

# SOCIAL MEDIA TRENDS

06/10/2023

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# PLATFORM INFORMATION

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# LONGER CONTENT ON TIKTOK

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If you missed last week's update. TikTok have recently announced that they are currently pushing longer videos with posts lasting at least one minute being pushed out far more now on the platform compared to shorter posts.

Therefore if you are an artist who creates performance content on the platform, we would recommend making sure the performance itself is at least one minute long, with an additional quick engaging intro to hook users in as they scroll through their FYP.

We would also recommend creating more talkative/chat videos as well such as vlogs.



# TRENDING SONGS

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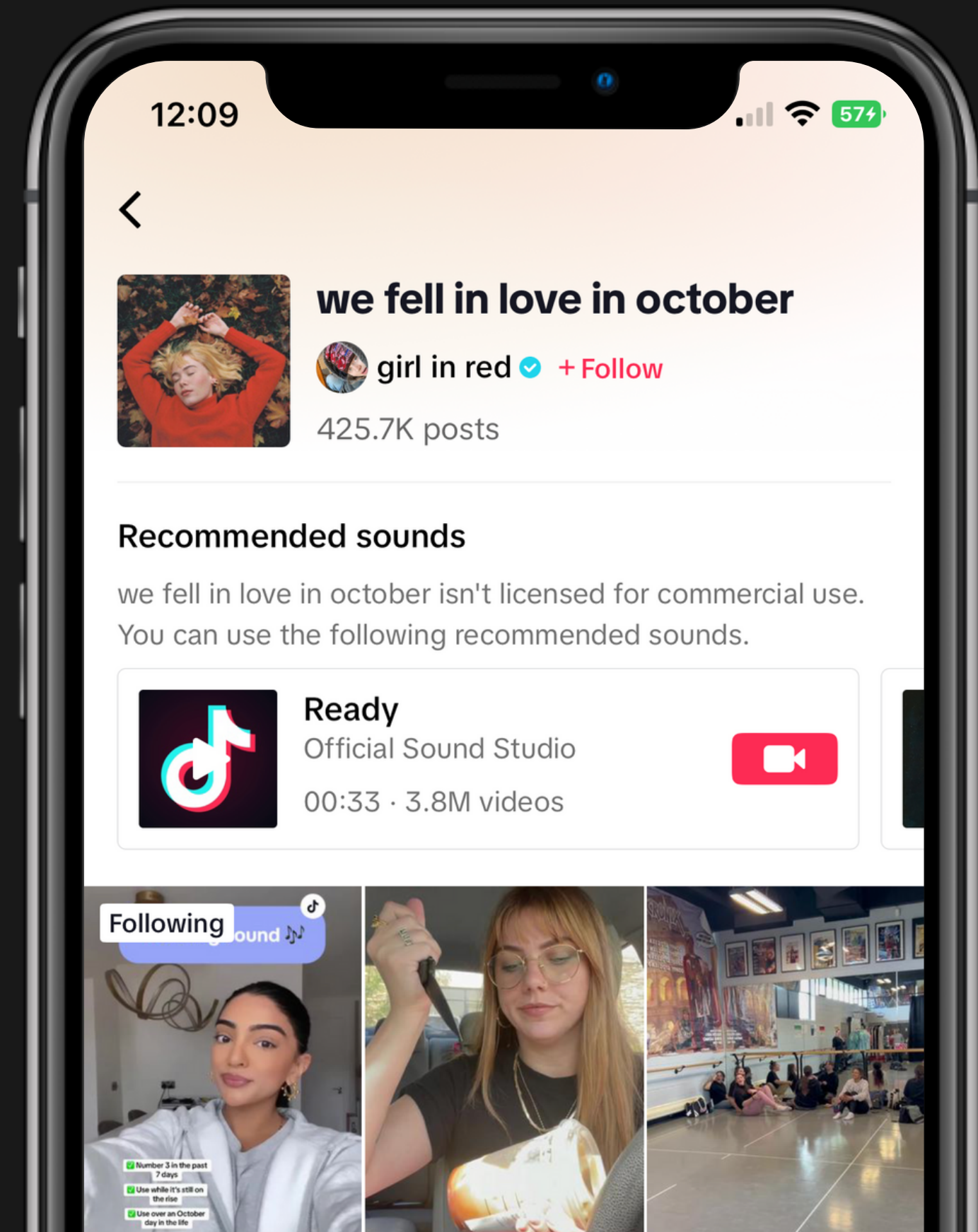
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# WE FELL IN LOVE IN OCTOBER



This week **Girl in Red's 'We Fell in Love in October'**, has been trending on social media as we enter the month of October, with the song frequently being used as background music in vlogs and aesthetic edits. Overall it's a great song to add to your content or cover, as it has the potential to engage and connect with your audience.

One additional idea using the song would be to turn it into a regular series where you perform season tracks.

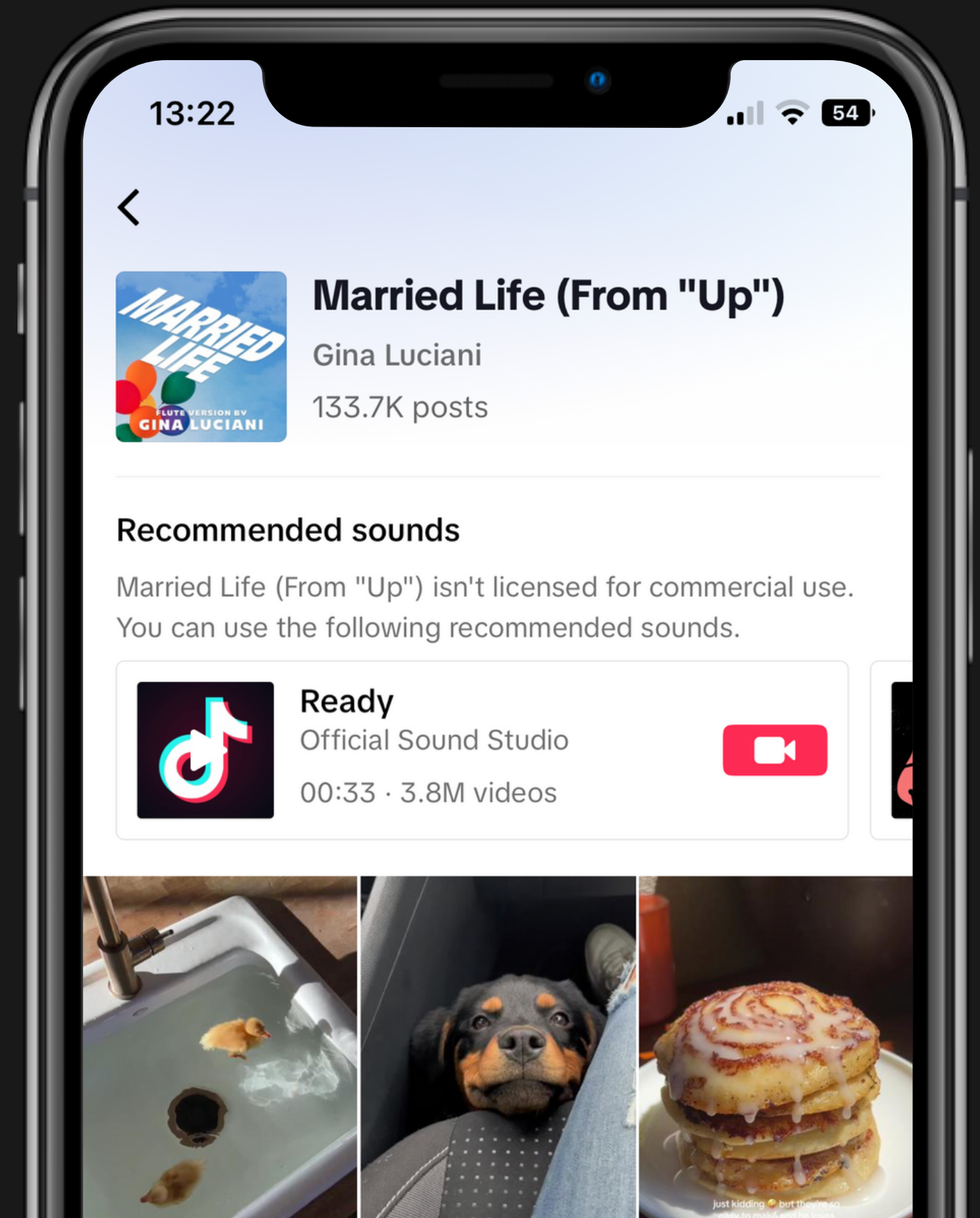


# MARRIED LIFE



Another track that has been trending this week is 'Married Life' from "Up" with the beloved song being used in cute 'Animal' and family content.

