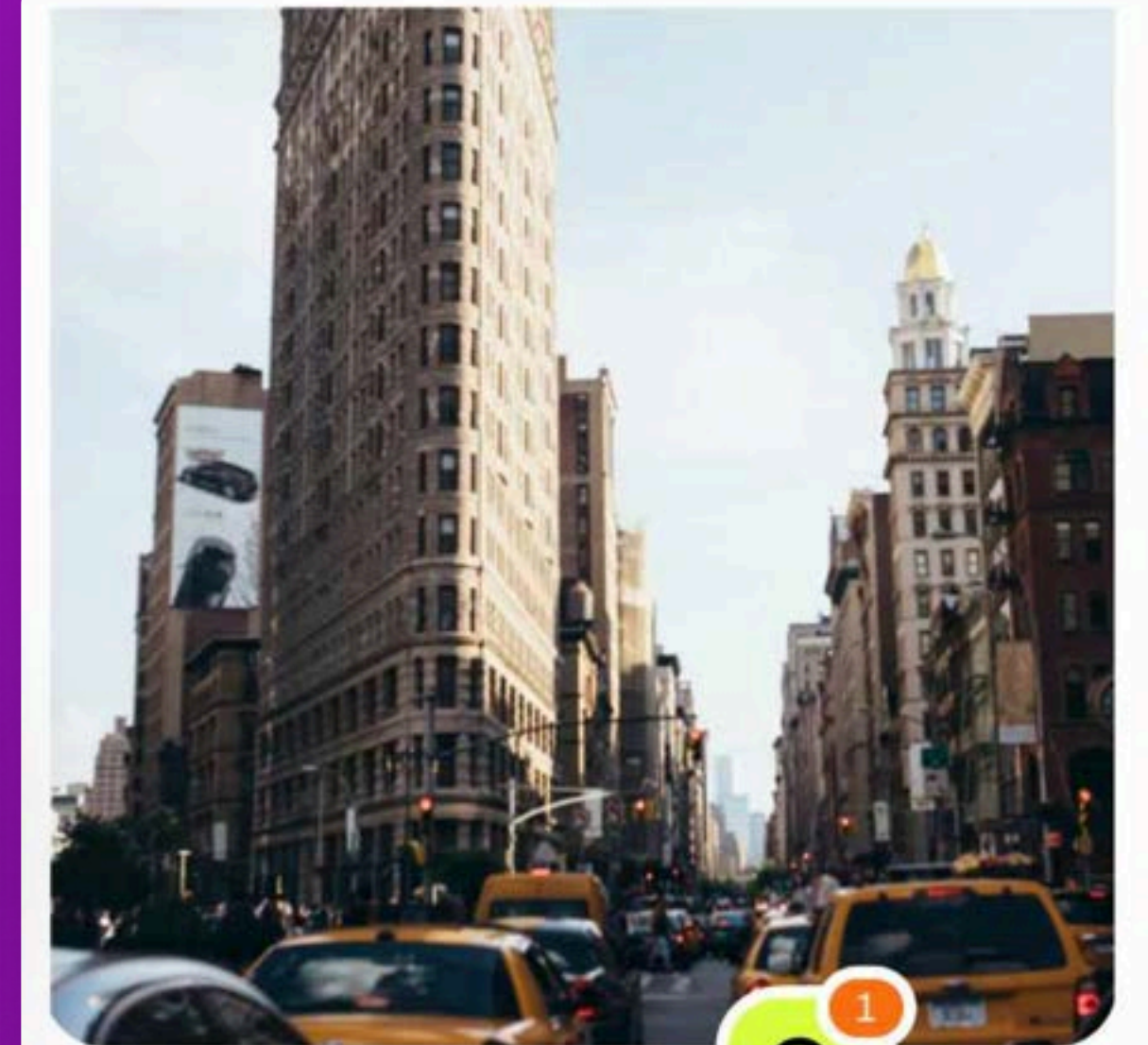
Niche communities are no longer just “on the rise”—they’re becoming brands’ home base. BeReal, Discord, Geneva, and private Slack channels are evolving into high-intent, high-loyalty spaces where brands can build deeper relationships than the main feeds ever allow.

Even the major platforms are creating their own micro-ecosystems, like Instagram’s Threads and YouTube’s member-only content, signalling a clear shift toward deeper, more intentional connection.

The brands that win over the next year won’t be the ones shouting the loudest—they’ll be the ones making room for real conversation to thrive.

 **Discord**

BeReal.



Find new groups
in  New York City



Saddie Baddies

 1894 members

a virtual sanctuary for Black and multiracial people to destigmatize mental health...

Wellness

Support

[Join](#)

GENEVA

#seen

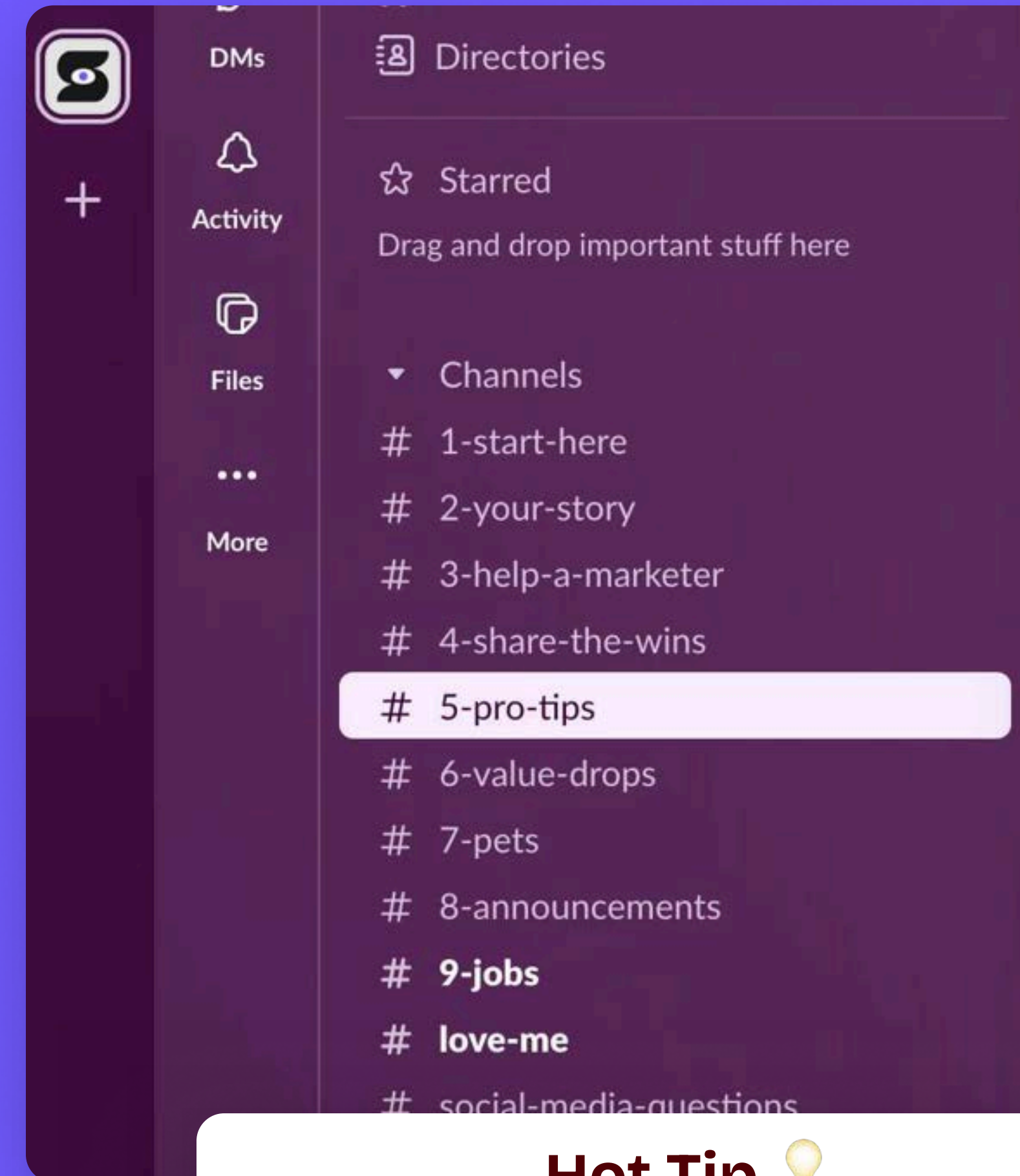
Expect to see

- Smaller, high-intent communities: Dedicated groups where interaction feels personal, not performative.
- Private-group brand presence: Discord, Slack, membership hubs and micro-communities replacing broad targeting.
- Deeper engagement loops: Longer conversations, richer feedback, stronger relationships.
- Creators leading community: Influencers hosting mini-ecosystems where brands can meaningfully participate.

