

SOCIAL MEDIA TRENDS

02/06/2023

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SPOTIFY UPDATE

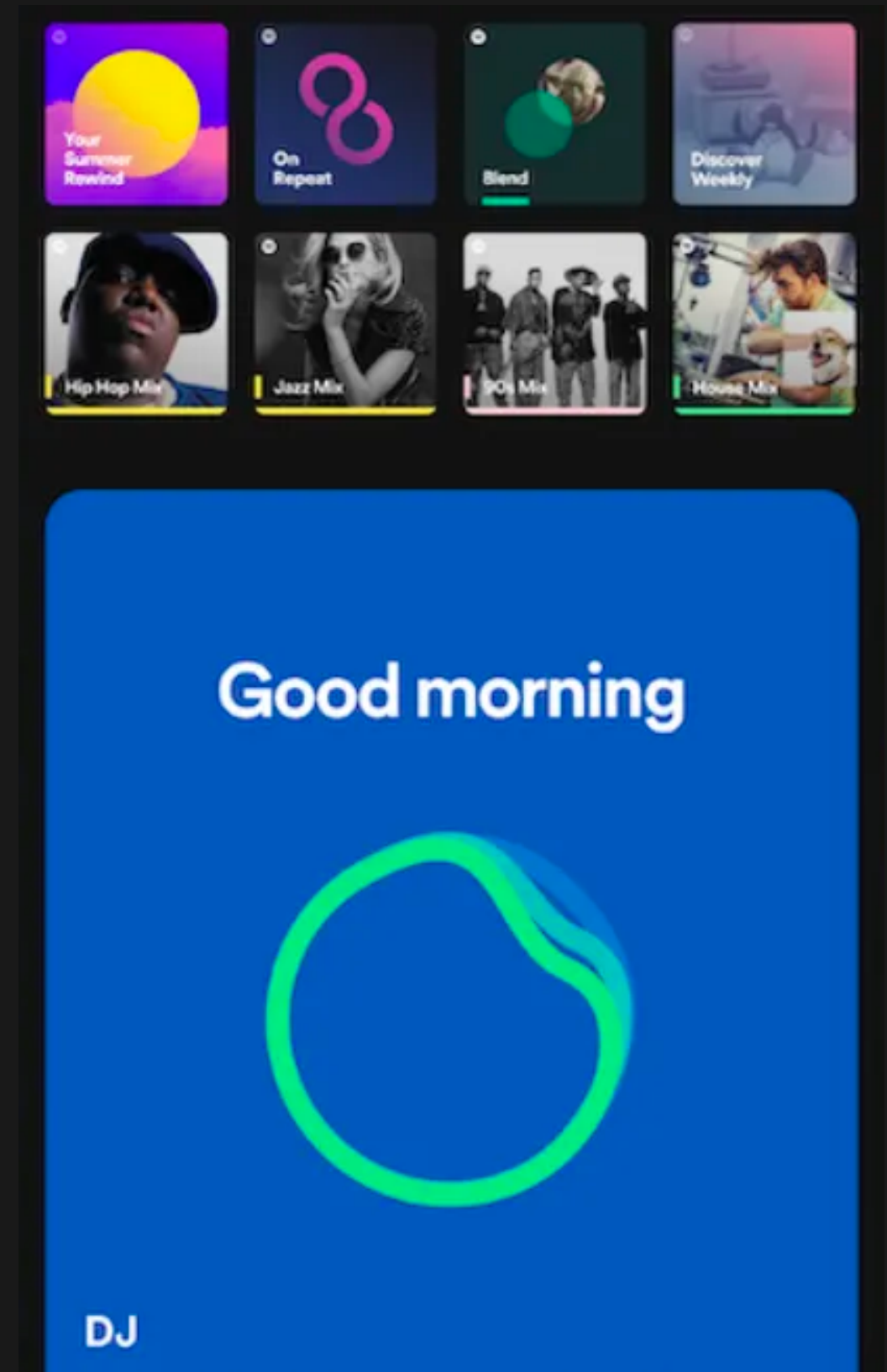
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SPOTIFY DJ



Spotify has now released its AI DJ feature in the UK and Ireland, following its successful test run in the United States and Canada. The feature combines users liked tracks with songs the algorithm thinks they will enjoy.

Spotify sees this feature as a more personalised version of their current algorithmic playlists such as 'Discover Weekly' and 'Release Radar'.



