

The State of B2B Social Media in 2025 (U.S. Tech & Corporate Sectors)

Introduction:

B2B social media in 2025 has matured into a critical pillar of marketing for tech and corporate industries. Nearly every B2B company now maintains a social presence, and marketers have learned hard-won lessons from the past few years of rapid change. This report examines the current B2B social landscape in the U.S., evaluates how marketers are measuring ROI, explores shifting audience behaviors, and highlights emerging trends like generative AI, short-form video, “dark social,” and employee advocacy. We also compare 2025 strategies to those of 2022–2024 to gauge how far B2B social media has come – and where it’s still lagging. The goal is to provide data-driven insights and actionable implications for B2B brands navigating social media today.

B2B Social Media Landscape in 2025: Platforms, Content, and Usage Patterns

[\(B2B Content Marketing Trends 2024 \[Research\] | CMI\)](#) *LinkedIn stands out as the most valuable B2B social platform, far ahead of other networks.*

The B2B social landscape in 2025 continues to be dominated by **LinkedIn**. An overwhelming 85% of B2B marketers say LinkedIn delivers the best organic results for their organization ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) – a figure that towers over the next closest platforms (just 28% cite Facebook, ~22% YouTube, 21% Instagram) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). By contrast, Twitter (rebranded as “X”) and TikTok remain niche in perceived value (only 7% and 3% of marketers respectively see them as top performers) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). This pecking order is virtually unchanged from 2024, underscoring LinkedIn’s sustained primacy for B2B audiences.

Platform Usage Trends: B2B marketers have consolidated around LinkedIn while selectively expanding into emerging channels. In the past year, 68% of B2B marketers increased their use of LinkedIn – by far the biggest net gain ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). Many also boosted activity on YouTube (31% increased), Instagram (27%), and Facebook (20%) as these platforms find roles in B2B strategies ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). Notably, TikTok saw 9% of marketers increase usage – a modest rise that reflects experimental forays into short-form video ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). **Twitter’s presence is shrinking:** 39% of B2B marketers report they don’t use Twitter at all in 2025 (up from 27% a year prior) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)), a sharp decline likely driven by platform turmoil and shifting user preferences. Meanwhile, only 15% of B2B marketers use Reddit in any capacity ([B2B Content](#)

[Marketing Trends 2025 \[Research\] | CMI](#)), indicating that while professional communities (e.g. subreddits) have influence in tech circles, formal brand participation there remains limited.

Content Formats and Engagement: B2B social content is becoming richer and more varied. Traditional text posts and link shares are now supplemented by video, multi-image carousels, polls, and live streams. On LinkedIn, in particular, analytics show a *significant boost in engagement* recently – the average engagement rate jumped **44% year-over-year** ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#)). What's driving this? Marketers have adapted to platform preferences: **multi-image carousel posts** (e.g. document PDFs or slide decks) generate the highest likes and comments on LinkedIn, and posts with multiple images plus short captions see the strongest engagement rates ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#)). **Video content** is surging too – videos are now the *most shared* content type on LinkedIn ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#)) as companies leverage thought leadership clips, customer testimonials, and mini-webinars in the feed. Even classic LinkedIn features like polls remain effective: polls actually garner the highest impression rate of all post types ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#)), suggesting LinkedIn's algorithm still rewards interactive formats that spark participation.

Other networks show distinct content trends as well. **Short-form vertical videos** (60 seconds or less) have made inroads on typically conservative B2B brands, especially on platforms like TikTok, Instagram Reels, and YouTube Shorts. While only ~1 in 5 B2B marketers currently use TikTok ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)), those who do report that bite-sized videos can achieve surprising reach and engagement – and even spill over to LinkedIn as repurposed content. **YouTube** remains important for longer-form content; 84% of B2B marketers produce video content (of various lengths) as part of their mix ([89 B2B Marketing Statistics You Need to Know in 2024](#)), often housing explainers, product demos, and webinars on YouTube and then distributing clips socially. **Live streaming and virtual events** (e.g. LinkedIn Live broadcasts) are also part of the landscape, though used more sparingly as standalone plays, often tied to product launches or thought leadership panels.

Usage Patterns: Professional audiences are integrating social media into their daily work lives more than ever. LinkedIn has evolved from an occasional job-hunting site into a daily newsfeed for professionals – “*users are more engaged than ever*” on the platform, according to industry observers ([LinkedIn Marketing 2024: The B2B Social Platform Is Gaining](#)). Busy decision-makers scroll their feeds for industry news, insights from peers, and relevant content to inform their work. Mobile usage continues to rise, meaning B2B content must catch attention in quick thumb-scroll moments. The LinkedIn feed itself has begun to resemble consumer social media in functionality – for instance, LinkedIn recently rolled out a **vertical video feed carousel** in its app, a TikTok-inspired feature to encourage more seamless video consumption ([B2B Marketing News and Stories, Week of Aug. 26](#)). This indicates that even the most business-centric platform is adapting to the short-form video trend and the swiping behaviors popularized by consumer apps. In summary, the 2025 landscape is defined by an anchor platform (LinkedIn) where B2B engagement is highest, supplemented by strategic plays on

other networks, and a pivot towards visual, interactive content formats designed to stop the scroll of an increasingly content-saturated professional audience.

Measuring ROI and Effectiveness of B2B Social Media

Measuring the impact of B2B social media has long been challenging, but marketers in 2025 are getting more sophisticated about linking social efforts to real business outcomes. **Social media is now viewed as a full-funnel channel** – it's used to drive top-of-funnel awareness and engagement, but also to nurture prospects and even convert leads at later stages. In fact, **50% of B2B marketers say social media contributes the most to their top-of-funnel goals**, more than any other channel (surpassing even email at 43%) ([26 Crucial B2B Marketing Statistics \(2024\)](#)). And nearly the same share (46%) credit social as their leading bottom-of-funnel driver, beating out email (40%) and paid search (30%) for last-touch influence on conversions ([26 Crucial B2B Marketing Statistics \(2024\)](#)). These perceptions underscore that when done right, social media isn't just for "fluffy" awareness – it's seen as integral to moving buyers along the journey.

