

Bi-Weekly Social Trends Report

What’s Trending on Social This Week

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Trending Audio



“Memories” Trend
EXAMPLE

Propaganda I’m Not
Falling For Trend
EXAMPLE

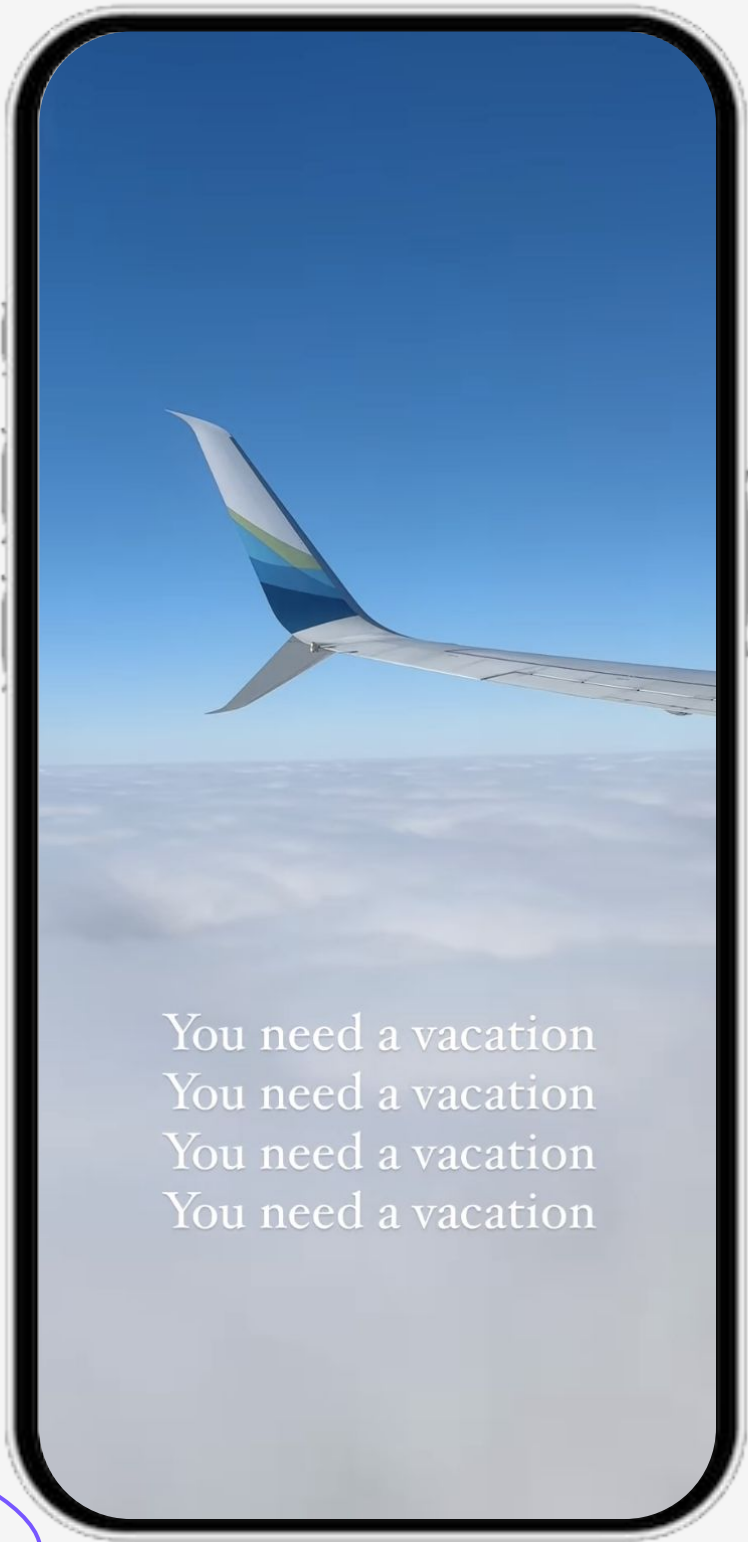
Six Syllables Trend
EXAMPLE

“Holy Airball” Trend
EXAMPLE

“Oh princess” Audio,
Calls Me Trend
EXAMPLE

“Soulmated So Hard”
Trend
EXAMPLE

Trend: Six syllables brand example
(Alaska Airlines)



Note: TikTok trends tend to make their way to Instagram a few days or weeks later. Jump on them quickly to be ahead of the game on both platforms!

