



# Power

# Bi-Weekly Social Trends Report

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# What's Trending on Social This Week

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# Trending Audio 🎵



“Come on Superman”  
Trend  
EXAMPLE

“Vlogmas” Video  
Series  
EXAMPLE

“The 2025 Season  
Comes to an End”  
Trend  
EXAMPLE

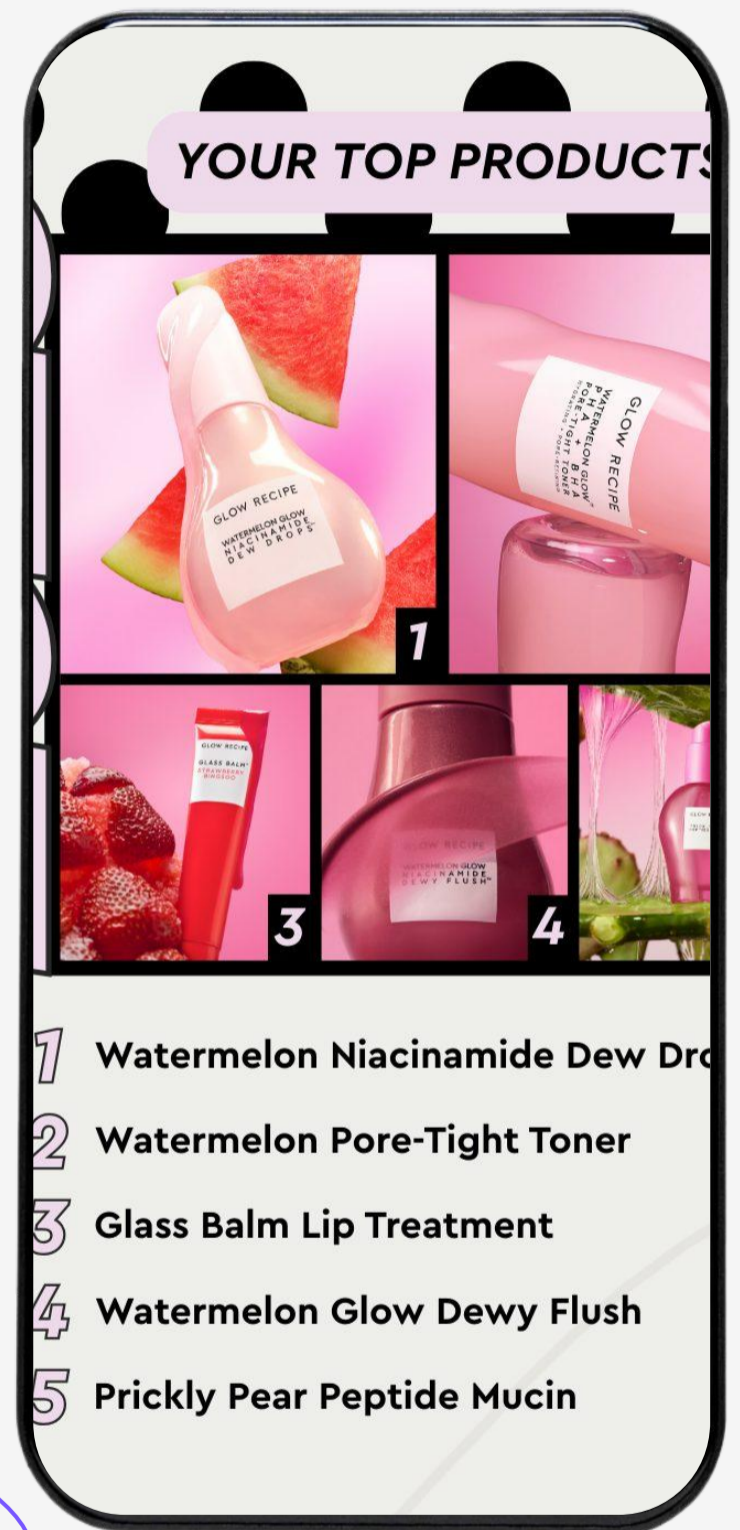
“It’s Very Important  
That You” Trend  
EXAMPLE

“I Think I Need Some  
Water” Trend  
EXAMPLE

Transformation Trend  
EXAMPLE

‘Tis the season of Spotify Wrapped! 🎵 While some brands used general templates, others got creative and made it their own like [Babe Original](#) and [RyanAir](#). Did you stand out or blend in when it came to this trend?  
👁️ Find more examples and insights on slide 7.