Get ahead of the trend

2026 is the year brands put real budget behind building real community. Stop investing in “audience engagement” alone and start **curating actual spaces where your followers can gather, connect, and contribute.**

#seen



Gabby (Growth at Sked)

A great find from Meli...
personal brand or your...
[engagement](#)

Social-first storytelling

Dancing with the Stars...
casting + partnerships...
and Millennials who a...
cast. Cast member Ro...
social media by sharin...

That's the definition o...
shared goal — audienc...

Why this matters for b...

- **Strategy comes b...**
— your content, y...
- **Social-first storyt...**
who know how to...
into dozens of mi...

Hot Tip 💡

Experiment small, scale smart: Test ideas in niche communities before rolling them out widely. Sked's multi-platform publishing helps you keep your main channels humming while building your owned community.

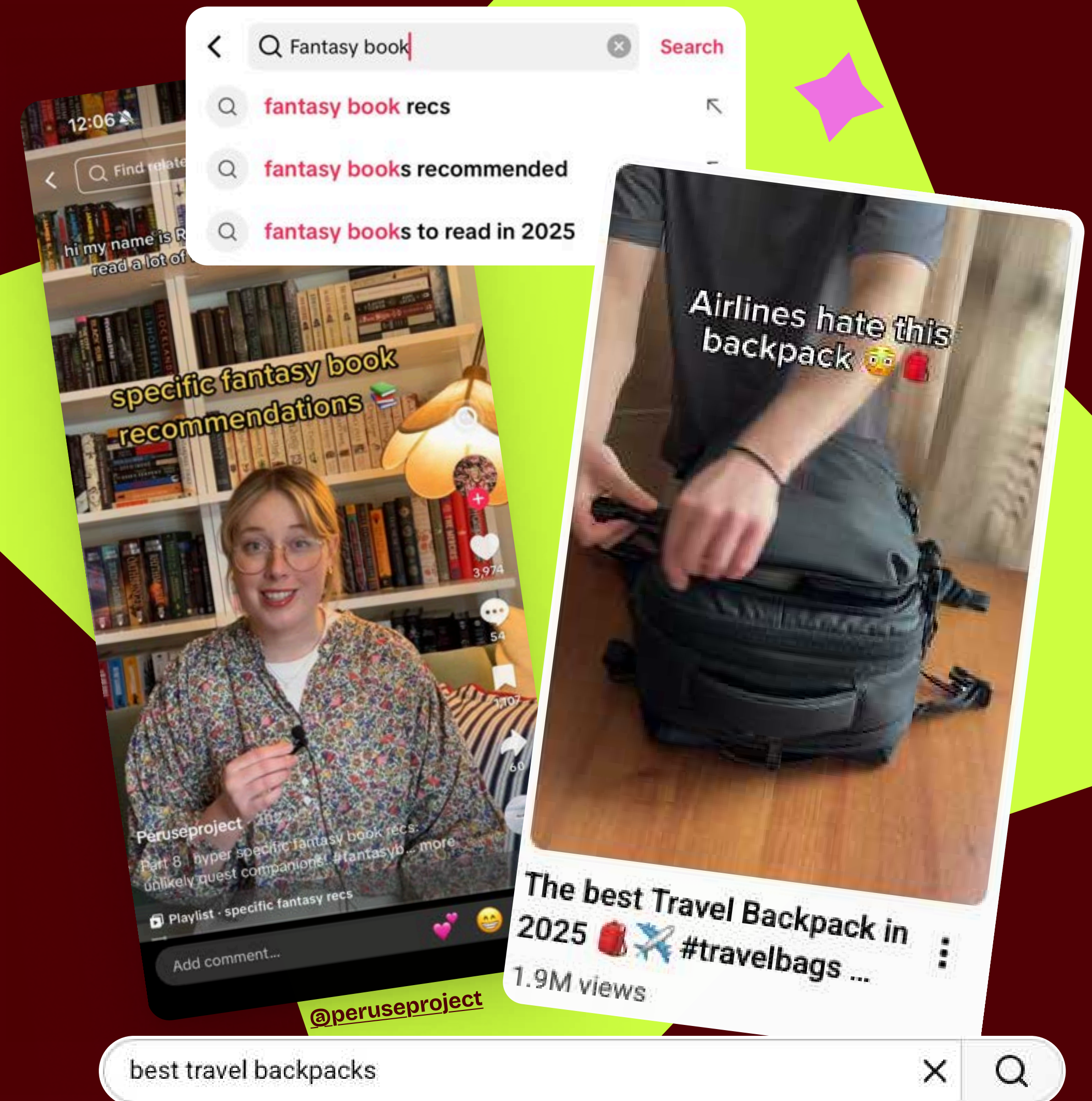
2

Prediction #2: Short-form video becomes the primary search engine

Short-form video isn't going anywhere—it's just growing up. TikTok, Insta Reels, and YouTube Shorts are evolving from entertainment hubs into search engines and storytelling tools, with algorithms increasingly rewarding depth, intent, and usefulness over random virality.

Audiences aren't just scrolling for entertainment anymore; **they're searching for answers, explanations, and experiences.** Interactive and meaningful content will define social in 2026, blurring the lines between content, community, entertainment, and education.

Start incorporating 'social search' into your strategy, creating content that answers specific questions your customers are asking. Use keywords naturally in your captions and dialogue. Make it hyper-specific—instead of "budget travel tips," try "how to visit Japan for under \$2000 including flights." Optimise for search intent, but keep your brand voice intact.



2

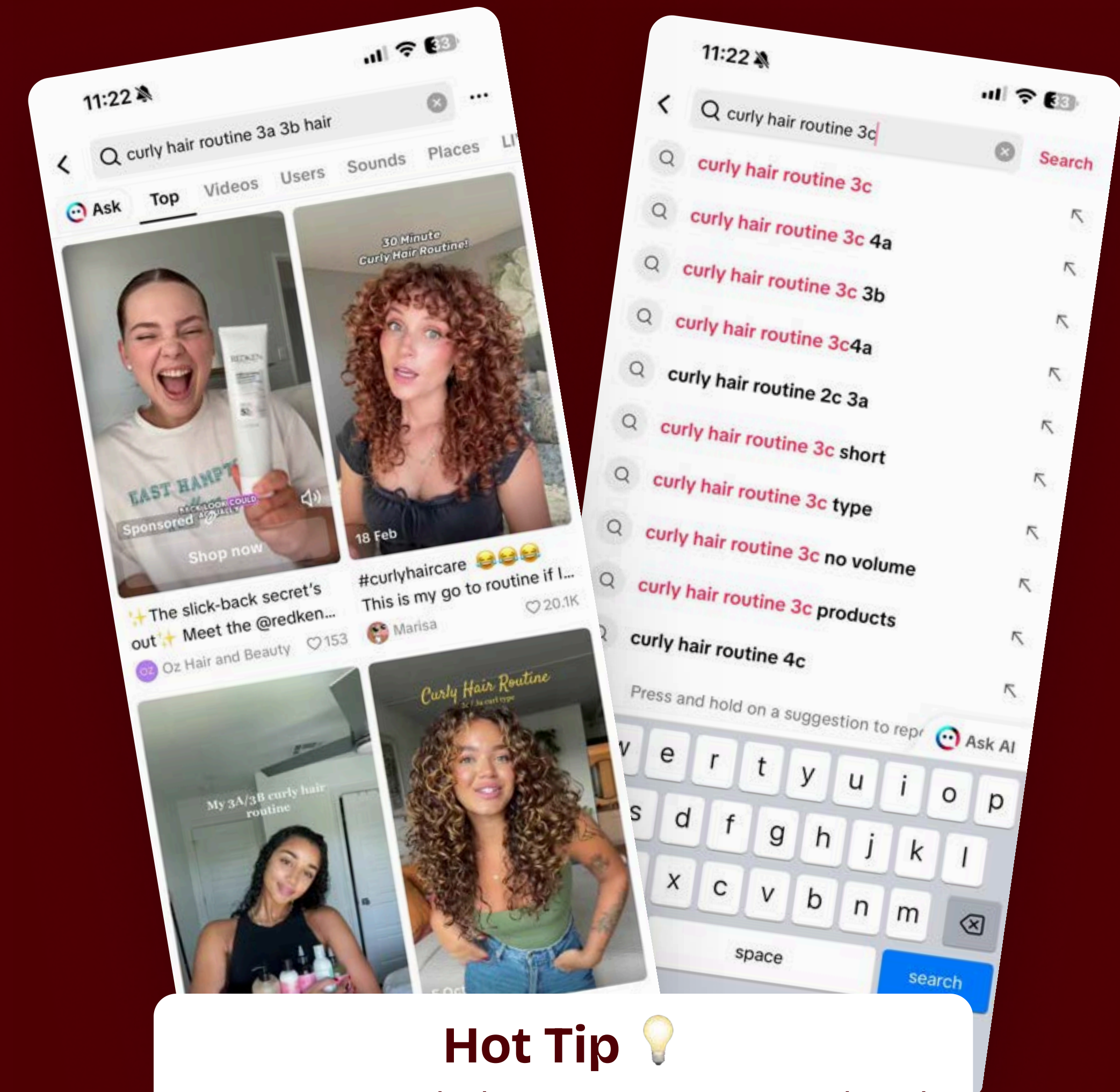
Prediction #2: Short-form video becomes the primary search engine

Expect to see

- Keywords become mandatory in video: Brands add search terms naturally in captions, titles, and spoken dialogue—not just trending hashtags
- Hyper-specific content wins: The difference between "morning routine" and "my go-to Korean skincare routine for combination skin" is the difference between 500 views and 50,000 because specificity is what people actually search for
- Search-first formatting: Every video answers a specific query in the first 3 seconds—clear, useful, optimized like you would a blog post, but authentic to your brand voice.

