

Bi-Weekly Social Trends Report

What’s Trending on Social This Week

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Trending Audio



Imma Be / Day in the Life Trend
EXAMPLE

Trying to Have a Serious Conversation Trend
EXAMPLE

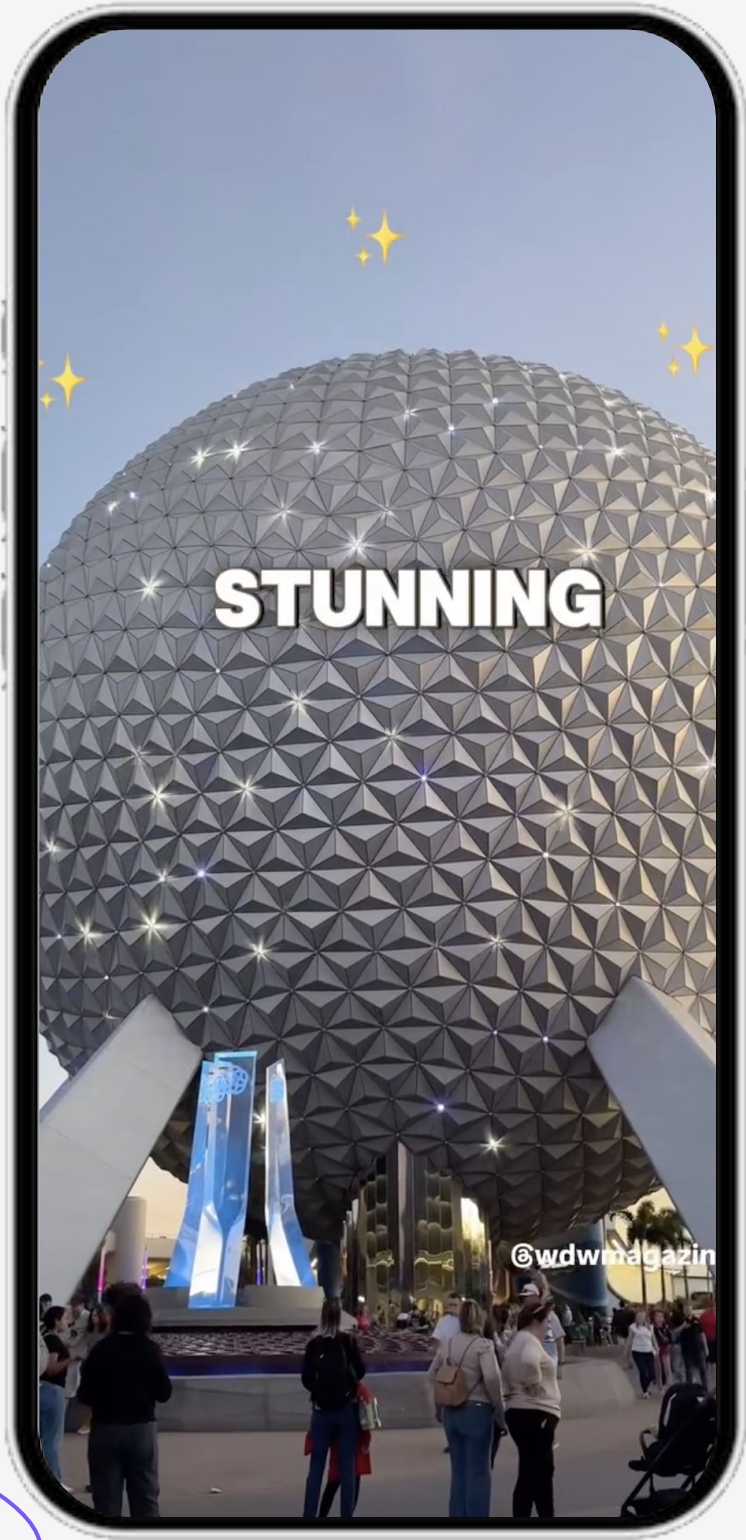
Angles Trend
EXAMPLE


Yapping Trend
EXAMPLE

“Lemonade” by Anna Graceman
AUDIO

“Came Here for Love” / Love Island Content
EXAMPLE

Trend: Angles (Walt Disney World Magazine)



 **Note:** Use this audio as a product spotlight - showing off different angles and highlighting packaging or features. Have fun with it!

