The Human Side of Social Media

Category: SMM Blog
November 11, 2024



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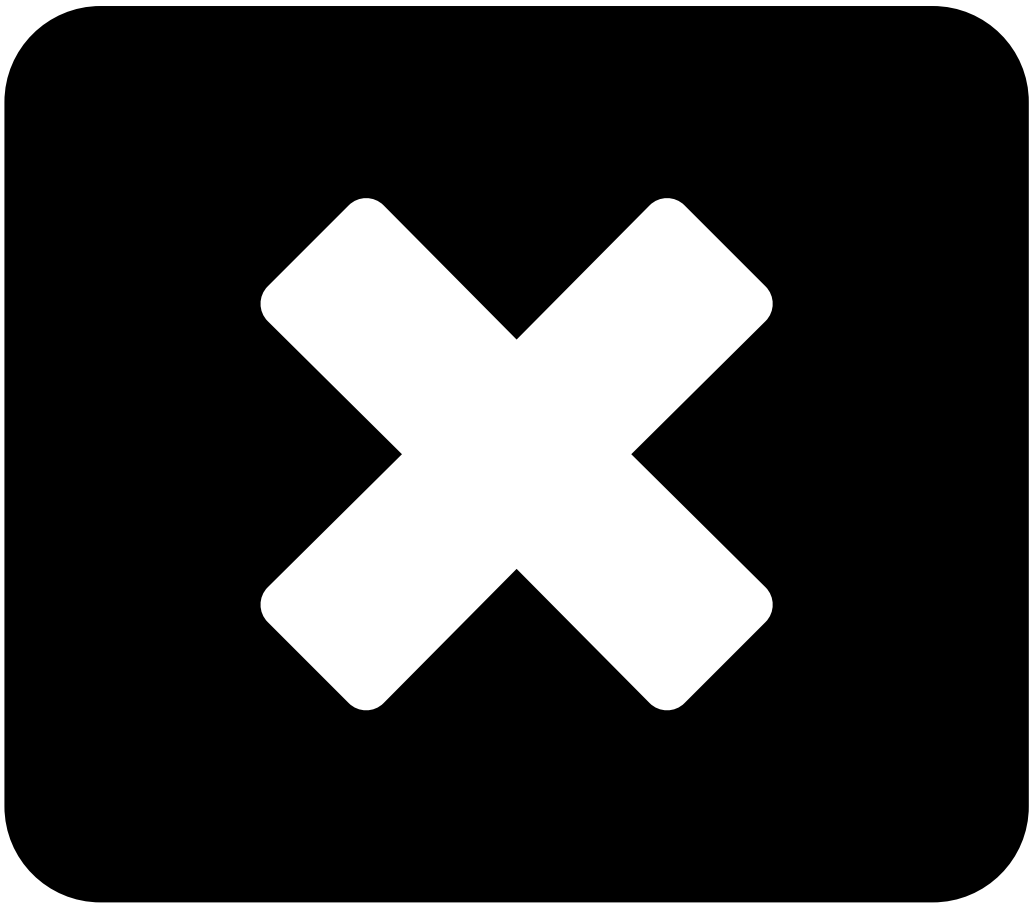

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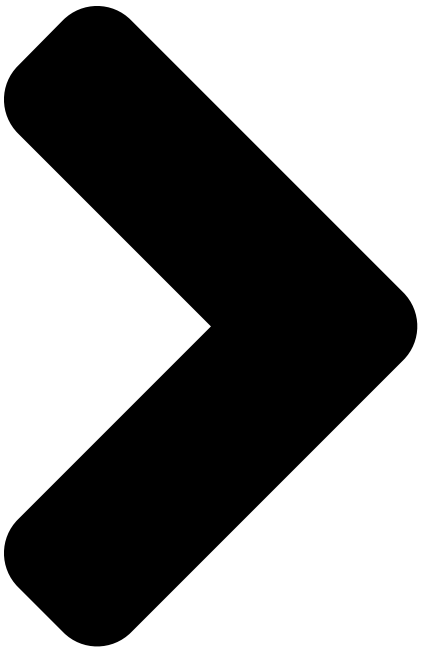

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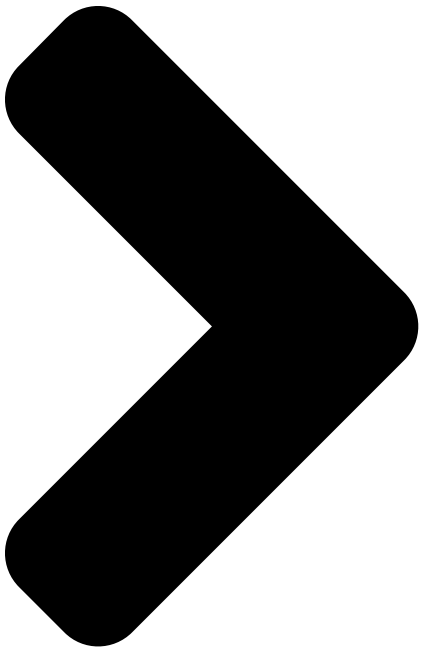

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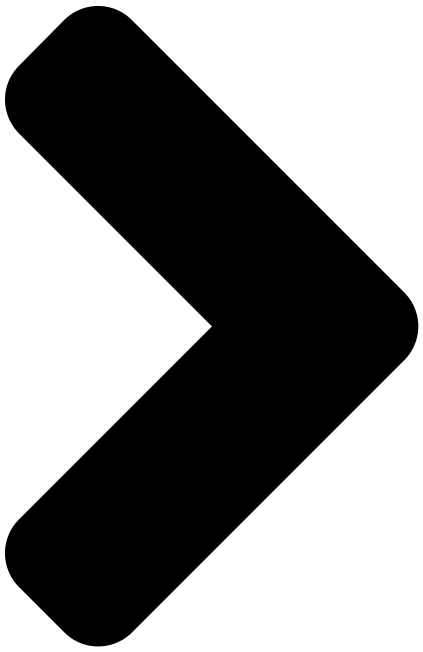

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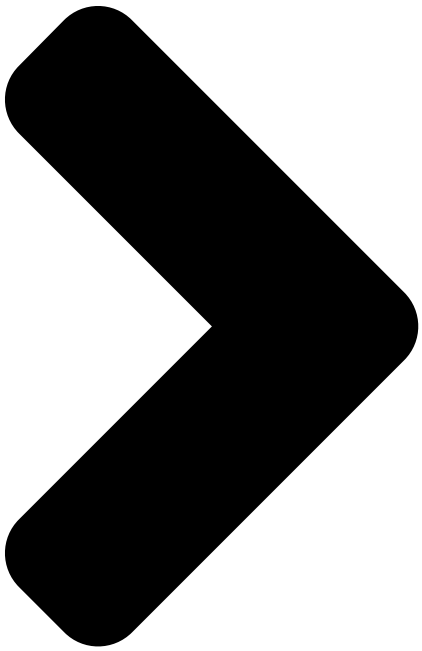

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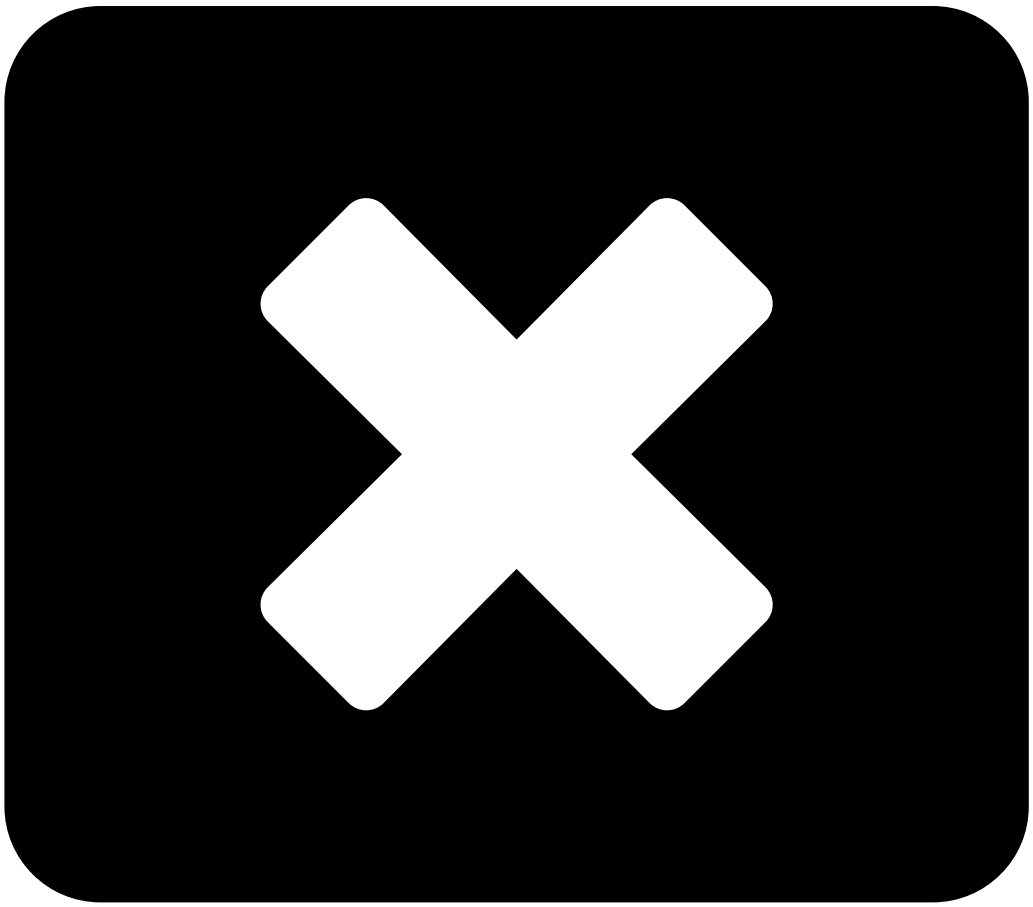

