

Bi-Weekly Social Trends Report

What’s Trending on Social This Week

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Trending Audio

Trend: Jaws theme trend creator example.



Jaws Theme Trend
[EXAMPLE](#)

Western Music:
Arizona Dreaming
(Multiple Trends)
[LINK](#)

Truth Or Dare Mashup
- djkingszn
[LINK](#)

Who I Am To / Name
Trend
[EXAMPLE](#)

“Perhaps not” Trend
[EXAMPLE](#)

“That Was... Rude”
Trend
[EXAMPLE](#)



Note: Like most trends, this started on TikTok and became popular on Reels a few weeks later. Opportunity for cross-posting if relevant!

Top Hashtags + Topics

#classof2025

#cowboycar
tertour

#halloween

#fall

#skintok

#skincare101

#homecoming


#fallaesthetic

#rushtok

#may

We continue to see TikTok search being used to plan ahead, and this past week's trending hashtags showed us just that!

Although we're heading into the summer season, hashtags like [#fallaesthetic](#), [#halloween](#), and [#homecoming](#) were newly trending, showing us that TikTok users are in planning mode.

 **Hot Tip:** If your business or product relies on bigger seasonal moments, start posting EARLY!


Platform Updates

INSTAGRAM

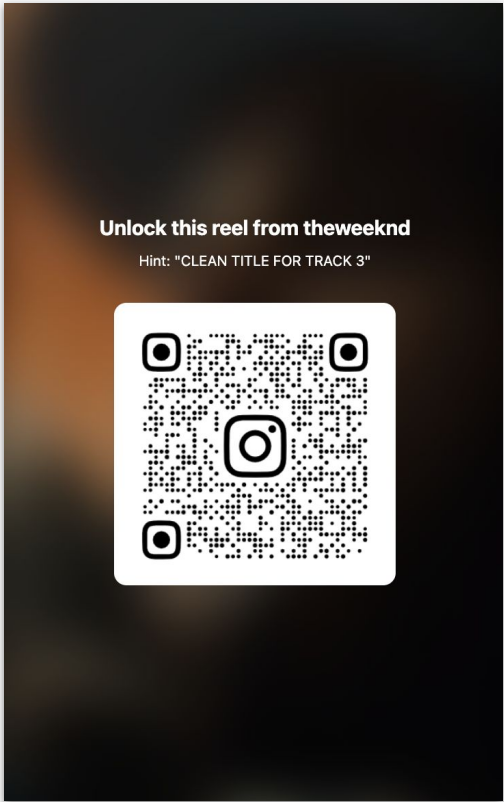
- **Just Launched (for select creators): [Lockable Reels](#)** - creators can hide their content behind a lock code, users must enter the “secret” code to view
 - The Weeknd was the first creator to use this feature (see [HERE](#)) to launch a clip from his new film

“Instagram is testing this new feature as a way to let creators build excitement and buzz around exclusive content, and to help people connect over shared interests and entertaining content in a new, IYKYK, way.”

TIKTOK

- **Livestreaming is the next big revenue stream for creators and agencies?**  [SOURCE](#)
- TikTok says its creators are now collectively generating \$10 million in revenue daily through livestreaming

“We aim to democratize Live content creation, making it available to everyone and at the same time build a strong and sustainable creator economy. Creators should be rewarded for the time and effort it takes to go live, engage with their fans, community and new viewers.” - Shen Gao, Head of Live Operations, TikTok (via DigiDay)