Get ahead of the trend

Audit your last 20 posts. How many of them would actually show up if someone searched for your product category? Optimise at least one piece of short-form content per week for search intent—use clear hooks, keyword-rich captions, and a “teach, show, or solve” format to see whether search-driven views outperform your static posts.



Hot Tip 💡

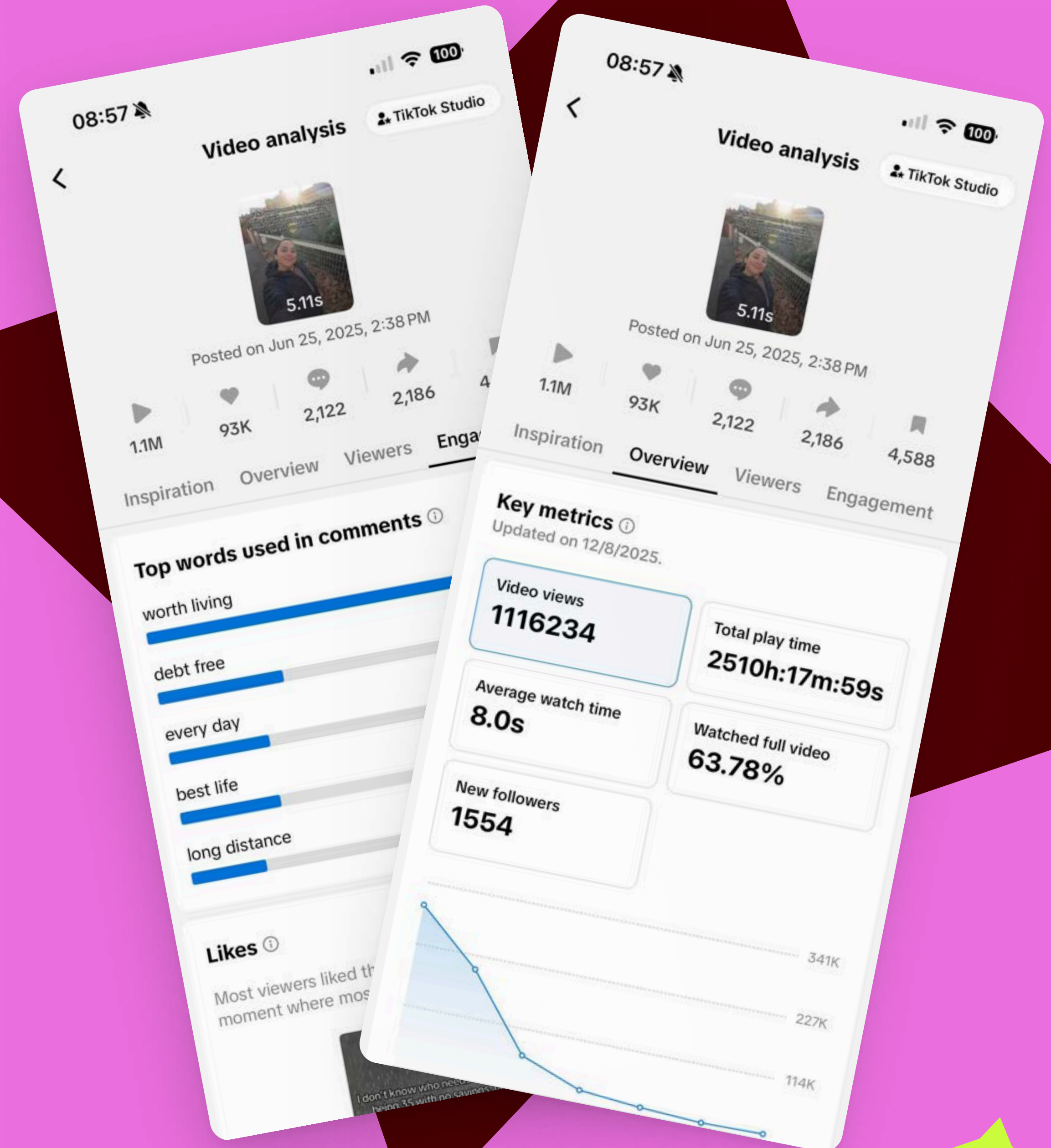
Experiment with short-form formats: Batch and schedule video tests using Sked's Smart Scheduler to test hooks, hashtags and formats (without losing your weekends).

Prediction #3: Engagement depth replaces post frequency as #1 metric

2026 is the year social media managers finally break up with views as a metric. Likes alone aren't cutting it anymore, and platforms know it.

Expect continued expansion of analytics tools that measure the quality of engagement over quantity, such as TikTok's "Engaged View Time," richer reporting on saves and shares, and more indicators of whether people are actually connecting with your content, not just glancing at it.

This shift isn't just analytical but strategic. Brands that prioritise depth over volume will see more loyalty, stronger retention, and content that actually moves the needle.



Prediction #3: Engagement depth replaces post frequency as #1 metric

Here's what KPIs will look like in 2026:

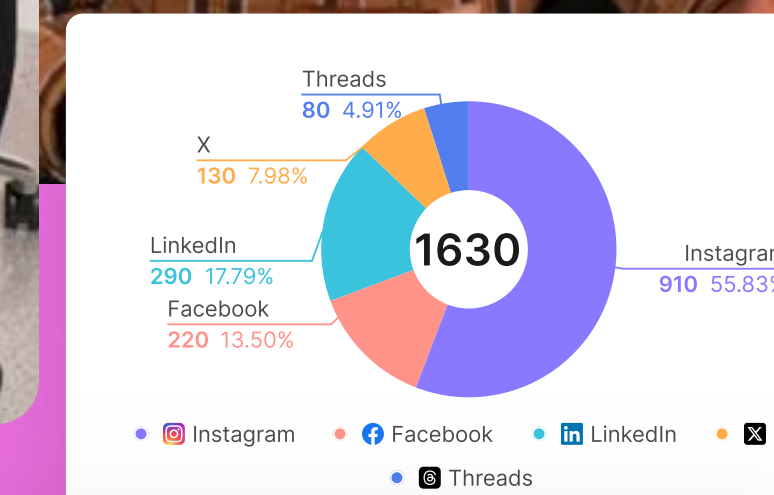
- Engagement depth & quality: Comments with insight and intent, not just emoji drive-bys.
- Share ratio: How often your content is shared is the new signal of relevance.
- Follower retention: Keeping your audience engaged.
- Sentiment analysis: Measuring how content feels, not just how it performs.

Get ahead of the trend

Experiment with cutting down your posting volume and reinvest that time into comments, DMs, and share-worthy content. Track whether saves, shares, or retention increase—that's your proof of concept.



@GG_Sheed



Hot Tip 💡

Upgrade your metrics: focus on who engages and how deeply. Sked's analytics help you measure engagement quality and quantity, without the endless extra spreadsheets.

