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Now that we're more than halfway through 2016, let's take a look at what the dominating trends really are: Social media is a crowded world already—there are billions of users with social profiles, and they all follow hundreds to thousands of different accounts. On top of that, most platforms' newsfeed algorithms now sort posts based on a degree of perceived relevance, rather than based on the time of publication (in fact, Instagram just changed theirs over recently). Add in the fact that users are beginning to prefer hyper-relevant, in-the-moment content to regurgitated updates or retrospective posts, and you have a perfect formula for users to prefer fewer, but better posts. Quality has always been more important than quantity, but now social platforms and users are further cementing that fact.

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