Top Hashtags + Topics

#giftok

#cmafest

#ice

#immigration

#ginnyand
georgia

#pridemonth

#pride

#loveislandusa

#mensmental
health

#pixelart

TikTok users continue to turn to the platform for **updates on what's happening now**: whether it be news and current events, pop culture updates, new releases, or celebrations.

Platform Updates

INSTAGRAM

Recent Updates:

- [Instagram posts now support 3:4 images](#) - native format for more phone cameras
- [Trial Reels are helping creators increase reach](#)
- **Additional Edits updates** - “apply all” volume settings, transition effects, and more!

TRIAL REELS, BY THE NUMBERS

After trying trial reels, 40% of creators started posting reels more often and of those who did, 80% saw an increase in reels reach from non-followers.*

TIKTOK

Updates from TikTok World:

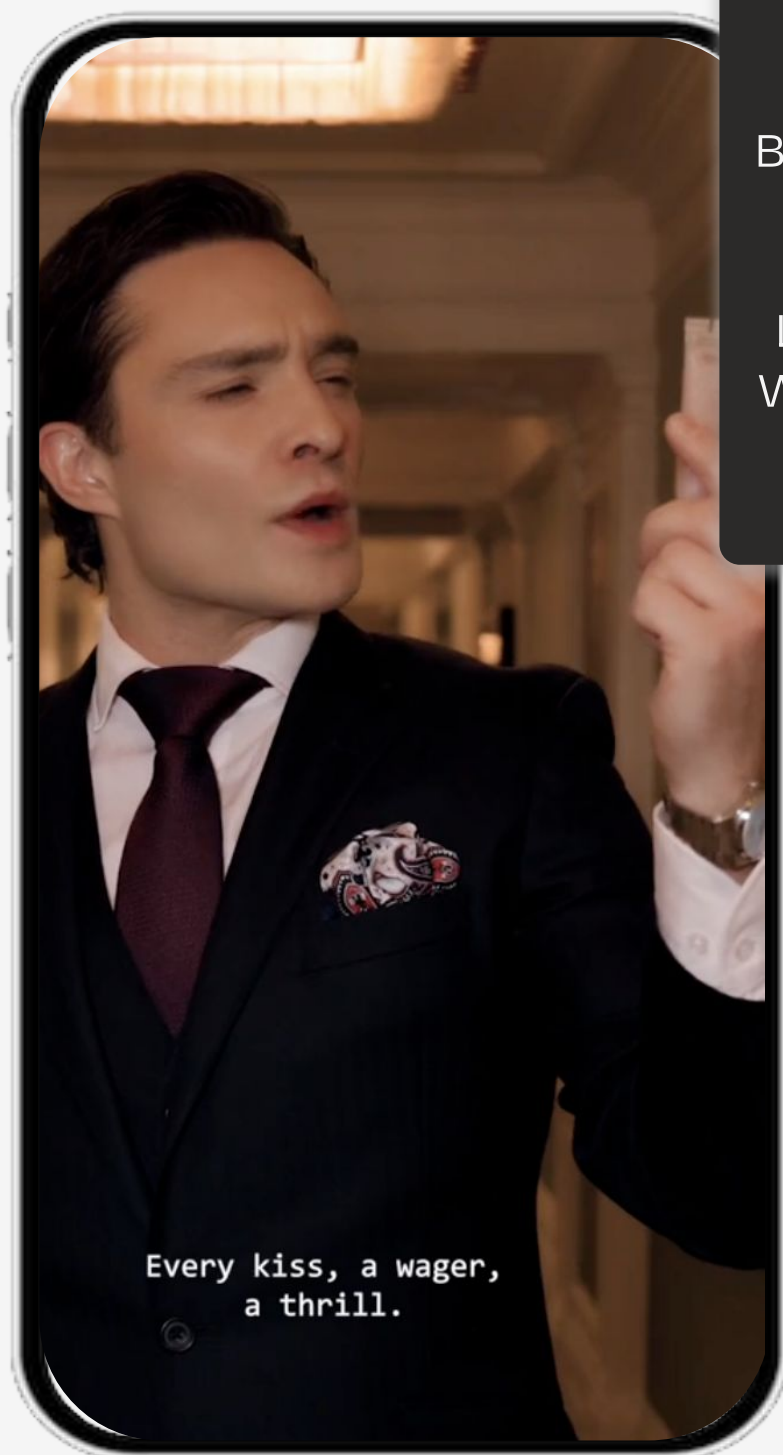
- **Market Scope Analytics** - will separate your audience into “awareness”, “consideration”, and “conversion” categories
- **Brand Consideration Ads** - new ad campaign objective
- **TikTok One Content Suite** - “where marketers will be able to find and access all user-generated videos mentioning their brand or products on TikTok, which they can then convert into ads, if they choose”
- **Full list of releases** [HERE](#)