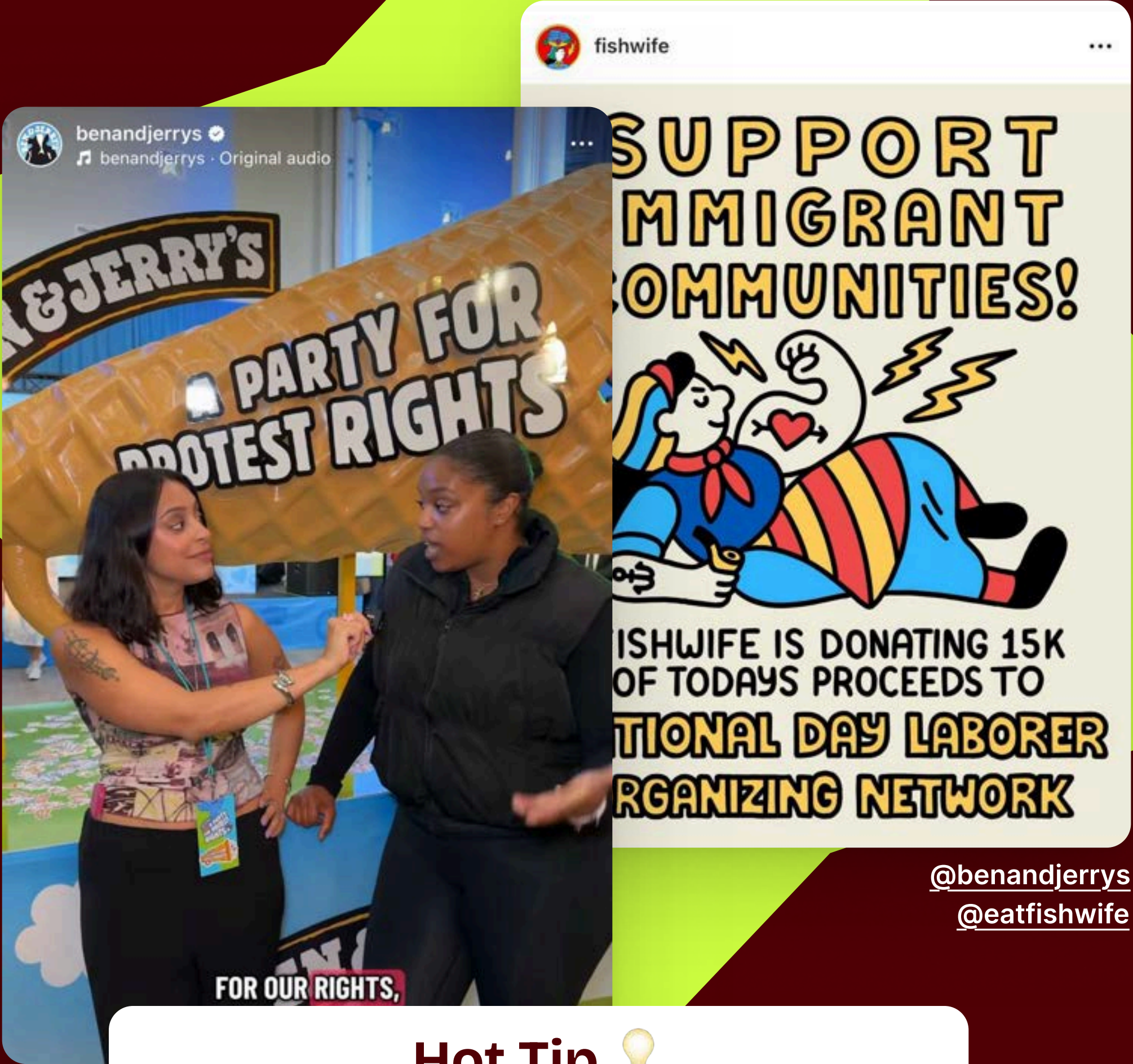
4

Prediction #4: Authenticity and transparency outperform polished production (again)

Audiences have never been more discerning—or more vocal. In 2026, how your brand shows up matters just as much as where it shows up. As brands focus more on building connection and community, authenticity is no longer just a trend; it's a measurable advantage.

Consumers want brands that sound human, own their mistakes, and put their money where their mouth is. Social isn't just a publishing channel anymore; it's a place to build trust through consistency, clarity, and character.

But don't let authenticity become a buzzword. It has to actually be authentic. Brands that do authentic content well understand that it's not a content strategy but part of their brand identity.



@benandjerrys
@eatfishwife

Hot Tip 💡

Trust is the new trend: Use Sked to maintain a steady, values-aligned content calendar and consistent brand identity.

4

Prediction #4: Authenticity and transparency outperform polished production (again)

Expect to see

- Authenticity as the default: Real voices, real language, human-first content.
- Values woven into everyday content: campaign moments < small, consistent signals.
- Radical transparency: Honest updates, behind-the-scenes processes, and accountability.
- Communities built through trust: Loyal audiences choosing brands that show who they are, not just what they sell.

Get ahead of the trend

Replace one “highly produced” post per week with a human-first alternative (e.g. a candid video, a “get to know the team” post, or a behind-the-scenes moment) and track which format drives stronger sentiment or retention.

“People don’t want vulnerability packaged like content; they want humanity that feels unedited, un-strategised and most importantly, unprofitable. Brands that own their flaws, admit uncertainty, and show the messy middle will build trust. Brands that package pain as a marketing device will lose it instantly. The future of authenticity isn’t aesthetics, it’s actually ethics.”

Kriti Gupta



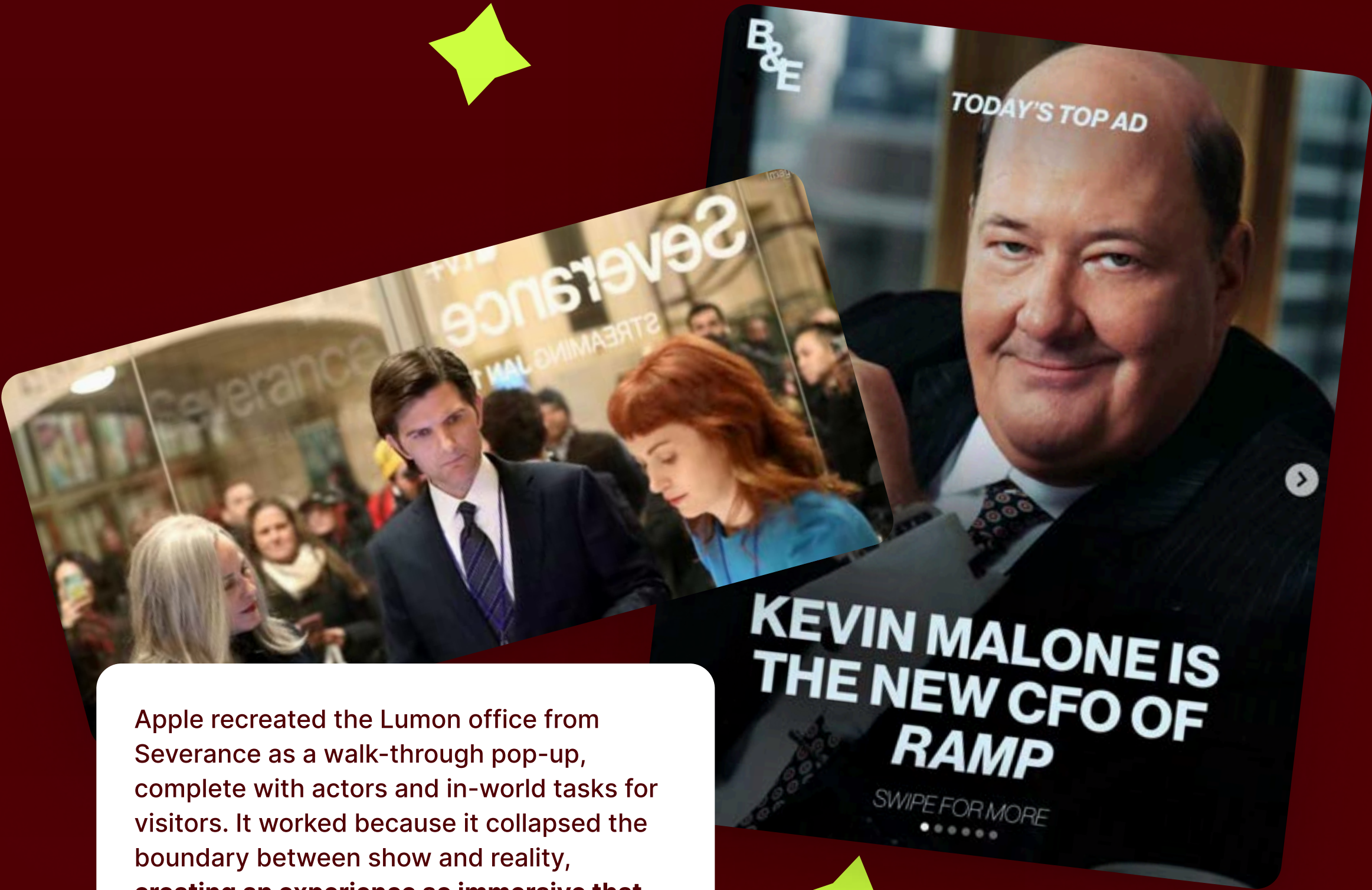
5

Prediction #5: Creative storytelling kills "always-on" content


Your "always-on" content is boring, and frankly, it's barely keeping the lights on. In an era of constant algorithmic fighting, only the brands that keep people hooked will stand out. Think less "here's our product" and more "here's a story you can't stop watching."

This isn't just happening on social—it's bleeding into offline activations that create online buzz. Brands like Ramp and Air aren't just making content; they're building movements that feel more like cultural phenomena than marketing campaigns. The shift? From interruption to invitation: From "look at us" to "come with us."

And here's the thing: you don't need Hollywood budgets. You just need conviction, a clear point of view, and the guts to commit to a story arc instead of playing it safe with one-offs.