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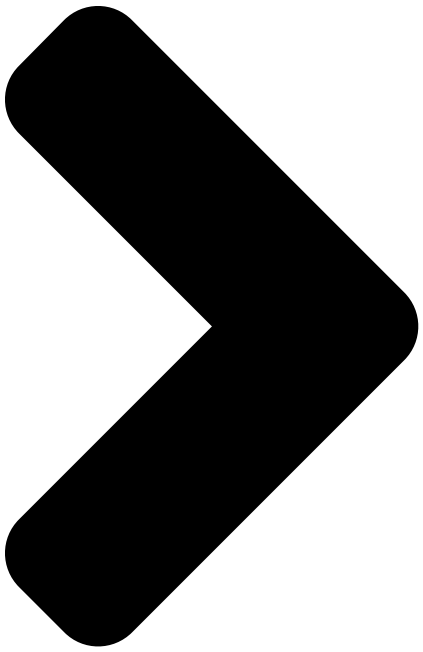

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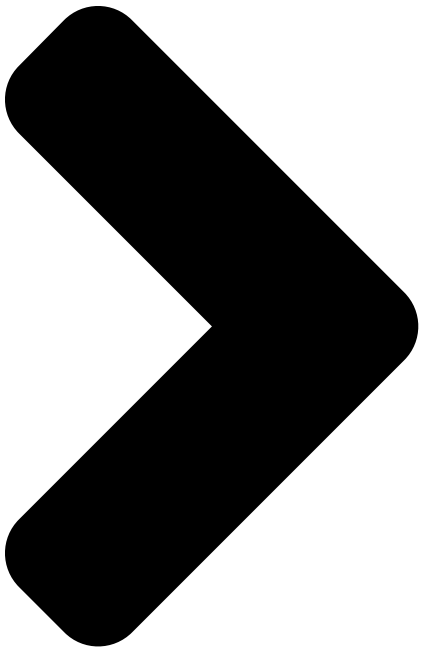

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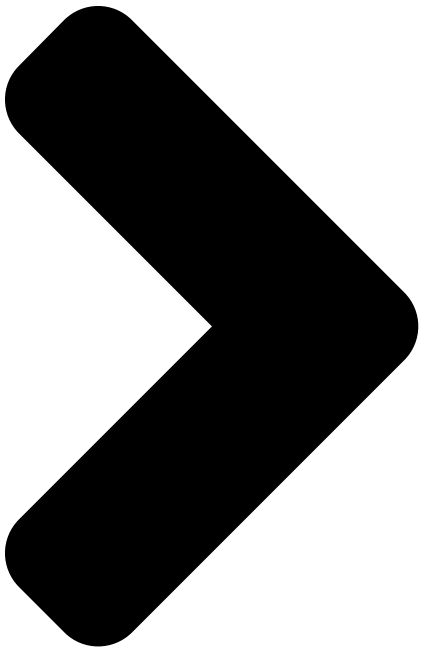

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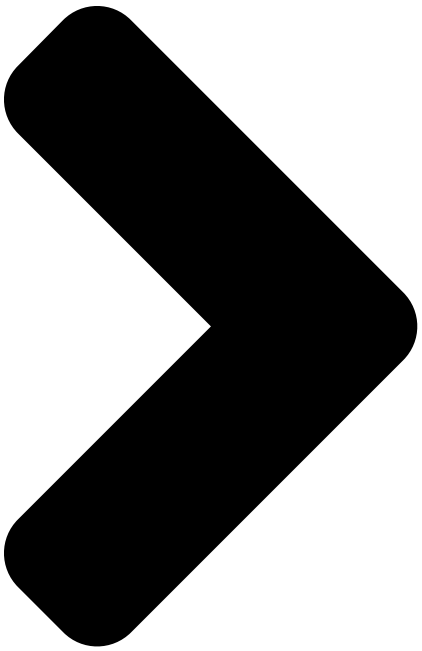

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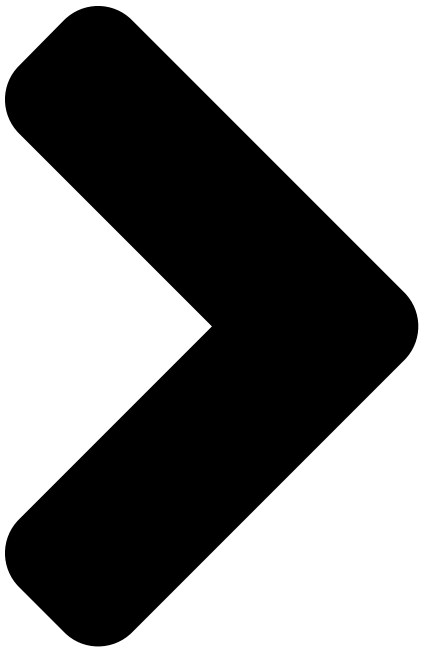

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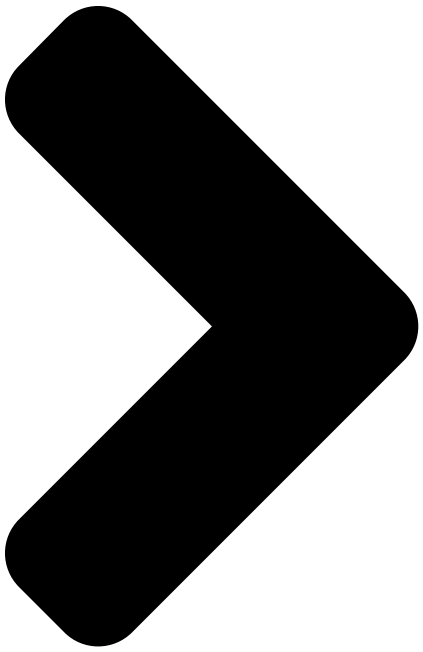

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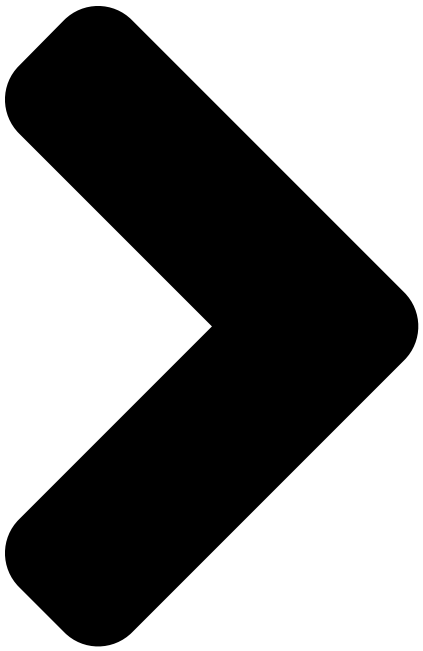

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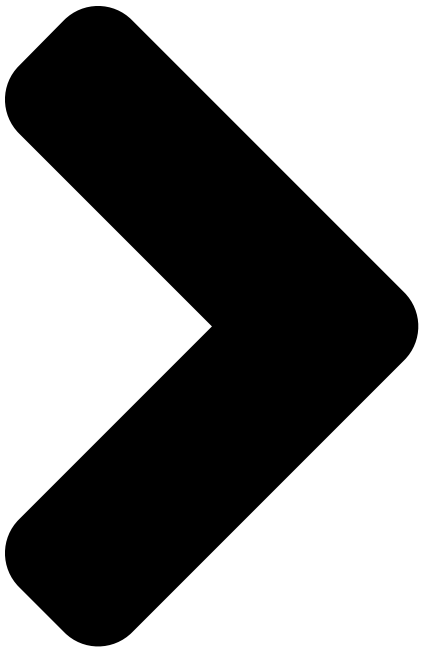

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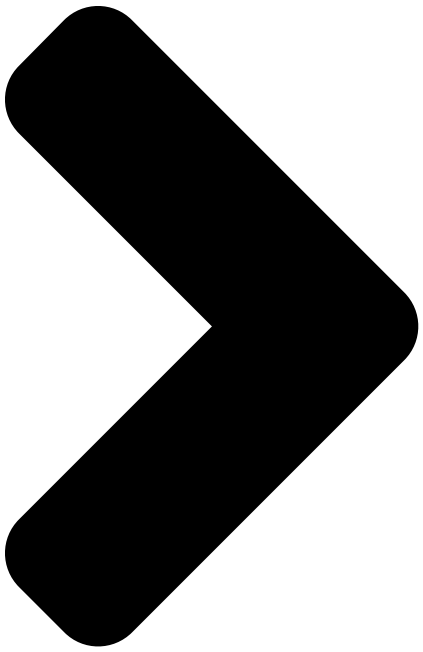

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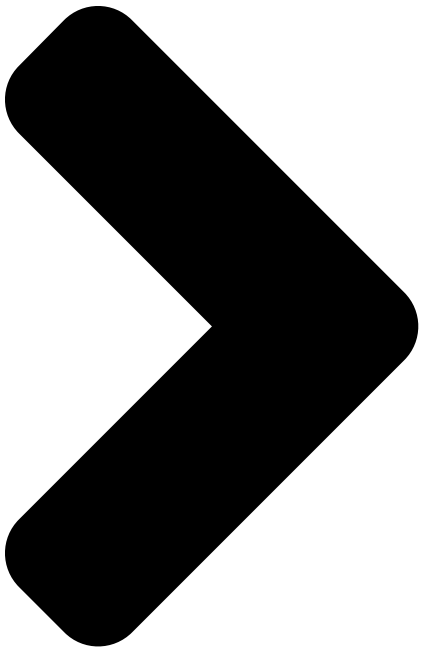