Top Hashtags + Topics

#nbadraft

#nbafinals

#redhead

#summer

#tiktokmade
mebuyit

#fullmoon

#payoffdebt

#dreamhome

#christmas
shopping

#memorialday

This week, new, trending hashtags enter the chat like **#christmasshopping** and **#dreamhome**, further proving that platform users are interested in content that is relevant today, as well as searching for the future.

Platform Updates

INSTAGRAM

Instagram Chief Adam Mosseri shares advice on how creators and pages should [go about switching up their content approach](#) in-app:

“Generally speaking, it’s better to continue to use your existing account [as opposed to creating a new one when changing approach], and there’s things that you can do to make that a little bit more of a smooth transition...”

- Create a post about the fact that you’re changing the direction of the account
- Archive all of your old content from your profile, so it’s not confusing
- Use trial Reels before you decide to pivot to see if there’s an audience for the new type of content that you want to create

“All of this allows you to maintain your follower base, and allows us to understand a bit more about who’s interested in you, which will help you grow over time.”

TIKTOK

[TikTok World LIVE](#) is happening June 3!

- This event will cover topics, tips, and updates like:
 - How to capture attention and create more resonant content
 - Turning discovery into demand with TikTok search
 - Driving action across every stage of the purchase journey with TikTok Shop