ROI Perceptions by Platform: Not all social platforms are equal in ROI. Consistent with its perceived value, LinkedIn delivers strong returns for many B2B marketers: **70% of marketers report LinkedIn provides a positive ROI for their company** ([LinkedIn Marketing 2024: The B2B Social Platform Is Gaining](#)). This is a global stat (per an Aug 2023 Hootsuite survey) that reflects LinkedIn's efficiency in reaching the right B2B audiences with both organic content and paid ads. Other platforms trail behind; for example, Facebook – while broadly used – is often considered less critical for B2B, and fewer than one-third of marketers rate it a top-value channel ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). Many B2B teams use Twitter for thought leadership or PR amplification, but its ROI is questionable and declining amid usage drops. The **consensus in 2025 is that LinkedIn is the gold standard for B2B social ROI**, with YouTube and niche plays (and emerging channels like TikTok) playing supporting roles or specialized funnel functions.

Organic vs. Paid Social: Most B2B organizations now employ a mix of organic and paid social tactics. **84% of B2B marketers use paid channels to distribute content, with social media advertising the most common paid tactic (73% use social ads/promoted posts)** ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). LinkedIn's ad platform is a particular favorite for account-based targeting and lead generation, despite its higher costs. That said, B2B marketers rank paid search (SEM/PPC) slightly above social ads in producing the best results among paid channels: 61% say SEM delivers the best results, followed by 49% who say social media ads do ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). This suggests that while social ads are effective (nearly half see them as their top performer in paid media), search ads still edge them out for ROI in many cases, likely due to intent-based targeting. **Organic social media, however, remains indispensable** – nearly 90% of B2B marketers use organic social content distribution, making it the #1 channel for sharing content ([26 Crucial B2B Marketing Statistics \(2024\)](#)) ([26 Crucial B2B Marketing Statistics \(2024\)](#)). The organic vs. paid split often comes down to objectives: organic social excels for **brand building, thought**

leadership, and community engagement (things not easily achieved via ads), whereas paid social is used for **scaling lead acquisition and precise targeting** (attribution-focused campaigns, retargeting, etc.). Both play a role in a mature 2025 strategy, and increasingly B2B brands create integrated campaigns combining them (e.g. an organic thought leadership live stream amplified with paid promotion to target accounts).

Key Metrics and Attribution: When it comes to quantifying success, B2B marketers are gravitating towards outcome-based metrics. **Conversions are the most common metric used to evaluate content performance (tracked by 73% of B2B marketers) ([26 Crucial B2B Marketing Statistics \(2024\)](#))**. In other words, the ultimate barometer is whether social content drives a desired action – be it form fills, demo requests, or actual sales opportunities. Other frequently measured KPIs include email or newsletter sign-ups (used by 71% as a success metric), website traffic (71%), and on-site engagement (69%) ([26 Crucial B2B Marketing Statistics \(2024\)](#)). Traditional social metrics like raw follower counts or even social shares are considered less meaningful unless tied to downstream impact. **Brand lift metrics** are also in play for those focused on awareness: surveys and social listening can gauge brand sentiment or share of voice. However, only a minority of B2B firms formally measure brand lift on social due to the complexity and cost of doing so (often it's done via broader brand studies). Many default to proxy measures like engagement rates and reach to infer brand impact.

Despite progress, **attribution remains a pain point**. Over half (56%) of B2B marketers say *attributing ROI to content marketing efforts* is a top challenge, tied with the difficulty of tracking customers across an increasingly complex journey ([57+ Content Marketing Statistics for Your 2025 Strategy](#)). The rise of “dark social” (more on that later) exacerbates this – traffic from social often shows up as “direct” or is otherwise untraceable, clouding the true ROI. Marketers are responding by investing in better analytics and multi-touch attribution models, but many still struggle to connect all the dots. In fact, integrating and correlating performance data across multiple platforms is cited as the #1 measurement hurdle by 84% of B2B marketers ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)). This suggests that while individual platform analytics have improved, companies are seeking unified views of social's contribution to pipeline and revenue. Some organizations have begun tracking “social-sourced” or “social-influenced” pipeline internally, giving credit to deals where social media played a role (even if it wasn't the final touch). This is part of a broader trend of refining marketing attribution to give due weight to earlier touchpoints like social and content.

ROI of Content Formats: B2B marketers are also evaluating which types of social content yield the best returns. One striking insight: **short-form social videos produce the highest ROI of any content format for B2B**. In a recent study of B2B marketers in North America and Europe, 55% said *short-form videos (think TikTok/Reels style content) deliver the highest ROI* among their content efforts ([B2B Marketing News and Stories, Week of Aug. 26](#)). This is a notable shift – historically, B2B favored whitepapers and webinars for “ROI” content. Now, the data shows a majority find quick-hit videos to be extremely cost-effective, likely because they garner high engagement and can be created relatively inexpensively (especially with modern tools). That doesn't mean long-form content has no ROI – rather, it indicates that **attention is a currency**, and engaging a prospect for 30 seconds on social (and leaving an impression or prompting a

click) can be more cost-efficient than gating a PDF that few actually read. Other formats cited as high-ROI include webinars (for those who register and attend, the lead quality can be high) and interactive content (polls, quizzes can yield engagement data). But clearly, in 2025, **video – particularly short video – is king** in the eyes of many B2B marketers when measuring content bang-for-buck ([B2B Marketing News and Stories. Week of Aug. 26](#)).