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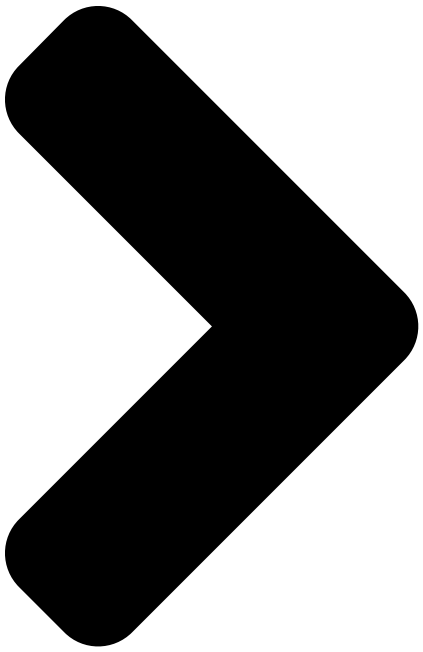

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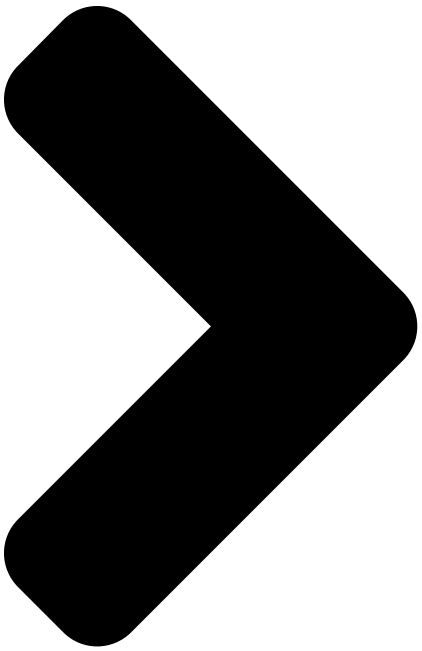

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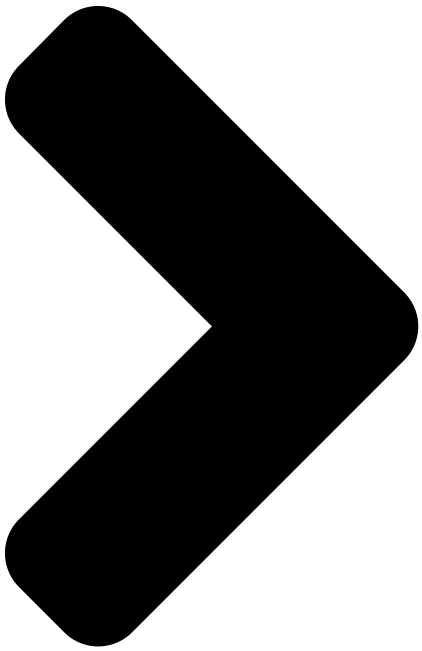

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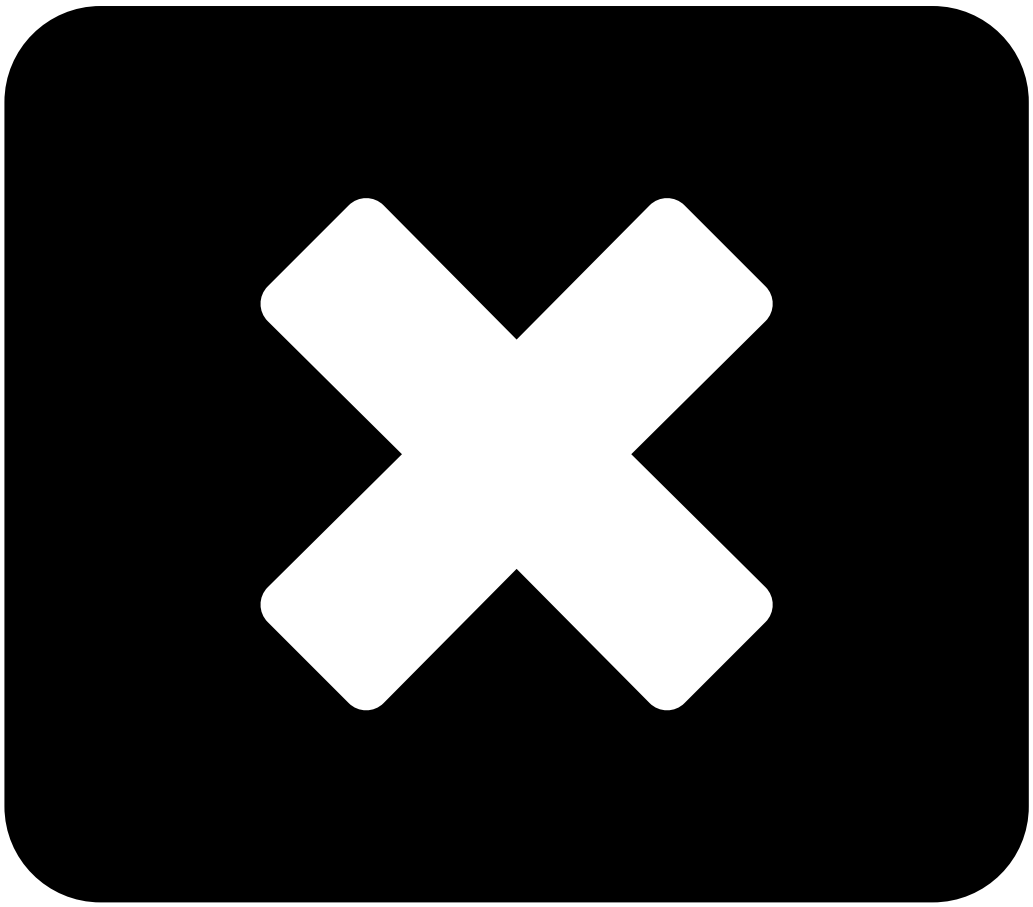

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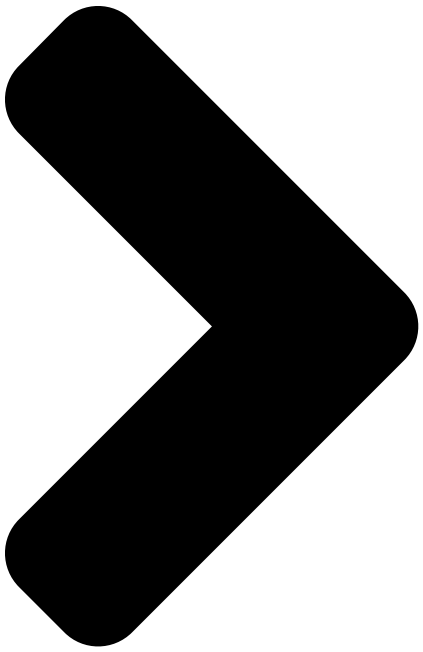

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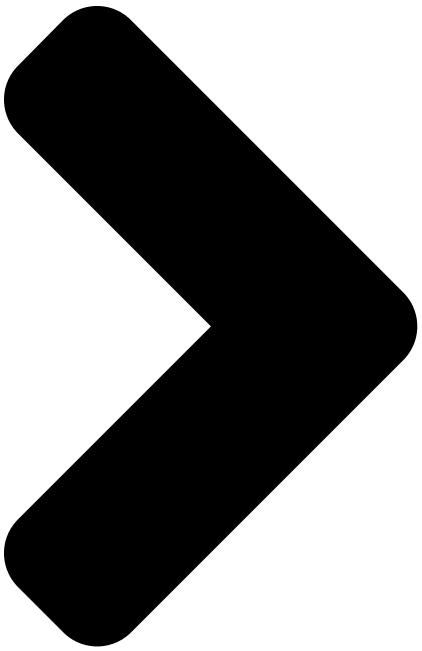

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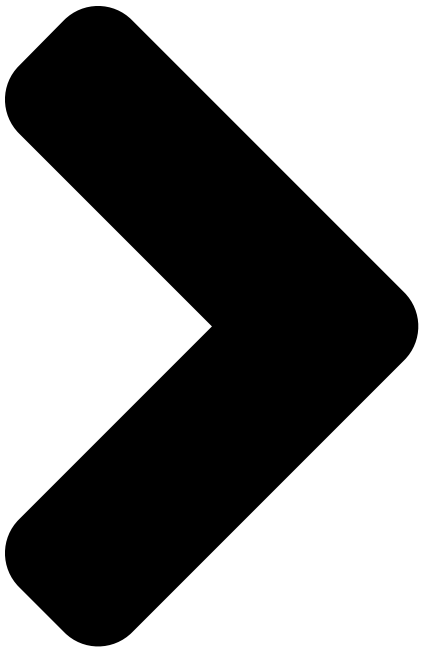

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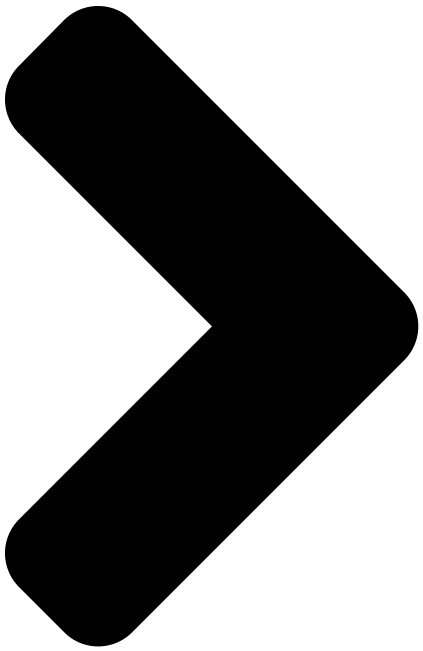

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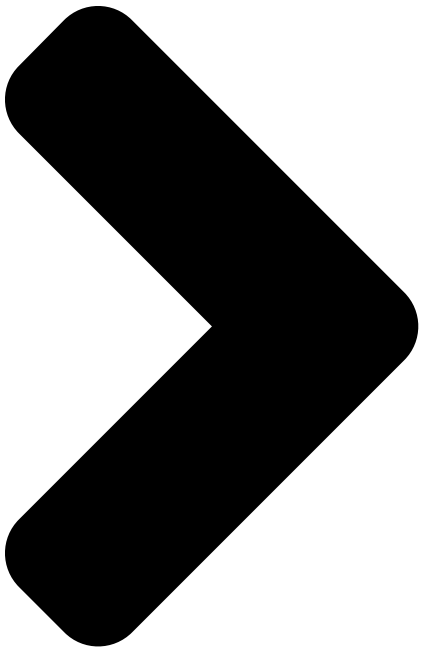

