**Social Butterflies**

*There are few areas of the advertising and marketing industry more fast-paced than social media. Between the big personalities at the helm of the platforms to the rapid adoption of new tech and formats to the always-on barrage of hot takes and spicy discourse. This new series is for the social media creatives, strategists and producers - as well as those working at the social platforms themselves - to share their insights from the freshest frontier of tech and creativity.*

*Please feel free to share links to campaigns you’ve worked on, either still images or case study files (downloadable mp4s, .movs preferred). Do share a headshot of yourself, or a photo of yourself doing something social!*

What’s the most significant development or trend shaping the social space right now?

Every platform functions so differently - and the way they function evolves over time and there’s a lot of fun to be had on social, from shoppable livestreams to AI filters - so where are you finding the most satisfying or exciting creative opportunities right now (and can you give an example of a campaign that demonstrates that)?

Social media is a space for brands to be a bit more human - but how do you walk the line between personable and twee?

What does ‘craft’ mean to you in a social context?

Organic, paid, influencers, social search - how do you approach figuring out the best way to reach audiences?

Social media can be brutal - on a personal level how do you deal with that aspect of the role and helping your teams on the front line?

Social media has been accused of driving polarisation and spreading misinformation, while others call it the marketplace of ideas. Whether or not that’s the whole truth, it is certainly shaping discourse and is one of the key venues for culture war-ish behaviour. What’s your take on the role of social media in society and what responsibilities do brands and individuals working in social have?

What are the biggest missteps you see brands making most regularly on social media?

Inevitable AI question! How are you applying AI in your day-to-day role and what have been your key insights/observations about the best way to approach it in the campaigns you’ve worked on (feel free to share examples)?

Thinking longer term, where do you see the biggest risks and opportunities when it comes to AI in social?

When you’re not working, what social platforms and content do you personally enjoy engaging with and why? What creators, influencers and social communities do you really love?

What advice would you give to people who are looking to get into social, whether as creatives, strategists or producers?