

Bi-Weekly Social Trends Report

What’s Trending on Social This Week

Trending Audio	03
Top Hashtags + Topics	04
Platform Updates	05
Influencer Highlights	06
Brand Moments	07

Trending Audio



August TSITP Trend
EXAMPLE

Conrad vs. Jeremiah
Trend
EXAMPLE

“What’s Your Favorite
Color?” Trend
EXAMPLE

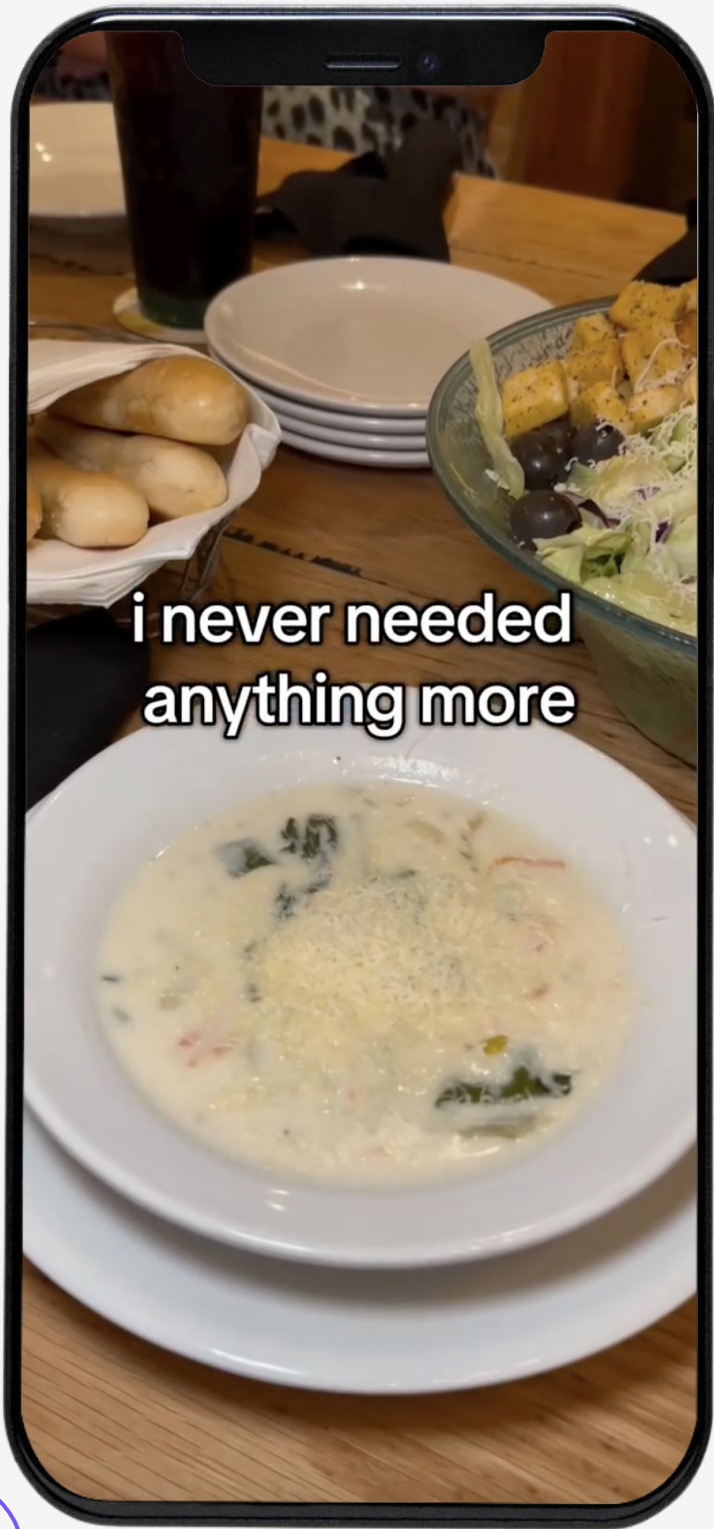
Emoji Surprise Trend
EXAMPLE

Fascination - Julie
London
EXAMPLE

Yukon Remix (x Up
HunnyBee)
AUDIO

Posts around the popular show, The Summer I Turned Pretty, have taken off for brands who jump onto this trend in a way that works for them. From trending audios to Team Conrad vs. Team Jeremiah posts, brands are able to relate to their audiences in a fun way.

Post Trend: The Summer I Turned Pretty
- Post Credit: Olive Garden



Top Hashtags + Topics

#mlbtrade
deadline

#sportsnews

#hamilton

#rushtok

#lollapalooza

#firstdayof
school

#wednesday
addams

#conrad

#freakier
friday

#bamarush

Conversations and content continue to center around seasonal moments - sports, show and movie releases, and even sorority recruitment (**#rushtok** is back!).

When it comes to topics relevant for brands and creators, we recommend tapping into seasonal moments **early** to meet searchers where they are. Hashtags like **#fall**, **#pumpkinseason**, and **#spookyseason** continue to be on the rise as we close out summer.