Content Trend: Spotify Wrapped Remakes, via Glow Recipe



# Top Hashtags + Topics

#dwts

#beautyand  
lifestyle  
deals

#football

#relaxation

#worldcup

#cma  
awards

#slomw

#fashion  
deals

#alixearle

#newmoon

On top of pop culture-relevant keywords, we're seeing more seasonal shopping topics like **#beautyandlifestyledeals** + **#fashiondeals** also gain popularity as holiday shopping continues to be top of mind.

# Platform Updates

## META

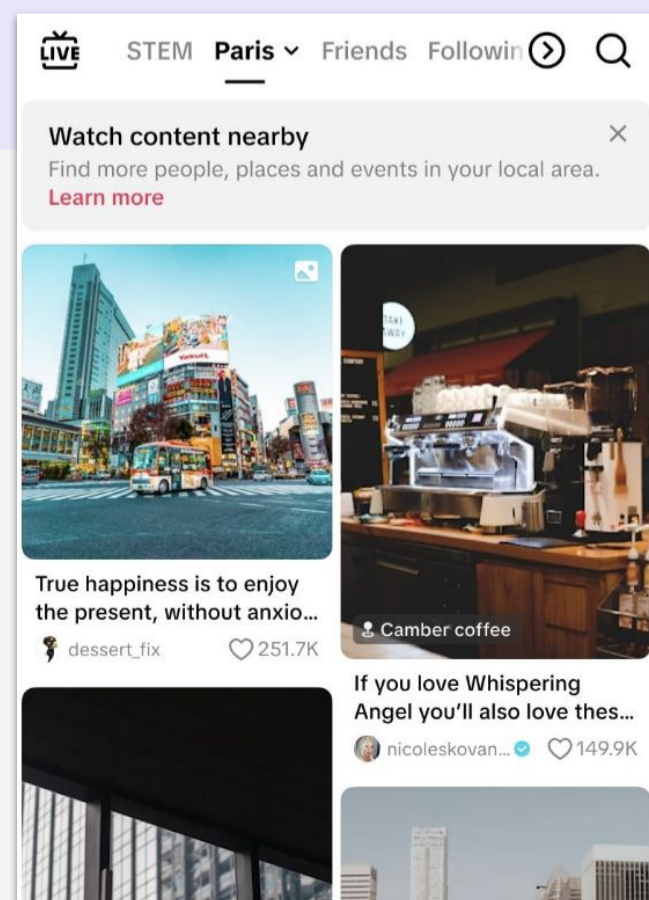
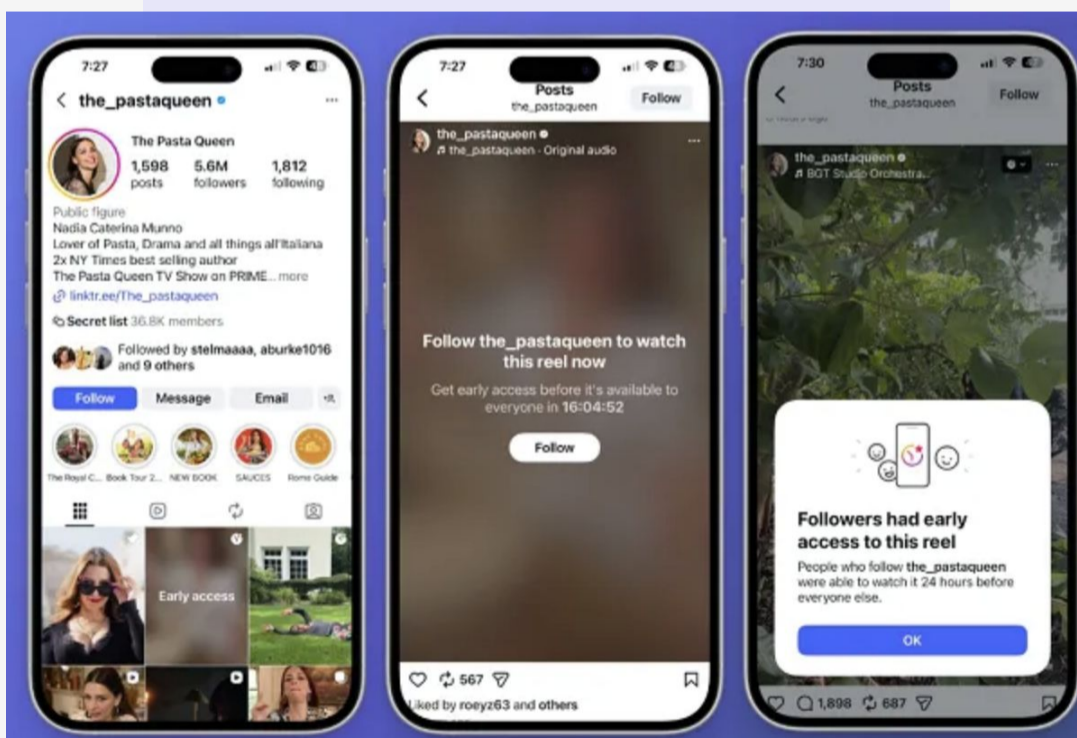
### Instagram Tests Early Access Reels To Help Drive Audience Growth