One idea for an artist who can play the piano or guitar is to create an instrumental cover of a well-known track.



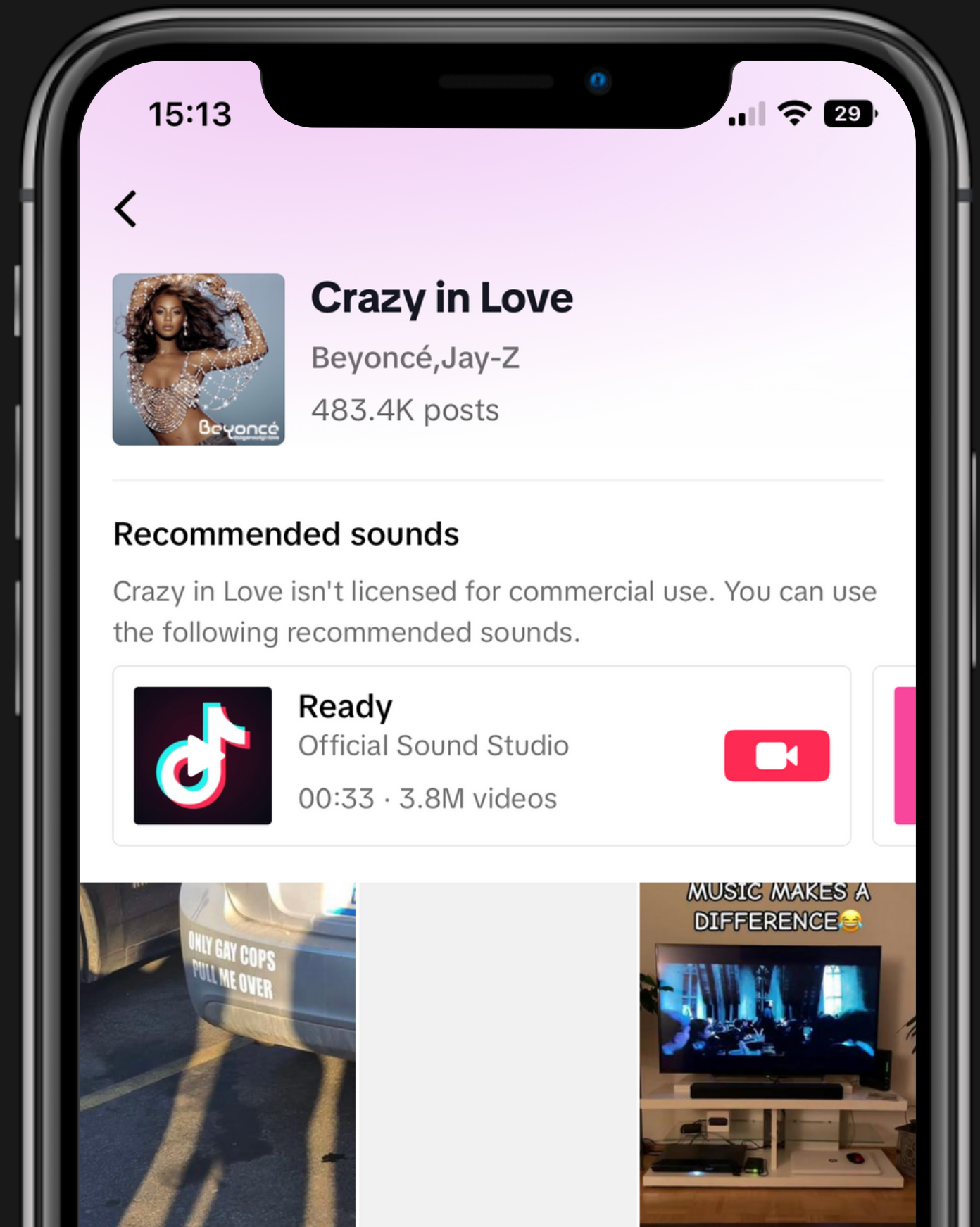


# CRAZY IN LOVE



The next track which has had some attention on social media this week is **'Crazy in Love'** by **Beyoncé and Jay-Z** the track is mainly trending in the United States because of a few dance trends.

Overall this would be a great track to engage with as an artist for example creating an acoustic cover.



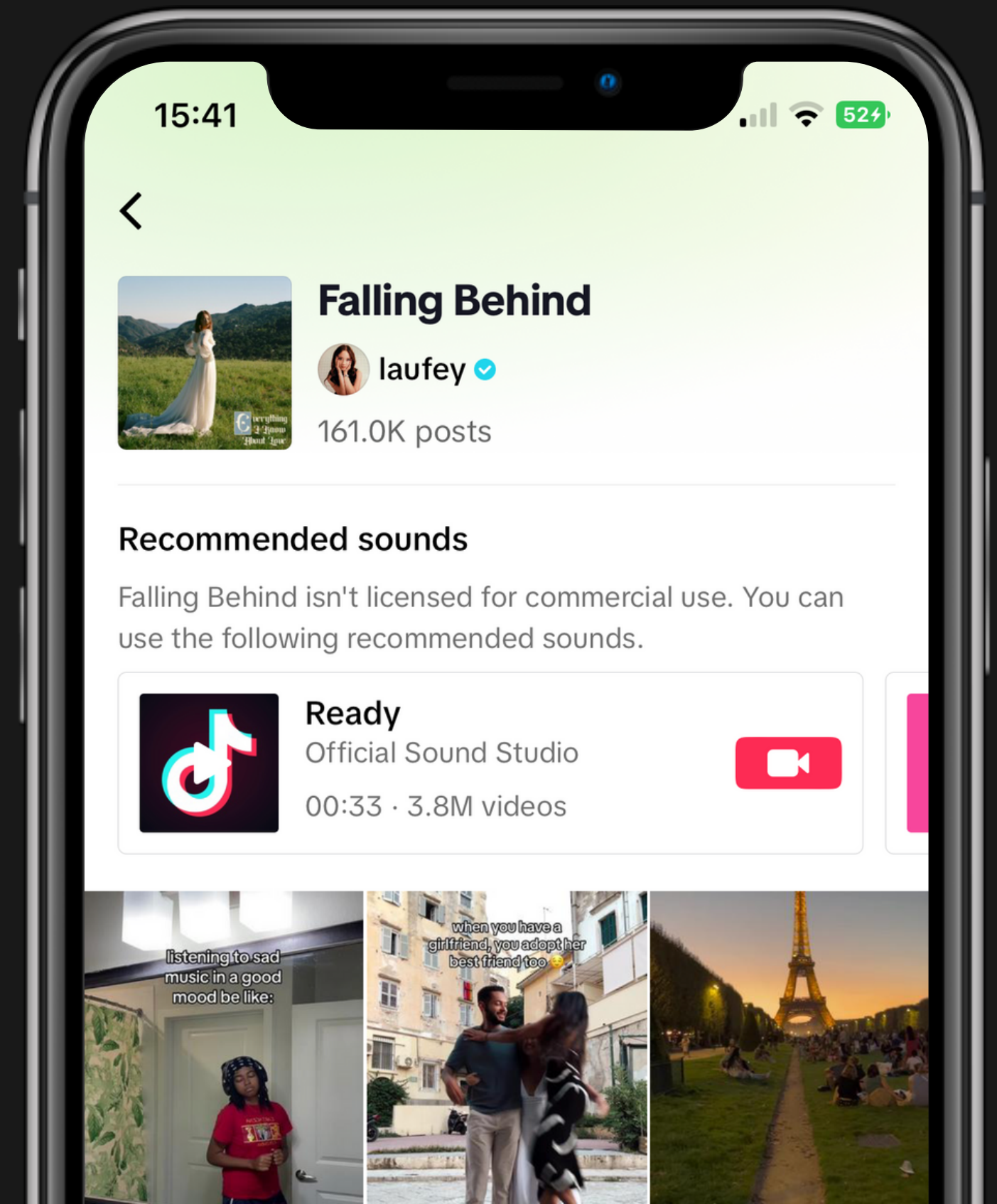
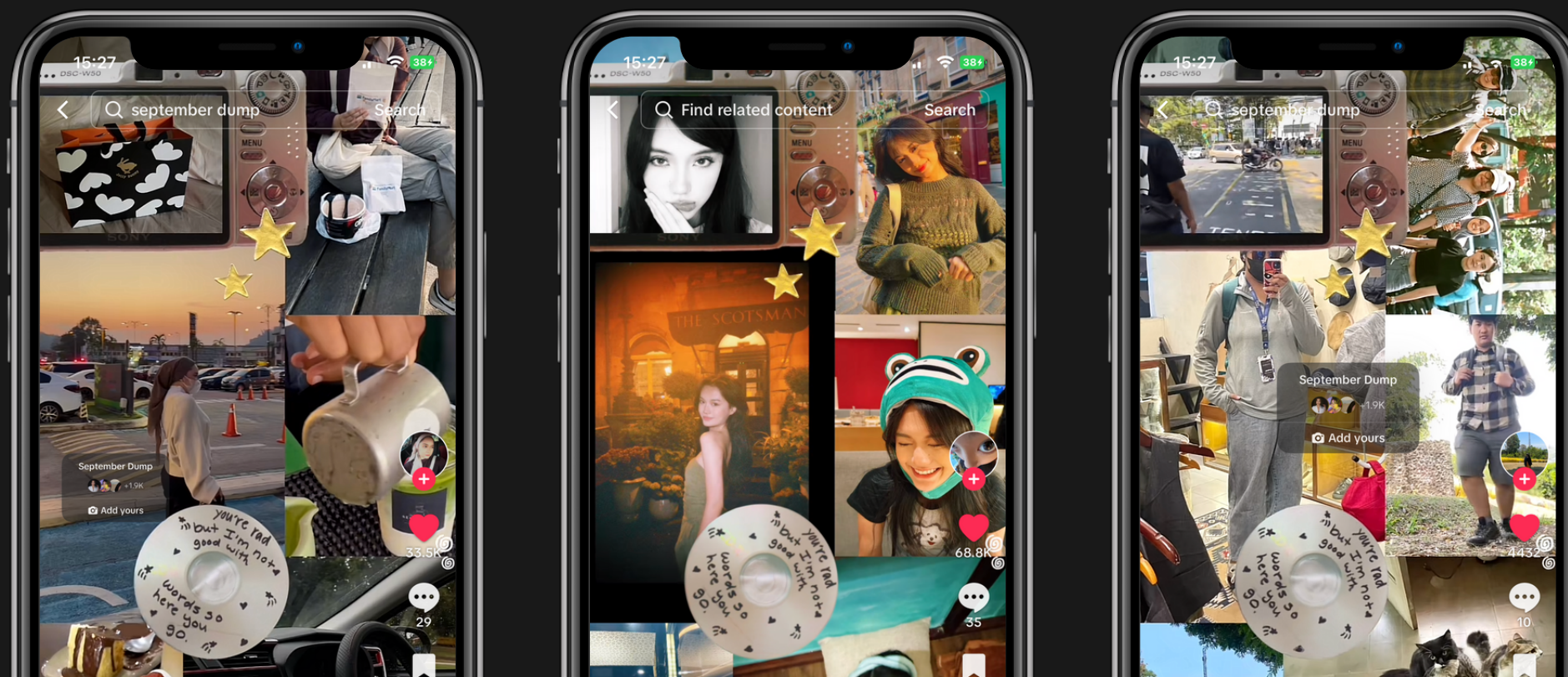