Outcomes Achieved: When looking at results, B2B social media is delivering across a range of objectives. 87% of B2B marketers say their content marketing (much of it distributed via social) successfully created brand awareness in the past year ([57+ Content Marketing Statistics for Your 2025 Strategy](#)). Importantly, **74% report that their content efforts generated demand or leads** ([57+ Content Marketing Statistics for Your 2025 Strategy](#)), and 58% even say content helped directly generate sales/revenue – a jump up from 42% the year prior ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)). These improving outcomes hint that social content strategies are maturing and getting more effective at driving not just engagement metrics but tangible business results. It's also worth noting that B2B marketing teams have increasingly set specific goals for social media's contribution (e.g. X% of website traffic or Y number of sourced leads), and about half say they achieve their goals most of the time ([26 Crucial B2B Marketing Statistics \(2024\)](#)). For those still struggling, the issue often lies in overly ambitious targets or misaligned expectations, rather than social not contributing at all.

In summary, B2B marketers in 2025 are treating social media as a serious business driver and are holding it accountable with concrete KPIs. LinkedIn leads the pack on ROI, and short-form video has surprisingly proven its worth. Yet, measuring social's full impact remains tricky due to attribution gaps and dark social – leading marketers to double down on mixed metrics (both quantitative and qualitative) to capture the true value of their social media investments.

How Professional Audiences Consume & Engage: Shifts in Behavior

The behavior of professional audiences on social media has evolved notably from 2022 to 2025. Today's B2B buyers and decision-makers are **more social-savvy, more content-hungry, and more likely to seek information from peers online** than ever before. Understanding these shifts in consumption and engagement is key to crafting effective B2B social strategies.

Information Overload & the Fight for Attention: Professionals are inundated with content, so cutting through the noise is a growing challenge. One major change is that B2B content is becoming *more “consumer-like” in style to capture attention*. As one marketer observed, *“as millennials and Gen Z grow in the workforce, we’ll begin to see B2B become more entertaining and less boring... We were never only competing with other B2B content. We’ve always been competing for attention.”* ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)). This captures a pivotal shift: the next generation of business leaders (often in their 20s and 30s now) have digital content expectations shaped by TikTok, YouTube, and Instagram. Even on LinkedIn, they gravitate to posts that are concise, visually appealing, and relatable. **Dry corporate posts are increasingly tuned out.** Instead, people engage with content that has a human voice, tells a

story, or provides quick actionable insights. This is driving B2B brands to infuse personality and creativity into social content – for example, using humor or pop culture references in LinkedIn posts, or filming casual “behind the scenes” office videos – things that would have been rare a few years ago. The quote from Microsoft’s Head of Content, “*creator-led campaigns and vertical videos bring a funnier and less stodgy flavor to the LinkedIn feed... Now’s the time to stand out with content that’s refreshingly human and real,*” sums it up ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)). Audiences respond better to an authentic, conversational tone on social, rather than formal press-release style messaging.

Trust in Peers Over Brands: In 2025, **B2B buyers heavily rely on peer recommendations and content** in their decision process. Fully 84% of B2B buyers seek input or advice from peers, colleagues, or existing community connections when researching solutions ([20 Employee Advocacy Statistics That Will Inspire You](#)). This trust in peer insight often outweighs trust in vendor-produced content. In fact, nearly 76% of consumers (including B2B buyers in a professional context) say they’re more likely to trust content shared by a company’s employees than content shared by the company itself ([20 Employee Advocacy Statistics That Will Inspire You](#)). That’s a huge credibility gap between individual voices and official brand messaging. The implication is that **personal posts carry more weight** – e.g. a LinkedIn post by an engineer or executive at a company may get more engagement and be believed more than the company page posting the same. This is fueling the rise of employee advocacy (discussed in the next section) and also influences audience behavior: professionals are actively following not just company pages but also the individual thought leaders and subject matter experts at those companies. They join LinkedIn Lives hosted by people they respect, they subscribe to newsletters and podcasts of industry influencers, and they participate in niche communities (from Slack groups to subreddit forums) where peers share firsthand experiences.

“Dark Social” Sharing: A significant portion of how B2B audiences consume content now happens through “**dark social**” **channels** – private or semi-private spaces that don’t show up in referral analytics. For example, a director of IT might see a useful report link on LinkedIn, copy-paste it into a team Slack channel for her colleagues, who then forward it via email or WhatsApp to others. All those downstream interactions are largely invisible to the original poster. Data from SparkToro shows that nearly all referrals from apps like Slack, WhatsApp, Discord, or even TikTok often appear as direct traffic in analytics (100% of TikTok/Discord referrals, for instance) ([Dark Social: The B2B Black Hole That's Swallowing Your Traffic ...](#)). In other words, **B2B content is frequently being consumed via peer-to-peer sharing that leaves no trail**. This means the typical B2B buyer’s journey on social might look like: see content in feed -> discuss privately with team -> someone googles it later or goes direct to site. The *behavioral shift* here is that professional audiences increasingly prefer to discuss vendor content or industry news in closed networks (internal chats, private DMs) rather than publicly on the social platform itself. Engagement is happening, but it’s off the radar (“in the dark”). For marketers, this means a drop in visible metrics doesn’t necessarily equal a drop in impact – some content quietly goes viral in closed circles. It also reinforces how much **word-of-mouth has gone digital**. B2B word-of-mouth today might be an influencer posting on LinkedIn or an architect recommending a software in a private Facebook group for architects. Marketers need to encourage and facilitate these peer conversations, even if they can’t fully track them.

Multi-Channel Content Consumption: Professional audiences are diversifying which platforms they use for what purpose. **LinkedIn is the hub for professional identity and networking**, but it's no longer the only place they consume work-related content. For instance, a software developer might use **Reddit** to solve technical problems or read candid discussions about enterprise tools. A CMO might lurk in a **marketing Slack community** or subscribe to **YouTube channels** for thought leadership. Even **TikTok** has niche professional communities (e.g. "FinanceTok" or "EngineeringTok") where younger professionals share tips in a lighthearted format. Notably, a surprising share of younger professionals use unconventional channels for discovery – e.g. 64% of Gen Z and nearly half of Millennials have used TikTok or similar apps as a **search engine** for information ([50 Compelling Employee Advocacy Statistics](#)) (including researching companies or how to do something in their job). This doesn't mean TikTok replaces Google for B2B research, but it signals that **audiences are open to consuming B2B content on any network if it's packaged in a compelling way**. The line between personal and professional online behavior is blurring: someone might scroll TikTok for fun and still welcome a quick explainer on a work topic amidst the entertainment.