TRENDING SONGS

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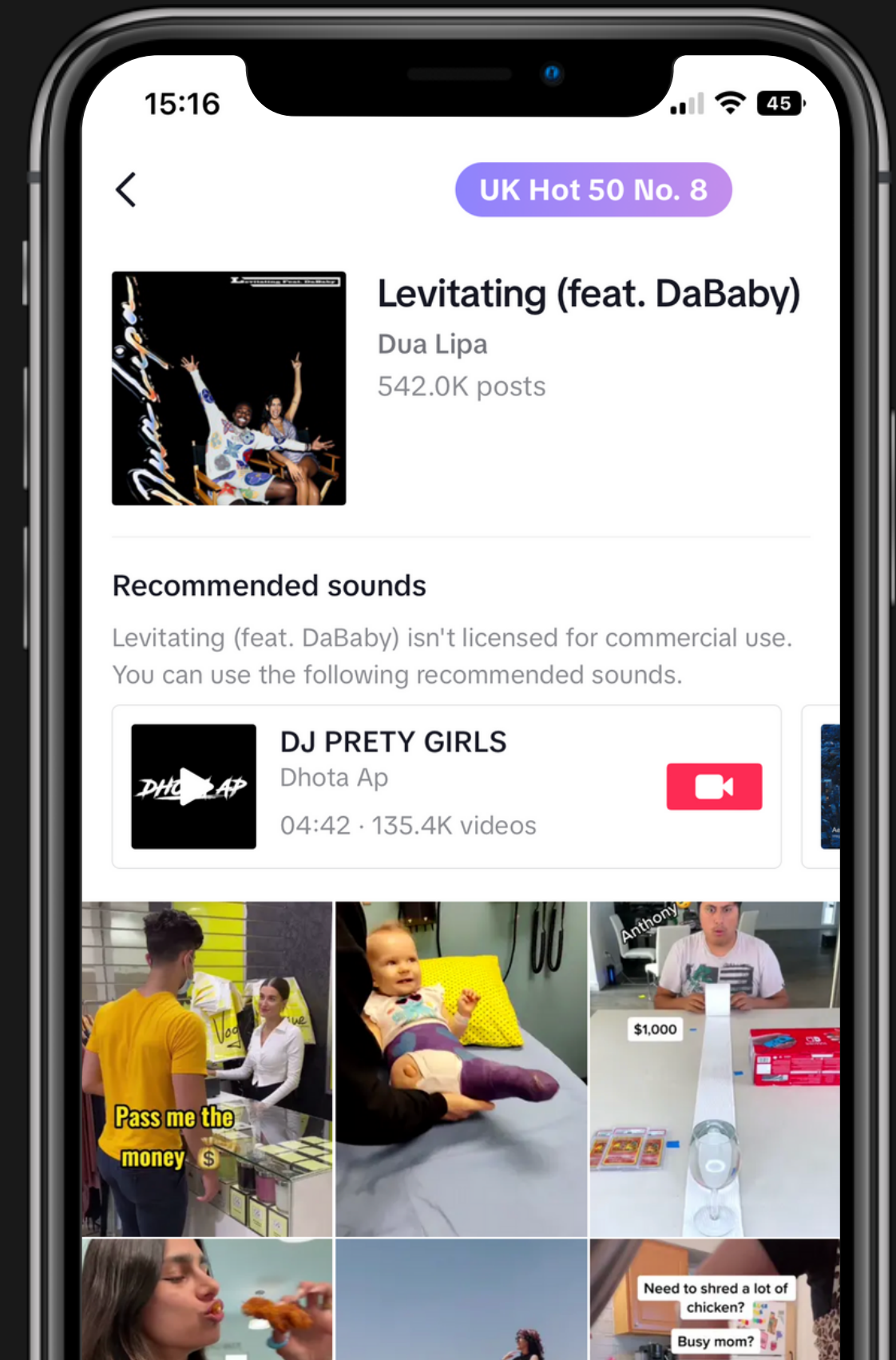
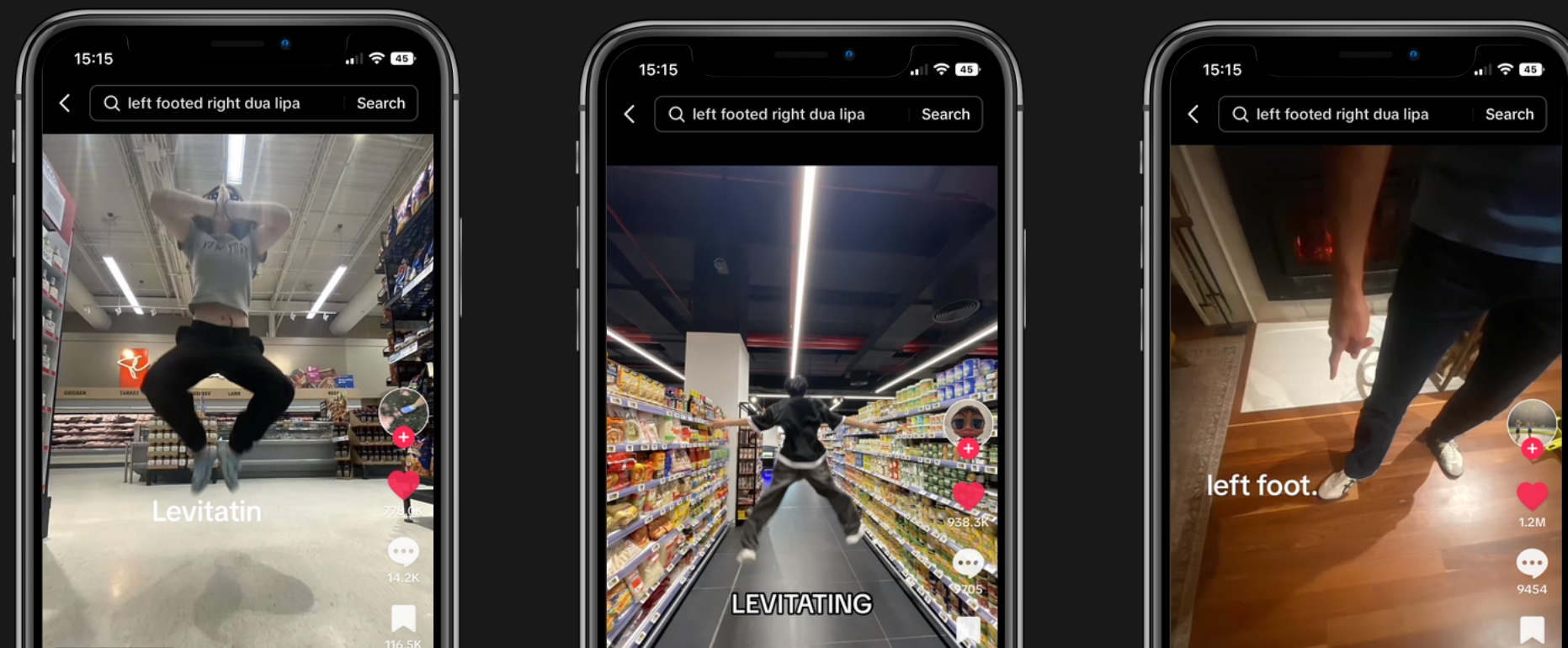
LEVITATING