# FALLING BEHIND



'Falling Behind' is the next song that has been trending this week, primarily because of its use in the 'September Dump' videos below where creators use the 'CapCut template' linked on those videos to show videos and images of what they have been up to last month.

The 'September Dump' would be a great video to engage with as we are still at the beginning of October. What would also perform well is a short cover of the track.



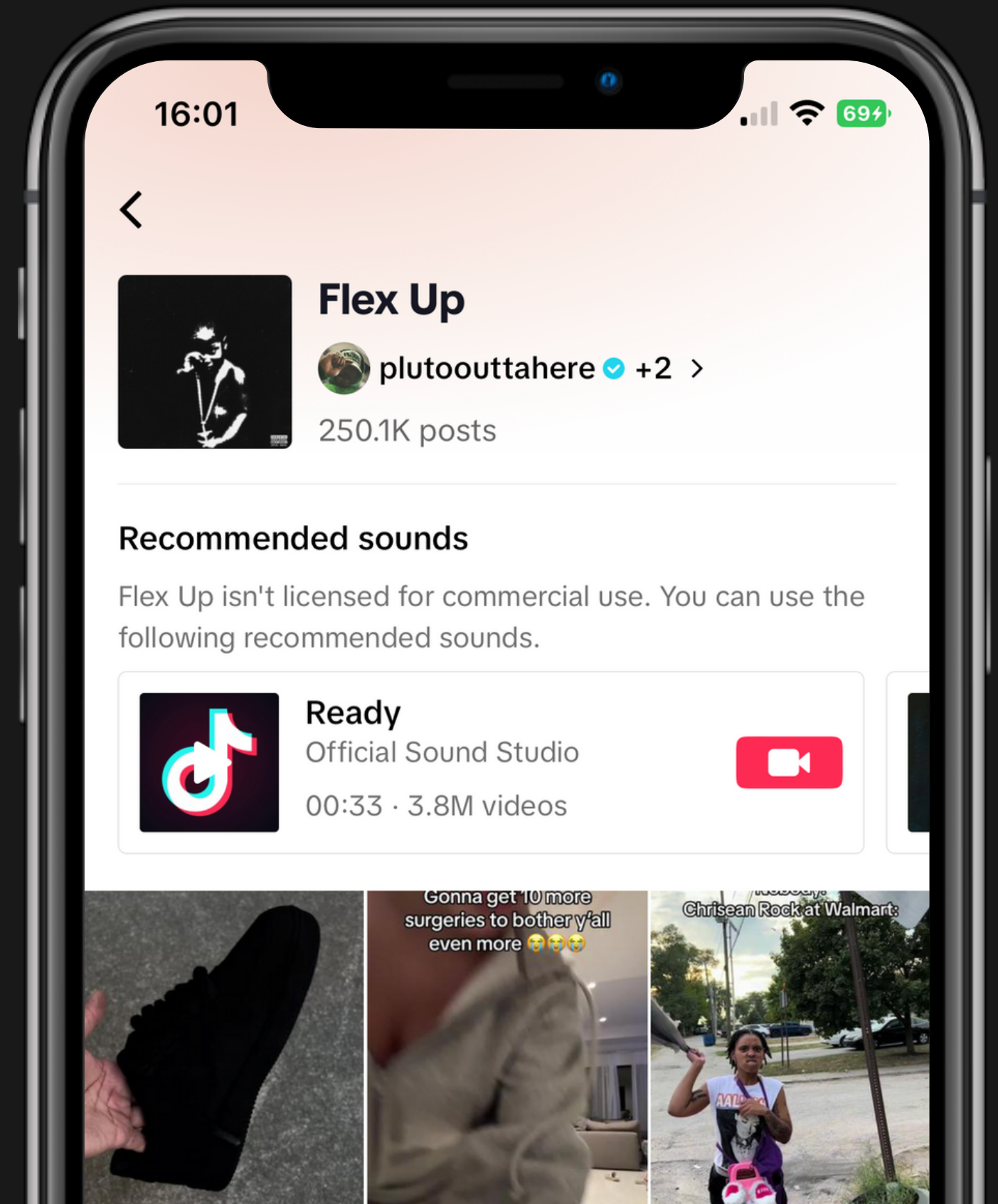
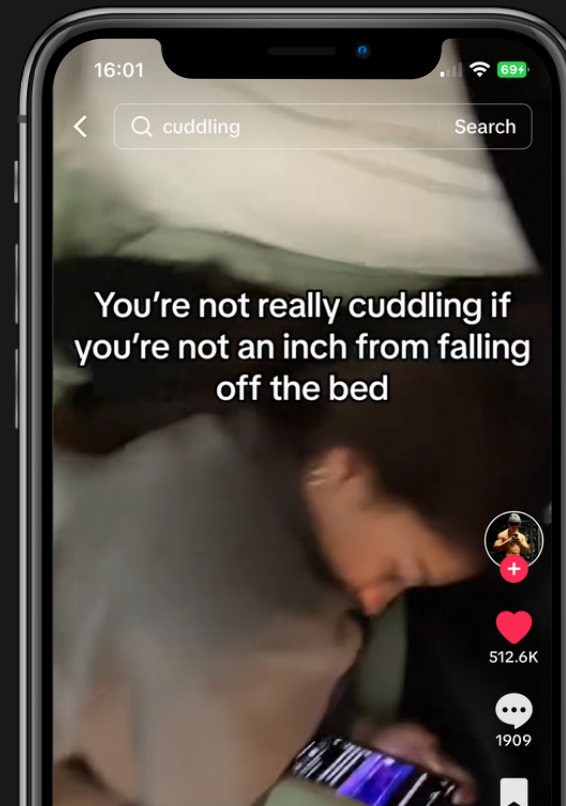
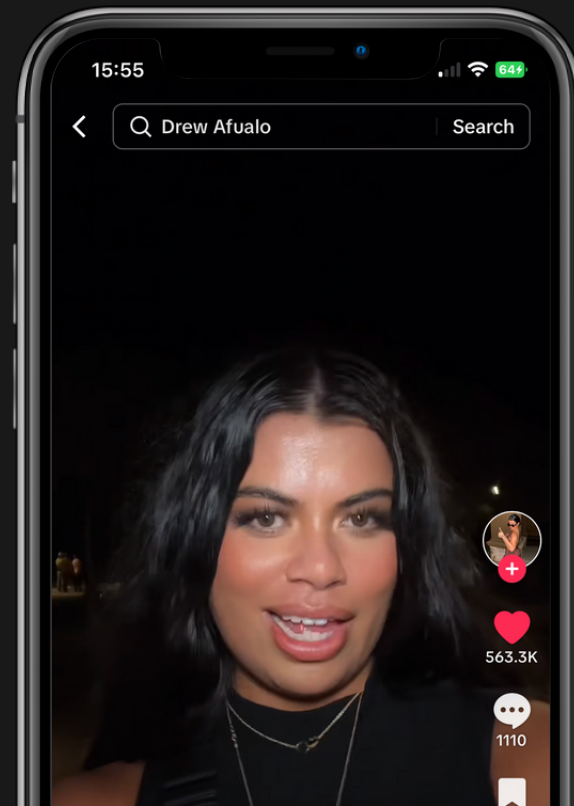