- Some creators are now being given access to an “early access” Reels option, which enables them to lock their Reel for a period of time, where only followers will be able to access it before it goes live for everyone

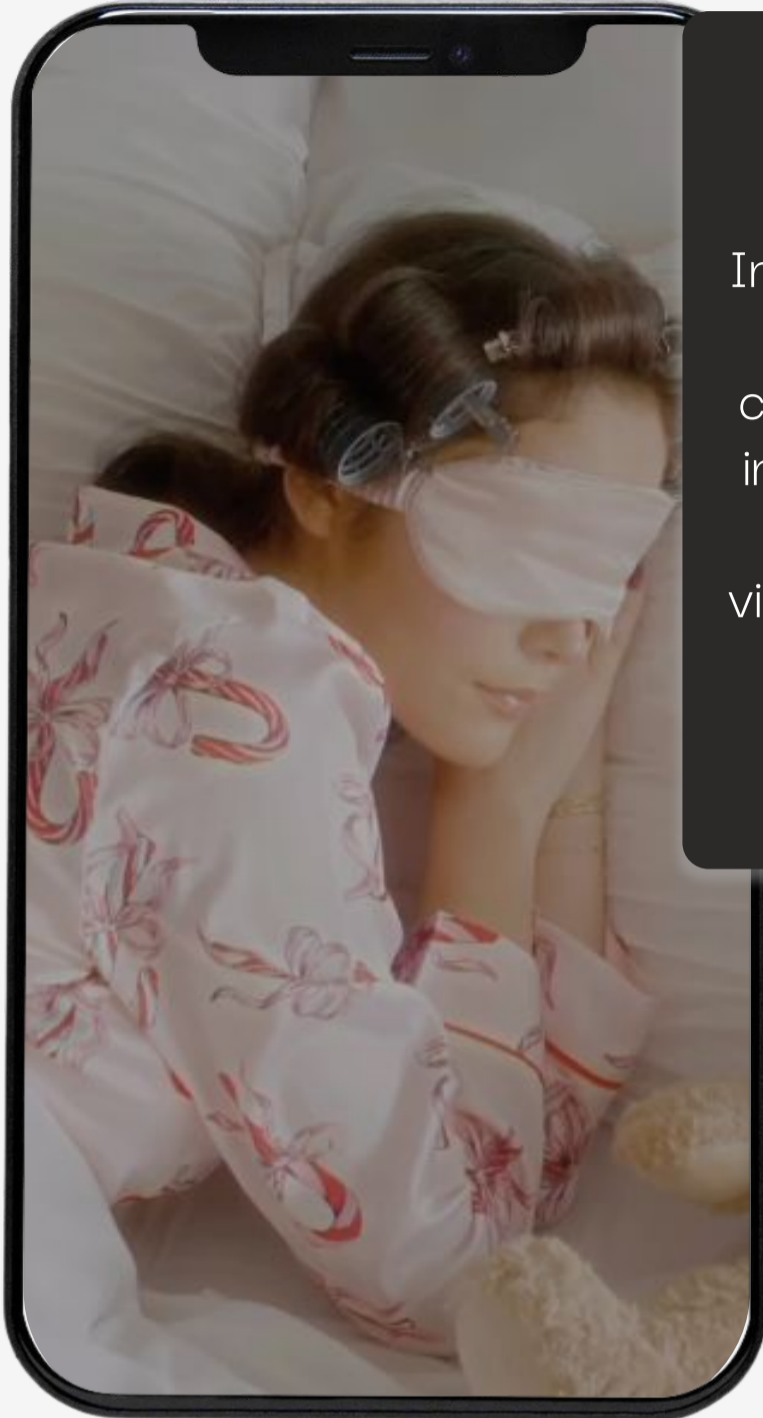
## TIKTOK

### TikTok Launches its “Nearby Feed” for Local Content

- Users can now explore what’s happening close to them, from discovering local creators and trending spots to everyday moments that reflect their community - will