**Major Social Media Trends For 2023**

Social media experts say marketers can gain a competitive edge in 2023 by prioritizing TikTok and LinkedIn platforms, short-form videos, tapping into the power of artificial intelligence and seeking "messy user-generated content." Other trends to expect include improved ad reporting on Facebook, TikTok's shift toward live shopping, and Twitter's Spaces and chats gaining favor among brands.

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[*https://www.socialmediaexaminer.com/social-media-marketing-trends-2023/*](https://www.socialmediaexaminer.com/social-media-marketing-trends-2023/)

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