Platform Updates

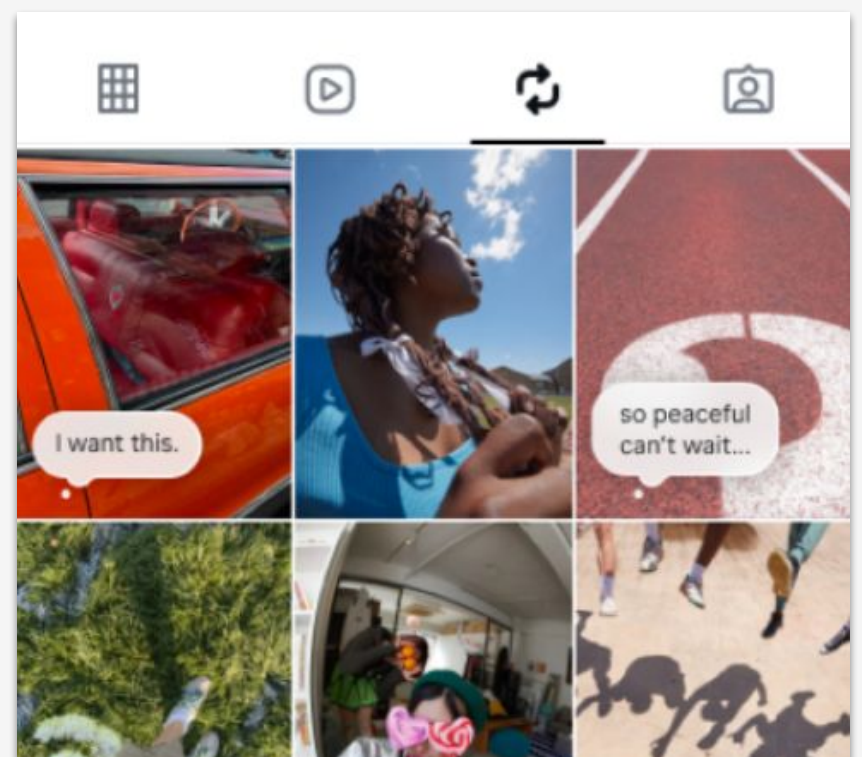
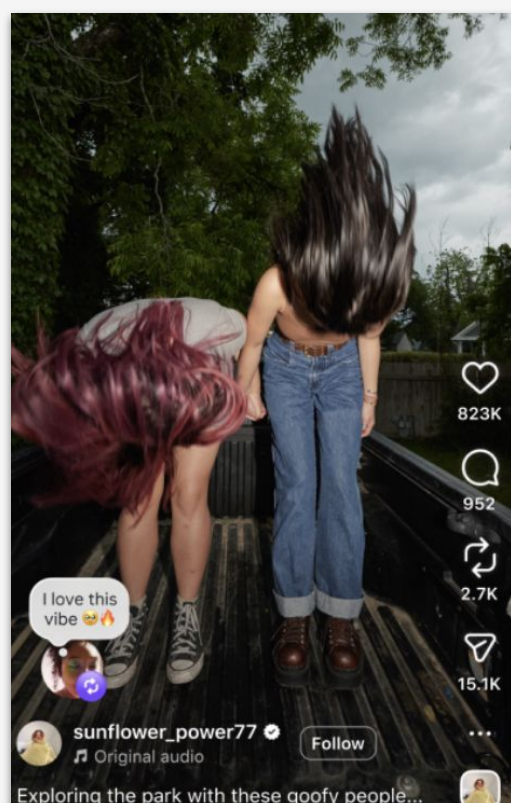
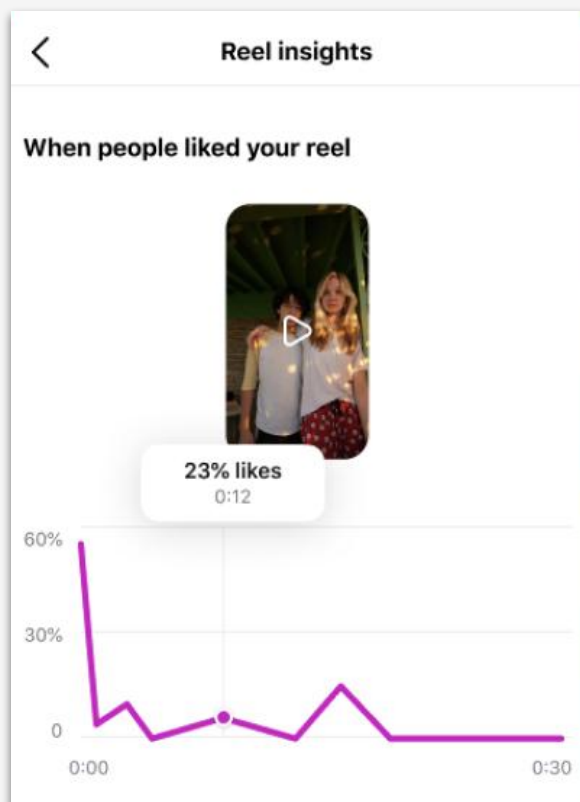
INSTAGRAM