June 3, 2025

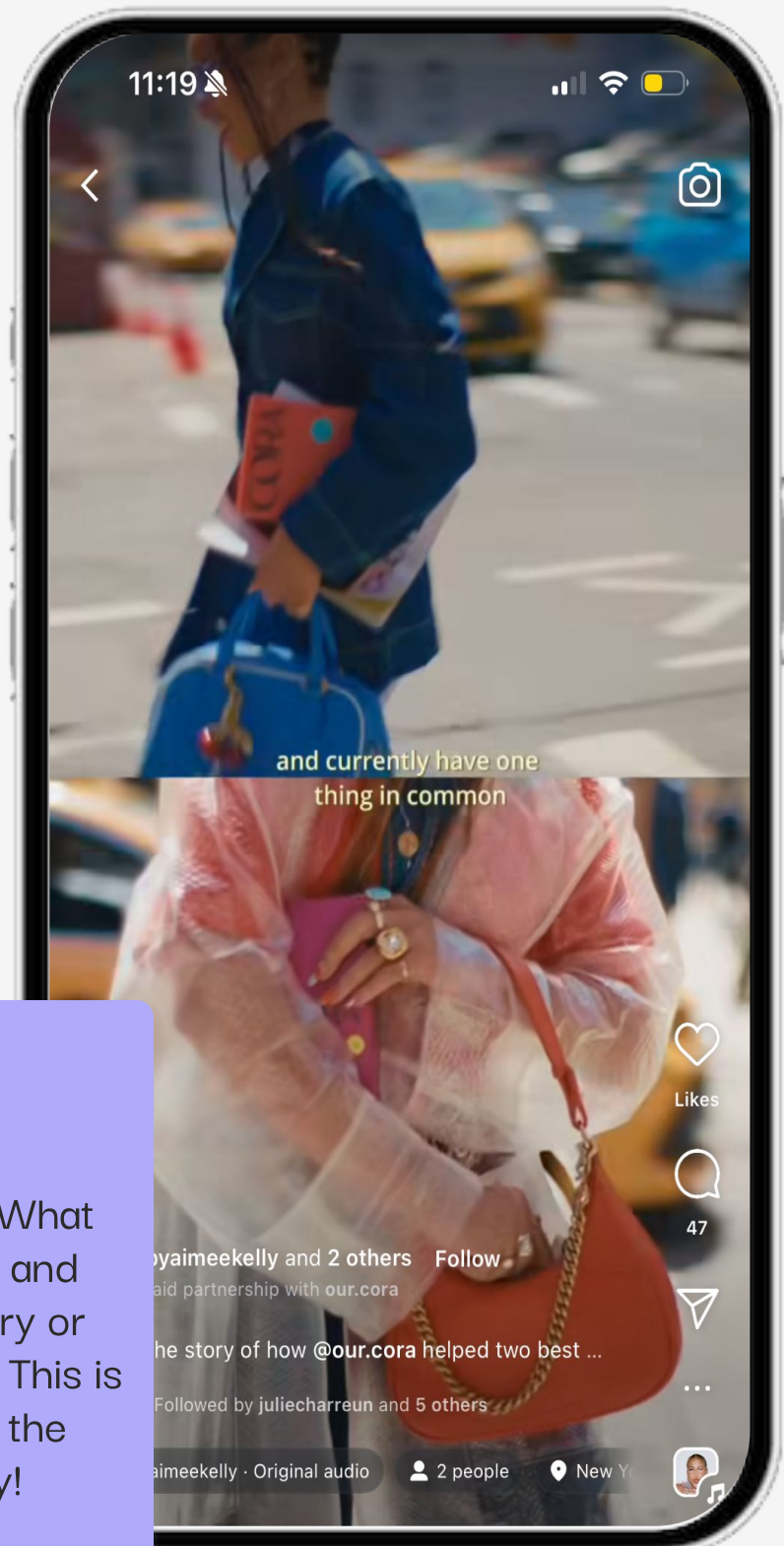
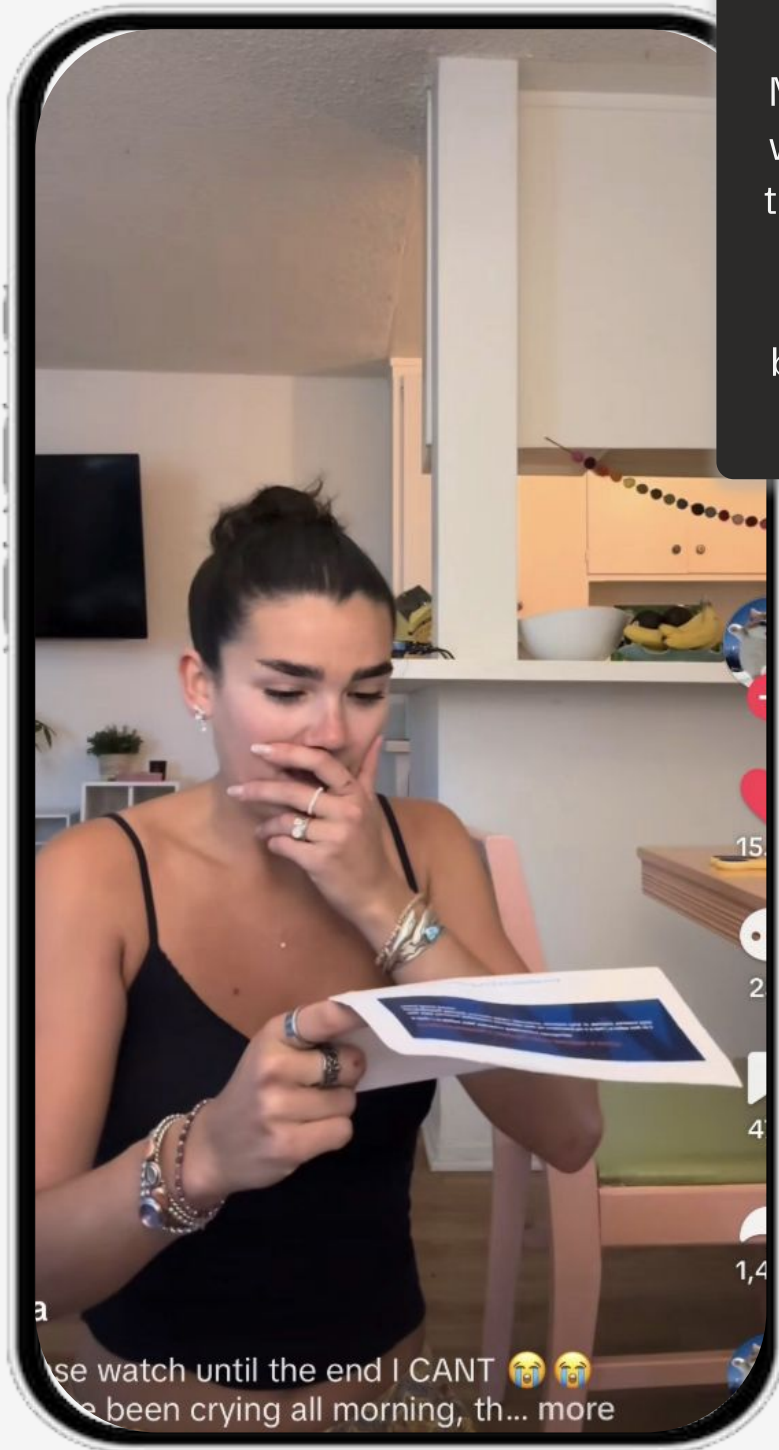
TikTok World LIVE

Let's make marketing history together. Tune into TikTok LIVE to discover new tools, trends, and features to grow your brand.