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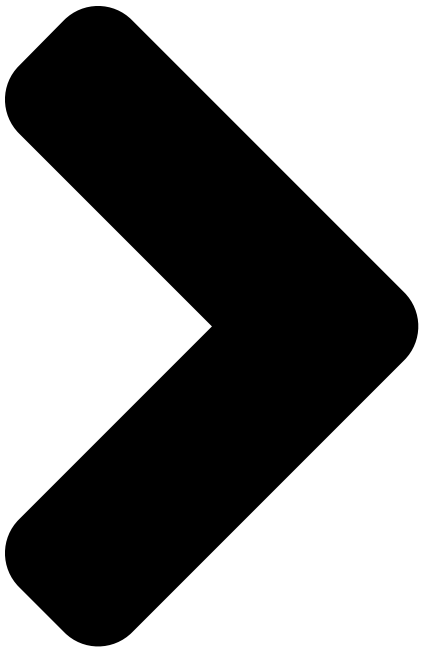

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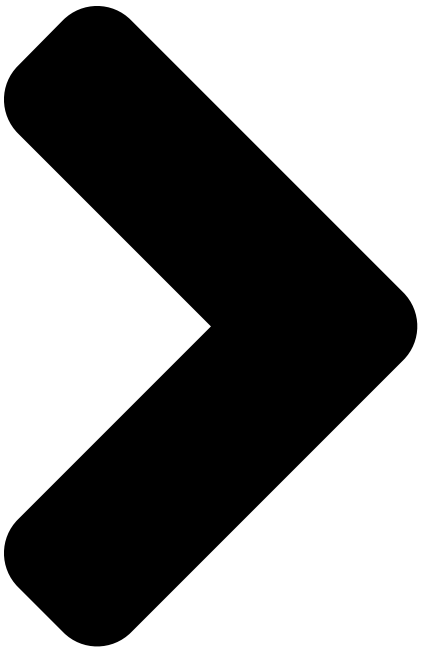

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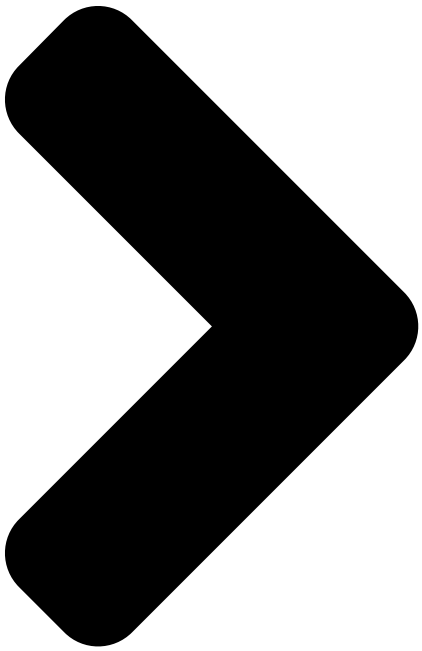

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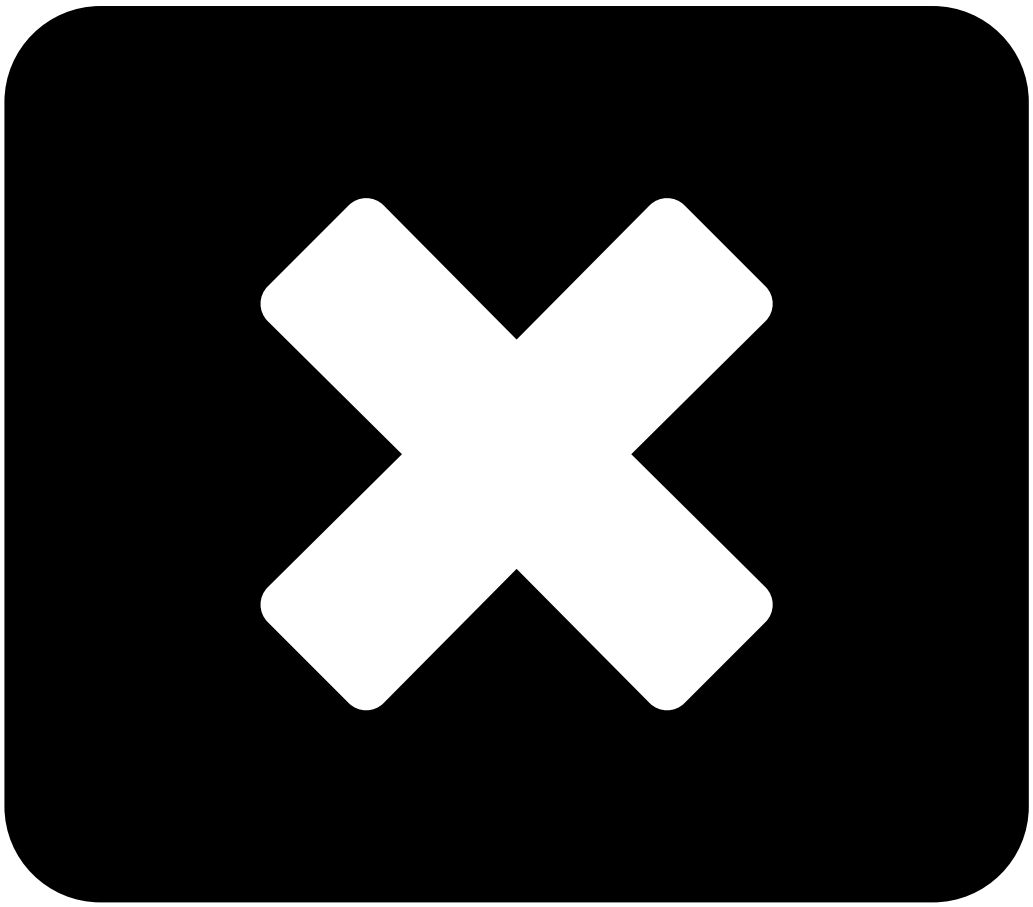

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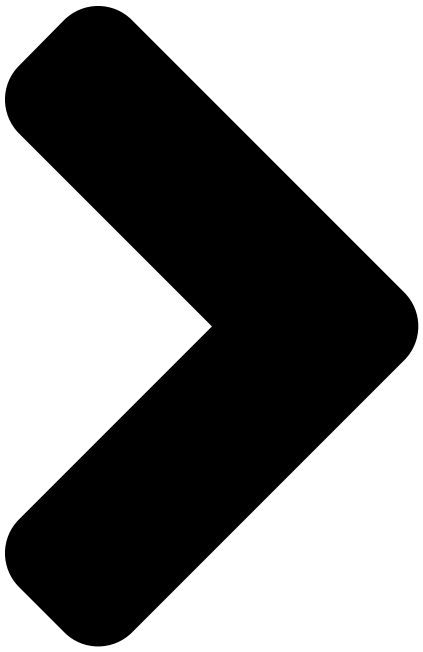

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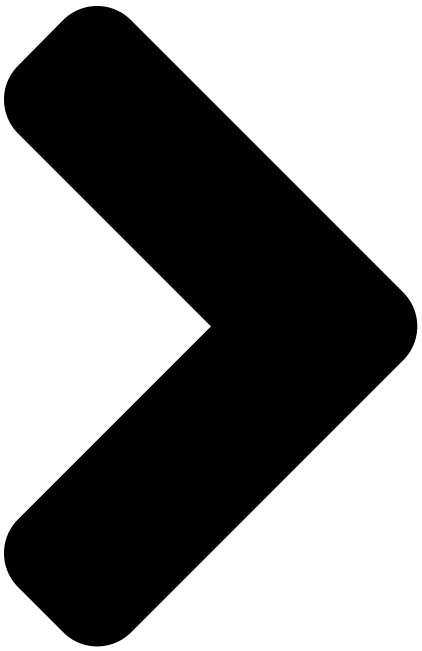

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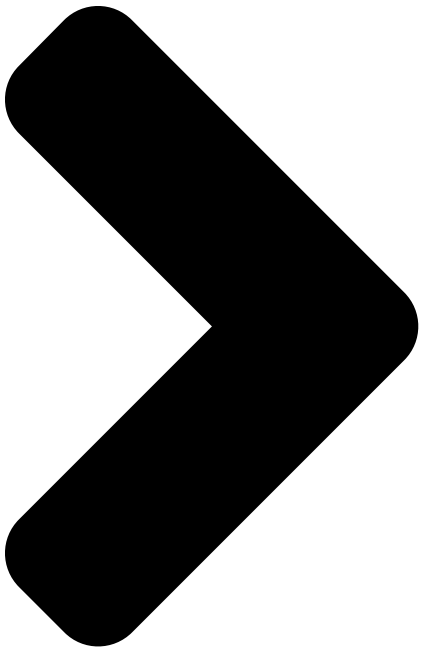