Engagement Preferences: How do professionals engage with B2B content when they see it? Engagement has become more fragmented. Many will *"lurk"* (consume content without reacting) unless something is especially resonant or easy to interact with (like a one-click poll). Those who do engage publicly often do so to build their own personal brand – for example, commenting insightfully on a topic to display expertise. Quick interactions like reactions (👍👏🔥) are common on LinkedIn, but writing comments or sharing posts requires stronger motivation. One interesting behavior shift is the willingness to engage with **interactive content**. Polls and Q&As get strong responses because they invite participation; LinkedIn polls, despite some fatigue, still can garner thousands of votes when the question is relevant to a professional's pain points. Another shift: **consumers of B2B content expect value quickly**. If a piece of content is too promotional or takes too long to get to the point, they move on. This is why short-form videos or text posts with concise takeaways have high engagement – busy professionals appreciate content that respects their time. On the flip side, long-form content (like a 2,000-word LinkedIn article or a 1-hour webinar replay) sees selective but deep engagement – the truly interested will devour it, but most will scroll past. Essentially, **skimming is the norm**, and hooking the audience in the first 2–3 seconds (for video) or first sentence (for text) is critical.

Expectation of Personalization: Another behavioral trend is that audiences respond better to content that feels tailored to their specific interests or industry. Generic messaging falls flat. Professionals are more likely to engage if they feel "this was made for me." This has led to increased use of targeting and segmentation by B2B marketers (e.g. LinkedIn allows posts to target by follower criteria, and many brands craft slightly different messages for, say, a CIO audience vs. a developer audience). From the audience side, this means they are **curating their feeds** – following thought leaders that speak to their niche and ignoring others. They might join LinkedIn Groups or Reddit threads for specialized topics, signaling they want more granular content. Engagement is higher when the content resonates with the specific challenges or curiosities of that subgroup.

In summary, the professional audience in 2025 is **more discerning and more in control** of their content experience. They favor content that is authentic, relatable, and delivered by people they trust (often peers or credible experts). They consume content in bite-sized pieces throughout the day, frequently on mobile, and will engage or share it in closed channels if it truly speaks to them. These shifts push B2B marketers to raise the bar – simply broadcasting corporate news won't cut it. The winning strategies are those that speak *with* the audience (sparking conversation or providing real value), rather than *at* the audience.

Emerging Trends in B2B Social Strategies (2025)

Several major trends are reshaping B2B social media in 2025, pushing marketers to innovate their approaches. The most notable ones include the rise of **generative AI** in content creation, the rapid growth of **short-form video** as a staple for B2B, the continued challenge (and opportunity) of **dark social** sharing, and the mainstreaming of **employee advocacy** programs. Let's examine each:

Generative AI Transforming Content Creation

If 2024 was the year generative AI broke into mainstream marketing, 2025 is the year it became business-as-usual. ****AI-driven content generation has soared to the top of B2B marketing strategies (22)**. Advancements in tools like OpenAI's GPT-4/ChatGPT, Jasper, Copy.ai and others have enabled marketers to produce content faster and at scale. Over **52% of B2B marketers now use AI tools to assist with content creation** (writing social posts, blogs, etc.), making it the most common use-case for marketing (32). But it doesn't stop at writing – 35% are using AI to generate presentations, 30% for design (e.g. creating images or layouts), and 27% are leveraging chatbots powered by AI to interact on social channels or websites (32). Even more technical tasks are seeing AI adoption: 39% of B2B marketers report using AI for coding purposes, and 25% use it in website development (32).

Crucially, **AI is helping marketers personalize and scale social content**. For example, a marketer can prompt a generative AI to draft 5 variations of a LinkedIn post tailored to different industries – saving hours of manual tweaking. Or they might use AI to analyze engagement data and suggest optimal content topics. By 2025, **81% of B2B marketers say they are using generative AI tools in some part of their workflow** (according to a Sagefrog survey ([Content Marketing Statistics to Take Into The New Year - Typeface](#))44). This high adoption indicates AI has quickly shifted from experimental to essential. Marketers are largely optimistic about the impact: about 71% have a positive outlook on AI's potential in B2B market (42). They cite benefits like reduced time on tedious tasks, more efficient content workflows (45% of those using gen AI report efficiency gains ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#))97]), and improved content optimization (42% seeing better SEO or performance outcomes ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#))97)).

However, there's also caution. Only 4% of B2B marketers fully trust AI's outputs without reservation ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#))⁵⁹ – the vast majority have a “medium” level of trust and recognize AI can generate errors or on-brand mistakes. Many companies have instituted AI usage guidelines (38% have formal generative AI guidelines in place) to ensure quality and consistency ([57+ Content Marketing Statistics for Your 2025 Strategy](#))⁹³. So while generative AI is ubiquitous in content creation now, human oversight and editing remain critical. In practice, AI is treated as an “augmented teammate” – it drafts, suggests, and automates, but human marketers still curate the final message.

The net effect is that **B2B social content calendars have become more ambitious and agile thanks to AI**. Teams can respond faster to trends (since an AI draft of a thought leadership take can be ready in minutes) and can iterate more content variants to test what resonates.

Personalization at scale – e.g. slightly adjusting a LinkedIn ad copy for 10 different job titles – is much easier with AI assisting. Going forward, we expect AI to be further integrated (for instance, AI-driven social listening to inform content creation in real-time). Marketers that embrace these tools thoughtfully will maintain a competitive edge in both productivity and relevance of content.