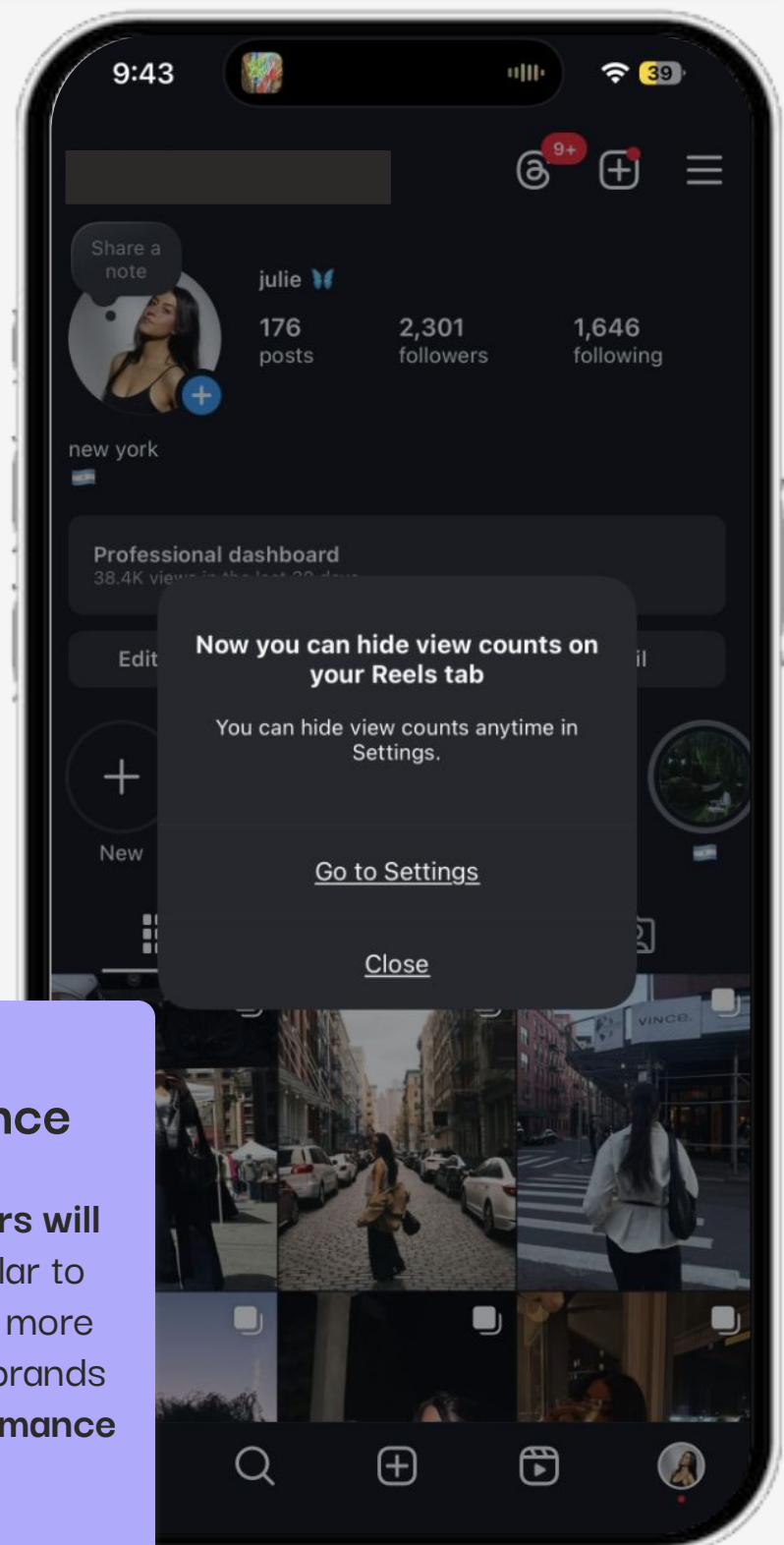