Influencer News + Highlights 📱

Social Listening

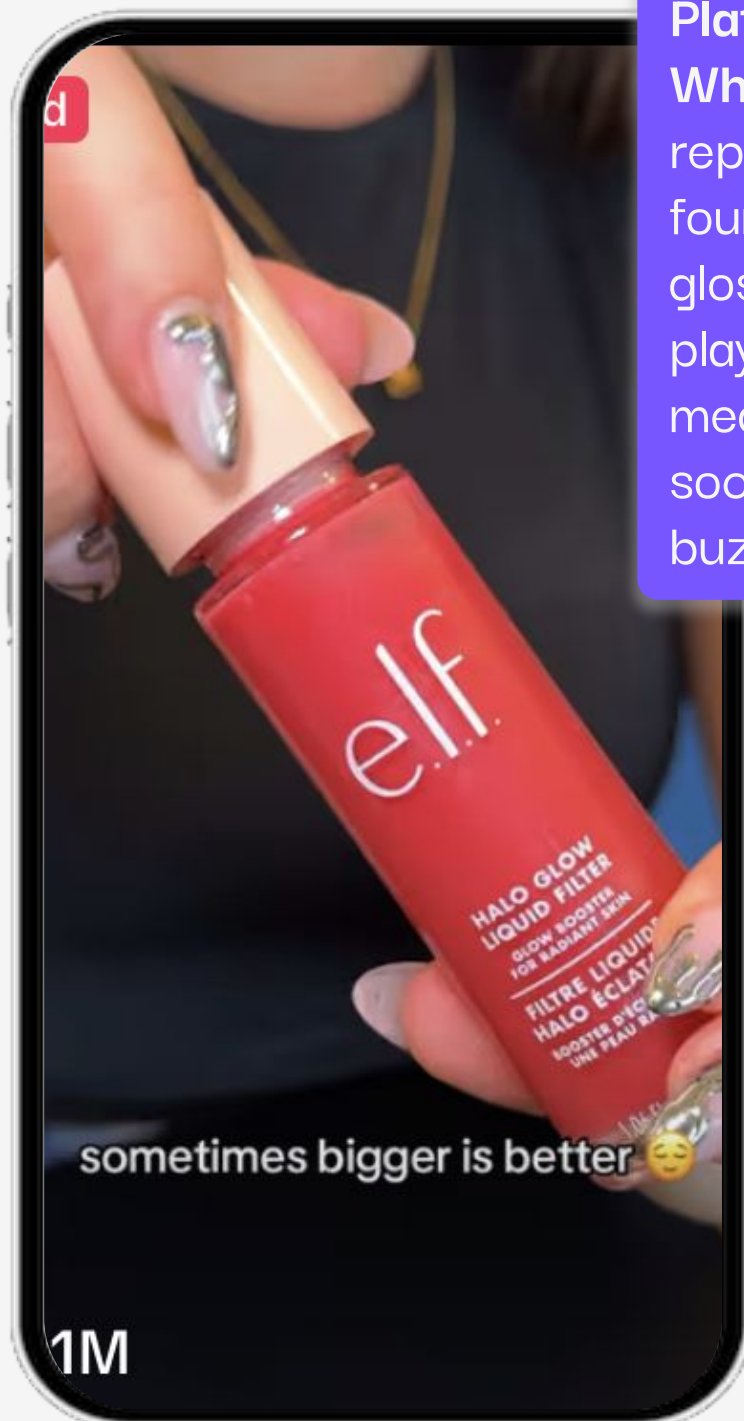
Marriott Hotels went viral by surprising a customer who left an important personal belonging at one of their hotels—they mailed the item back to her along with a meaningful gift package. Staying on top of creator and customer messaging on social allows brands to break through the noise and make more of an emotional connection with their audiences.



Trend Alert: POV Video Editing

Videos featuring a split screen POV, such as 'What You See vs. What I See', are becoming more and more popular for brands in the fashion industry or who have very clear colors or vibrant branding. This is a great way to highlight multiple products or the energy your brand represents in a fun way!

Brand Moments on Social ➡



Brand: E.L.F Cosmetics

Platform: TikTok

Why It Stood Out: Beauty fans repurposed empty Halo Glow foundations into oversized lip glosses. E.L.F. jumped in fast with playful content featuring their own mega gloss. A sharp example of social listening turned into buzzworthy content.



Brand: Duolingo

Platform: Instagram and TikTok

Why It Stood Out: After being called out for its AI-first approach, Duolingo wiped its socials and posted a spoof “Anonymous-style” video to address the backlash. Meant to be humorous, the stunt fell flat - sparking overwhelmingly negative sentiment and reinforcing user distrust around AI.

Thank you!

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Power