

Bi-Weekly Social Trends Report

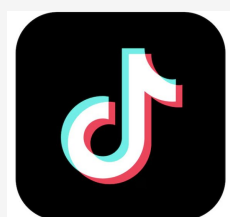
What’s Trending on Social This Week

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Trending Audio 🎵



Sweets - isaintjames
[LINK](#)



“Almost forgot that
this is the whole point”
Trend
[LINK](#)

Audio Style: Narrator
Trend
[EXAMPLE](#)

Audio Style: “My Name
Is” Trend
[EXAMPLE](#)

“God forbid...” Trend
[LINK](#)

“I’m bored, tell me...”
Trend
[LINK](#)



Note: This trend is currently popular on both Instagram and TikTok platforms - opportunity for cross-posting if aligned with your audiences.

Trend: “God forbid...” creator example.



Top Hashtags + Topics

#nfl draft

#imsohungry

#tsitp

#stagecoach

#easter

#icebucket
challenge

#earthday

#butterfly
effect

#thelastofus

#sinners

We saw new trends arise like [#imsohungry](#) (I'm so hungry I could eat...) and the [#butterflyeffect](#), while also seeing old favorites resurface like the [#icebucketchallenge](#).

Social moments like the NFL Draft, Stagecoach, Earth Day, and impactful movie or show releases like Sinners, The Summer I Turned Pretty, and The Last of Us (IFYKYK), also made a splash.

For Brands: Find opportunities to stay active and relevant in these conversations, through content, or in comment sections.

Platform Updates

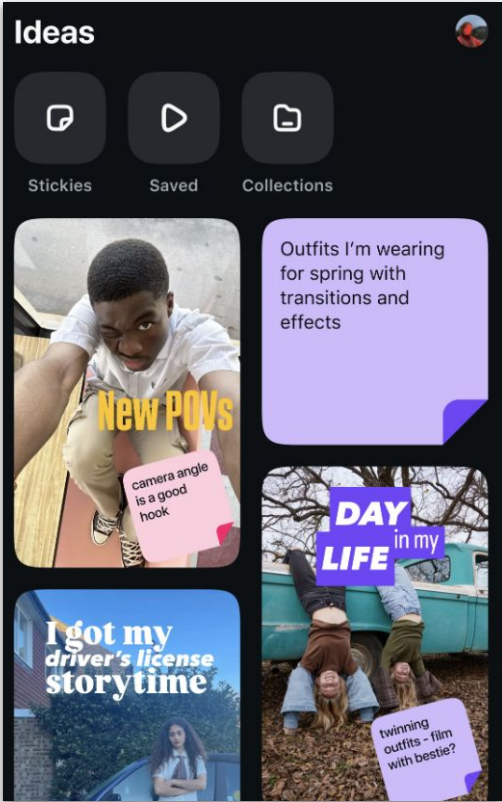
INSTAGRAM

- **Just Launched:** [Edits](#) (similar to TikTok’s CapCut) is a new video creation and editing app
 - **Features include:** Watermark-free export, trending audio discovery, video effects, multi-channel editing, and more
 - **New updates in progress:** Additional editing features and AI options as well as collaboration tools (share drafts with friends, creators, or brands for feedback)

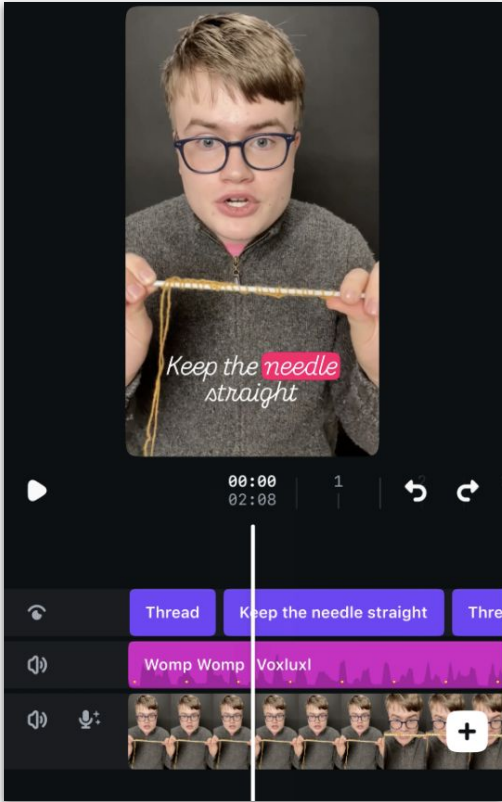
TIKTOK

- **In Testing:** Business reviews for location-tagged posts, a new tab in the comment section
 - This feature eliminates the need for a new search or to open another site / platform to learn more about a specific location or business

