

Organic Social Media and Community Management

2025–26 Trend Forecast for Marketers

The landscape of organic social media and community management in Australia and New Zealand is evolving rapidly. In 2025 and into 2026, marketers must adapt to emerging trends, refine their strategies, and engage authentically with their audiences.

This guide explores best practices in content creation, influencer collaborations, and effective community engagement to help brands thrive in this dynamic environment.

Media Precinct

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Key Emerging Trends

1. AI-powered content creation

- Artificial Intelligence (AI) is revolutionising content strategies by assisting in generating personalised and engaging posts.
- Brands are leveraging AI to analyse consumer behaviour and craft content that resonates with their target audience.

2. Short-Form and Live Video

- The dominance of video content continues, with an emphasis on short-form and live.
- These formats capture attention quickly and encourage real-time engagement, making them essential tools for brands.

3. Community-Centric Engagement

- Brands are focusing on building and nurturing online communities to foster loyalty and trust.
- Creating spaces where audiences can interact, share experiences, and feel valued enhances brand affinity and encourages organic growth.

4. Hyper-Personalisation

- Consumers expect tailored experiences.
- Utilising data analytics to deliver personalised content and recommendations enhances user satisfaction and engagement

Best Practices in Content Creation

❖ Authentic Storytelling

The dominance of video content continues, with an emphasis on short-form and live.

❖ Platform-Specific Content:

Tailor content to suit the unique features and user behaviours of each social media platform. This approach ensures maximum engagement and relevance.

❖ User-Generated Content (UGC)

Encourage your community to create and share content related to your brand. UGC serves as social proof and fosters a sense of belonging among your audience.

❖ Educational and Informative Posts:

Provide value through content that educates or informs your audience. This positions your brand as a thought leader and resource in your industry.



Influencer Collaborations

Micro and Nano-Influencers: Partnering with influencers who have smaller but highly engaged followings can lead to more authentic promotions and higher engagement rates.

Long-Term Partnerships: Building ongoing relationships with influencers ensures consistency and deeper integration with your brand, leading to more genuine endorsements.

Performance-Based Collaborations: Implementing clear metrics and performance indicators helps in assessing the effectiveness of influencer partnerships and ensures alignment with business goals.



Social Media Community Management Strategies

Active Listening: Monitor conversations about your brand and industry to understand audience sentiments and identify opportunities for engagement.

Timely Responses: Engage promptly with your audience's comments, messages, and mentions. This responsiveness demonstrates attentiveness and values your community.

Conflict Resolution: Address negative feedback professionally and constructively. Turning a dissatisfied customer into a loyal advocate showcases your commitment to customer satisfaction.

Exclusive Communities: Creating private groups or forums for your most loyal customers fosters a sense of exclusivity and strengthens community bonds.

Responding to Engagement



Personalised Interactions: Address individuals by name and reference specific details from their comments to make interactions more personal.

Encourage Dialogue: Ask open-ended questions to promote further discussion and keep the conversation going.

Show Appreciation: Thank your audience for their support, feedback, or content shares to reinforce positive relationships.

Highlight Community Contributions: Feature user-generated content or testimonials on your platforms to acknowledge and celebrate your community's involvement.

Quick Reference Guide: Social Media Tactics

	<p>Facebook: video content (especially short-form & live videos), user-generated content (UGC), interactive posts (polls, quizzes, q&as), educational or how-to posts with carousel images, behind-the-scenes content.</p>	<ul style="list-style-type: none"> ✦ Use Groups for community-driven conversations. ✦ Use Live Video to boost organic reach. ✦ Encourage engagement-focused posts (e.g., "Caption this", "What do you think?") to increase comments and shares. ✦ Test longer captions for storytelling.
	<p>Instagram: reels & short-form video (fast, engaging, trend-driven), stories (polls, interactive q&as), carousels (storytelling, and step-by-step content), shoppable content (tagged products), influencer collaborations.</p>	<ul style="list-style-type: none"> ✦ Prioritise Reels for organic discovery and reach. ✦ Use Stories daily for quick engagement. ✦ Post a mix of carousel posts and single-image content to keep variety and leverage hashtags and geotags for discoverability. ✦ Collaborate with influencers - niche engagement.
	<p>Tik Tok: short-form video (5-30 sec), challenges & trends (use trending sounds & hashtags), behind-the-scenes content, duets & stitches to collaborate with trending content, educational content & quick tips.</p>	<ul style="list-style-type: none"> ✦ Follow trending sounds, hashtags for visibility. ✦ Engage with popular creators via stitches & duets. ✦ Keep content authentic, raw, and unpolished—overly produced videos don't perform as well. ✦ Post consistently (ideally 1-3 times per day). ✦ Encourage UGC and challenge participation
	<p>X: short, concise tweets (text-based, 280 characters or less), trending topics & news commentary, memes & gifs for viral engagement, threaded tweets (ideas step by step), customer support & real-time interaction.</p>	<ul style="list-style-type: none"> ✦ Post multiple times per day to stay visible ✦ Engage with real-time conversations, trending topics, and industry news. ✦ Use threads to expand on ideas. ✦ Respond quickly to mentions and direct messages to maintain an active presence.
	<p>LinkedIn: long-form thought leadership posts (expert insights, business tips), linkedin articles, industry news & trends (opinions & analysis), success stories & case studies, employee spotlights & company culture content.</p>	<ul style="list-style-type: none"> ✦ Post original insights, case studies, and business reflections to establish authority. ✦ Use LinkedIn Polls, Q&A posts, and share personal success stories to encourage discussion ✦ Engage with industry leaders and employees ✦ Incorporate native video for thought leadership and brand storytelling.
	<p>Youtube: how-to tutorials & educational content, product reviews & unboxings, behind-the-scenes, company culture videos, live q&as & webinars, youtube shorts.</p>	<ul style="list-style-type: none"> ✦ Optimise titles and thumbnails for searchability. ✦ Post long-form videos (7-15 min) for in-depth ✦ Use YouTube Shorts to reach a broader audience. ✦ Encourage engagement through CTAs. ✦ Create consistent series (weekly episodes, Q&As).
	<p>Snapchat: short, engaging snaps (5-10 seconds) , ar filters & lenses (branded filters), exclusive offers & flash sales, behind-the-scenes content (unfiltered brand moments), takeovers & influencer collaborations.</p>	<ul style="list-style-type: none"> ✦ Use Snapchat Stories for exclusive content drops. ✦ Geofilters and Lenses to increase interaction. ✦ Keep content light, fun, and personality-driven. ✦ Engage with users via one-on-one messaging. ✦ Use Spotlight for organic discovery.

Each platform requires a unique approach

Brands that tailor their strategies accordingly will see better engagement, higher visibility, and stronger community connections in 2025 and 2026.

By embracing these strategies and staying attuned to emerging trends, Australian and New Zealand brands can effectively harness the power of organic social media and community management to build lasting relationships with customers and drive business success.

Facebook	Live video, UGC, polls, Q&A, community-driven content
Instagram	Reels, Stories, carousel posts, influencer collaborations
TikTok	Trend-based short videos, duets, challenges, UGC
Snapchat	AR filters, interactive lenses, exclusive offers, raw moments
X (Twitter)	Short tweets, industry insights, memes, real-time engagement
LinkedIn	Thought leadership, LinkedIn articles, industry trends, case studies
YouTube	How-to videos, product reviews, live Q&As, YouTube Shorts

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