# FLEX UP



Another track that has mostly been trending this week is 'Flex Up', which has been trending because of its use in videos where users and creators either 'flex' on people (either in a serious or joking manner).

This type of content would be perfect for rappers to engage with using the track to hit their demographic and pull in a larger audience.



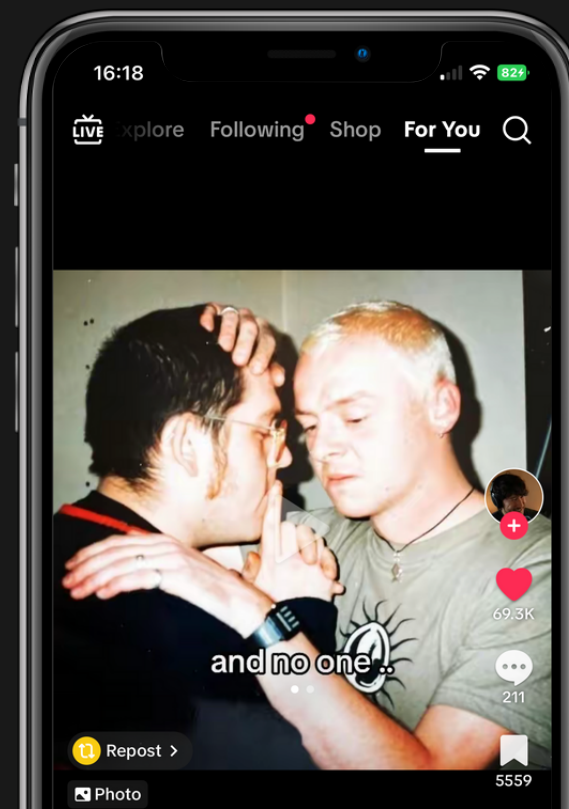
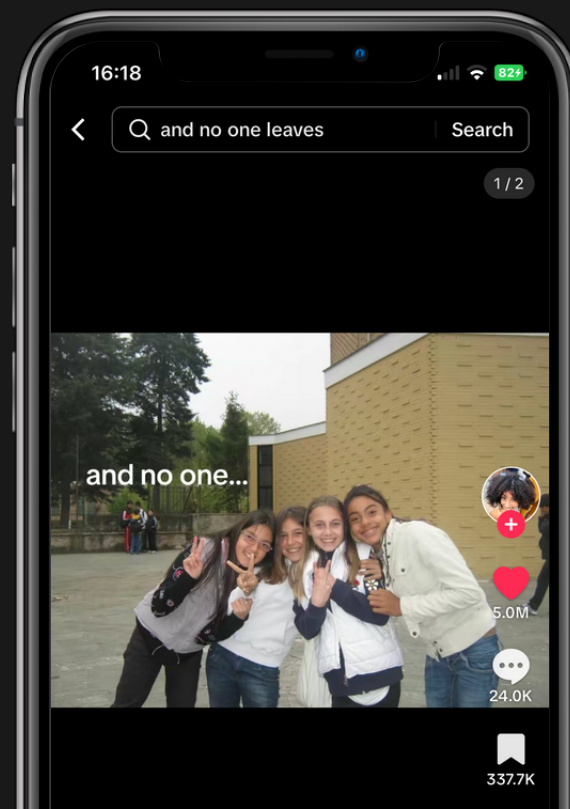
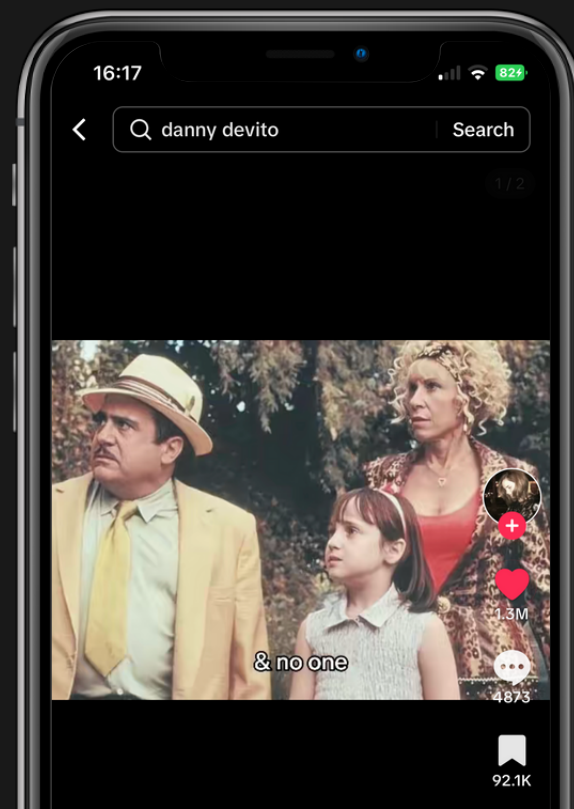


# WHERE YOU ARE



The next song is 'Where You Are' from **Moana**, this track has been trending because of an image trend where users show themselves or celebrities when they were younger and then have the next slide be them now.

This type of content would be perfect for any artist, duo or brand. For solo artists, using a photo of themselves singing when they were very young. Or for a duo/ group showing themselves when they first got together and then showing themselves today.