One track that was huge on TikTok a few years ago has now regained its popularity with **Dua Lipa's 'Levitating'** being popular on the platform once again. Primarily due to the trend linked below where users create funny posts using images to represent certain parts of the track's lyrics.

One idea for an artist would be to engage with this trend, for example, basing the trend around being in the studio or BTS at a live performance.

What would also perform well would be to engage with the track directly either covering a short portion of the track or creating a piece of content such as 'Add my own verse into Levitating'.

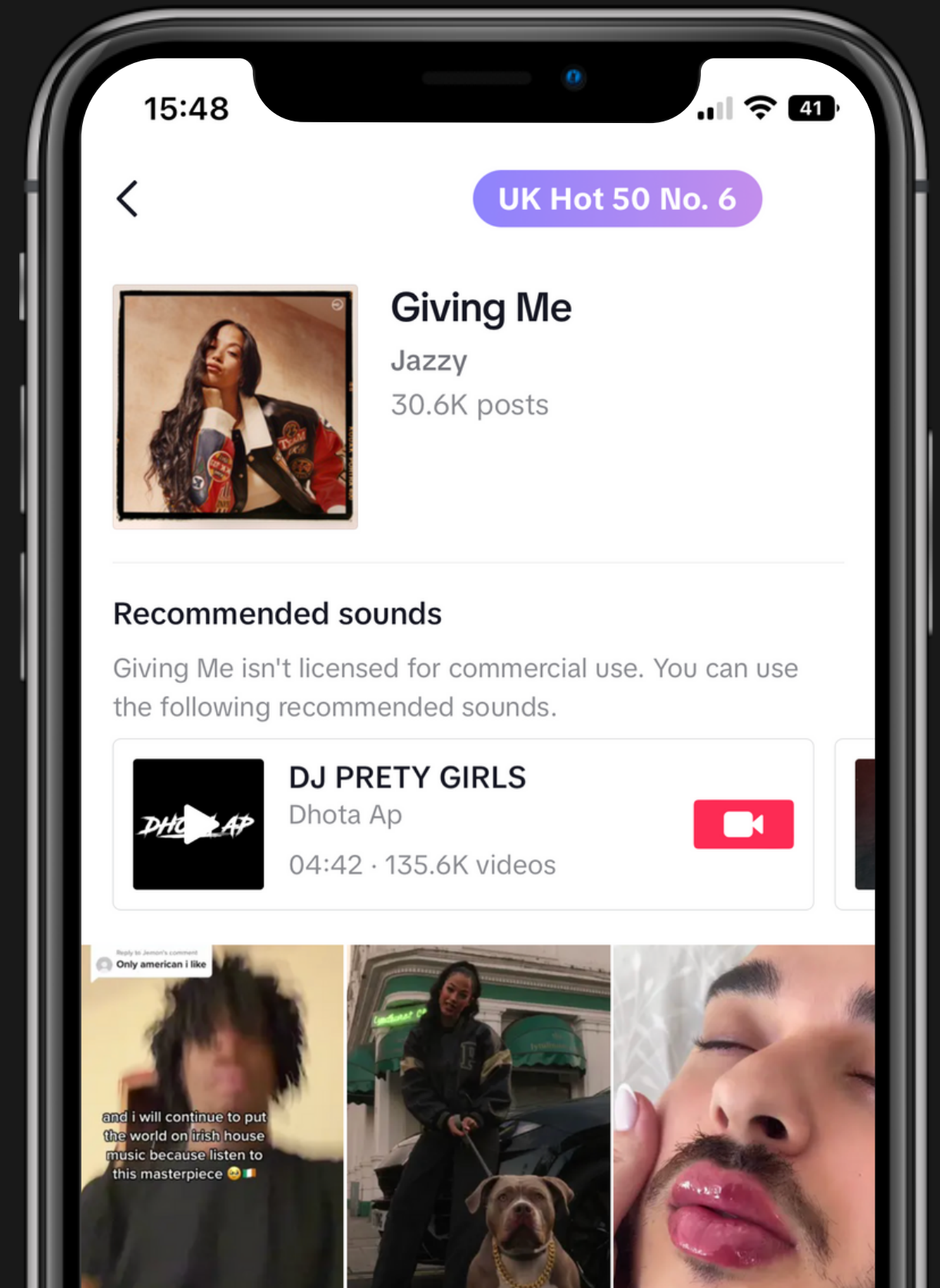


GIVING ME



The second track to engage with is 'Giving Me' by Jazzy this song has been gaining traction on social media because of its use in numerous different viral videos.

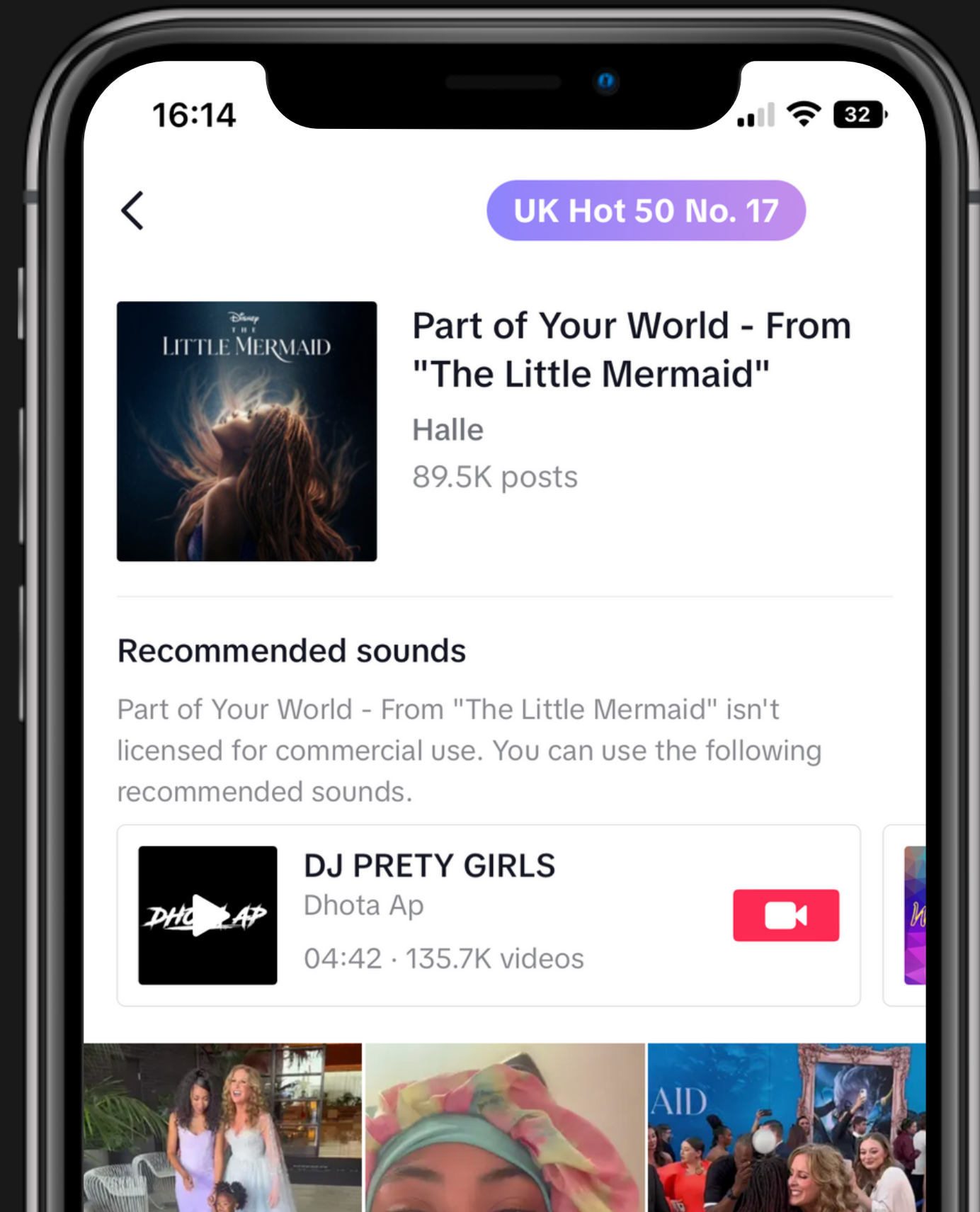
Overall this would be a great track for a producer or DJ to engage with remixing the song or merging it with another.