show content and recommendations that are more relevant to your location, making it easier to discover what’s trending nearby
- Only available in France, Germany, Italy, and the UK as of right now



# Influencer News + Highlights



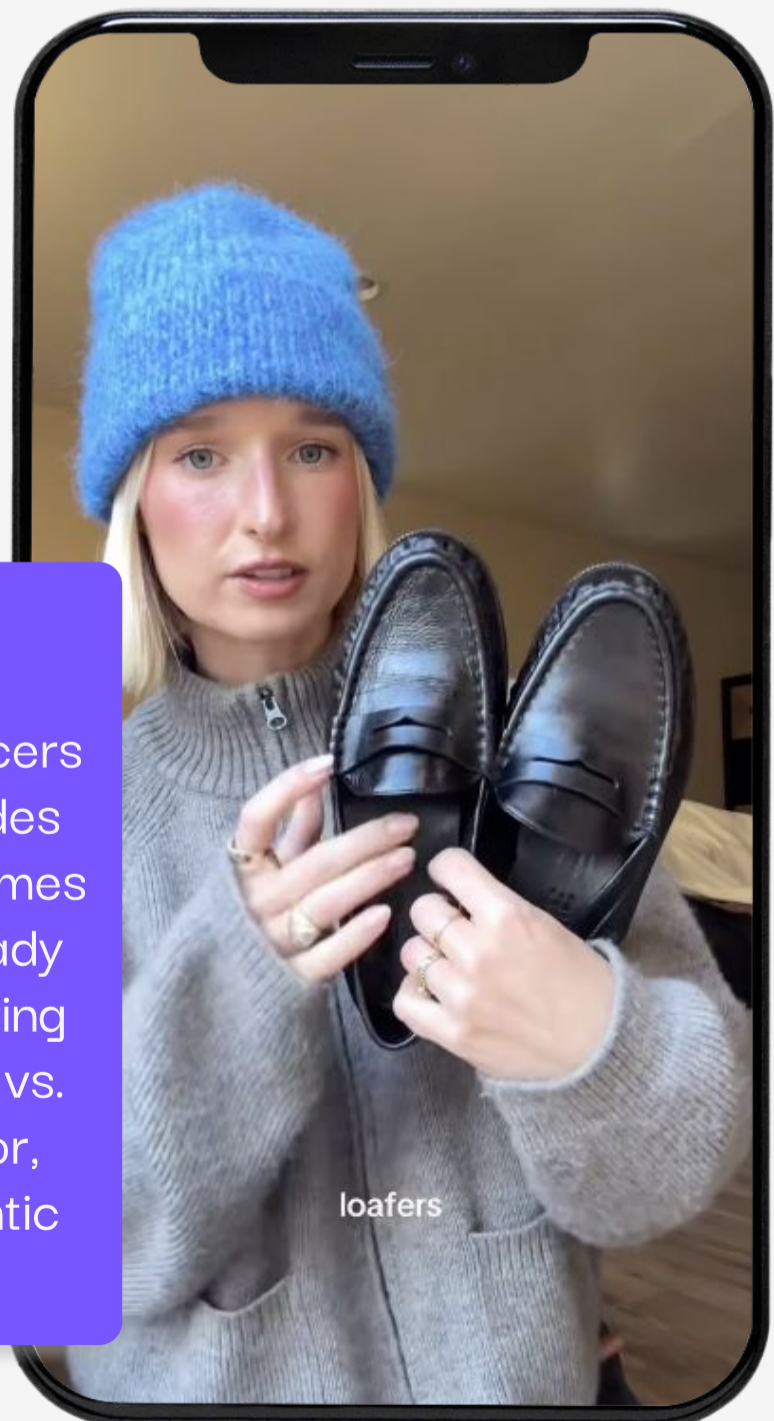
## Cinematic Storytelling

Influencers are stepping away from the typical or basic content themes and channeling more creativity and storytelling techniques, specifically in more cinematic and higher produced content.