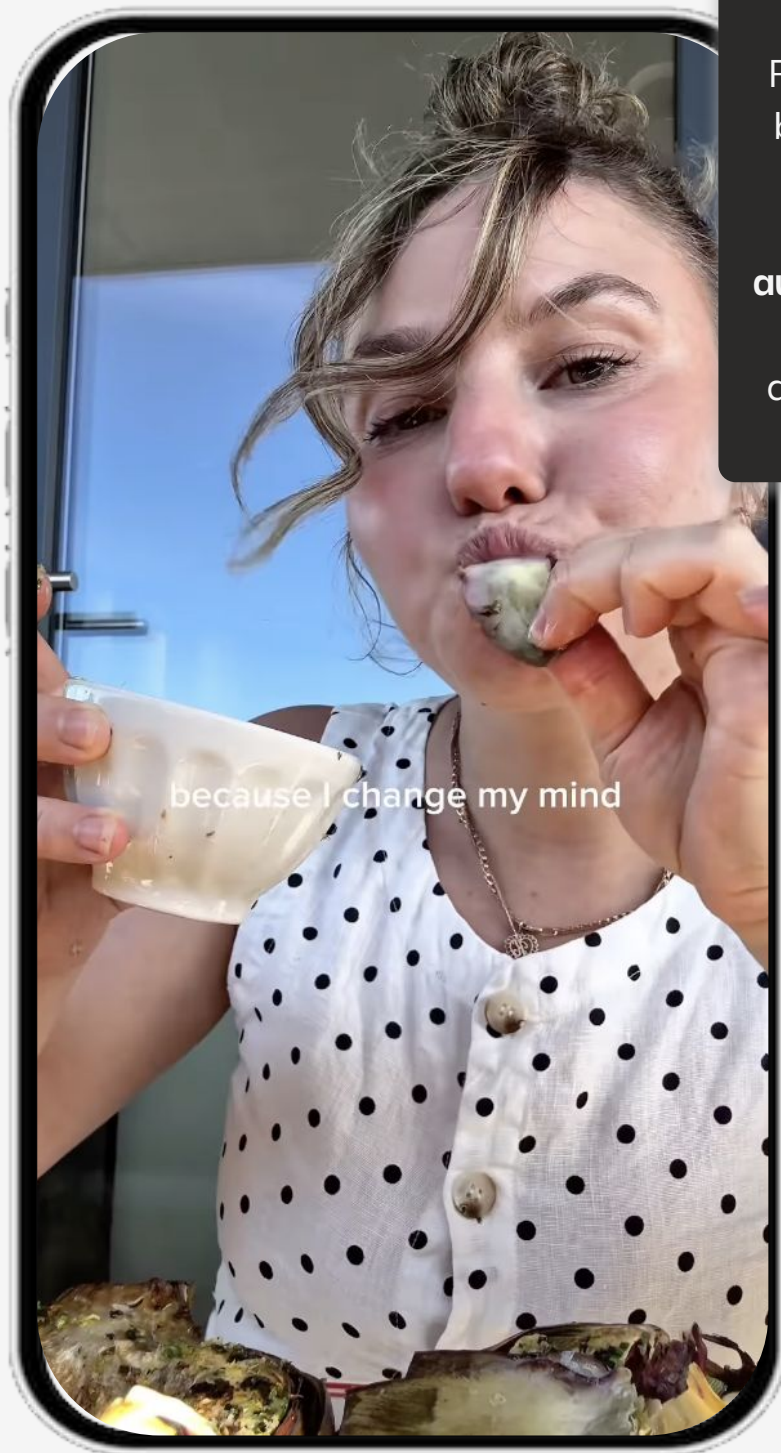
The Weeknd’s post, view on Desktop