Apple recreated the Lumon office from Severance as a walk-through pop-up, complete with actors and in-world tasks for visitors. It worked because it collapsed the boundary between show and reality, creating an experience so immersive that fans couldn't help but share it.

Hot Tip 

Coming Soon: Use Sked's Idea Planner to map narrative arcs across your content calendar. Plot story beats, character moments, and thematic threads weeks in advance to build a story, not just fill a feed.

5

Prediction #5: Creative storytelling kills "always-on" content

Expect to see

- Brands treating storytelling strategy with the same rigor as product development, recognizing that cultural relevance drives growth.
- Multi-part series that build audience loyalty through emotional arcs, not product pitches. Think Netflix-style storytelling, but for your brand.
- Offline stunts designed for online amplification that generate days of social conversation and UGC.
- Dedicated creator accounts and fan channels that extend brand stories beyond owned channels, creating distributed narrative universes.

Get ahead of the trend

Stop thinking in posts and start thinking in arcs. Map out narrative threads that can sustain interest over weeks or months. Build a content universe where each piece connects to a bigger story.



@air.hq



@that_girl_in_a_blazer



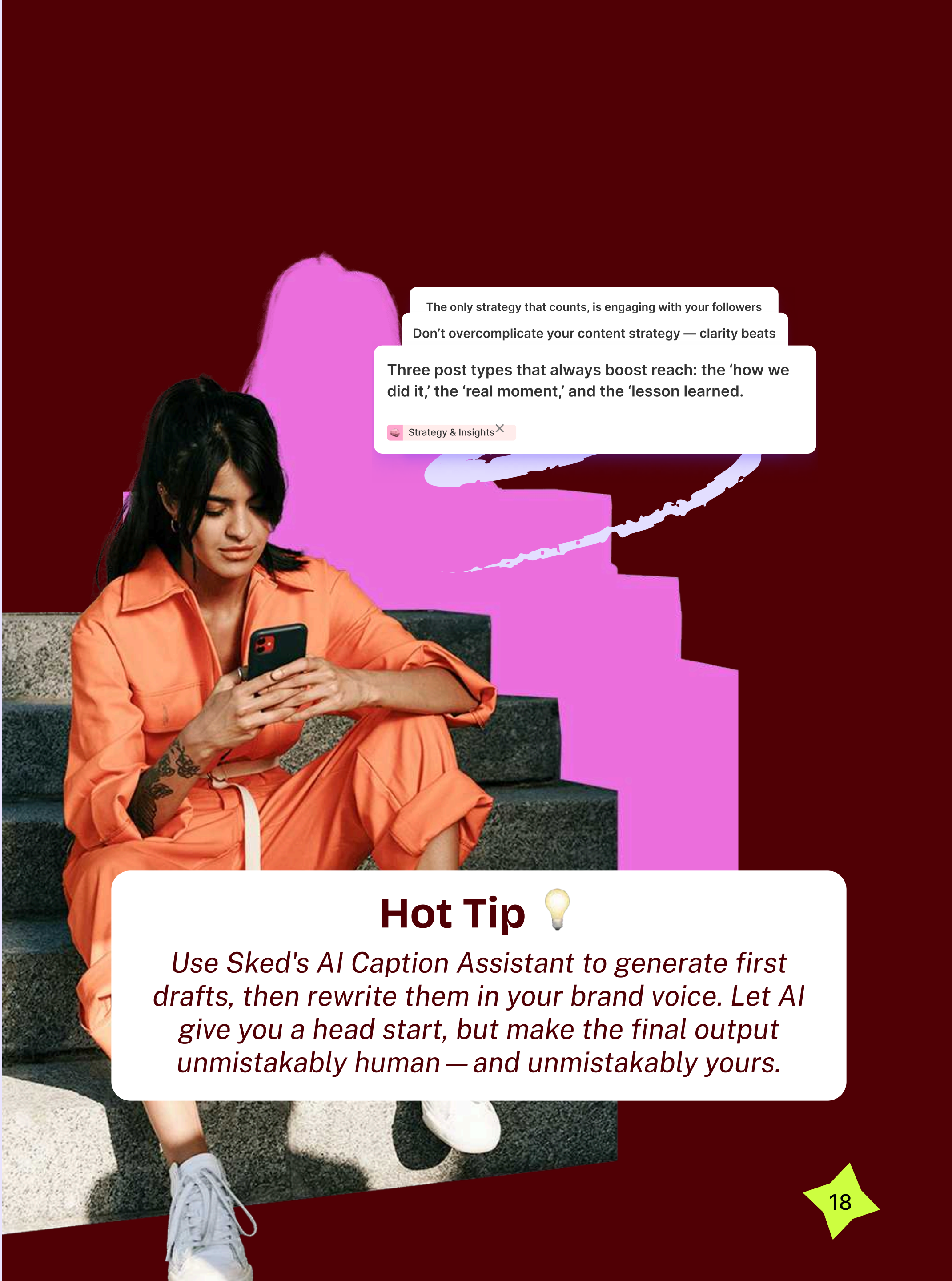
6

Prediction #6: AI won't replace you— but it'll expose you

Here's the uncomfortable truth: AI isn't the villain. But do you know what is? Your inability to use it properly. In 2026, the brands treating AI like a magic content machine will be buried by the ones using it as a creative assistant—not a creative replacement.

Platforms are cracking down: Instagram is enforcing stricter AI labeling, and Pinterest lets users block AI-generated content entirely. Audiences are getting smarter—they can spot the soulless, over-polished AI slop from a mile away. The backlash isn't against AI itself. It's against brands that think prompting ChatGPT counts as a strategy.

AI should handle the grunt work—research, first drafts, data analysis, workflow automation. But if your final output still sounds like a bot wrote it? You've already lost.



The only strategy that counts, is engaging with your followers
Don't overcomplicate your content strategy — clarity beats
Three post types that always boost reach: the 'how we did it,' the 'real moment,' and the 'lesson learned.'
Strategy & Insights X

Hot Tip 💡
Use Sked's AI Caption Assistant to generate first drafts, then rewrite them in your brand voice. Let AI give you a head start, but make the final output unmistakably human — and unmistakably yours.

6

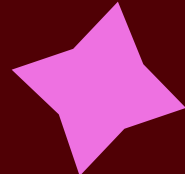
Prediction #6: AI won't replace you—but it'll expose you

Expect to see

- AI streamlines planning by creating calendars or drafting creative briefs, freeing marketers to focus on execution and nuance.
- Smart brands use AI for ideation, competitor analysis, and workflow management—but keep humans in charge of voice, perspective, and storytelling.
- Users actively reject overly polished, generic AI content. Anything that "feels AI" gets scrolled past or filtered out entirely.
- Brands openly embrace AI as a tool while emphasizing human creativity.

Get ahead of the trend



Use AI as a co-pilot. Build workflows where AI handles the admin—pulling insights, drafting outlines, suggesting angles—then humans bring the perspective, voice, and cultural relevance that makes content worth engaging with





Show the colour palette or glaze experiments tha...☐


A quick reel of throwing the mugs/bowls that will...☐


We're launching a tiny weekend pop-up for our pottery studio — just a small table out the front with new mugs, bowls, and a couple of weird experimental pieces I made at 2am. I want to let people know it's super low-key, limited stock, and basically an excuse to hang out an...