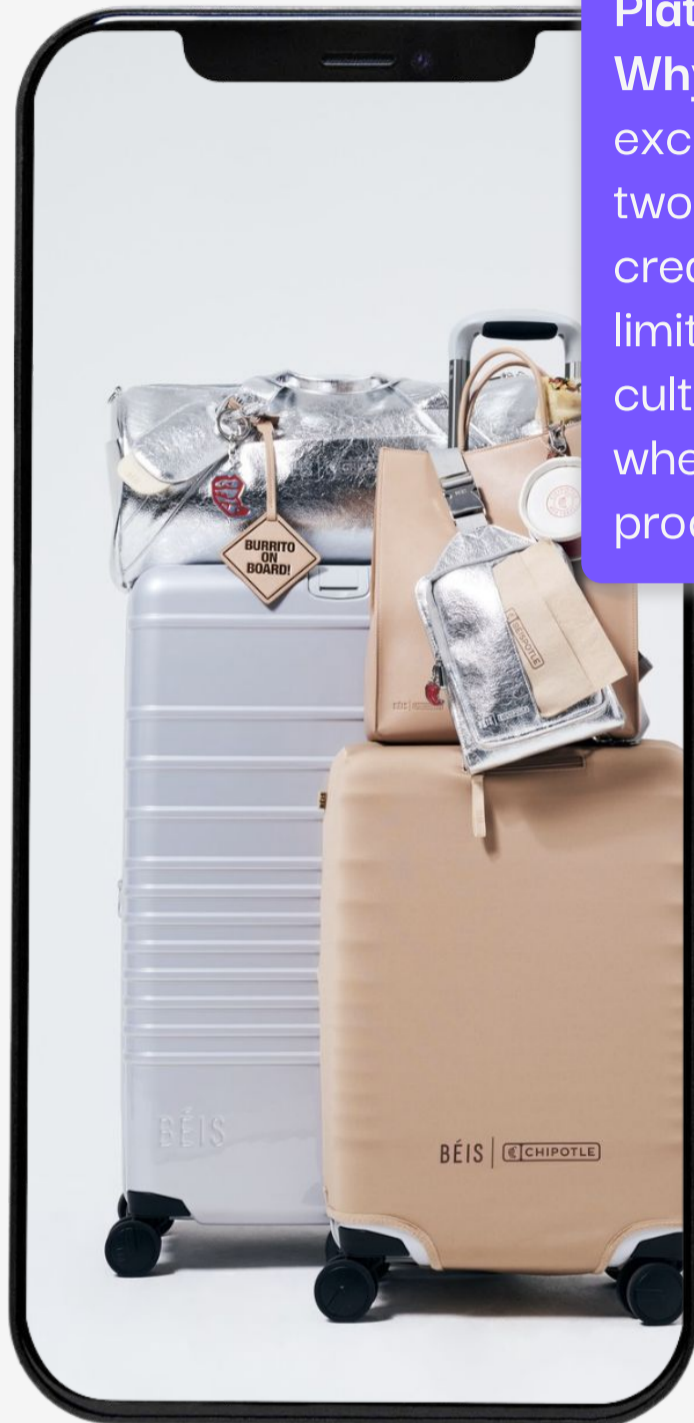
With videos that feel more like a short-film, viewers feel that they are taking a break from the business of social media and seeing a more authentic and creative piece in their feed.

## Gift Guides are Back in Full Swing

With the holiday season in full effect, influencers are finding fresh new ways to share gift guides with their viewers, leaning into alternative themes such as “Gifts I Would Want if I Didn’t Already Own Them” or “My Favorite Things”. By sharing inspiration based on items they already own vs. sharing what products they are shopping for, these influencers are providing more authentic and trustworthy recommendations.