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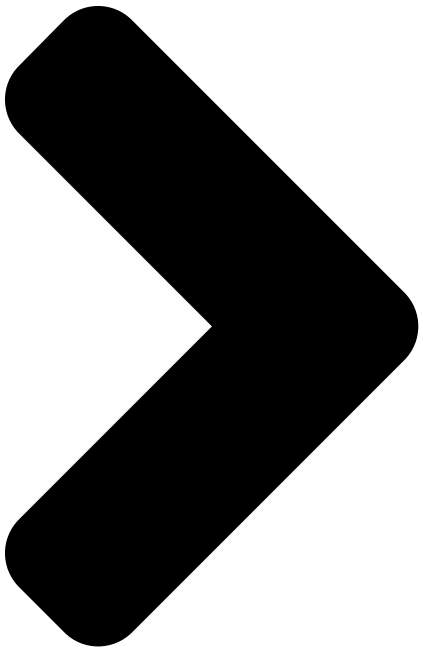
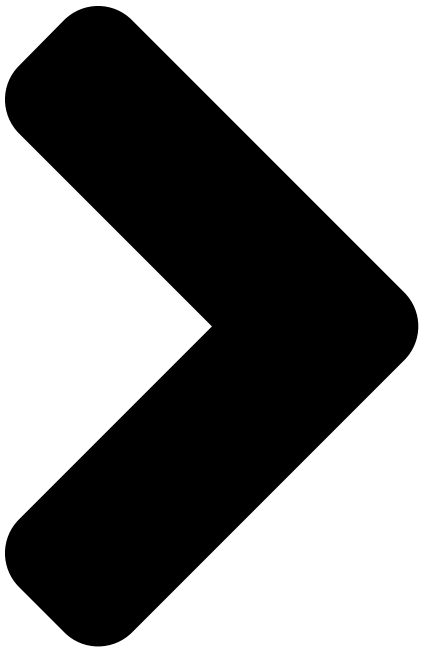
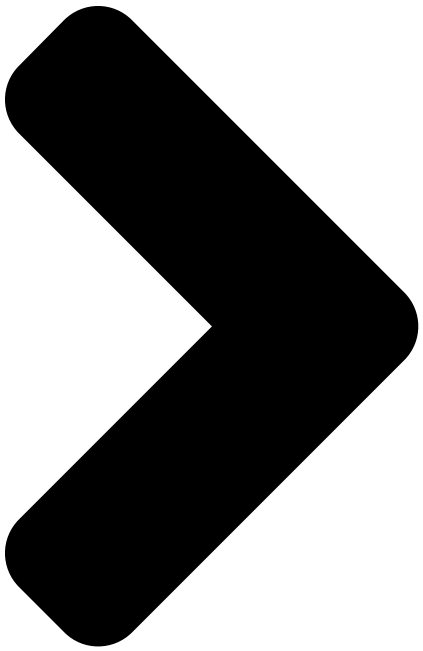


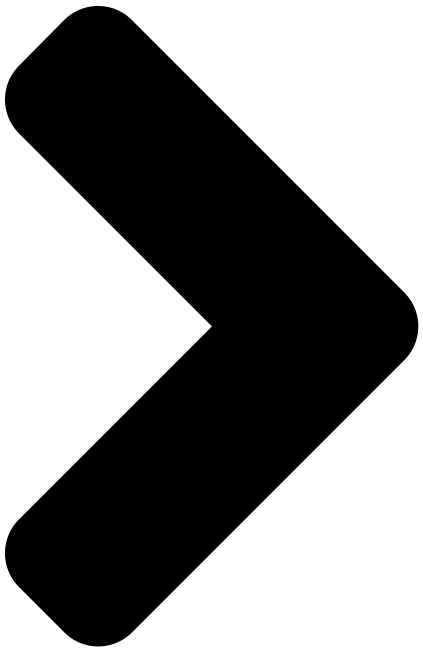
- What Is an AI Agent?



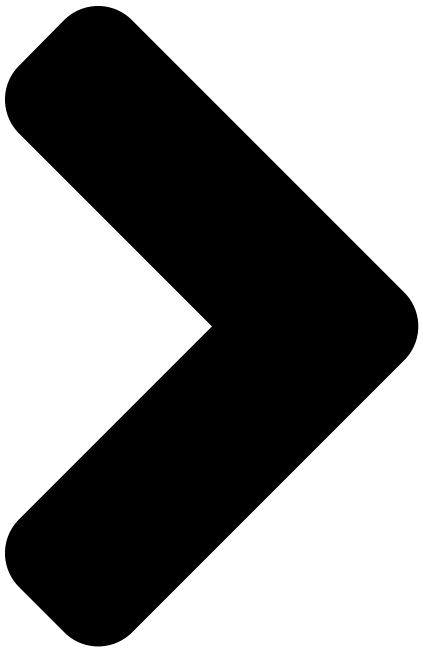
Client Communication in Digital Marketing



- Human Made Websites vs AI Websites



Your Digital Marketing Ecosystem Explained



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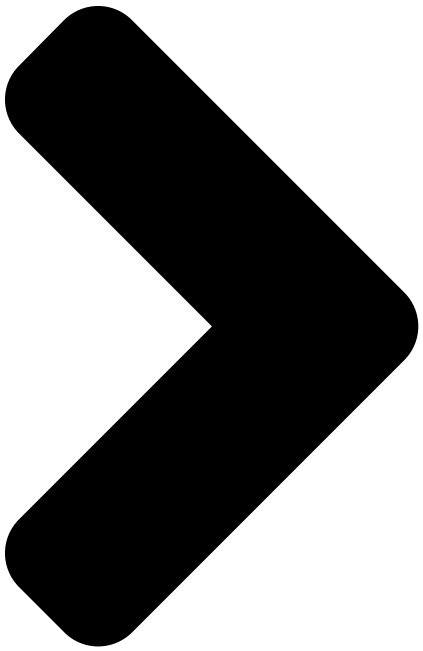

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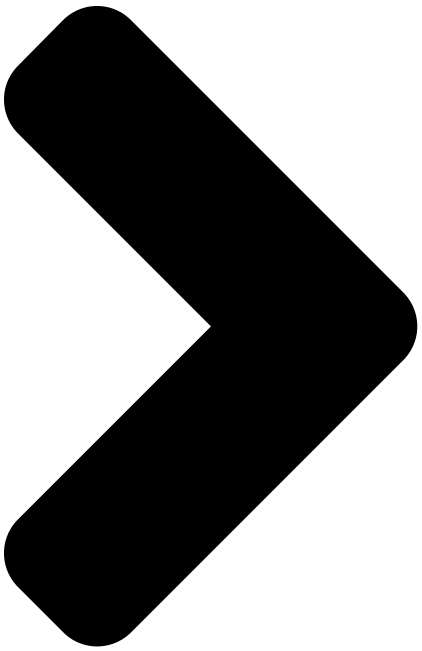

NWOW: Results Matter, Not Presence

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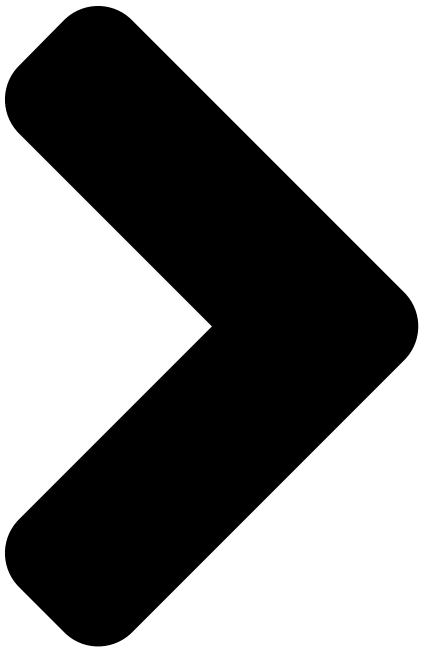

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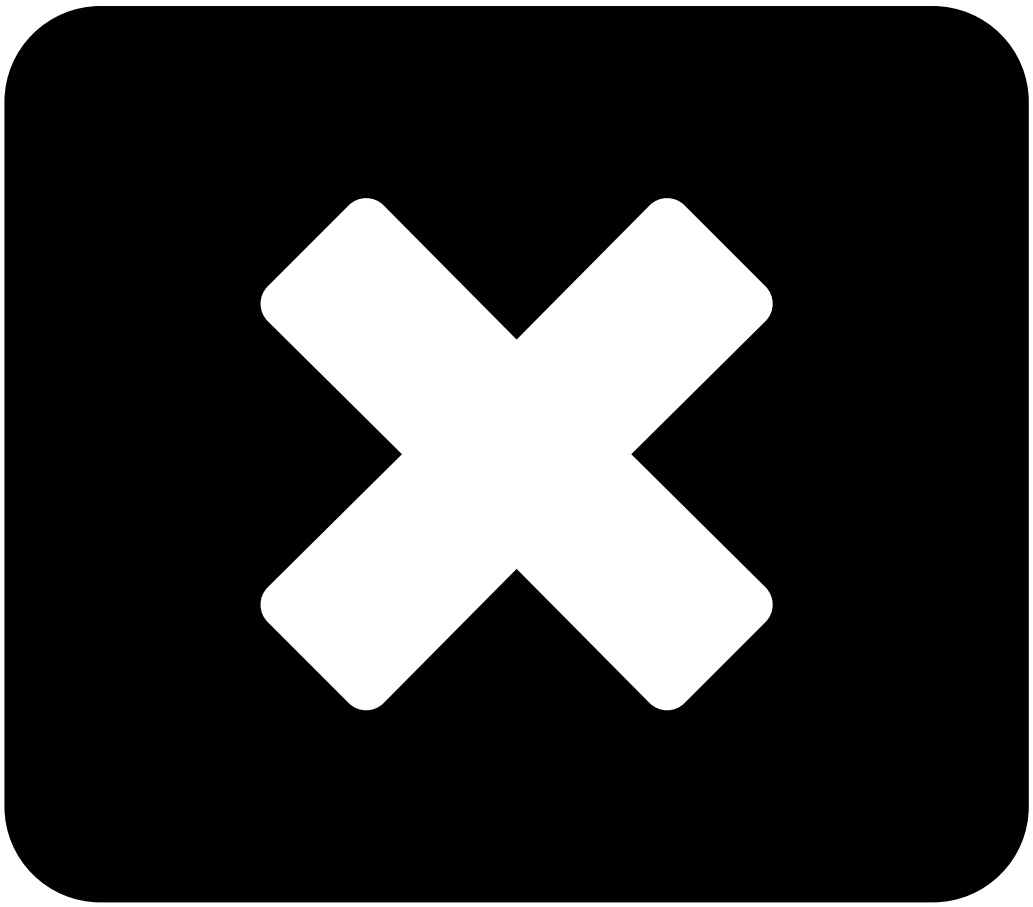