PART OF YOUR WORLD



The next track to engage with this week is 'Part of Your World' from **The Little Mermaid**. With the film being released this song has gained major attention online and would be the perfect song for a female musician to engage with and perform. Or for a male artist to tweak to turn it into something els.

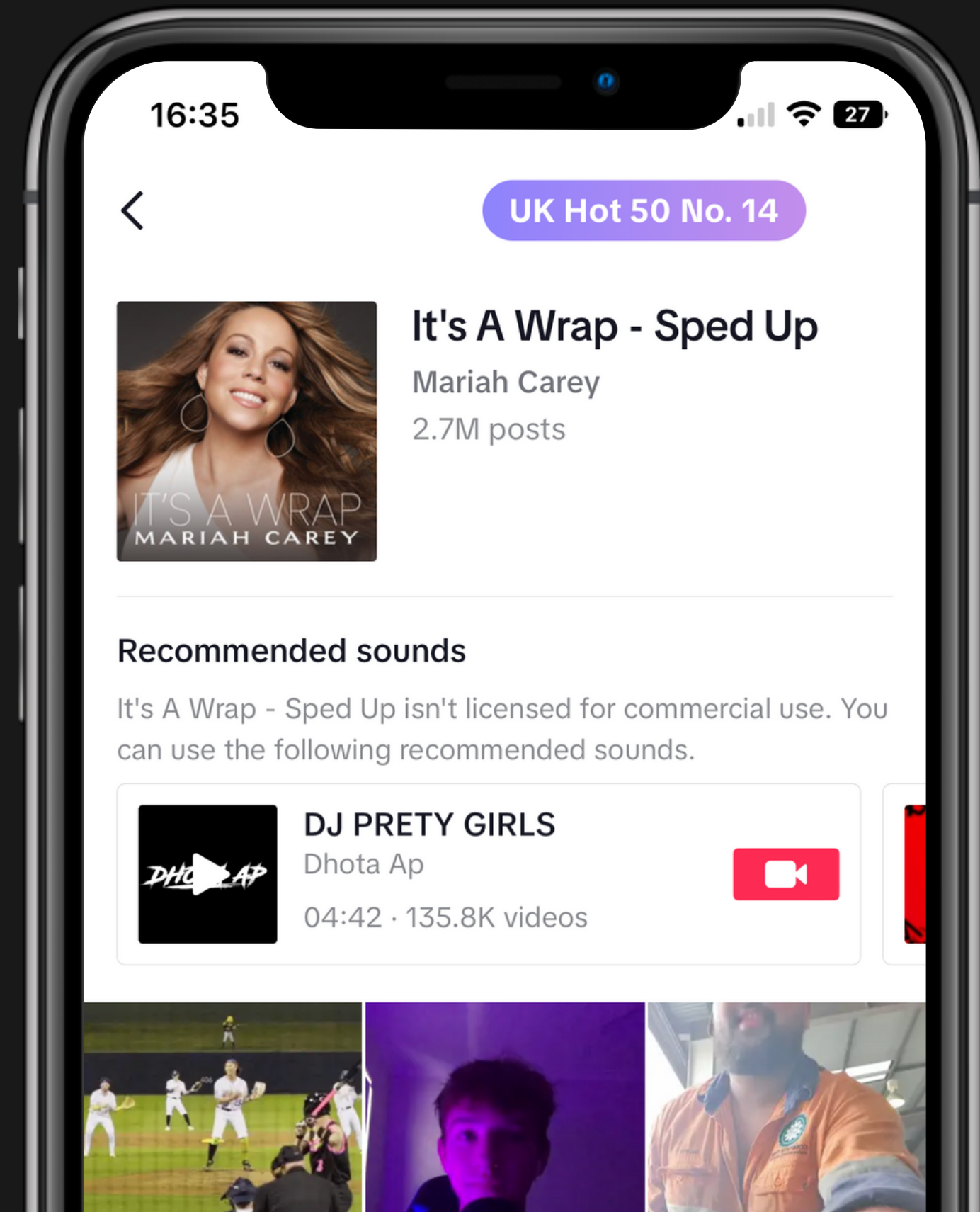


IT'S A WRAP



'It's A Wrap' by Mariah Carey is the next track to engage with, this song has been incredibly popular on the platform for some time and has now regained its popularity because of the 'Sped Up' version of the track.

