Khoros Strategic Services

Global Trend Round Up:
22nd February 2024
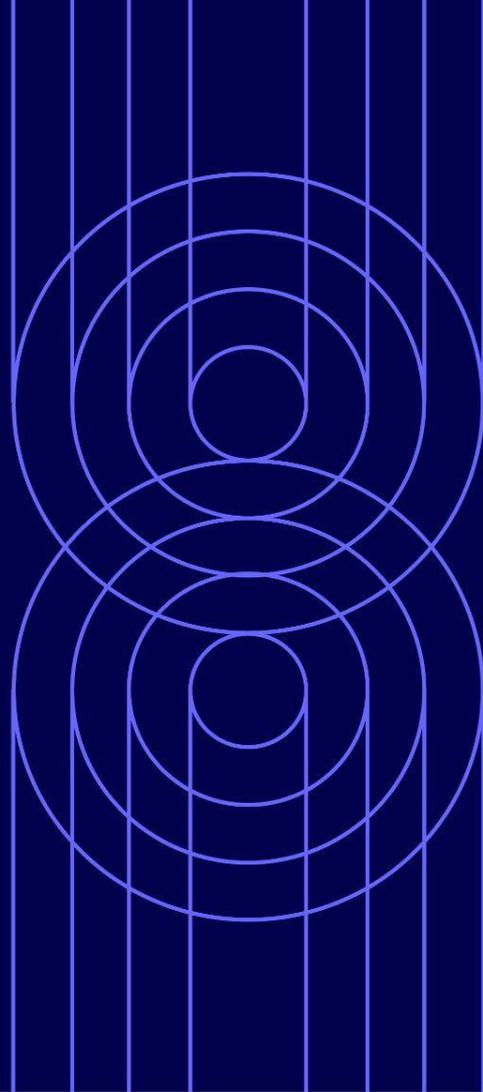
Contents

CONTRIBUTORS

Levy Dalin
Digital Engagement Coordinator

Holly Gazzard
Associate Account Strategist

Ben Cambra
Digital Engagement Coordinator

Katherine Ogunkoya
Associate Account Strategist

What's trending?

In the news this week:

- OpenAI introduced its latest text-to-video generator, Sora, utilising AI to quickly generate short videos in response to commands. Industry analysts highlight Sora for delivering the highest quality videos seen so far, however, this tool is not yet available to the public.
- The neurotechnology company Neuralink, funded by Elon Musk, has achieved a milestone as its first human trial patient has shown signs of recovery following a brain chip implant. The chip's purpose is to establish a direct link between the brain and computers, with the patient exhibiting progress just one month after the surgery, according to Musk, demonstrating the ability to control a computer mouse with their mind.
- Beyoncé makes her country music debut, becoming the first black female artist to reach the top spot on the charts with a country song.

TikTok: Trends of the Week

1

All that work and what did it get me

This trend features a clip from Glee and shows users sharing something they've worked or waited for, only to be disappointed by.

This trend offers brands an opportunity to share in the humour, e.g. Duolingo could share screenshots of someone losing their learning streak.

2

Sad Hamster

This trend features a CapCut template of a hamster, which is being utilised to promote the feeling that an individual experiences while purchasing a product, targeting an audience similar to the "Girl/Boy Math" trend.

This trend is an opportunity for a brand to justify the feeling of purchasing products or over-purchasing. Copy for these videos can consist of "Me at [Store Name] waiting to return all of my impulsive purchases".

3

There would be signs

Users are creating videos with this format to show what they would spend their money on if they won the lottery. These include pricey purchases, animals, or fan favourites.

Brands could use this trend to show off their products that might be in high demand or constantly sold out, to create content from a consumers POV.

Industry Updates

| Update	In practice
Meta has begun testing cross-posting between Facebook and Threads, which will include only text and link posts, not video updates.	**In practice, this development will enable creators and companies to share updates more easily and to a broader audience, expanding the reach of users.**
Instagram is testing carousel posts within the reels stream while also working on a new AI "Backdrop" sticker feature.	**Creators will soon be able to post several frames within a single Reel. Also, the "Backdrop" feature will enable users to change the background of any image.**
Meta is testing the capability to filter comments on Instagram based on Meta Verified accounts.	**This presents a method for brands and creators to sieve out bots and irrelevant comments. Instead, the focus can shift towards fostering more meaningful engagement.**
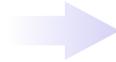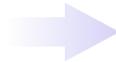
> **The tech industry is transforming, and at the heart of this revolution is Artificial Intelligence. How do you see it shaping the future?**