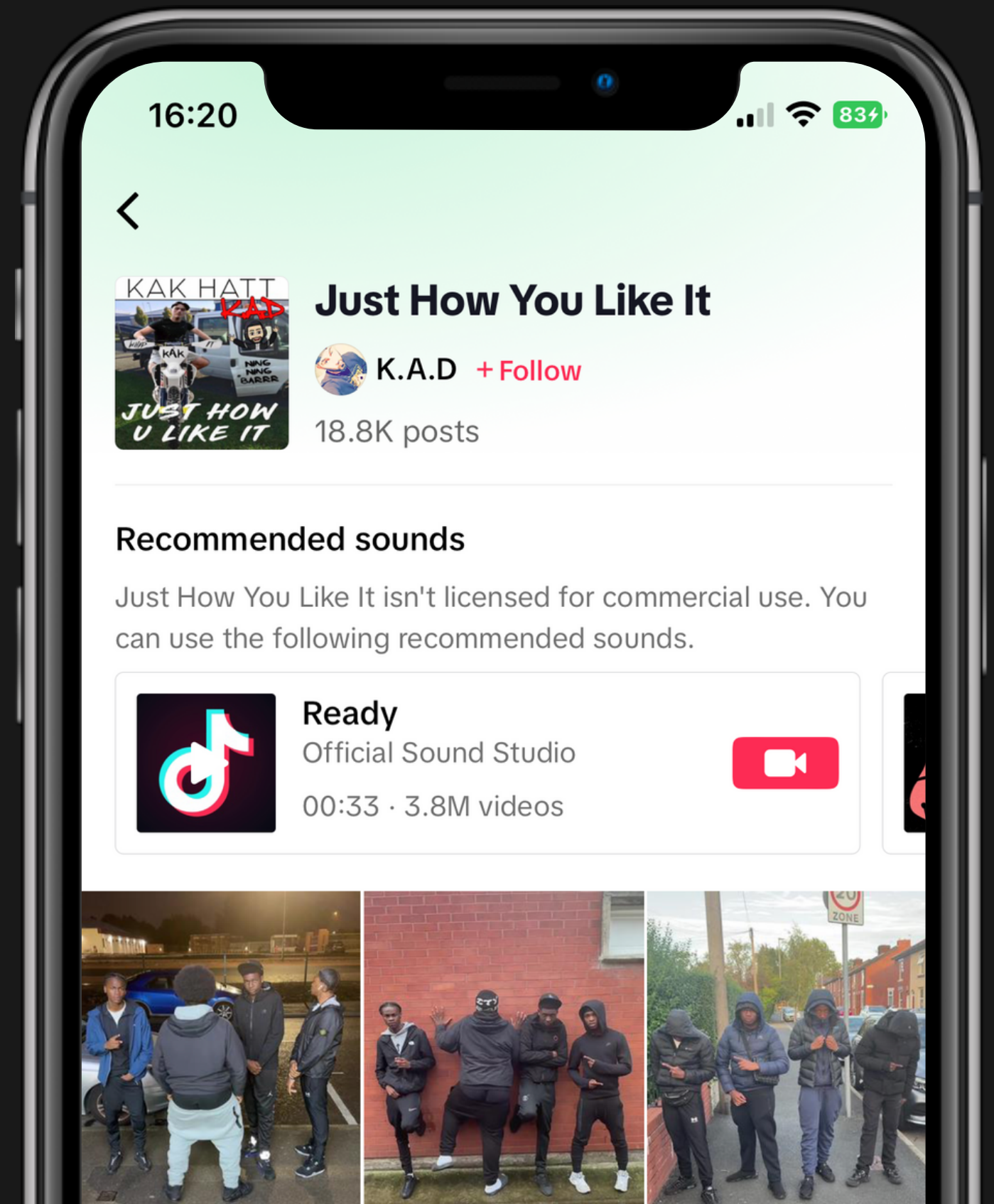
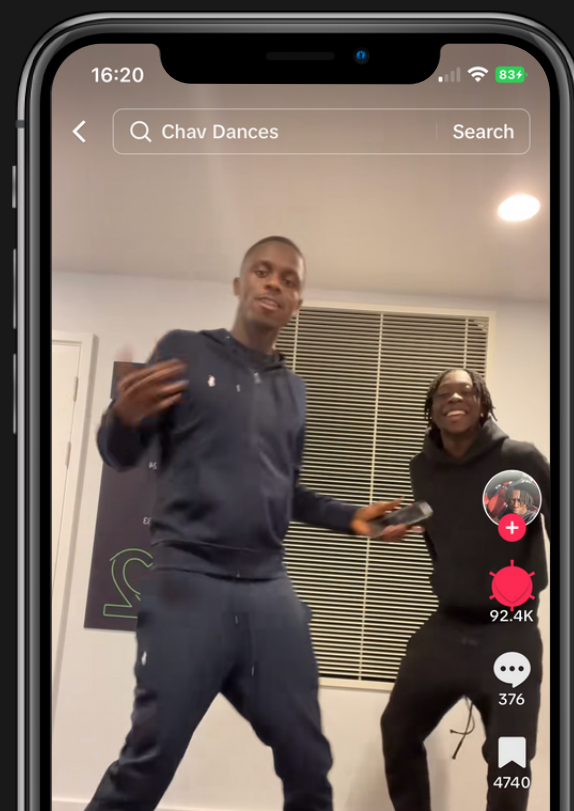


# JUST HOW YOU LIKE IT



The next track 'Just How You Like It' is part of a far more niche trend within the UK, this is a joke trend where the creators joke about being 'intimidating' and then start to dance to the camera. This is part of a larger trend within the UK known as the Charva trend where users pose and joke about being part of the 'Charva' subculture.

This piece of content would be very effective for groups based within the UK, engaging with this trend and expressing personality.





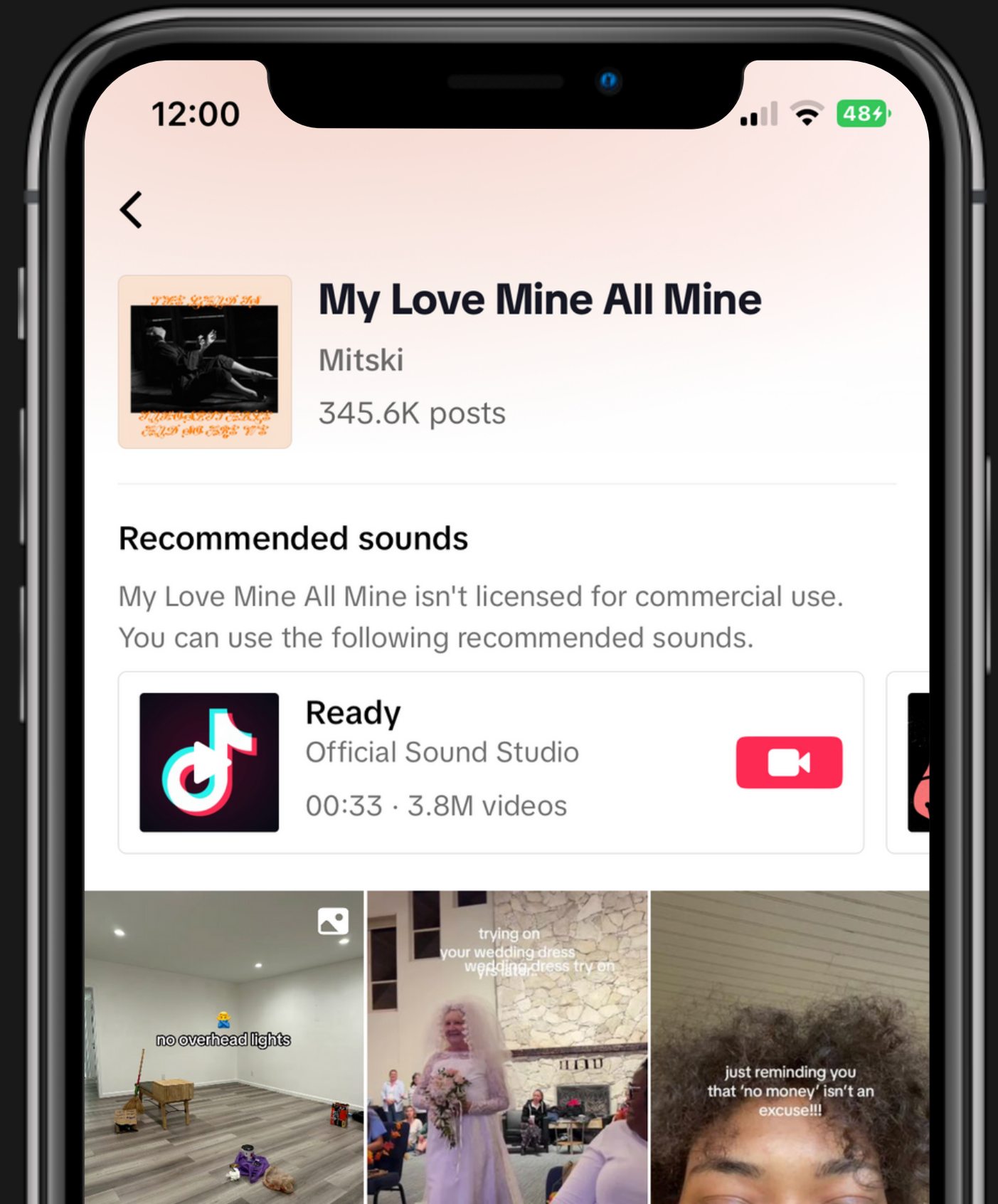
# MY LOVE MINE ALL MINE



Mitski's 'My Love Mine All Mine' continues to trend on TikTok, being used 250,000 times since last week. It is being used in trends such as the videos below – where creators show remembering or releasing something and then 'breaking down'.

For an artist, one idea using this trend would be to create a video with the text “Releasing my song and then realising I have to now market it”.

Alongside covering the track, another idea for this song would be to use the track in the background of vlogs or aesthetic content.