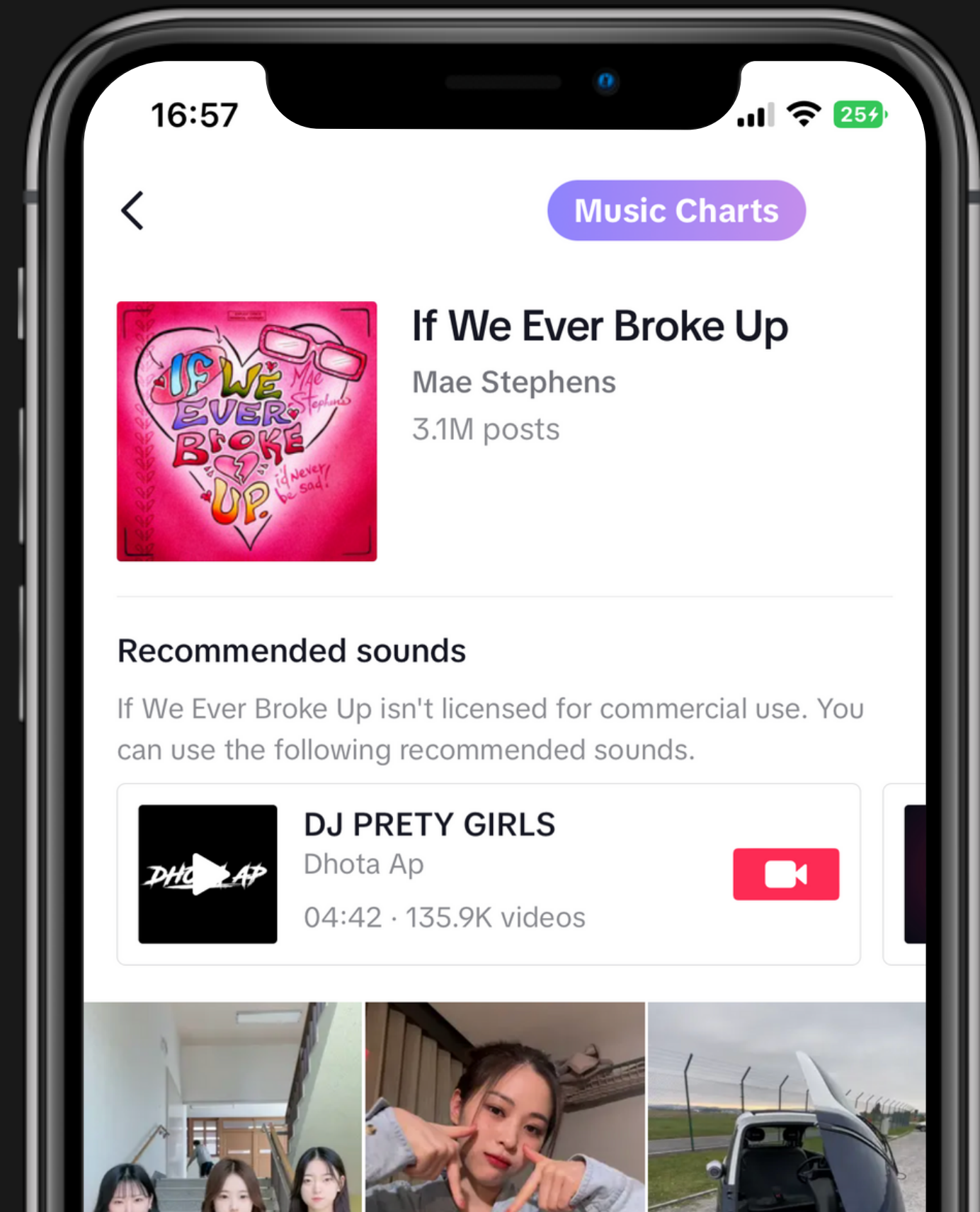
This would be the perfect song to engage with as an artist, creating a short cover performance of the track for Instagram Reels and TikTok.



IF WE EVER BROKE UP



The next track to engage with is 'If We Ever Broke Up' this song has now been used more than 3 million times on TikTok and would be the perfect song for a singer or producer to engage with. Changing the track to fit their own style.