The Short-Form Video Revolution Reaches B2B

Not long ago, the idea of B2B brands dancing on TikTok or doing snappy 30-second videos seemed far-fetched. In 2025, short-form video has firmly planted its flag in the B2B domain. **B2B marketers have realized that engaging storytelling can happen in under a minute**, and that platform algorithms (from TikTok to LinkedIn's new video feed) heavily reward video content.

The evidence is clear: as noted earlier, 55% of B2B marketers claim short-form videos deliver the best ROI of any content format for them ([B2B Marketing News and Stories, Week of Aug. 26](#))⁵³. This ROI comes from the ability of quick videos to capture attention and often to reach large audiences via algorithmic boosts (especially on TikTok, where a clever B2B-relevant video can unexpectedly go viral). **Adoption of TikTok and Reels by B2B** is still in early stages but growing. Only about 19% of B2B marketers currently use TikTok as a channel ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#))⁸⁰, but that figure is more than double the usage just one year prior (it was ~8% in 2024 ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#))⁸⁰). Many who aren't on TikTok properly are creating similar vertical micro-videos for **LinkedIn, YouTube Shorts, or Twitter**, where such formats are increasingly supported.

Common short-form video content in B2B includes: quick how-to tips, myth-busting a common industry misconception, showcasing a day-in-the-life at the company, event highlights, and succinct case study snippets. For example, a cloud software firm might post a 45-second video “3 cloud security mistakes to avoid” with a personable engineer presenting – content that is educational, non-salesy, and highly shareable. These videos often appear natively on LinkedIn or Twitter now (uploaded directly for better play). Recognizing the trend, LinkedIn itself, as mentioned, launched a scrolling video feed and is courting creators to post more video content ([B2B Marketing News and Stories, Week of Aug. 26](#))⁷³.

Live video and webinars have also gotten shorter and more interactive. Rather than 60-minute slide webinars, some brands host 15-minute LinkedIn Live Q&As or Twitter Spaces. The emphasis is on **real-time engagement** – taking audience questions, addressing hot topics quickly – which suits the decreased attention spans and desire for authenticity.

Importantly, **short-form doesn't mean low-value**. B2B audiences appreciate when a brand can distill an insight concisely. One proof point: in one study, **46% of B2B marketers planned to increase social media content distribution and 41% planned to increase video distribution** in 2 ([B2B Marketing News and Stories, Week of Aug. 26](#))⁵³ – indicating a concerted effort to do more with these formats. Platforms like Instagram (traditionally B2C) have also seen more B2B presence through reels and stories, especially for employer branding or corporate culture showcases.

Of course, short videos are not a panacea – some messages still require depth. But the trend is that **short-form video is now a standard part of the B2B content mix**, not an outlier. Brands are investing in basic video editing skills for their social teams, and even executives are getting comfortable speaking to camera in an informal way. As algorithms continue to favor video (on LinkedIn, posts with video tend to get more impressions and shares ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#))²⁷), this trend will only strengthen. We're likely to see more B2B content creators (individuals becoming faces of the brand) akin to B2C influencers, using video as their primary medium to humanize complex topics.

Dark Social and the Focus on Community

As discussed, “dark social” – content sharing that isn't publicly visible or easily trackable – represents a black hole in analytics but a gold mine of engagement. In 2025, savvy B2B marketers acknowledge that **a significant share of their impact happens in dark social channels**, and they are seeking ways to tap into and stimulate those channels. One approach is a renewed focus on **community building**. Instead of relying solely on public algorithms, brands are creating or participating in private communities: LinkedIn Groups, Slack or Discord servers, invite-only virtual roundtables, etc. The idea is to **foster peer-to-peer discussions in spaces where the brand can still have a presence** (even if as a silent facilitator). For example, a tech company might sponsor a Slack community for CIOs interested in AI, seeding it with useful content and experts – not to push product, but to be part of those crucial conversations that influence purchase decisions down the line.

We also see increased use of **social listening and conversational marketing** to catch dark social signals. Marketers monitor what's being said about their brand or product on Reddit threads, in Discord, or review sites, and then use those insights to inform their content or outreach. While they might not be able to measure those shares, they can respond to them indirectly. Some are encouraging customers to share experiences on social with incentives, knowing that a personal testimonial shared in a closed WhatsApp group can drive a referral just as a formal case study could.

“Dark social” has essentially forced B2B marketers to broaden their definition of social media success. Rather than focusing only on likes and comments on their posts, they look at metrics like **direct traffic lift**, branded search increase, or anecdotal feedback from sales (e.g. a prospect mentioning they saw a LinkedIn post shared internally at their company). In terms of strategy, many are creating **content designed to be shared privately**. For instance, infographics or one-pager PDFs are crafted because they’re easy for someone to download and email to a colleague. Similarly, short videos with clear, captioned information can be screen-recorded and pasted in a chat. Marketers accept that **attribution might go to “direct” or “organic search” when in fact social started the fire** – and they adjust their KPIs to account for that (for example, measuring overall content engagement and assisted conversions, not just last-click).

One emerging tactic is using **UTM-tagged links specifically for social sharing** and encouraging audiences (“if you liked this, share it!”) to help trace some dark social movement. But realistically, dark social will never be fully illuminated. Thus, B2B brands double down on creating genuinely valuable, *portable* content that people will want to share on their own. The rise of messaging-based and community platforms indicates that the **future of B2B social might look less like broadcasting and more like facilitating** – facilitating discussions, providing share-worthy knowledge nuggets, and equipping employees and customers to be ambassadors in their private networks.

Employee Advocacy Becomes Mainstream

Few trends highlight the intersection of platform algorithms and human trust like **employee advocacy**. By 2025, B2B companies have widely embraced the idea that their own employees can dramatically extend reach and credibility on social media. A whopping **97% of B2B companies now have social media pa** ([89 B2B Marketing Statistics You Need to Know in 2024](#))⁴], and increasingly they realize the next step is activating the people behind those pages. Consider these stats: Content shared by employees **receives 8× more engagement** than content shared from a brand’s official han ([Employee Advocacy Engagement: 3 Proven Success Tips](#)) ([Employee Advocacy Engagement: 3 Proven Success Tips](#))⁹⁸]. And leads generated through employee social marketing convert **7× more frequently** than other le ([Employee Advocacy Engagement: 3 Proven Success Tips](#)) ([Employee Advocacy Engagement: 3 Proven Success Tips](#))⁹⁸]. These are game-changing multiples that no marketing team can ignore.