64%

of shoppers have made a purchase from ads or content they've seen on the platform

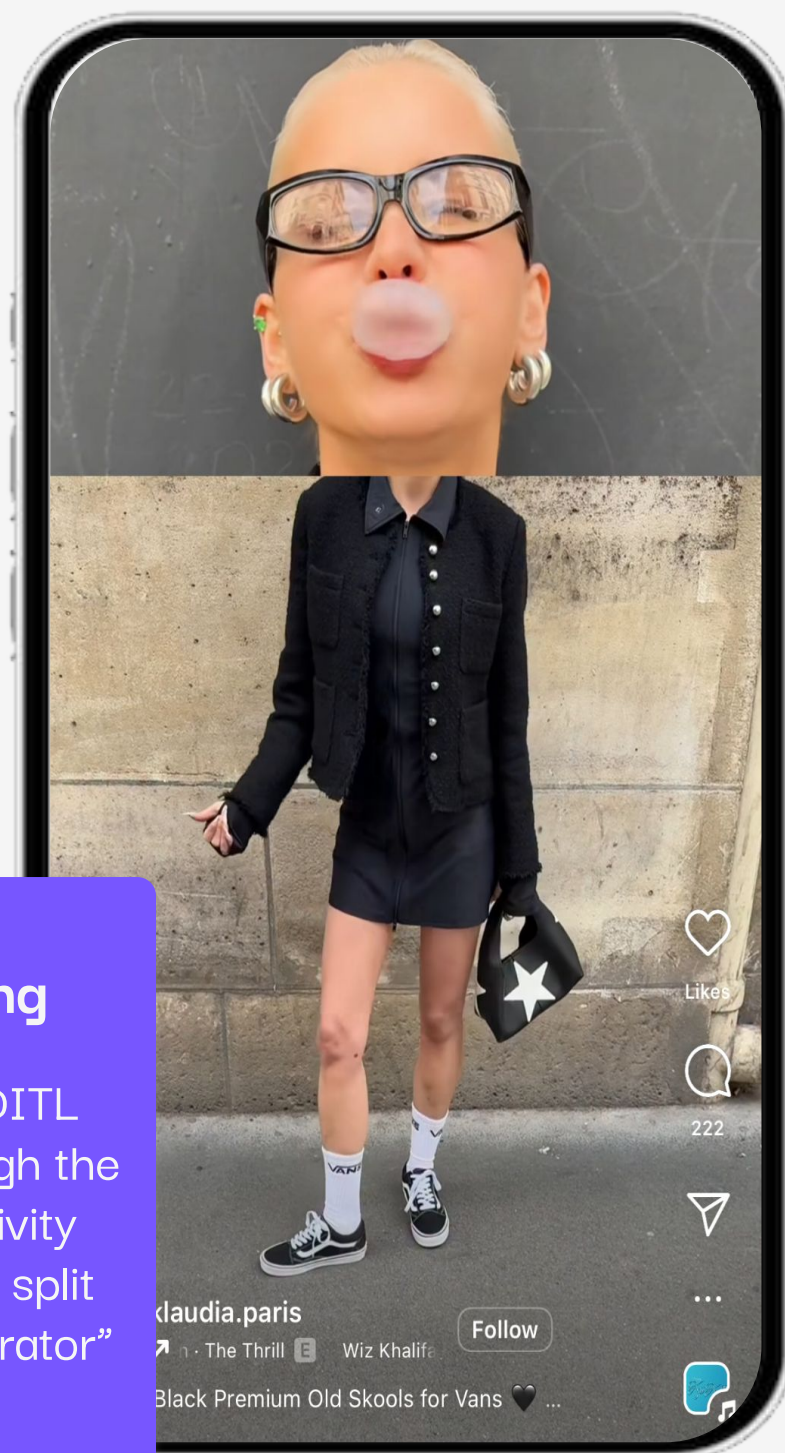
Source: TikTok Marketing Science US, Commerce Landscape Study 2024, commissioned by TikTok in collaboration with Ipsos

Influencer News + Highlights 📱



Standout Celebrity Partnerships

Brands are continuing to lean into nostalgia and consumer fandoms by partnering with celebrities to highlight peak moments, like Lancome's partnership with "Chuck Bass" Ed Westwick to highlight their 2000's hit Juicy Lip Gloss product.