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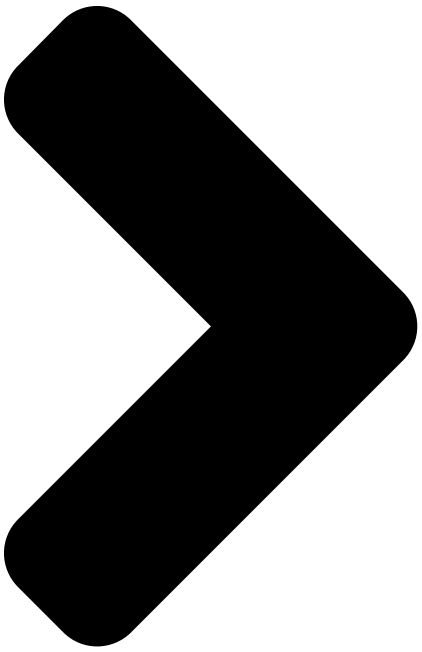

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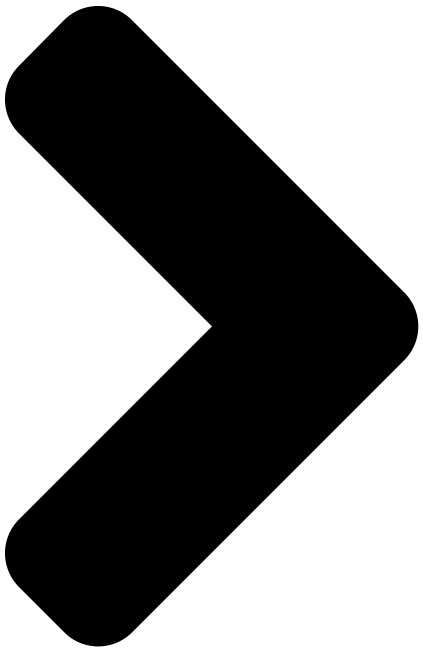

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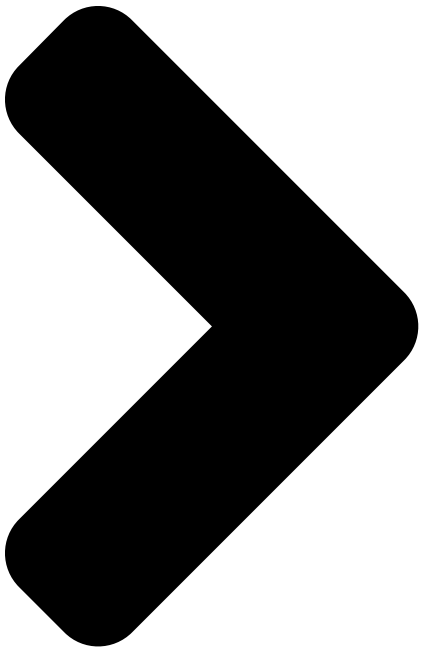

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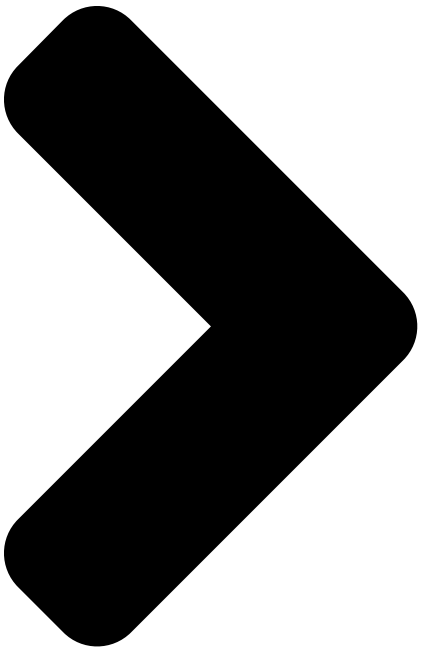

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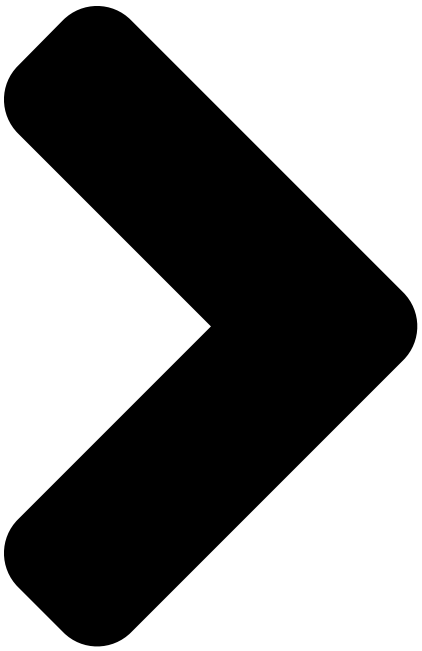

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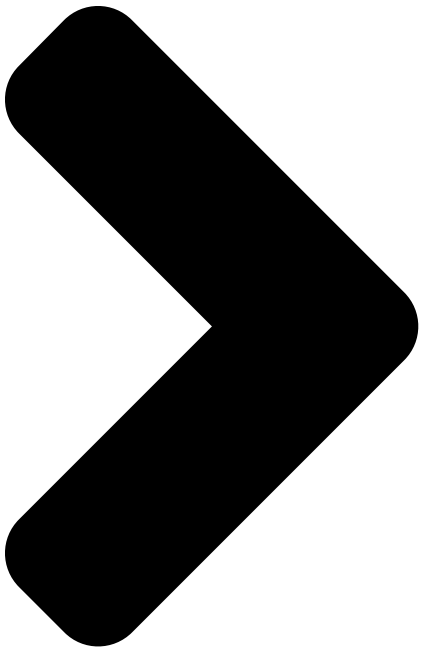

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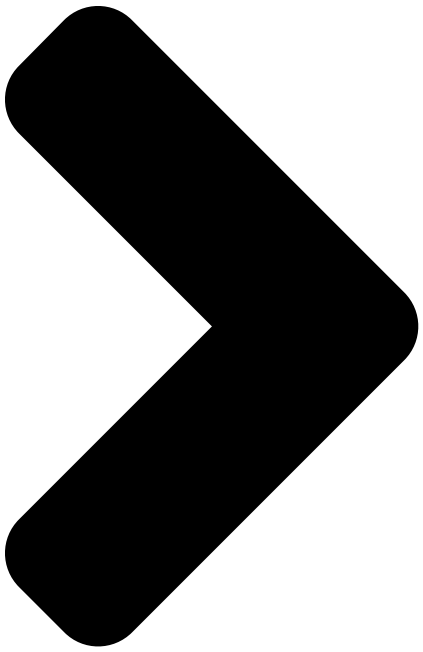

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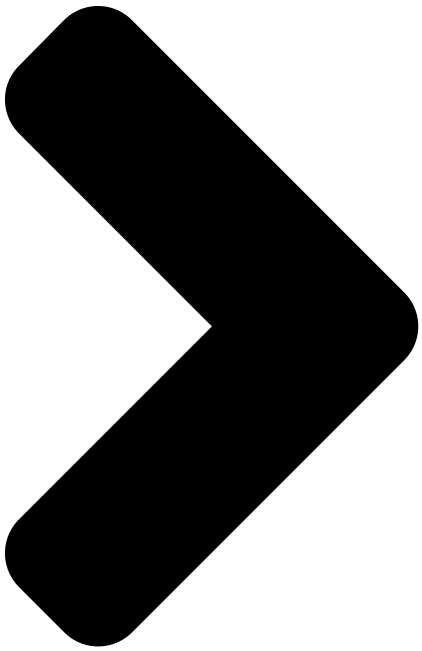

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Breaking Free from the Perfect Feed Syndrome

The human side of social media? In a quiet corner of a bustling digital marketing agency, Sarah stares at her perfectly curated content calendar.

Each post is meticulously planned, every image professionally designed, and every caption crafted to perfection. Yet, something feels off. Despite following every best practice in the book, her client's social media engagement has been steadily declining. This scene plays out in marketing departments and agencies worldwide, marking a crucial turning point in how we approach social media management. We all have forgotten "The Human Side of Social Media"…

The Great Social Media Burnout

We need to talk about something that's been simmering beneath the surface of our industry. Social media, once the golden child of digital marketing, is experiencing what we call "The Perfect Feed Syndrome." We've become so obsessed with perfection that we've forgotten the very essence of social media – being social.

Think about your personal social media habits for a moment. When was the last time you genuinely engaged with a brand's perfectly polished post? Now, when was the last time you spent minutes scrolling through a raw, authentic thread of comments or reactions to a spontaneous post? There's a stark difference, isn't there?

The Rise of Imperfect Marketing

Let me tell you about Marcus, a small coffee shop owner who accidentally started a revolution in his local social media scene. One morning, while rushing to open his shop, he spilled an entire bag of coffee beans. Instead of cleaning it up immediately, he grabbed his phone and started recording. The beans had fallen in a pattern that eerily resembled his city's skyline. He posted the raw, unedited video, complete with his genuine laughter and messy shop floor in the background.

That "imperfect" post generated more engagement than all his previous professional photoshoots combined. Why? Because it was real, it was human and it told a story that people could relate to.

Breaking Free from the Algorithm Obsession

Here's a truth that might be hard to swallow: we've become slaves to the algorithm. We're so focused on beating the system that we've forgotten who we're actually trying to reach, real people. Successful brands in 2024 aren't those with the most sophisticated scheduling tools or the most polished content. They're the ones brave enough to show their human side.

Take the example of a major tech company that recently scrapped their entire social media playbook. Instead of posting carefully crafted messages about their products, they started sharing behind-the-scenes glimpses of their development team's daily struggles and victories. Their head of social media put it perfectly: "We stopped trying to be perfect and started trying to be present."

The Community-First Approach

Remember when social media was actually social? When people formed genuine connections and had real conversations? That essence hasn't disappeared, it's just been buried under layers of marketing automation and strategic planning.

An exciting trend I'm seeing emerge is what I call "Community-First Content." It's not about broadcasting messages to your audience but about creating spaces for your community to interact, share, and grow together. Being part of the conversation, not controlling it matters.