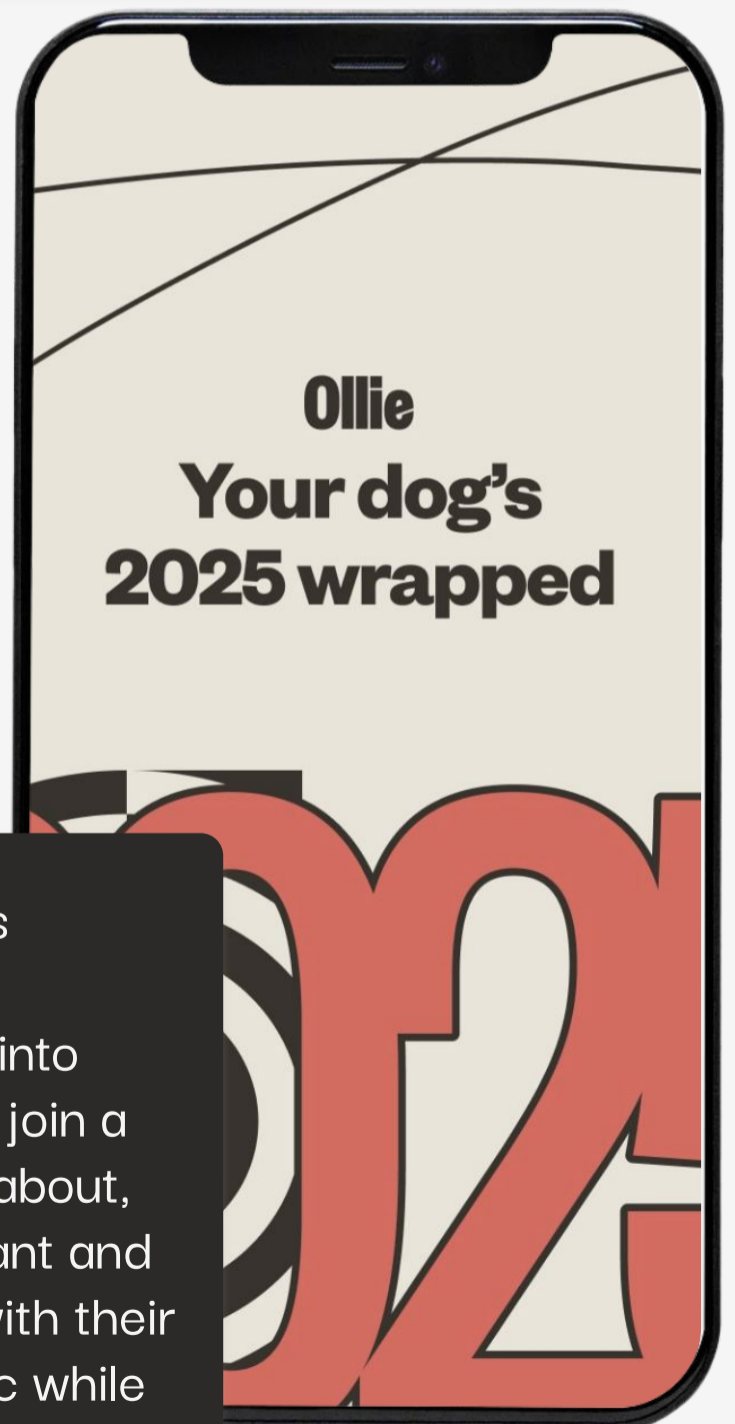
# Brand Moments on Social →



**Brand:** Beis x Chipotle

**Platforms:** Instagram

**Why It Stood Out:** Beis x Chipotle launched an exclusive collection on social. The collab pairs two unexpectedly beloved lifestyle brands, creating instant curiosity and shareability. The limited-edition drop feels playful and culture-driven which is perfect for Instagram, where surprising crossovers and aesthetic product reveals thrive.



**Brand:** Ollie + Multiple Other Brands

**Platform:** Instagram

**Why It Stood Out:** Brands tapping into Spotify Wrapped win because they join a moment everyone's already talking about, making their content instantly relevant and shareable. By remixing the format with their own twist, they feel culturally in sync while giving followers something fun, familiar, and worth reposting.

# Thank you!

Questions? 🙋 [hannah.halton@powerdigital.com](mailto:hannah.halton@powerdigital.com)

Work with Us 🙋 [powerdigital.com](http://powerdigital.com)