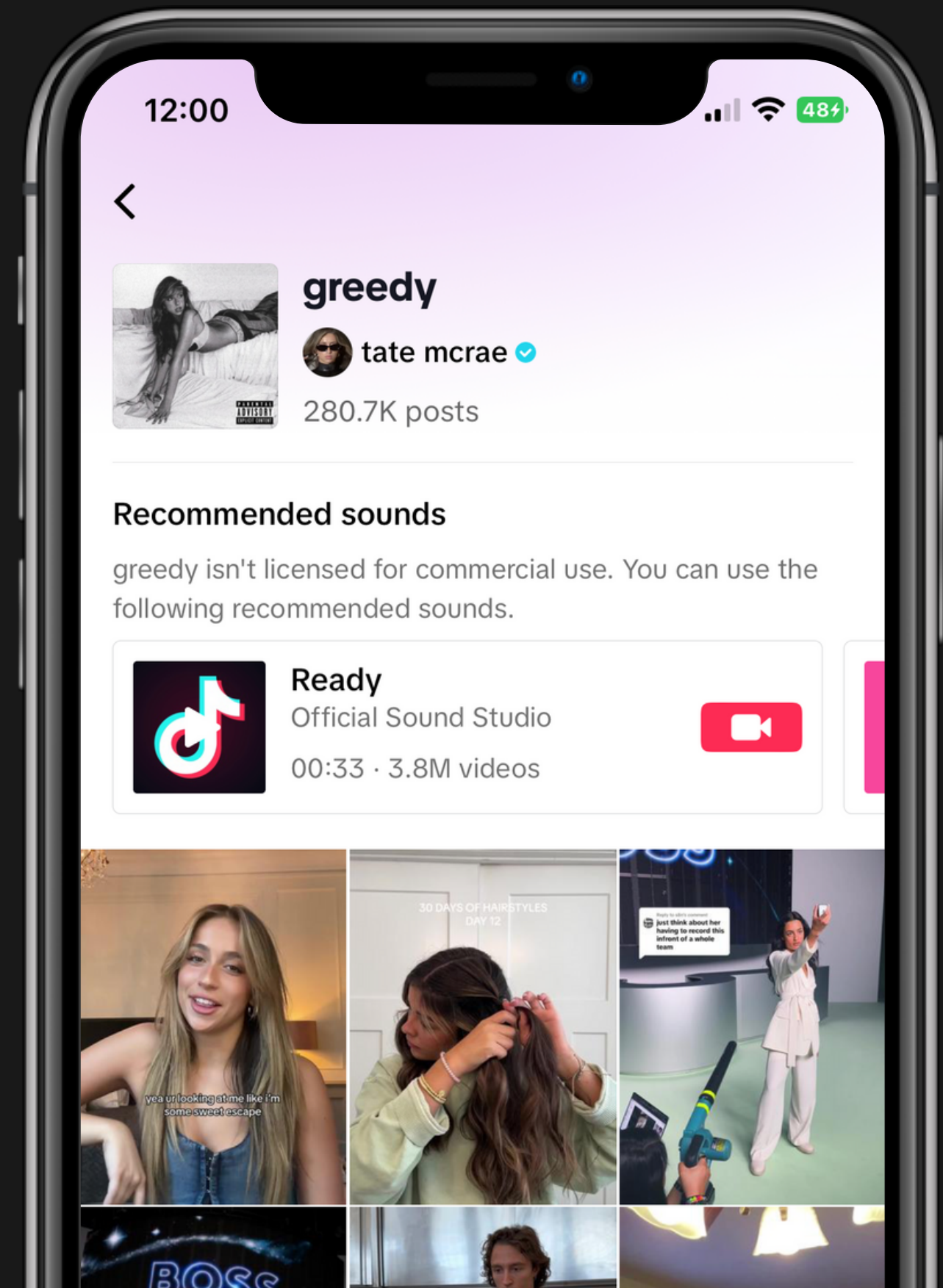
# GREEDY



'greedy' also continues to trend this week. the song gained popularity because of the creator known as 'Tube Girl' who dances on public transport (on left). This has now become a very popular trend on social media, with people either copying her content or creating joke content about these videos.

For an artist one idea, would be to copy her type of change content when on stage or in the studio.

To create the look of these videos, instead of recording yourself from the front-facing camera you record from the back camera on 0.5x zoom.



# TRENDING VIDEO

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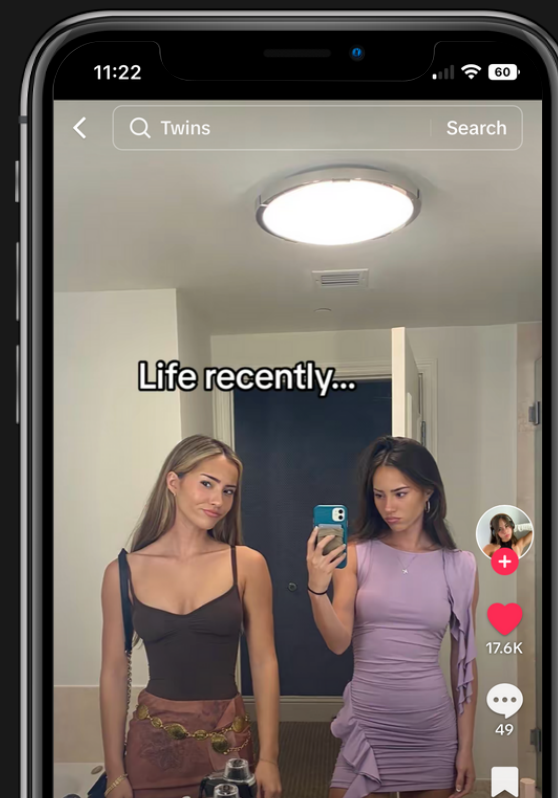
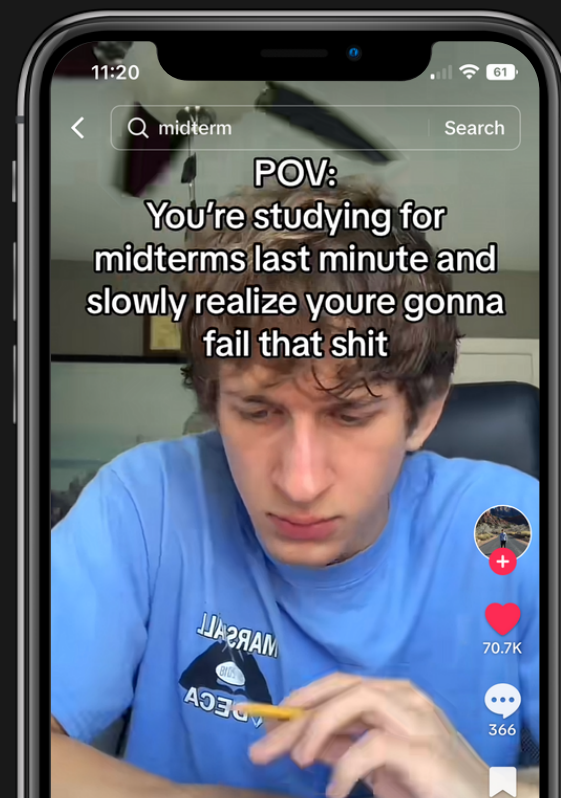
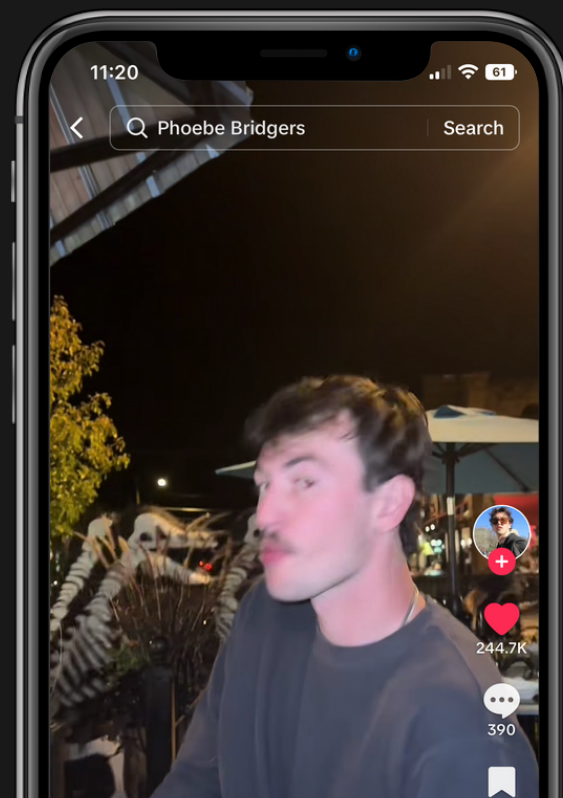
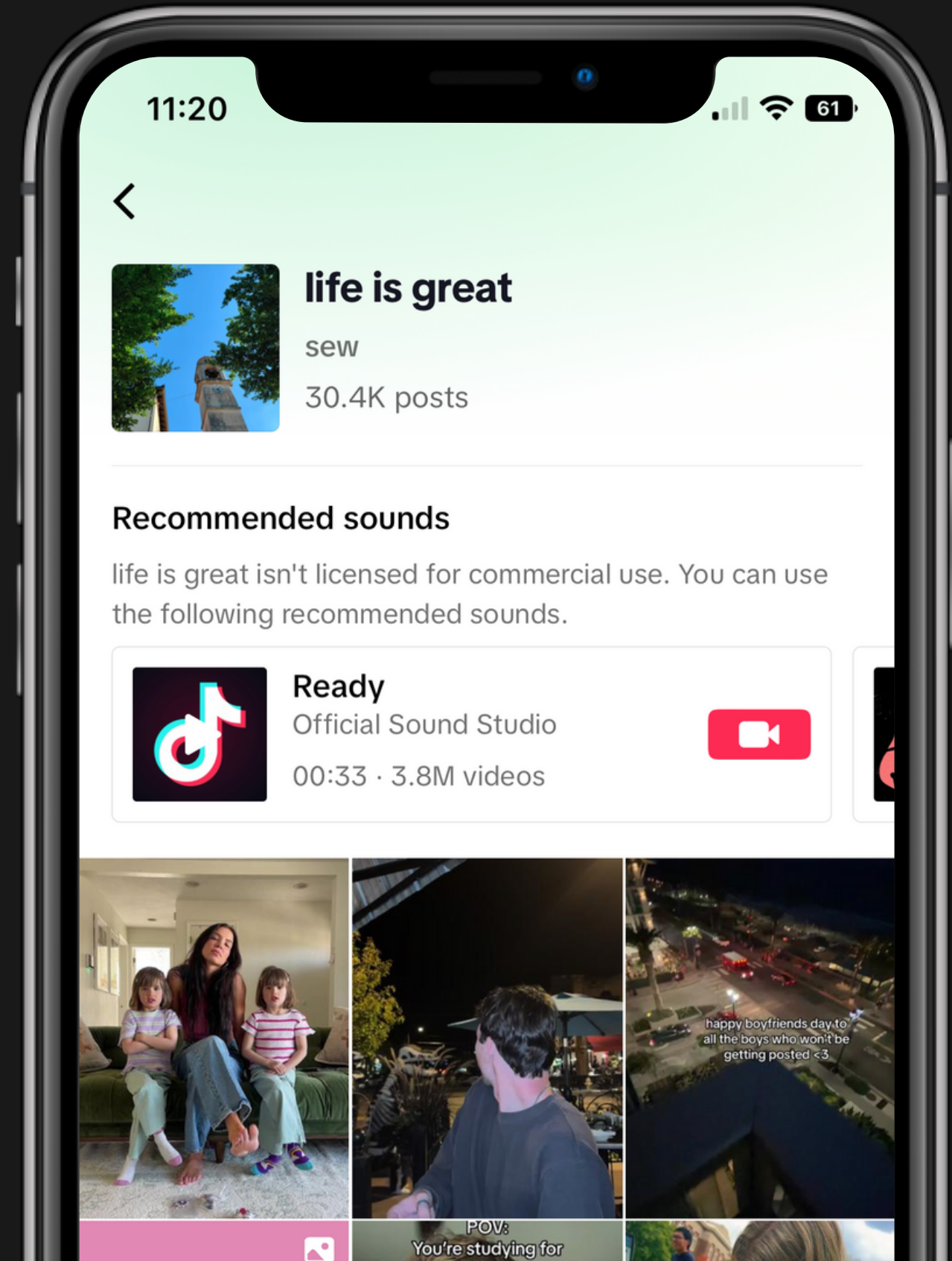


