

# The Guide

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## to January Social Media

### Awareness Days

**Whole  
month**

Dry January  
Veganuary  
Walk your Dog month  
National Mentoring Month

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**4th**

World Braille Day

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**15th**

Blue Monday  
Brew Monday

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**22nd-29th**

Cervical Cancer  
Prevention Week

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**24th**

International Day of  
Education

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**25th**

Burns Night

### Top Tips

# New Year Social Media Marketing Tips

The beginning of the New Year is a fantastic opportunity to make a fresh impression on your audience and market, and to promote yourself in new and exciting ways.

In this month's edition of the Social Media Guide, we're discussing our top tips for social media marketing related to the New Year, and how to make the biggest impact at this exciting time of year.

## Utilise video



Video marketing content is proven to capture and keep attention for much longer than static assets. Consider integrating video content into your social media marketing, and unlock the possibilities of new platforms (TikTok, Instagram Reels and YouTube Shorts)

## Be authentic



Build trust by showcasing the human side of your brand. Share behind-the-scenes glimpses, employee stories, and user-generated content to create a more authentic connection.

## Consistency with branding

Take some time to look at your social media branding, and ensure that it is cohesive and consistent across all of the platforms you use. This includes imagery, tone-of-voice and messaging.

## Recognise market trends



A new year brings with it new market trends. Recognise what these trends are, and incorporate them into your marketing. Consider using [Google Trends](#) as a starting point for this,

# Consider sustainability



The importance of environmental sustainability is expected to be more significantly recognised in 2024 than any other year so far. Bring this into your marketing, and demonstrate how your business is taking steps to be more eco-friendly.

As well as sharing what you're already doing within your business, consider adopting greener marketing habits. Intelligent planning uses less resources and less carbon, so take some extra time when planning campaigns. Each email sent uses 0.3g of carbon, and 340 BILLION emails are sent globally per day. Only email when necessary.

**Get in touch to find out how we can help you manage your social media**

# #trending

Explore the top industry-related topics being searched for on Google. Want to try out Google Trends for yourself? Find out more here: <https://allianceta6.co.uk/google-trends>

Holistic fitness



Virtual workouts



HIIT exercises



Outdoor fitness



Hormonal health



Personalised nutrition



# Social Media Updates



## YouTube Adds New Analytics Cards, Simplifies Its 'Product Drops' Feature

YouTube is making some updates to its Product Drops feature within live streams, while it's also adding some new analytics cards, and testing a new format for its TV app.



## Post Headlines Return to X

A recent update on means means that URL previews on X will include the post headline once again. This shift will impact how brands and content creators structure and present their posts to audiences, with implications for user engagement and the online browsing experience.



## Threads Expands Keyword Search

After launching an initial test of keyword search in selected regions back in August, Threads is now making its expanded search capacity available to all users in all markets.

*See you  
next month!*