200/5000 


 Plan

 Draft

 Schedule



19



7

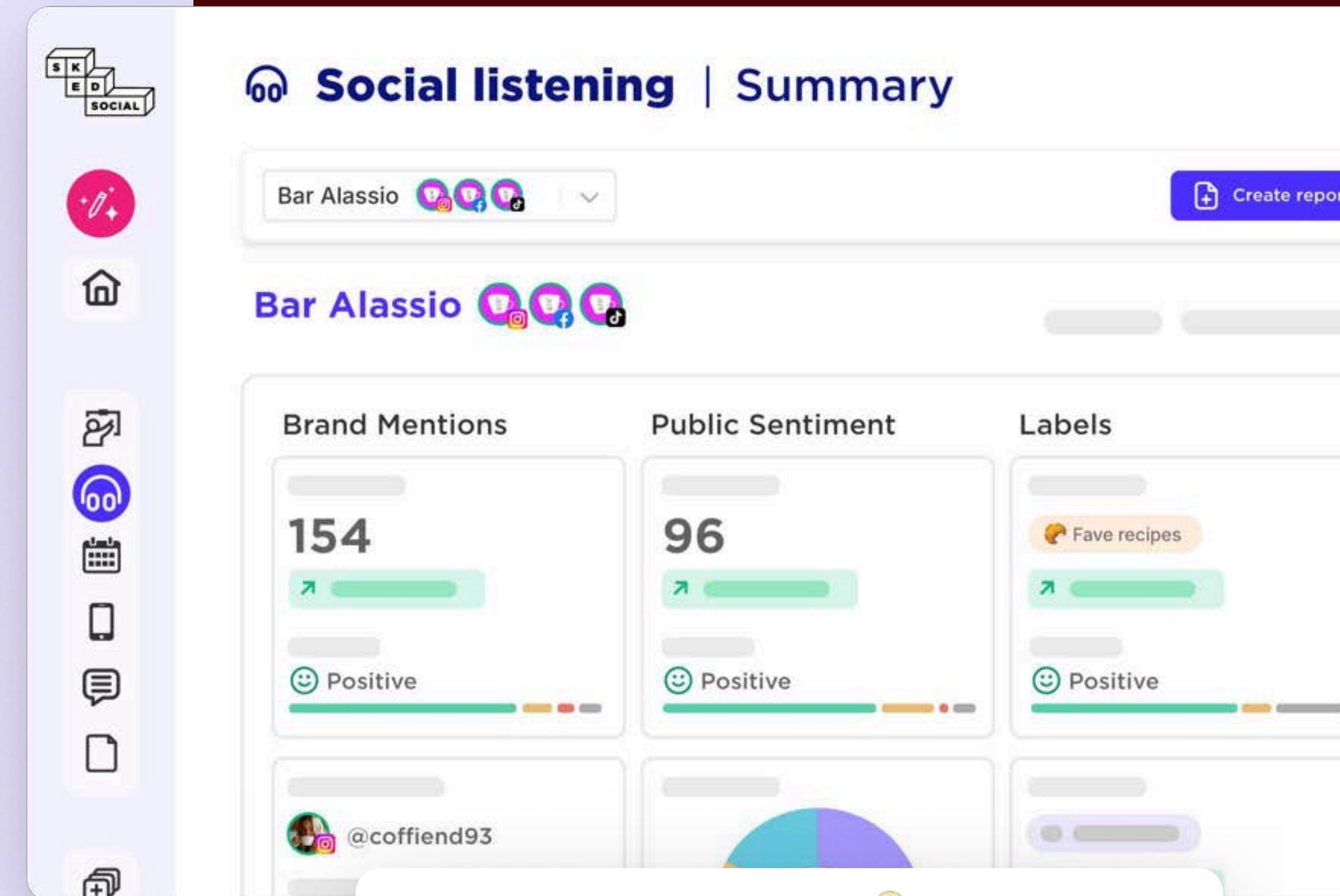
Prediction #7: Community-Generated Content Destroys the Influencer Playbook

UGC had its moment. Now it's time for something better: your customers doing the marketing for you—because they actually want to.

In 2025, we watched UGC outperform polished influencer campaigns. Turns out, people trust random strangers on the internet more than they trust celebrities hawking products for a paycheck.

But here's where it gets interesting: brands are about to stop asking for permission and start building ecosystems where customers create content—not because they're getting paid or chasing a brand deal, but because they're genuinely obsessed.

Community-generated content isn't transactional—it's tribal. These are your superfans, your repeat customers, your ride-or-dies who'd rather talk about your brand than shut up about it. And the best part? No contracts. No negotiations. No performance anxiety over whether a \$50K partnership will even move the needle.



Hot Tip 💡

Use Sked's Social Listening to identify your brand superfans, then turn them into content collaborators. Track who's already talking about you, engage meaningfully, and give them a platform to tell your story their way.

7

Prediction #7: Community-Generated Content Destroys the Influencer Playbook

Expect to see

- Dedicated spaces where superfans create, share, and amplify content organically—without brand prompting or payment.
- Brands shift from one-off agreements to long-term community cultivation where content creation becomes part of the culture, not a campaign.
- Smaller, tighter communities of passionate advocates generate more impact than broad influencer plays.
- Employee-generated content expands to customer-generated content – The same authenticity that made EGC work now applies to customers.

Get ahead of the trend

Stop treating your customers like transactions and start treating them like co-creators. Build spaces where your superfans can connect and contribute. Make them feel like they're part of building the brand, not just buying from it. The content will follow—and when it does? Amplify it. Celebrate it.

“Community-generated content is just the beginning for how ‘brand experiences’ will change the game for influencer & UGC marketing. More consumers are shopping a brand that means something to them. Even better, the opportunity to be part of the entire brand world is no longer a luxury for influencers, but an experience tangible for real people, real customers.

Maddy Taylor



Brands

setting

the bar

in

2026

The future's already here, and some brands are already experimenting with the social trends and strategies that will define the year to come.

Whether they're playing with AI tools, leaning into radical transparency, or building interactive worlds for their communities, here are some brands setting the social bar.

Air:

Making content < building movements

While most brands spent 2025 pumping out forgettable “always-on” content, Air proved that one great narrative can outperform a year’s worth of noise. After cutting 90% of their marketing budget and leaning hard into bold, culturally fluent storytelling, they still managed to triple revenue in 18 months.

Instead of pushing efficiency tips and feature explainers, Air created campaigns that felt more like indie films than SaaS marketing—from collabs with Kareem Rahma and The Rizzler to appointing (and firing) a “Chief Imagination Officer” in a 20-minute mockumentary. Everything they made built a world creatives actually wanted to be part of.

Their 2025 “On Air: Age of Aquarius” event cemented that shift. It didn’t feel like a campaign. It felt like a creative manifesto—and it hit exactly because it wasn’t for everyone.

2026 takeaway 💡

Always-on is dead. The brands winning next year won’t be posting more — they’ll be telling stories worth stopping for.



Instead of marketing at their audience, they created a story world that felt lived-in and intentionally off-beat. It worked because the content didn’t try to sell. It invited people into a universe. By treating marketing like indie filmmaking, Air created work that earned attention instead of asking for it.

Ben & Jerry's:

Authenticity, activism, and zero chill

Ben & Jerry's isn't new to taking a stand, but 2025 proved they're still leading the pack when it comes to purpose-driven storytelling.

Merging advocacy with approachability, their 2025 "People Over Profit" work combined staff interviews, live Q&As and raw behind-the-scenes clips that didn't feel like PR. And the cherry on top of the ice cream? Their activism-led content consistently drives some of their highest engagement across social platforms such as Instagram and LinkedIn.

2026 takeaway 💡

Values-led content isn't a risk. In this day and age, it's actually expected. If you truly care, talk the talk — and walk the walk.



Sephora

Interactive storytelling and social-first experimentation

Sephora has been shaping beauty trends online for years, but 2025 proved they're still leading the charge regarding social-first innovation. Their innovative "virtual artist" app quickly turned virtual try-ons into viral content, spurring everything from creator tutorials to live Q&As that let followers test shades in real time.

The brand also leveraged its creator program, Sephora Squad, to dominate platforms like TikTok, even motivating creators with mentors for a community-driven, authenticity-first approach. Instead of chasing overly polished beauty content, Sephora's creator-first strategy leaned into TikTok-native formats like duets, stitches, and GRWMs to align its content with the platform's top beauty trends.

2026 takeaway 💡

Interactivity and experimentation aren't optional anymore. Brands that play, test, and co-create with their community will set the pace in 2026.



Liquid death

A masterclass in meme marketing

If there were a Hall of Fame for social media chaos, Liquid Death would be front and centre. Their 2025 strategy was a crash course in building a cult brand through sheer personality.

From their fake “Liquid Death Country Club” membership to absurd (and viral) product collaborations, they prove that commitment to a concept always wins. Every post feels like a bit, but behind the humour lies a razor-sharp content strategy built on storytelling, community participation, and constant audience testing. Their secret? They treat every social channel like its own character.

2026 takeaway 💡

Be bold enough to build your brand's universe. The ones dominating 2026 won't just have followers, they'll have fans.





The social media manager cheat sheet for 2026

Okay, trendspotters, you've seen the data, the predictions, and the brands already killing it. But what does that actually mean for your 2026 strategy?

Here's how to take everything we've covered and turn it into action, without needing to clone yourself or hire a small army of interns.

Step 1: Audit your strategy (and be brutal about it)

Take a hard look at your current content plan. What's working, what's outdated, and what's just there because “we've always done it that way”?

Ask yourself:

- Are we still chasing vanity metrics or tracking engagement that matters?
- Are we posting for the algorithm or for the audience?
- Do our posts actually sound human—or like a corporate fridge magnet?



Hot Tip 💡

Use Sked's post-performance analytics to sort your posts by engagement quality, then compare the tone, topic, and format to determine what your audience cares about.