The Art of Real-Time Engagement

Imagine walking into a party with a script of pre-planned conversations. Sounds ridiculous, right? Yet that's exactly what many brands do on social media. Successful brands in 2024 are those that have learned to read the room and engage in real-time, human conversations.

This doesn't mean abandoning all planning, it means being flexible enough to adapt and respond to what's happening in your community right now. It's about having the confidence to go off-script and the wisdom to know when to do so.

The Future of Social Media Management

When we look toward the future, one thing is becoming increasingly clear: the era of perfect social media is over. The future belongs to brands that dare to be human. This means:

- Embracing spontaneity over rigid planning
- Valuing authentic connections over vanity metrics
- Prioritizing community building over content creation
- Leading with empathy instead of automation

But what does this look like in practice?

This means having the courage to show your brand's personality, complete with its quirks and imperfections. As well as responding to comments with genuine humanity rather than corporate speak. Being willing to admit mistakes and share learnings openly.

Building a Human-First Social Media Strategy

The shift toward more human social media doesn't happen overnight. It requires a fundamental change in how we think about and approach social media management. Start by asking yourself these questions:

Are we creating content that we would genuinely want to engage with? Are we participating in conversations in a way that adds real value? Are we building relationships or just accumulating followers?

Most successful social media managers of tomorrow won't be those with the most sophisticated tools or the biggest budgets. They'll be those who excel at building genuine connections and fostering authentic communities.

A Call for Authenticity

As we navigate this new era of social media, remember that your biggest asset isn't your content calendar or your scheduling tools, it's your humanity. In a world increasingly dominated by artificial intelligence and automation, genuine human connection has become more valuable than ever.

The brands that will thrive in this new landscape are those that dare to be real, that aren't afraid to show their human side, and that prioritize authentic connections over perfect feeds. It's time to break free from the Perfect Feed Syndrome and embrace the beautiful mess that is real human interaction.

Remember, social media was never meant to be perfect, it was meant to be social. Let's bring that back.

Moving Forward

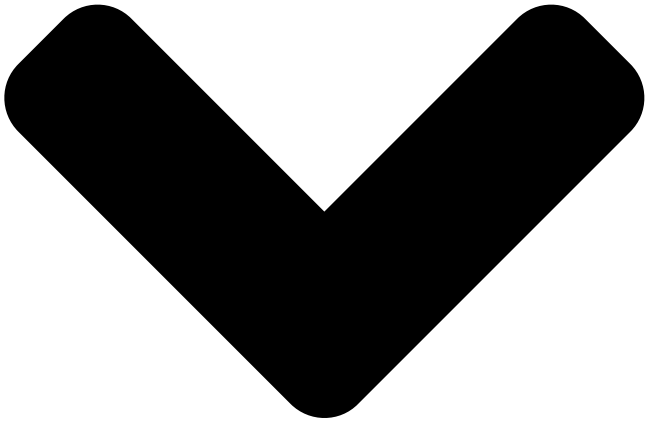
As you reflect on your own social media strategy, ask yourself: Are you creating content that sparks genuine connections? Are you building a community or just accumulating followers? Are you brave enough to show your brand's human side?

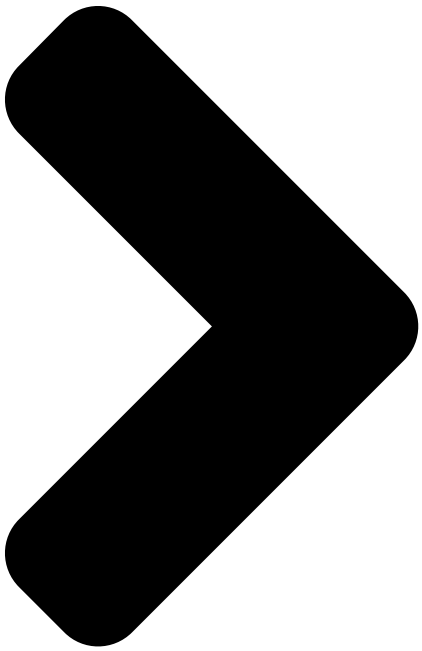
The future of social media management isn't about more tools or better automation, it's about being more human in an increasingly digital world. And that's something worth getting excited about.

A perfect social media strategy isn't about being perfect at all, it's about being perfectly human.

Frequently Asked Questions (FAQ)

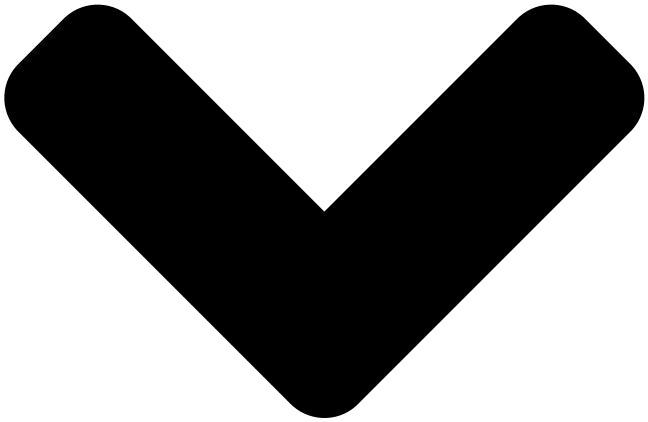
What is "The Perfect Feed Syndrome" in social media marketing?

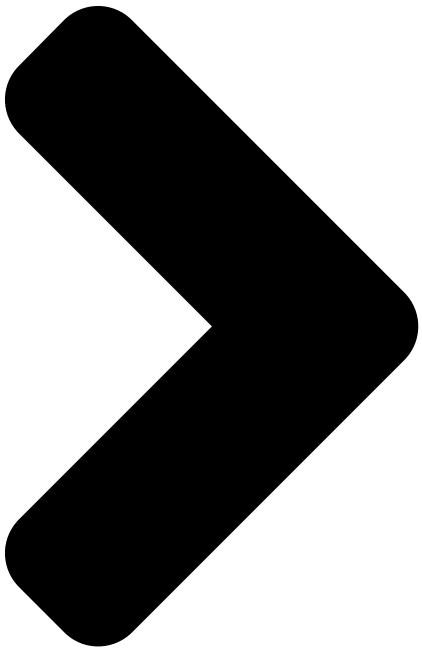




“The Perfect Feed Syndrome” is described as the industry’s obsession with meticulously planned, polished, and professional content. The article states this obsession causes marketers to forget the core essence of social media—being social and fostering genuine human connection—often leading to declining engagement.

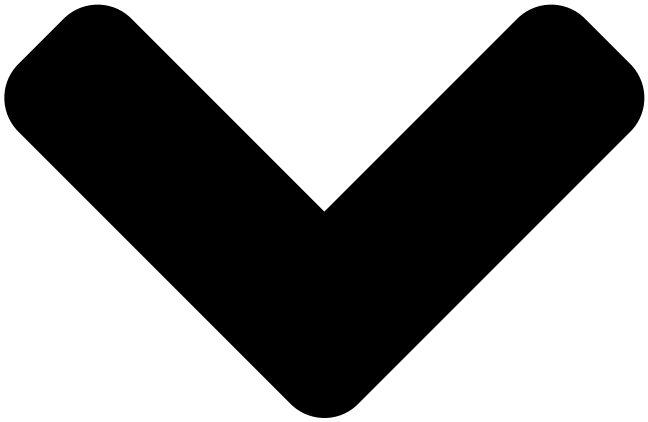
Can imperfect social media content really improve engagement?

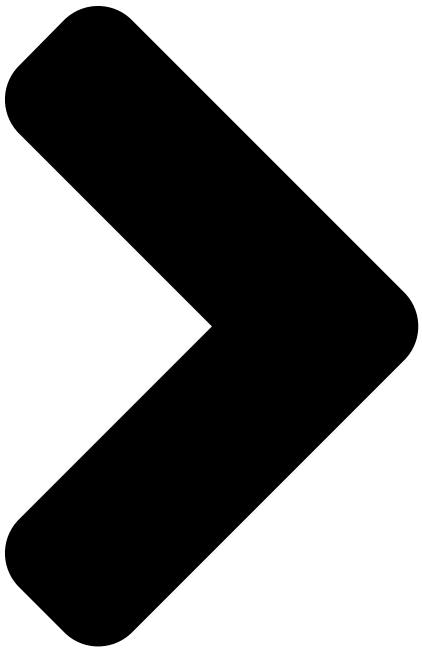




Yes. It uses the example of Marcus, a coffee shop owner, whose raw, unedited video of spilled beans generated more engagement than all his previous professional content. The reason given is that imperfect content is real, human, and tells a relatable story.

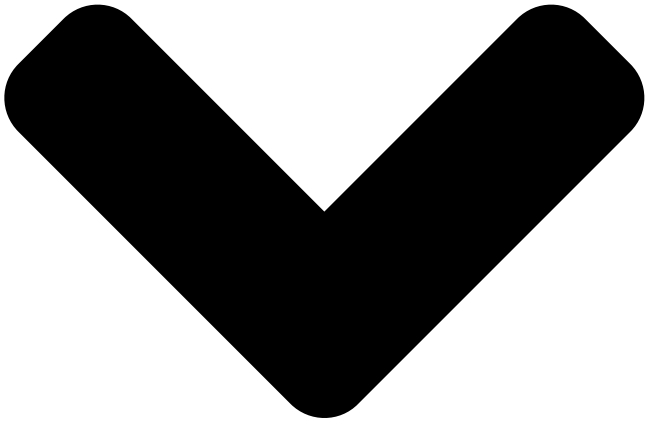
How can a brand stop being a “slave to the algorithm”?