- *Levy Dalin, Digital Engagement Coordinator*
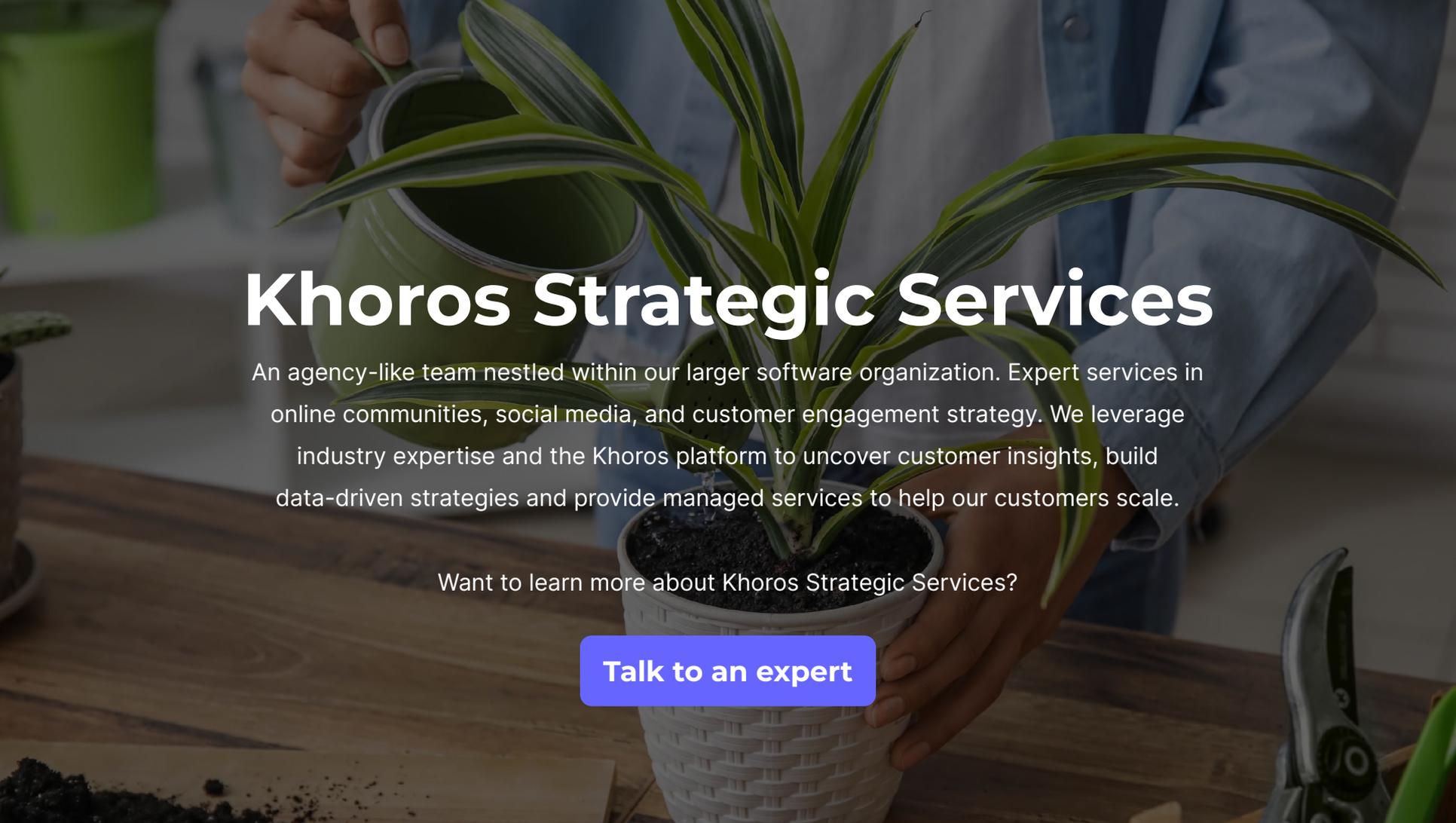
Khoros Strategic Services

An agency-like team nestled within our larger software organization. Expert services in online communities, social media, and customer engagement strategy. We leverage industry expertise and the Khoros platform to uncover customer insights, build data-driven strategies and provide managed services to help our customers scale.

Want to learn more about Khoros Strategic Services?

Talk to an expert