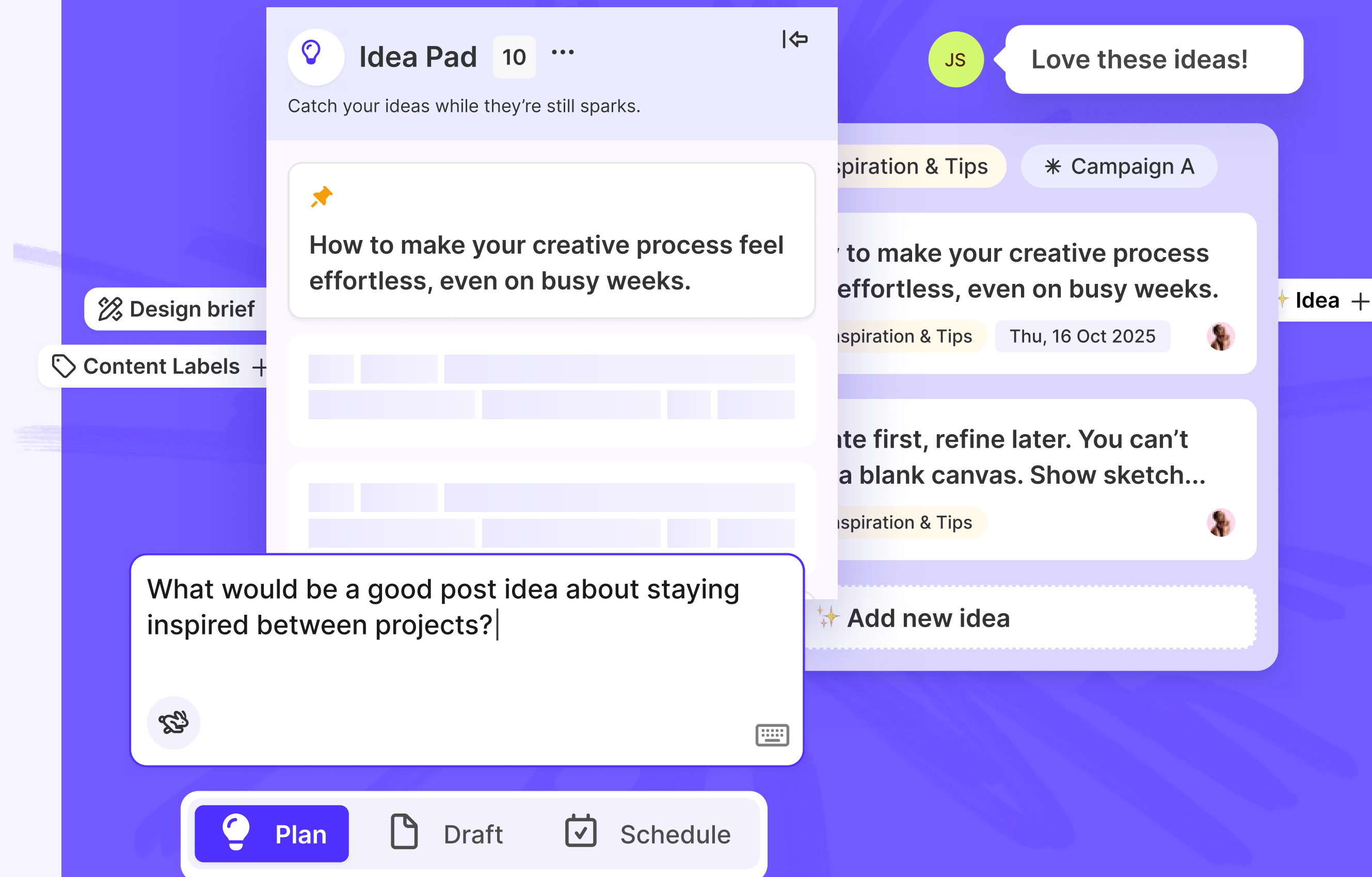
Step 2: Experiment with AI (responsibly)

AI isn't coming for your job, but it is coming for your workflow. The trick? Using it to enhance your creative process, not replace it.

Start experimenting with:

- Using AI tools to brainstorm post ideas or captions when running on empty.
- Testing AI-assisted image editing to refresh your visual style.
- Automating time-sucking tasks like hashtag generation, analytics reports, and scheduling.

The best social managers of 2026 will be those who know how to combine AI's efficiency with human nuance—you can't outsource gut instinct.



Hot Tip 💡

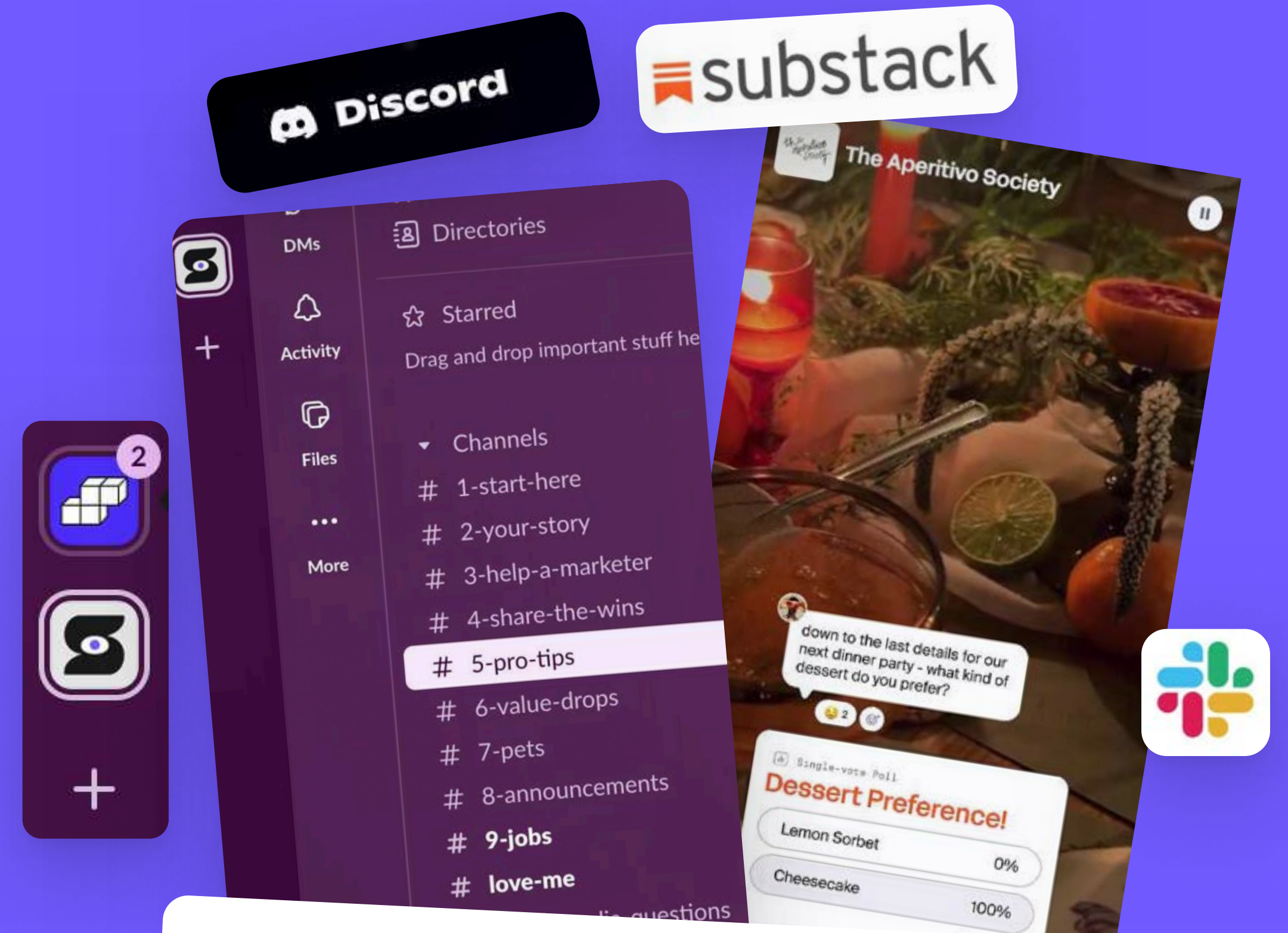
💡 Use Sked's AI Caption Assistant to spark ideas and speed up approvals without sacrificing your tone of voice.

Step 3: Start building your own niche community

These are spaces where your most engaged followers can connect, contribute, and feel seen.

Here's how to build your niche community in 2026:

- Pick one platform that makes sense for your audience: Discord, Slack, Geneva, substack or even a private IG channel.
- Define who the space is for and what they'll get that they can't find in your public feed.
- Start small: weekly prompts, AMAs, behind-the-scenes drops, or early access to content.



Think of it as your brand's VIP room: a smaller, warmer, and way more powerful place to connect with your audience, rather than shouting into the void of the algorithm.

Hot Tip 💡

Use Sked to identify your most engaged followers across platforms to send out your first invites to. Prioritising your top customers will help you build a niche community that actually grows.