In practice, employee advocacy programs in 2025 are more sophisticated and incentivized. Many companies use platforms (e.g. Hootsuite Amplify, EveryoneSocial, Sprout Social Employee Advocacy) to curate shareable posts that employees can easily push to their personal LinkedIn/Twitter. They often gamify it – e.g. internal leaderboards for most engagement or recognition for employees who regularly share. The results have been promising: ****74% of social media managers say employee advocacy is effective at driving brand awareness** ([Employee Advocacy Statistics You Need To Know](#))⁶⁴]. And the benefits go beyond vanity metrics: in a study by Hinge Marketing, 71% of firms saw increased visibility and 65% saw increased brand recognition as direct benefits of a formal employee advocacy prog ([Employee](#)

[Advocacy Statistics You Need To Know](#))98]. Some even reported tangible outcomes like 44.9% increased web traffic and 32.4% improved search engine rankings due to the boost in content distribution and backlinks from employee shares ([Employee Advocacy Statistics You Need To Know](#))00].

Employee advocacy is also now seen as a **two-way value exchange**. It's not just the company benefiting; employees benefit by building their personal brand. For example, 87% of employees in advocacy programs say it expanded their professional network ([Employee Advocacy Statistics You Need To Know](#))84], and nearly half gained recognition as thought leaders in their industry ([Employee Advocacy Statistics You Need To Know](#))86]. This personal ROI motivates more employees to participate. There is also an expectation, especially among younger employees, that being active on social media is good for their career. Companies are leveraging this by offering social media training, providing pre-approved content, and encouraging authentic posting (not just copy-paste of press releases).

We've also seen **leadership involvement** in social increase. Executives and subject matter experts are often key to advocacy success – when a CEO or a lead engineer consistently posts interesting content, it sets the tone and encourages others. In fact, many B2B CEOs have become LinkedIn influencers in their own right, blending company messages with industry commentary. This humanizes the brand at the highest level.

One challenge has been maintaining consistent participation. About 74% of program managers cite getting employees engaged continuously as the top challenge ([Employee Advocacy Statistics You Need To Know](#)) ([Employee Advocacy Statistics You Need To Know](#))39]. Solutions include making it easier (mobile apps to share content in one tap) and aligning content topics with employees' passions. Another challenge is measuring the ROI of employee advocacy (41% cite this) ([Employee Advocacy Statistics You Need To Know](#))37], which ties back to the dark social issue. Companies are tracking things like how employee shares correlate with web visits or even using referral codes, but it's not an exact science. Nonetheless, as one metric, **if over 50% of employees are regularly sharing company-related content (which 78% of social managers report** ([Employee Advocacy Statistics You Need To Know](#))45], that's a huge amplification network that costs the company very little.

In summary, employee advocacy in 2025 has moved from a “nice-to-have experiment” to a **core part of B2B social strategy**. It addresses algorithmic challenges (employees collectively have networks exponentially larger than corporate followers) and the trust gap (people trust people). The trend is likely to continue growing, with more formal programs, better tools, and possibly linking advocacy to performance goals or rewards as its value is more clearly proven in the long run. Brands that empower their employees' voices are seeing dividends in reach, engagement, and brand trust that no amount of paid advertising could replicate in the same way.

B2B Social Strategy Evolution: 2022 vs 2025 – Progress or Stagnation?

To put 2025 in context, it's insightful to compare today's B2B social strategies with those from a few years ago (2022–2024). The period has been one of rapid change, and B2B marketers have both **matured in some areas and struggled in others**:

- **Platform Priorities:** In 2022, LinkedIn was already the top B2B platform, but Twitter (X) still held a strong secondary place for many brands, and TikTok was barely on the radar. By 2025, LinkedIn's dominance has solidified (growing from ~80% to 85% choosing it as best va ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#))44]), while Twitter's importance plummeted (many B2B brands dropped active Twitter strategies around 2023–24 amid declining engagement and platform uncertainty). TikTok, on the other hand, went from near-zero B2B adoption to a small but notable slice of the pie (as noted, up to 19% usage by 20 ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#))80]). This shows **B2B marketers have become more open to experimenting with new platforms** than they were in 2022. The landscape in 2025 is more multi-platform (with YouTube, Instagram, even Reddit in some mixes) whereas 2022 strategies often revolved around just LinkedIn and Twitter plus maybe Facebook. However, LinkedIn's role as the "home base" has only been reinforced.
- **Content Sophistication:** Comparing content from 2022 to 2025, there's a clear evolution. **2022 content was heavily link-based** (posting blog links, whitepaper downloads) and often one-size-fits-all messaging. By 2023, we saw the rise of native documents on LinkedIn (multi-page PDFs) and more visuals. In 2024 and beyond, **short videos, carousels, and interactive posts became commonplace**, marking a shift towards platform-native formats. Engagement rates have risen accordin ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#))27], suggesting the content is better tailored to social consumption now. Storytelling has improved too – rather than purely promotional "We launched X product" posts, many B2B brands now share customer success stories, behind-the-scenes looks, or POV takes on industry news, which was rarer in 2022. In short, content strategy has *matured from broadcasting marketing messages to creating content that fits the social channel and audience mindset*. This is a sign of increasing maturity and creativity in B2B social.
- **Use of AI and Tools:** In 2022, AI usage in social content was minimal – maybe some early adopters using GPT-3 in content planning. Fast forward to 2025, and AI integration is widespread (with 71% of social marketers using AI tools in their strate ([Content Marketing Statistics to Take Into The New Year](#))23]). This has accelerated content production and possibly inundated social feeds with more content. The challenge now is maintaining quality – some fear that by 2025, much B2B content feels formulaic due to AI. But top performers combine AI efficiency with human insight to stand out. The use of advanced tools (for analytics, scheduling, employee advocacy management, etc.) has also grown since 2022, making today's operations more data-driven. For example, many teams now leverage social analytics to post at optimal times or A/B test messaging, which shows a step up in scientific approach versus the more rudimentary scheduling of

a few years ago.