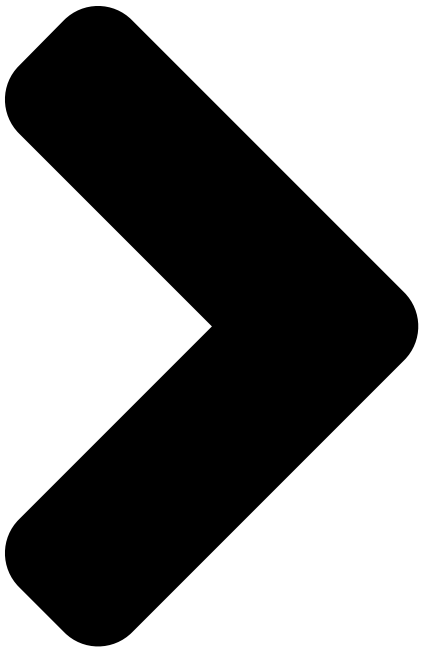




Shifting focus from trying to beat the algorithm to trying to reach real people. The example of a tech company that started sharing behind-the-scenes glimpses of their team’s daily struggles. The key is to be “present” rather than perfect, showing your brand’s human side.

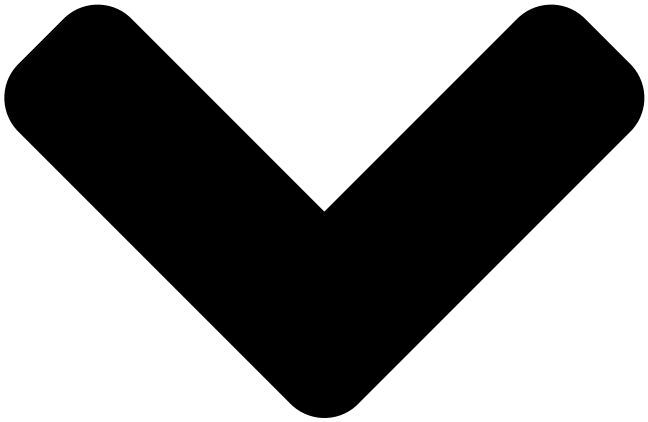
What is a “Community-First” approach to social media?

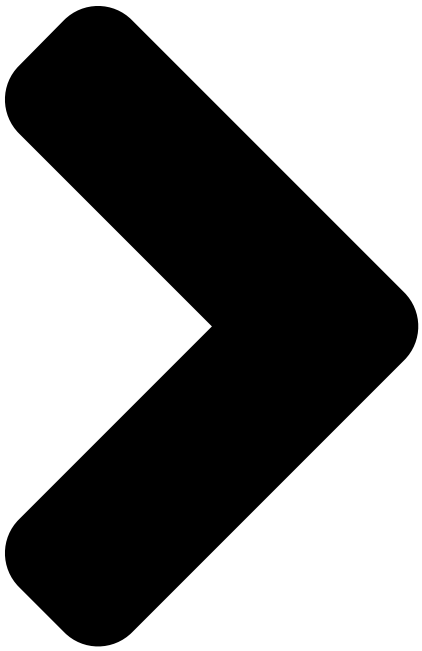




A “Community-First” approach means moving away from simply broadcasting messages. Instead, it’s about creating spaces for your community to interact and have genuine conversations. Being part of the conversation, not controlling it, is what matters.

What does real-time engagement mean for brands on social media?





Real-time engagement means adapting and responding to what’s happening in your community right now, rather than sticking rigidly to a pre-planned script. Compare it to having natural conversations at a party, which requires confidence to go off-script and engage with genuine humanity.

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Reach Out to Us

Ready to Show Your Human Side?

Reflect on your current strategy: Are you creating content for genuine connections or just accumulating followers? Break free from the Perfect Feed Syndrome and start building authentic community. The future belongs to brands brave enough to be perfectly human.

Contact TSI Digital Solution today and let’s start.

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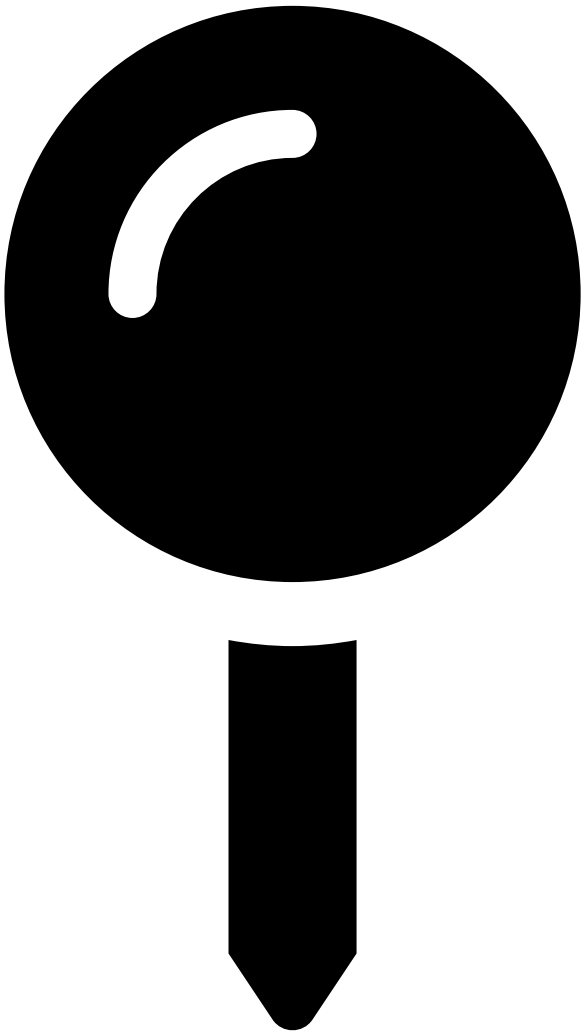

TSI Digital Solution
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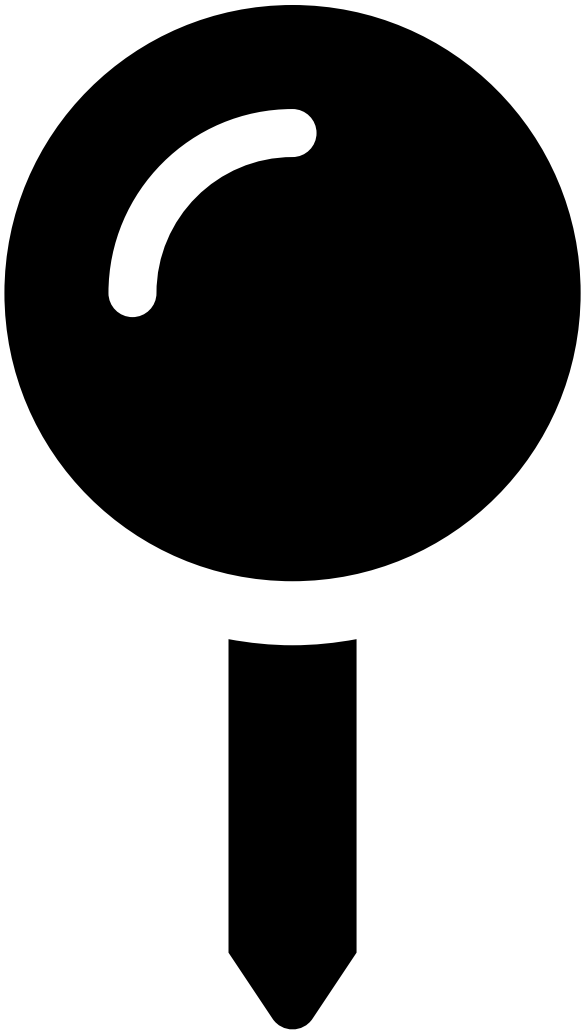

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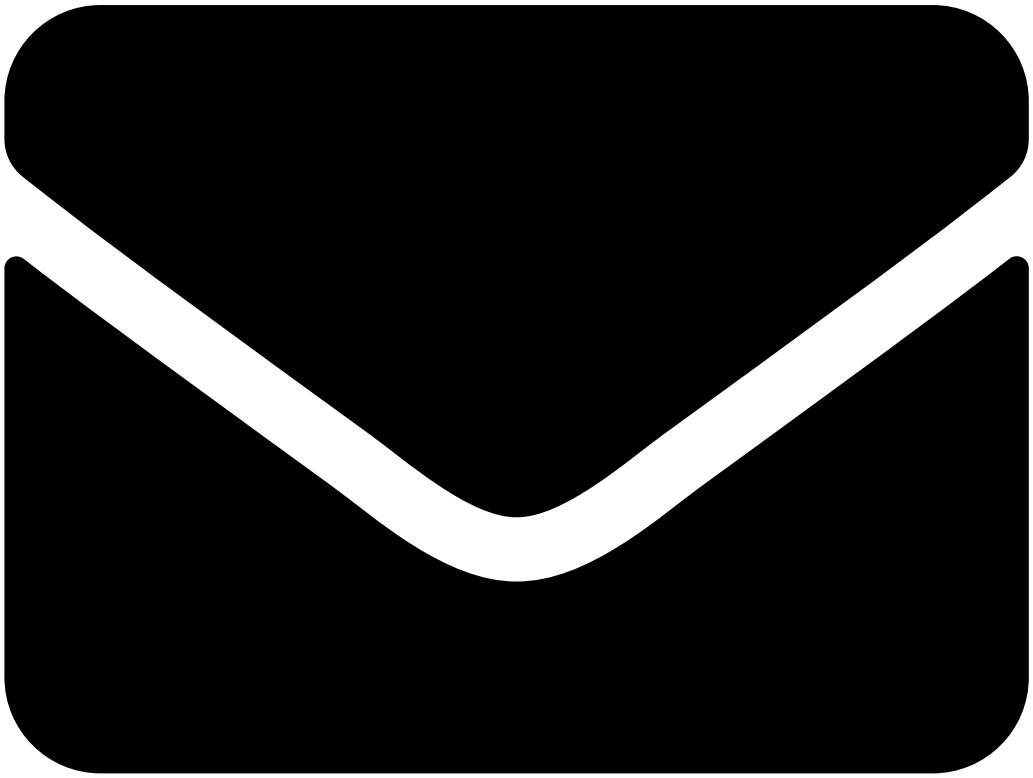
+(62) 813-3936-1507



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