# “LIFE IS GREAT”



One trend this week is the “Life is Great” trend, which uses the audio on the right – there are a few different pieces of content which can be produced using this audio. Some creators use it in a literal sense – showing videos or images of themselves enjoying life. Or it can be used in a more sarcastic way such as the video in the middle.

This audio trend would be very effective for an artist using it to show themselves enjoying life, either with clips of them performing or enjoying life. Or you can make it more of a joke video – joking about something that is annoying about being an artist/ creating music.



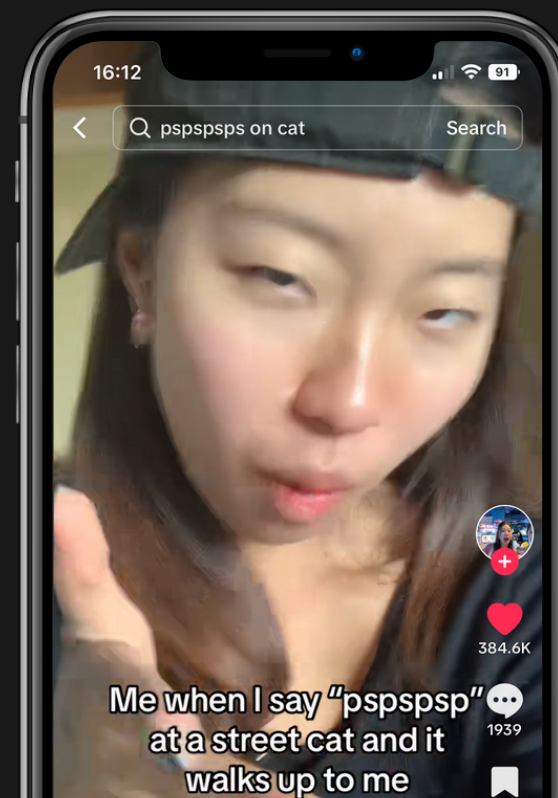
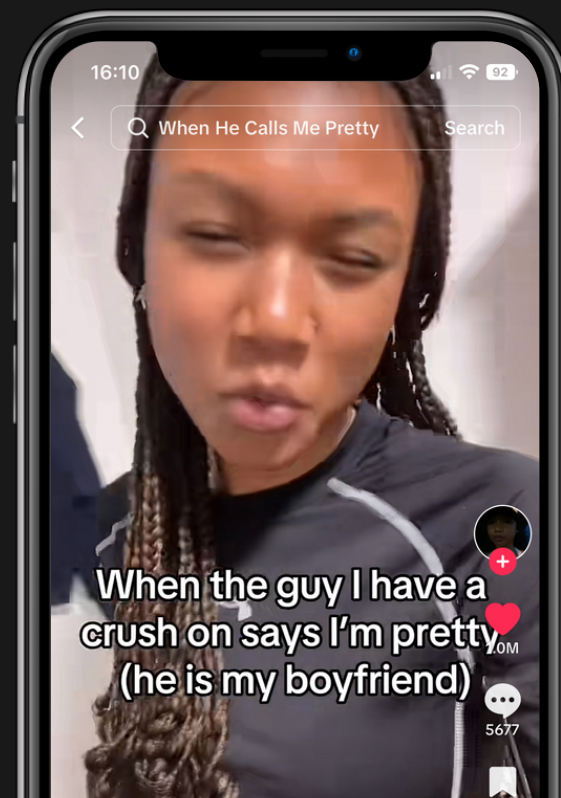
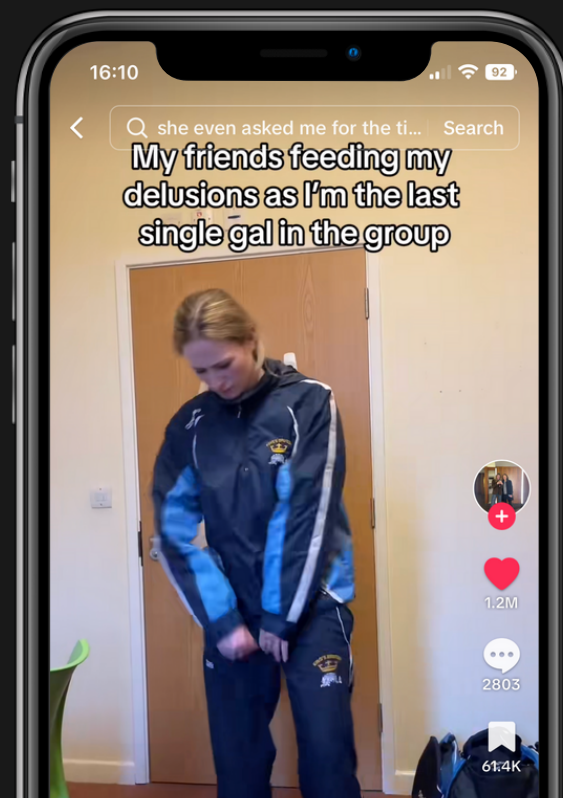
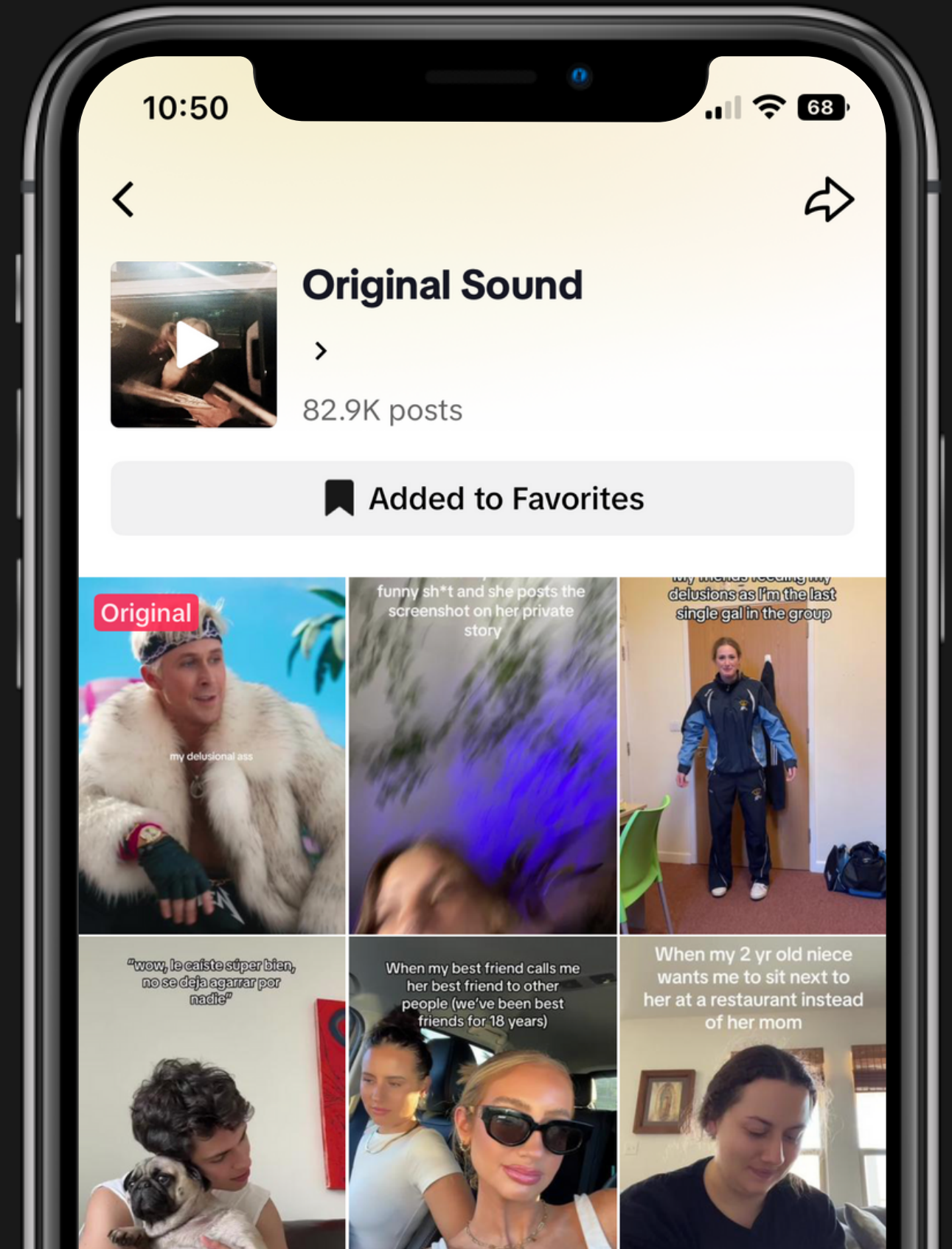