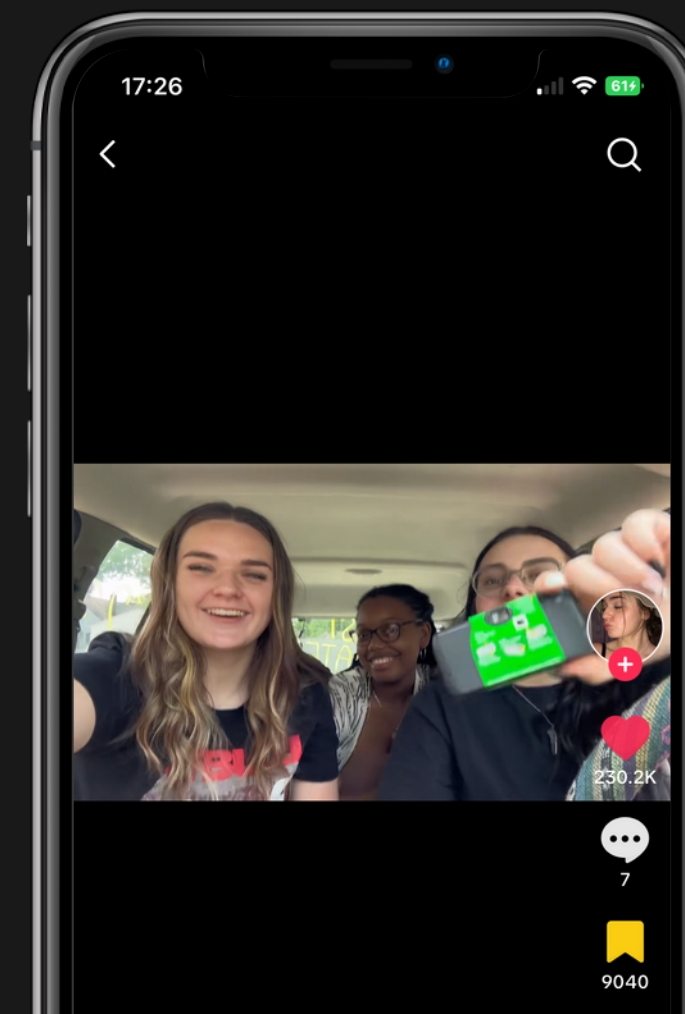
CONTENT IDEAS

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DISPOSABLE CAMERA TRANSITION