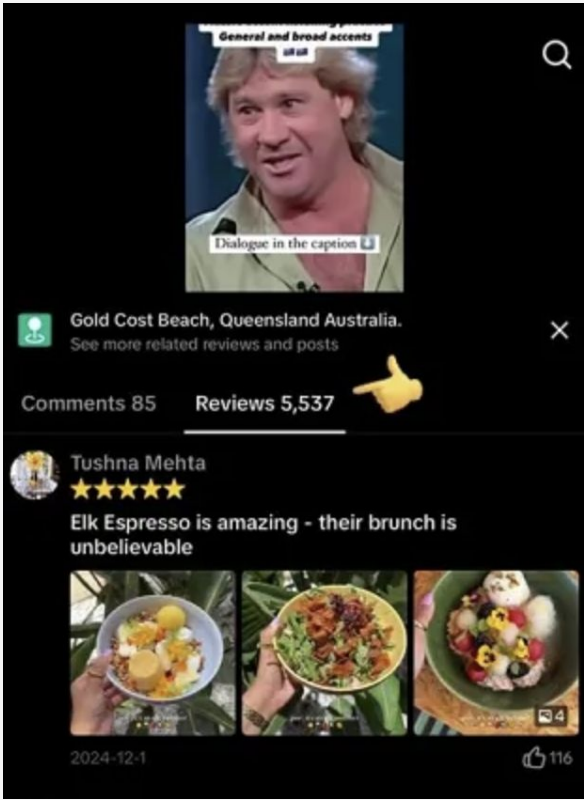
As noted by Social Media Today, “The addition seemingly builds on TikTok’s effort to compete with Google on Search. Back in 2022, a Google executive noted that ‘almost 40% of young people, when they’re looking for a place for lunch, they don’t go to Google Maps or Search, they go to TikTok or Instagram.’”