- **Goals and Mindset:** Perhaps one of the biggest strategic shifts is the **balance of brand vs demand**. In early 2020s, a lot of B2B social was demand-generation focused – every post had a CTA, every success metric was lead volume. Now, there's a resurgence in **brand building as a priority**. In both 2024 and 2025, B2B marketers ranked brand awareness as their #1 content object (15), recognizing that a strong brand makes demand gen easier in the long run. This indicates a maturation: social media is not just a lead machine, it's a venue to shape perception and trust. We also see more alignment between marketing and sales on social strategies (e.g. training sales teams to use LinkedIn for social selling). In 2022, social media was often siloed; by 2025, progressive companies treat it as a cross-functional strategy involving marketing, sales, customer success, and even HR (for employer branding). That said, not all companies have made this leap – some are still essentially doing what they did in 2022, just on newer platforms, which could be seen as stagnation. There's a gap between innovators and laggards that has grown more pronounced.
- **Innovation vs. Stagnation: Areas of innovation** from 2022 to 2025 include the incorporation of employee voices, the use of new content formats, and the willingness to engage on hot social trends (like participating in viral challenges in a B2B-appropriate way, something few would dare in 2022). The tone and style of B2B social content has also loosened up, as noted – a big cultural change. However, **some areas have stagnated**. Measuring ROI is still difficult in 2025, much as it was in 2022 – we are still talking about the dark social problem and attribution woes, which means organizations haven't fully cracked that nut yet. Additionally, while many know they *should* be doing audience-first, platform-native content, not everyone is executing it. Plenty of B2B social feeds in 2025 still feel like 2022: autoposted press releases, low-effort content, inconsistent engagement. This often comes from structural barriers (lack of resources, or leadership not buying into edgy content). So, the industry as a whole has progressed in best practices, but **the degree of adoption varies**. The leaders have wildly more advanced strategies in 2025 than 3 years ago, while the laggards might look only slightly updated.
- **Maturity of Strategy:** One way to gauge maturity is whether companies have a documented social strategy and clear governance. In 2022, many did social ad-hoc. By 2024, about 29% of B2B marketers said their content marketing strategy (including social) was effective (57+ Content Marketing Statistics for Your 2025 Strategy)93], and top performers were far more likely to have a documented strategy and to align content to business objectives (57+ Content Marketing Statistics for Your 2025 Strategy)77]. More companies in 2025 have playbooks for social media, crisis plans, employee advocacy guidelines, etc., which is a sign of operational maturity. Another sign: budget allocation. Social media marketing and video content are now line items in budgets – e.g. 69% of B2B marketers planned to increase video spend in 2025 (26 Crucial B2B Marketing Statistics (2024))69]. This sustained investment over years shows social is not a shiny

object anymore but a core channel.

In summary, **the 2025 B2B social media landscape reflects a mix of maturity and ongoing evolution**. Strategies have become more innovative in content and multi-channel execution, and the industry has largely moved past the question of “should we be on social?” to “how can we maximize social’s impact?”. Yet, challenges like proving ROI and overcoming internal resistance to change linger from earlier years. The best B2B brands in 2025 are markedly more social-savvy than in 2022 – leveraging employees, experimenting with format, using data and AI – while those that stagnated are finding it harder to compete for attention. Overall, there’s a sense that B2B social media has “grown up” in the past few years, earning its seat at the table in integrated marketing strategy.

Conclusion and Key Recommendations for B2B Brands

The state of B2B social media in 2025 is one of dynamic opportunity: audiences are more engaged (albeit in new ways), platforms are offering richer features, and marketers have an arsenal of tools and data to play with. At the same time, competition for attention is fiercer than ever, and simply having a presence is not enough – it’s about delivering value and building relationships through social content. Below are the key insights from this research, followed by actionable implications for B2B brands:

- **LinkedIn is indispensable, but not invincible:** It remains the powerhouse for B2B networking and content, so double down on your LinkedIn strategy. Use all the native tools (videos, documents, Lives, etc.) to maximize reach ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#))²⁷]. However, also watch for *LinkedIn fatigue* – ensure your content stands out (e.g. thought-provoking narratives, not just generic posts) because the feed is more crowded now. Don’t be afraid to experiment with emerging platforms like TikTok or niche forums if your audience is present there – the bar for innovation has been raised, and early-mover advantage on a new channel can pay off.
- **Embrace an audience-first content approach:** The days of broadcasting press releases on social are over. Craft content that speaks to your audience’s interests and pain points in an engaging way. Leverage storytelling, and aim to **educate or entertain before you sell**. For example, create short “did you know?” videos or carousel tips that busy professionals can quickly consume and find useful. An audience-first mindset also means adapting content per platform (what works on LinkedIn may need tweaking for YouTube or Twitter). Keep a close eye on content performance across formats – if short videos or polls drive 3× the engagement of text posts, adjust your content mix accordingly.
- **Leverage employees and influencers as force-multipliers:** Expand your reach by tapping into employee advocacy and industry influencers. *Equip your team to be social ambassadors* – provide them with shareable content, encourage them to add their own

take, and recognize their contributions. Given that employee-shared content can yield 8x more engagement than brand channel ([Employee Advocacy Engagement: 3 Proven Success Tips](#)) ([Employee Advocacy Engagement: 3 Proven Success Tips](#))⁹⁸], this is low-hanging fruit for boosting visibility. Similarly, identify respected voices in your industry (not necessarily with huge followings, but with niche credibility) and partner with them. This could mean co-creating content or simply engaging with their posts regularly to build a rapport. People trust people, so humanize your brand through these voices.