# “SHE EVEN ASKED ME FOR THE TIME”



One type of video that continues to trend is the “**She even asked me for the time**” trend, which uses dialogue from the **Barbie from**. The idea of the video is that the creator is excited about getting attention from someone – with the majority of the jokes being getting attention from their ‘crush’ which turns out to be their significant other.

One idea for an artist would be creating content relating to being an artist for example “**When my crush (my girlfriend of 5 years) comes to my concert**” or “**when my crush (my girlfriend of 5 years) says she listened to my new song**”.



# CONTENT IDEA

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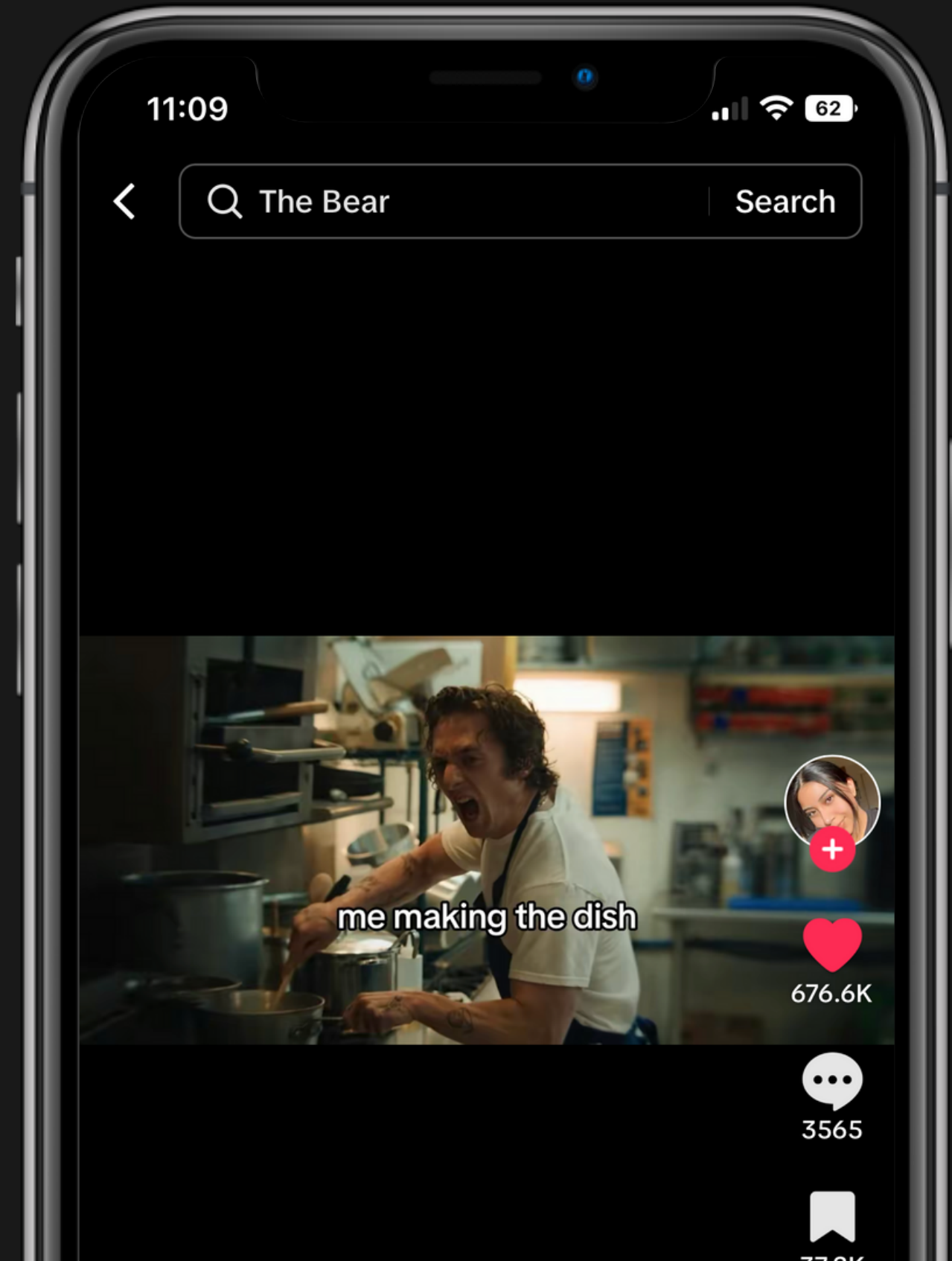


# ME MAKING THE DISH



One content idea would be to take inspiration from the video on the right. This post got a huge amount of views and engagement this week. The creator took images from the show **'The Bear'**, with the first image being 'Me making the dish' the second being 'the dish' and the third slide being 'me after making the dish'.

For an artist, one idea would be to have your track playing in the background with an image of you either actually creating the song or being in a rage – like in the meme. Then have the second image being an image of the song artwork, and on the last slide have a photo of yourself looking happy. With the on-screen text following the same pattern “Me when creating my song”, “My Song”, and “Me after creating my song”.





# TRENDING HASHTAGS




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# TRENDING HASHTAGS



Below are the hashtags that have recently been trending on TikTok in the United Kingdom, United States, Canada, Australia and Ireland. Using relevant and trending hashtags is a very simple and effective way of increasing the reach and engagement on your posts as an artist.

- #October     
- #Septemberdump 
- #5sos 
- #Keepitlemon  
- #charva  
- #TikTokHalloween   
- #Halloween   
- #ladies    
- #foryou\_ 
- #viral\_ 
- #Octobermood 

- #Latinaamerica 
- #Dance   
- #TomOdell 
- #Mitski  
- #Halloween2023  
- #Pumpkin 
- #Spookyseason  
- #Spooky  
- #Rave 
- #Funk 
- #Foofighters 