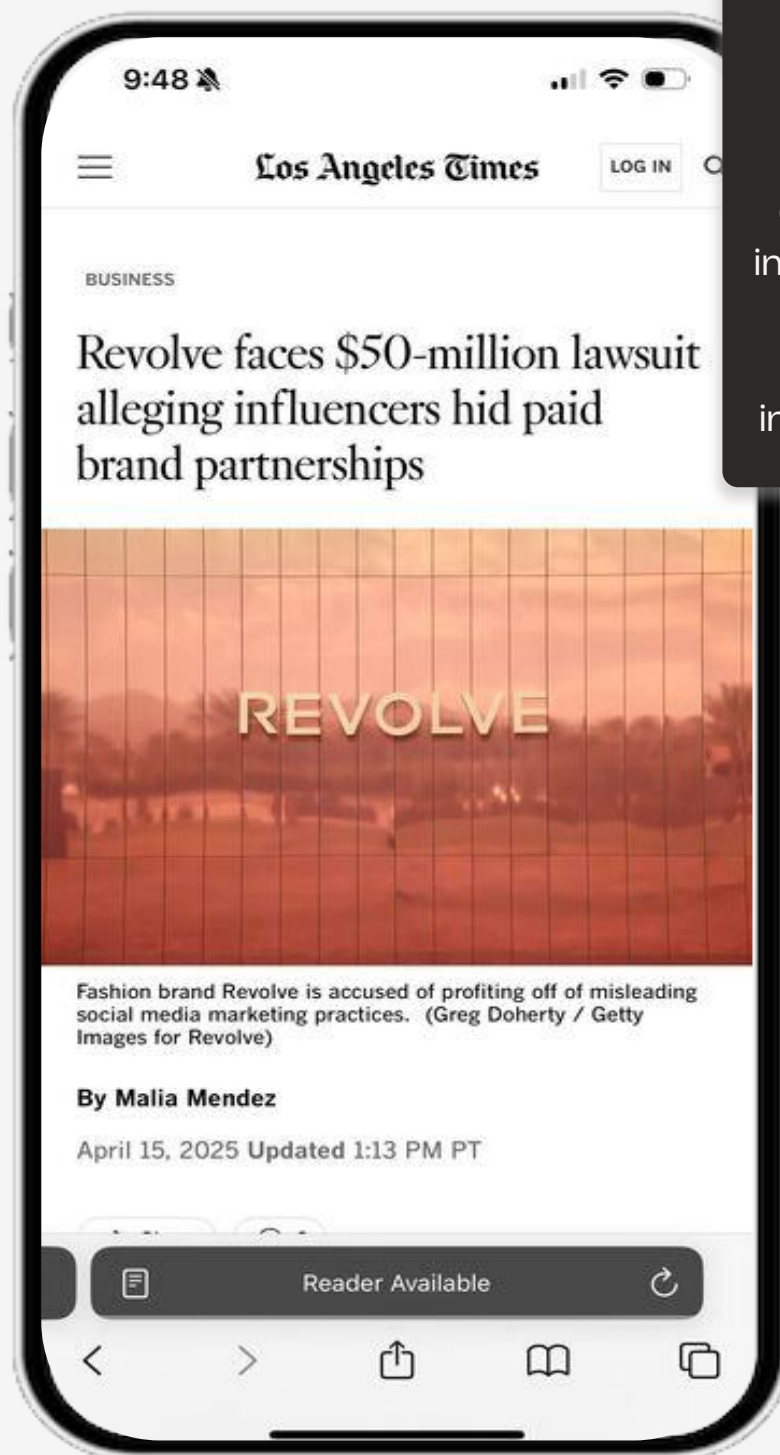
Edits app preview, Source: Instagram



TikTok reviews preview, Source: Social Media Today



Influencer News + Highlights 📱



Cracking Down on FTC Guidelines

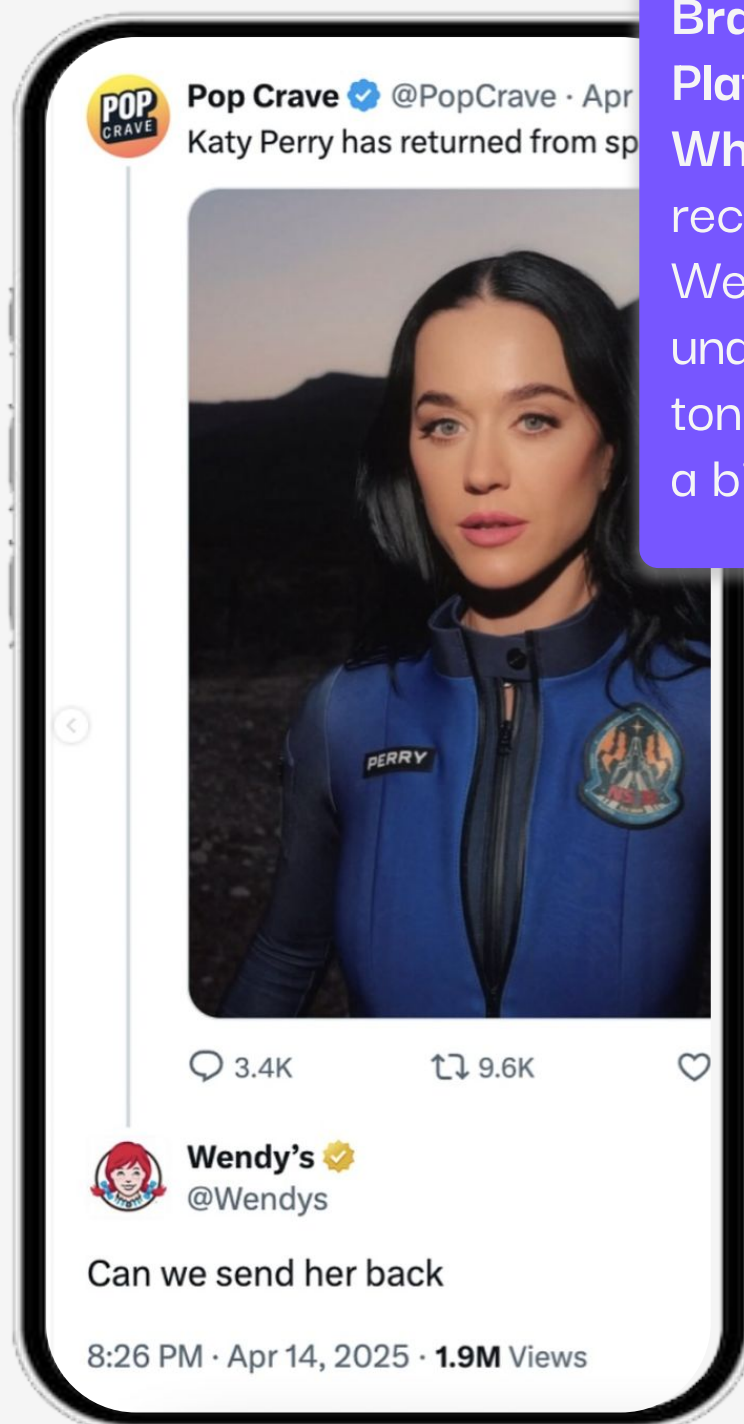
Revolve was in the hot seat this month due to legal action against their robust influencer program, which included **sponsorships that were not clearly disclosed as paid partnerships**. Brands are paying closer attention now to FTC guidelines to ensure that all influencer promotions are following correct regulations.