- **Invest in video, especially short-form:** If you haven't yet, integrate a steady drumbeat of video content into your social plan. Start small – perhaps a series of 1-minute explainer videos or customer testimonial clips. The data is clear that video content – live or recorded – is what algorithms favor and audiences engage with ([B2B Marketing News and Stories, Week of Aug. 26](#))⁵³]. For LinkedIn, ensure videos are subtitled and have a strong hook in the first 3 seconds (to autoplay in-feed effectively). For platforms like TikTok or Reels, don't be overly stiff; **show some personality** while staying on-message. The key is consistency: a sporadic video won't move the needle, but a weekly video series can build momentum. Over time, as you see what resonates, consider scaling up with better production or even dedicated video talent.
- **Harness generative AI – but maintain human oversight:** Use AI tools to boost your content volume and personalization, but never at the expense of quality or authenticity. AI can help you brainstorm post ideas, repurpose blog content into social snippets, or personalize messaging by persona. It can also aid in analyzing best times to post or likely audience responses. However, put in place a review process: have marketers edit AI-generated copy to align with your brand voice and fact-check everything (AI can fabricate info confidently). Also, be transparent in appropriate situations – for example, if a report was partially AI-generated, some brands disclose that to maintain trust. The bottom line: **AI is a powerful assistant, not a replacement for creative marketers**. Those who use it will outpace competitors in efficiency, as long as they keep content feeling human.
- **Refine your measurement and attribution strategy:** Given the complexity of social influence on the buyer's journey, establish a set of KPIs that capture both direct and indirect value. Track traditional metrics (engagement, followers, clicks) for tactical tuning, but also look at bigger-picture indicators: e.g. the correlation between social engagement and website traffic or lead volume over time. Implement UTM tracking on social links to help attribute web traffic. Importantly, **seek qualitative feedback** – ask sales what content prospects mention, run surveys on how audiences discovered you (often “a colleague shared a post” might come up, pointing to dark social impact). If possible, invest in tools or analytics platforms that can aggregate multi-touch attribution so social isn't undervalued. Internally, educate stakeholders that social ROI is multifaceted; share success stories and data demonstrating social's role in both brand lift (84% say it builds awareness ([57+ Content Marketing Statistics for Your 2025 Strategy](#))⁶¹]) and lead gen (74% say it drives leads ([57+ Content Marketing Statistics for Your 2025 Strategy](#))⁶¹]). This

can secure continued budget and buy-in.

- **Break down silos and empower agile marketing:** The most successful 2025 strategies involve close collaboration between teams – social media, content marketing, sales, customer support, PR, etc. Make social media a shared mission. For example, coordinate with sales on a social selling program (training reps to use LinkedIn to warm up leads). Work with your HR or employer branding team to highlight company culture on social – this not only helps recruiting but also gives your brand more authenticity (buyers like to see the human side). Encourage subject matter experts in your company (engineers, consultants, researchers) to contribute ideas or content for social so that you're not solely reliant on the marketing voice. And be agile: social trends move fast, so shorten your content approval cycles if possible. Develop guidelines that allow for *real-time marketing* (commenting on news, joining trending conversations) without excessive red tape. Companies that can react in the moment (e.g. a witty LinkedIn post about a breaking industry development) often gain outsized engagement, which in turn boosts follower growth and influence.
- **Cultivate communities and engage in the conversation:** Don't just publish – participate. Identify where your target audience congregates online (be it a LinkedIn Group, a Quora topic, a Discord channel, or the comment sections of a major publication) and have a presence there. This might mean starting your own community (if you have the clout and resources to nurture one) or simply contributing value in existing ones. The key is to **be seen as a helpful contributor, not just a promoter**. For instance, your brand account or employees could regularly answer questions on relevant subreddits or Stack Exchange if appropriate. Hosting roundtables or AMAs (Ask Me Anything sessions) can also position your brand as accessible and knowledgeable. By actively engaging, you also counteract the effects of dark social – even if the initial discussion is in private, your willingness to be available publicly builds trust that pays off when those private conversations happen.

In conclusion, B2B social media in 2025 presents a rich landscape for those willing to innovate and genuinely connect with their audience. Brands that are **platform-native, audience-centric, data-informed, and humanized** in their approach will reap the rewards – from stronger brand affinity to a more robust pipeline. It's a time to be bold: experiment with that new video format, let your employees' voices shine, and use the wealth of data and AI at your disposal to continuously learn and refine. Social media has proven its worth in B2B; now the onus is on marketers to elevate their game and build on this foundation to drive growth and loyalty in the years ahead.

Sources: ([26 Crucial B2B Marketing Statistics \(2024\)](#)) ([26 Crucial B2B Marketing Statistics \(2024\)](#)) ([LinkedIn Marketing 2024: The B2B Social Platform Is Gaining](#)) ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)) () ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([B2B Content](#)

[Marketing Trends 2025 \[Research\] | CMI](#)) ([LinkedIn Benchmarks - Engagement and Content | Socialinsider](#)) ([B2B Marketing News and Stories, Week of Aug. 26](#)) ([B2B Content Marketing Trends 2024 \[Research\] | CMI](#)) ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([Dark Social: The B2B Black Hole That's Swallowing Your Traffic ...](#)) ([20 Employee Advocacy Statistics That Will Inspire You](#)) ([Employee Advocacy Engagement: 3 Proven Success Tips](#)) ([Employee Advocacy Statistics You Need To Know](#)) ([Employee Advocacy Statistics You Need To Know](#)) () ([B2B Content Marketing Trends 2025 \[Research\] | CMI](#)) ([57+ Content Marketing Statistics for Your 2025 Strategy](#)) ([57+ Content Marketing Statistics for Your 2025 Strategy](#))⁶¹】