**How Social Platforms Are Shifting Focus**

Andrew Hutchinson examines how seven social media platforms may change this year and what they're focusing on as he seeks to inform marketers how they can adjust strategies, such as Facebook's focus on in-platform messaging, short-form Reels and AI-powered ad tools. Other platforms under the microscope are Instagram, LinkedIn, Pinterest, Snapchat, TikTok and X (formerly Twitter).

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[*https://www.socialmediatoday.com/news/social-media-platforms-2024-marketing/704553/*](https://www.socialmediatoday.com/news/social-media-platforms-2024-marketing/704553/)

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