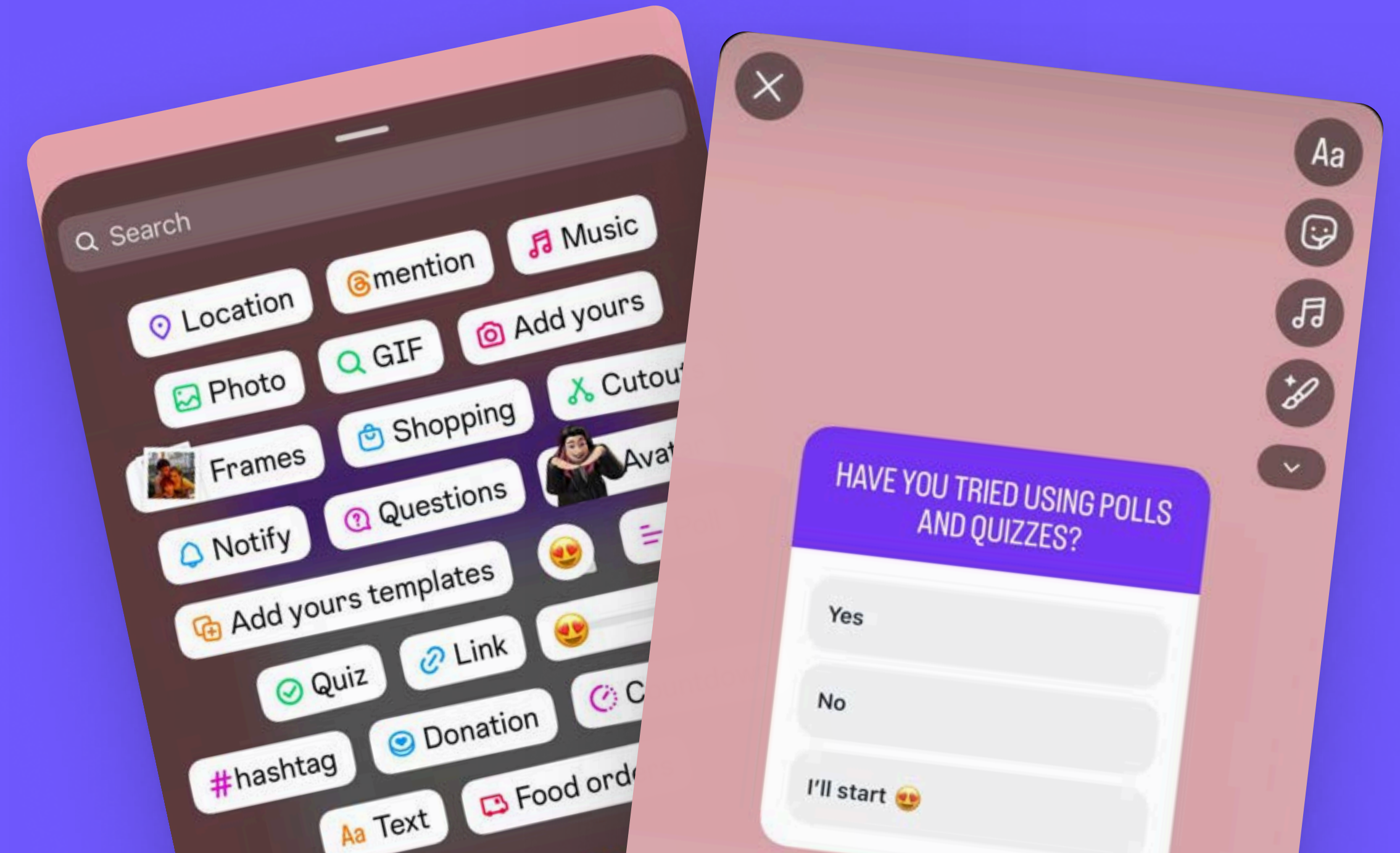
Step 4: Get interactive or get ignored

Static content is sliding down the algorithm's priority list. 2026 is the year of interaction-first marketing, such as polls, Q&As, AR try-ons, live collabs, and anything else that gets followers tapping back instead of scrolling past.

Here's how to start:

- Add polls and quizzes to Stories.
- Test interactive carousels ("Choose your ending" or "What would you do?").
- Reply to comments with Reels or TikToks—not text.

The more you make people feel part of the story, the longer they'll stick around.



Did you know?

Interactive elements boost performance across platforms, with interactive add-ons increasing watch time by **16%** and engagement by more than **150%**.

(TikTok Business, 2024)

Step 5: Build a values-first brand voice

Your followers can tell when you're faking it. And in 2026, they won't just scroll away—they'll unfollow. Define what you stand for, then make it part of your content DNA.

Here's how to show your audience you're authentic:

- Be consistent: Don't post about sustainability one week, then partner with a fast-fashion brand the next.
- Be transparent: Share the why behind your decisions.
- Be imperfect: Show the work-in-progress moments. That's what makes your brand relatable.

Overview

Creative

Copywriting

Tone of voice profile

Sam's Deli

Copywriting brief

Just need a couple of posts about our new sandwiches this week. Talk about what's fresh, what tastes good, and why people should swing by. Oh, and our new t-shirts.

0/1000

Hot Tip 💡

Create shared brand voice guidelines with Sked to align your captions and tone across every platform, even with multiple collaborators.

Step 6: Prioritise mental bandwidth, not just metrics

Burnout isn't a badge of honour. Social managers are the unsung heroes of digital marketing, and 2026 is the year we collectively say no to chaos.

Protect your time and energy like any other resource:

- Automate routine tasks.
- Batch content creation days.
- Schedule and approve in one place (yes, Sked can do that).
- Log off without guilt. Your posts will still go live.

Remember, the goal of social media management isn't to be everywhere. It's to show up where it matters, consistently, creatively, and with purpose.

"The burnout epidemic in social media isn't a personal failure, it's a systemic design flaw. In 2026, that has to change. Your mental health isn't separate from your performance—it's the foundation of it. Protect your bandwidth like you protect your brand, because without it, everything else falls apart."

Matt Navarra



A social media manager is nothing without their tools! Here are the platforms, tools, and priorities we suggest putting on your radar in 2026 🙄

Scheduling & Collaboration	Sked Social	Streamlines multi-platform posting, AI-assisted captions, and approval workflows
AI Creativity	Runway, Jasper, ChatGPT	Speed up creative ideation and editing
Analytics & Reporting	Platform-native dashboards + Sked analytics	Measure engagement quality and sentiment, not just likes.
Interactive Content	TikTok Pulse, Instagram polls, AR effects	Build two-way engagement with your audience.
Community Management	Discord, Geneva, or niche Slack spaces	Foster loyal, high-intent communities beyond the feed.

Ready to own 2026?

The social landscape is shifting faster than ever, and those who adapt first will lead the charge.

You’ve got the insights, predictions, and game plan to make your mark in 2026. Now it’s time to put them into action.

Whether you’re scaling campaigns, managing multiple client accounts, or just trying to keep your content calendar from catching fire, Sked Social can help you stay ahead of the chaos.

Because the brands that win in 2026 won’t just be keeping up—they’ll be setting the pace. The future of social won’t wait for anyone, and neither should you.

🌻 Studio Refresh Launch

Behind-the-scenes from our rebrand shoot — new colour palette, new textures, same playful energy.

📅 Mon 25 Aug 2025     

🌻 Studio Refresh Launch

A first look at our updated branding in action — fresh layouts, clean typography, and a bolder tone.

📅 Mon 25 Aug 2025     

🌻 Studio Refresh Launch

Activity Log

BC Briar Chamberlain (Yourself) 13:56

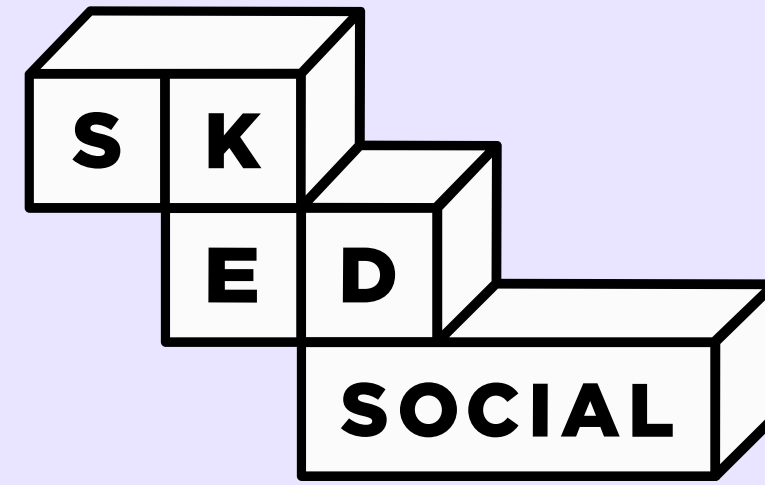
● Changed status:
Change requested → In Progress

Comment:
Looks amazing! Let’s include a swipe show vs. new.

BC Amy Roberts (External reviewer) 13:56

● Changed status:
Idea → Change requested

Comment:
Can we update the copy to mention the tone refresh too? The creative side looks great,



So, what's next?

Explore Sked Social today to:

- Streamline scheduling across every platform
 - Track the metrics that actually matter
- Move faster, smarter, and with more creative control

Start your free trial to start future-proofing your social strategy, or book a demo to make your next big move!

Start free trial