Coachella - The Ultimate Experience

Multiple brands went all out with on-site experiences and offerings during the busy Coachella weekends expanding to both influencers and regular attendees. We are seeing this shift in **'brand experiences' where regular consumers are being included in these historically 'influencer only' opportunities** and foresee this trend continuing heading into summer.

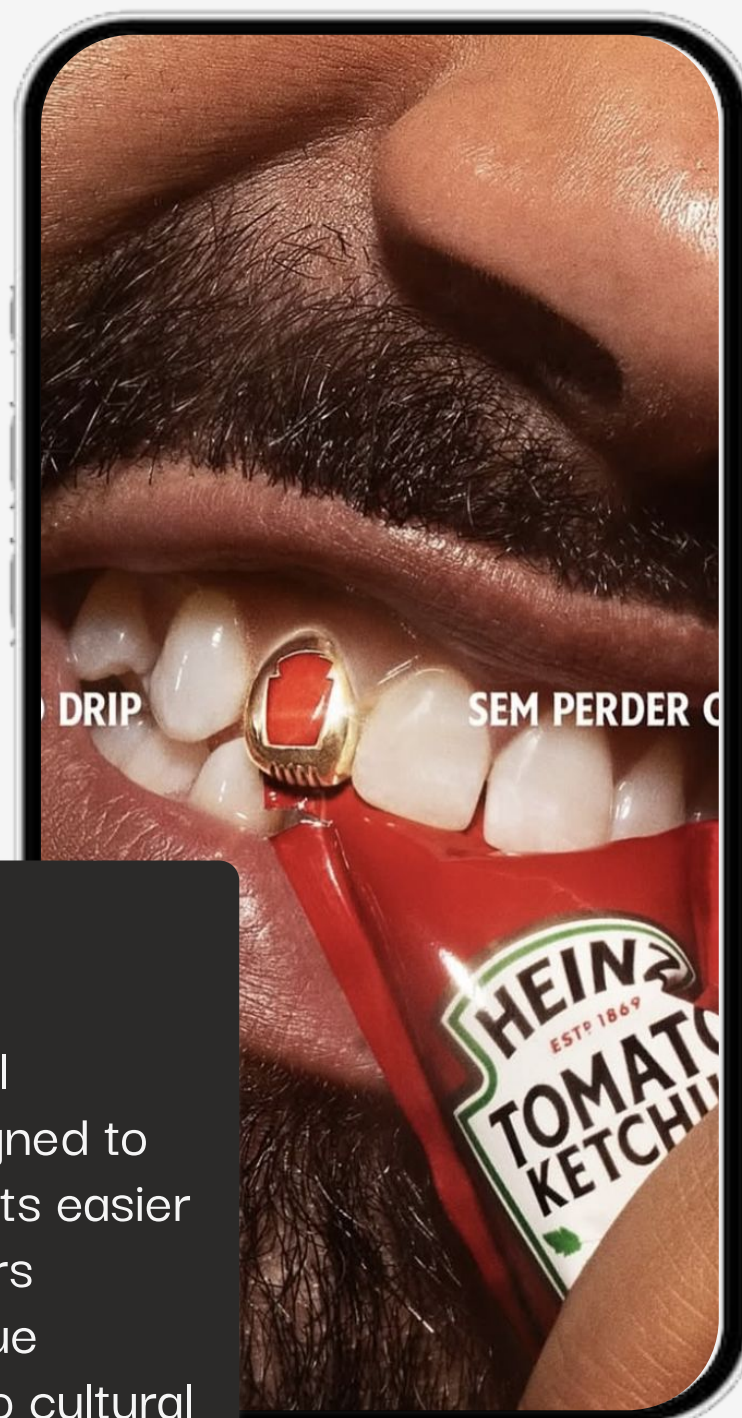
Brand Moments on Social ➡



Brand: Wendy's

Platform: X

Why It Stood Out: Despite receiving a mixed response, Wendy's tapped into their unapologetic personality and bold tone of voice to stir the pot during a big pop culture moment.



Brand: Heinz Brazil

Platform: Instagram

Why It Works: Heinz Brazil unveiled custom grillz designed to make opening sauce packets easier in their new campaign. Users praised them for their unique marketing while tapping into cultural relevance.

Thank you!

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