Instagram Outlines Updated Performance Metrics, Including Audience Growth Indicators

- Insights that show when people liked your post (Carousel + Reels)
- Top content by follows
- Audience data for who is interacting with your post
- Accounts Reached replaced with Viewers

Just Launched: Reposts

- Similar to TikTok's repost feature, you can now repost content to your follower's feeds and your profile (new dedicated Reposts tab)
- Note: All engagements on reposted content go back to the original creator



Influencer News + Highlights 📱



Celeb Partnership Gone Wrong

American Eagle sparked controversy with a campaign featuring Sydney Sweeney with the tagline "Sydney Sweeney has great jeans" playing on the word "genes". Competing brands like Abercrombie have already hopped into the conversation with counter-campaigns to capitalize on American Eagle's backlash and promote their own inclusive messaging.



Holiday Prep: Gift Guides

Gift guides are a staple content type for influencers to provide their followers with their recommended must-have products. Heading into a peak sale season, Meta is already pushing Creator Gift Guide content as these concept styles receive significantly high amounts of viewership and engagement while promoting purchases.

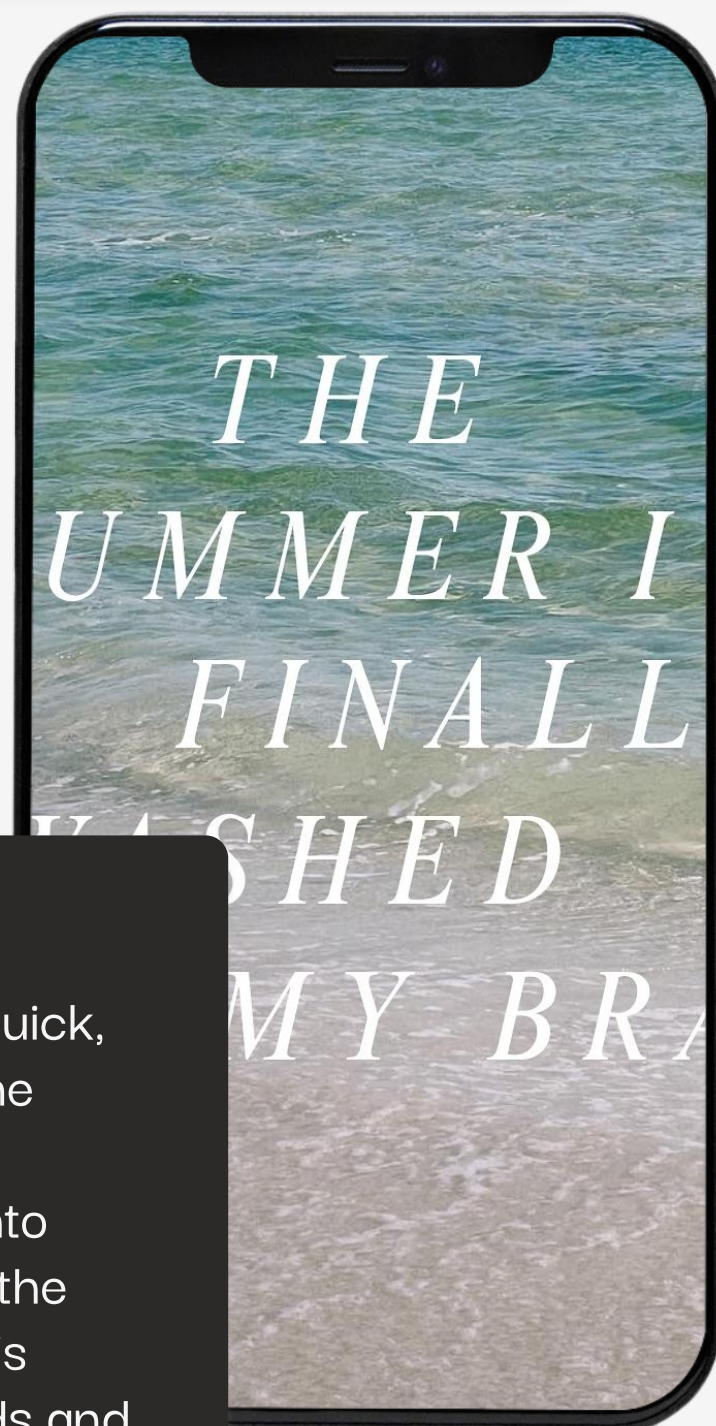
Brand Moments on Social ➔



Brand: Spam + Dr. Seuss

Platforms: Instagram

Why It Stood Out: Spam tapped into childhood nostalgia with a playful multi-post feed collab with Dr. Seuss for the Green Eggs and Spam launch, which was strategically timed to celebrate their 65th anniversary and drive engagement through storytelling.



Brand: GirlBoss

Platform: Instagram

Why It Stood Out: GirlBoss used quick, relatable carousel memes tied to The Summer I Turned Pretty to spark engagement. The strategy leaned into relatability, which works by making the brand feel in tune with its audience's interests. We continue to see brands and creators tap into these moments as new episodes come out weekly.

Thank you!

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Power