

“When you meet with somebody in VR, there is a sense that you are together”-The future of social media lays within Virtual Reality.

Social media has been dominant across all ages over the past 15 years, from young budding teens staying up to date with the latest trends on Tiktok, to their elderly grandparents wanting to comment on their village Facebook page. As time goes on, more and more users are joining and the growth of social media is showing no signs of stopping, Facebook’s latest update claimed to have 2.89 billion users.



Social media was a key comfort point for users during the Covid-19 lockdown as it allowed family members to stay in touch. We are becoming dependent on social media platforms, but like all things in life it needs to evolve to keep users engaged.

This brings me to the question- what is next for the user experience on social media? We can already speak face to face (all-be-it on a screen) with family members on holiday in Australia or share directions to a stranger who decided to purchase our product on Facebook

Marketplace, or get in contact with the restaurant that provided us with that delicious Italian meal, what service is left to social media to fill?

Many online articles talk about VR being the next step for social media, and it has been a long time in the making. A report claims that Facebook acquired Oculus back in 2014 with this idea in mind. Fast forward 7 years and here we are talking about it again. In fact, Mark Zuckerberg has said he wants to connect 1 billion people via virtual reality, and we wouldn’t bet against him achieving this either!

With many resigning to the fact that Covid is here to stay, virtual meetings are becoming more prominent in people’s careers. “Zoom fatigue” has led to a demand for more presence when it comes to virtual meetings in the workplace, and VR provides the closest thing to face to face contact. The feeling of “being there” is desired more than ever in the business world after the past 18 covid ridden months, and this has opened a huge window for VR.

Without sounding like we are in a Black Mirror episode, it seems inevitable that virtual reality will become more present in both our social and working lives, and as a result, businesses need to pay attention and keep up!

Social media is vital for business, you only have to look at how integral Linked-in is in today’s business world. Companies need to evolve with the times and be proactive now as all the fingers are pointing at VR being the next big thing.



By Dan Wright.