Trend Alert: Unique Video Editing

Finding ways to make regular OOTD or DITL content stand out is crucial to break through the noise! Influencers are testing their creativity through unique editing styles that include split screen crops, eye-catching clips, and "narrator" voice overs.

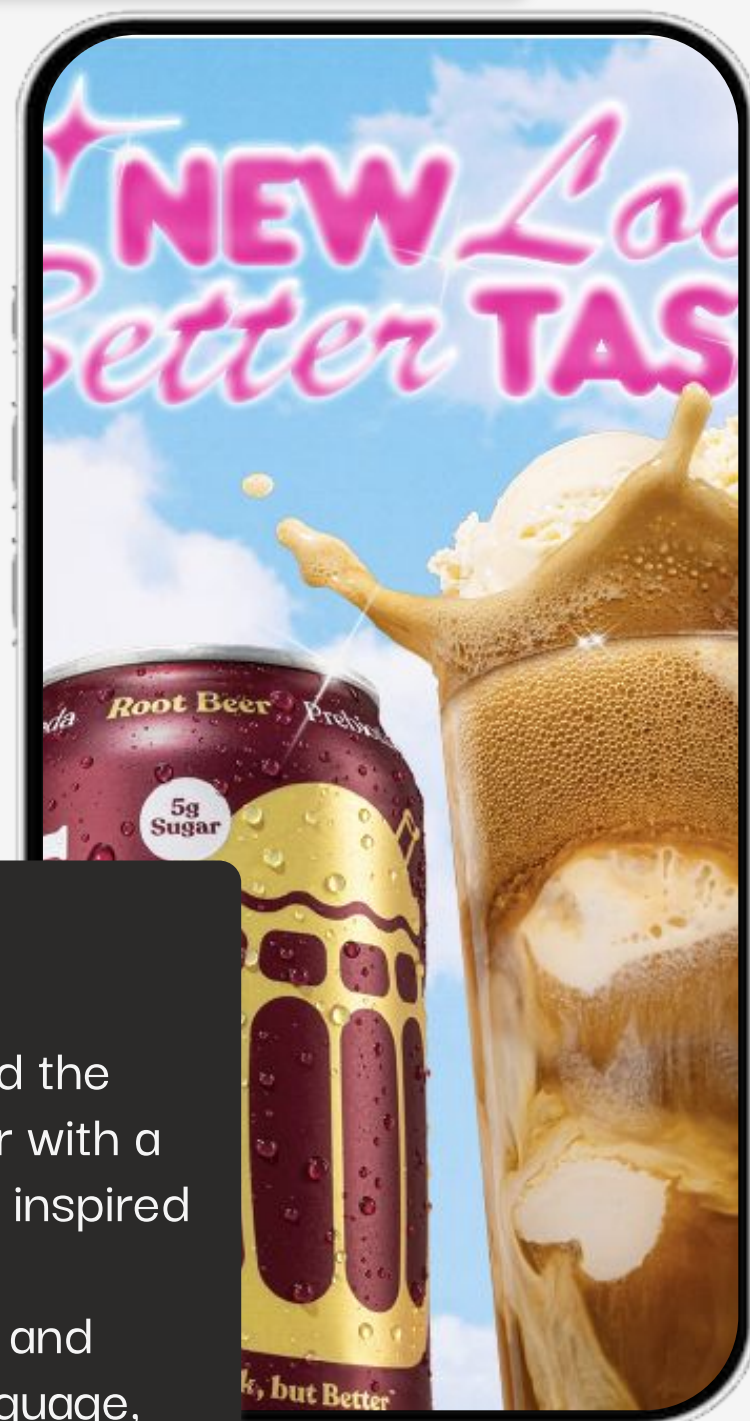
Brand Moments on Social ➡



Brand: Aldi UK

Platforms: Instagram & TikTok

Why It Stood Out: Aldi playfully mocked McDonald's limited breakfast hours by hosting an all-day hashbrown pop-up right outside one of McDonald's locations. They used humor, stunt marketing, and competitive shade to spark conversation.



Brand: Poppi

Platform: Instagram

Why It Stood Out: Poppi teased the revamp of their Root Beer flavor with a humorous "flavor fails" carousel inspired by Mean Girls' Burn Book. By referencing customer feedback and using playful, conversational language, the brand turned audience input into a fun, feel-heard moment.

Thank you!

Questions? 📩 hannah.halton@powerdigital.com

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