Influencer News + Highlights 📱

Diversifying A Brand's Creator Mix

Rather than sticking within one main creator category based on their product, brands are **stepping outside their comfort zones and testing influencers from different backgrounds and niches to reach new audiences**. Whether it's a fashion brand working with a recipe creator or vice versa, this allows for a more diverse share of voice and highlights brand versatility amongst audiences.



Hiding Influencer Page Performance

Instagram is rolling out a new update where **users will be able to hide their viewership on Reels**, similar to hiding their like count on posts. This will provide more grey area when vetting potential influencers for brands as there is **less insight into potential paid performance without their analytics access**.

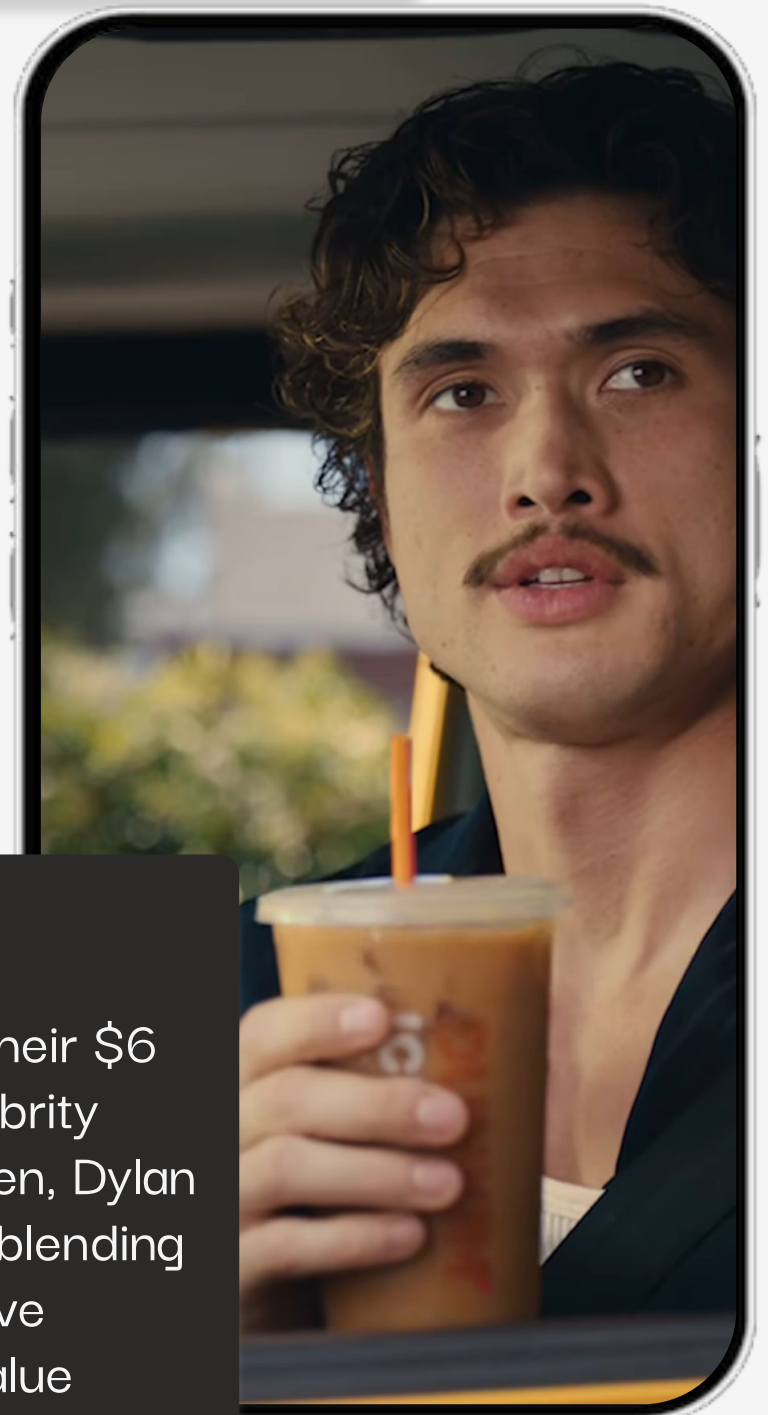
Brand Moments on Social ➔



Brand: Kraft Mac & Cheese

Platform: Instagram

Why It Stood Out: Partnered with Ring Concierge to launch a limited-edition 14k gold necklace for \$25 for Mother's Day. The response was so positively overwhelming that they sold out, prompting them to pivot to daily limited-quantity drops.



Brand: Dunkin

Platform: Instagram

Why It Works: Promoted their \$6 Meal Deal by featuring celebrity "snacks" like James Marsden, Dylan Efron, and Charles Melton, blending humor, star power, and crave appeal to drive buzz and value perception with their "more than just a snack" campaign.

Thank you!

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Power