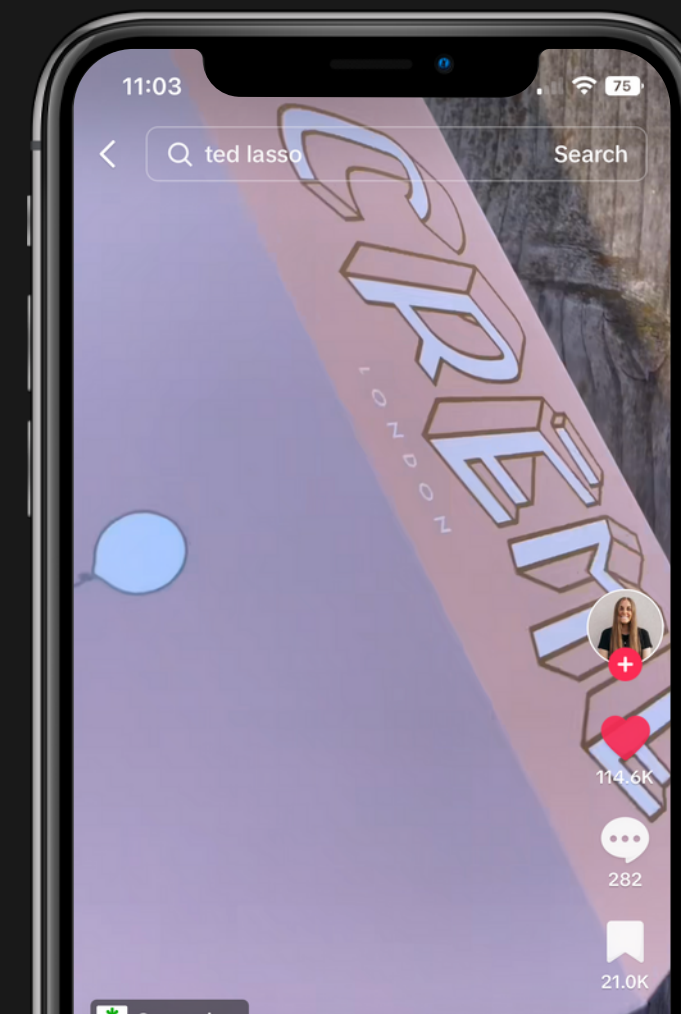
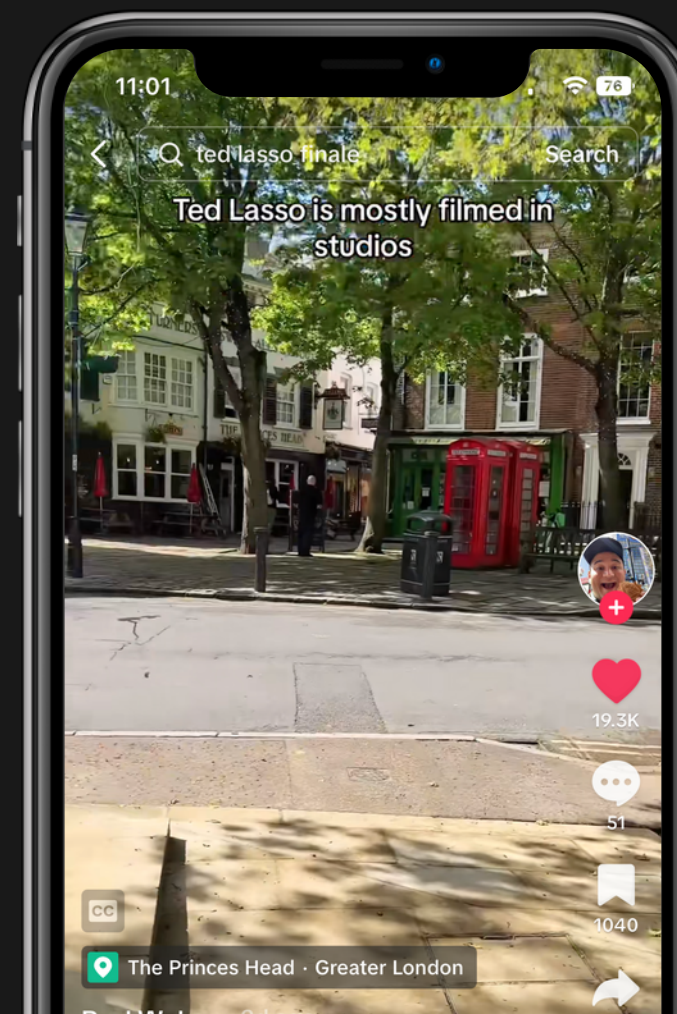
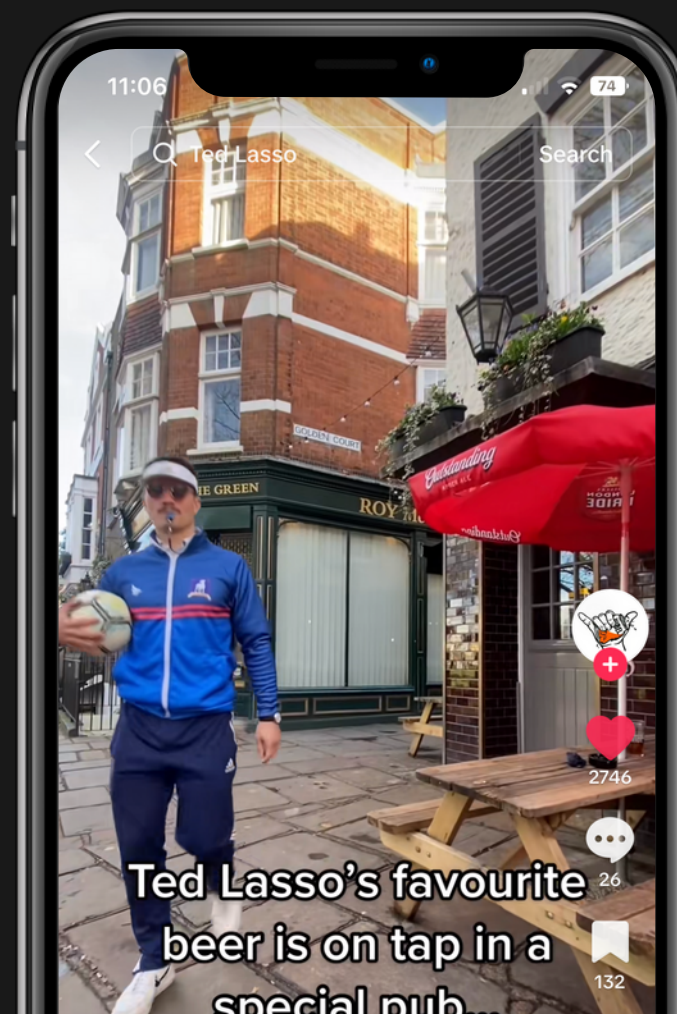
One content idea for an artist getting ready to perform a live show would be to engage with this old transition below. This style of video was very popular in 2021 and has now started to regain popularity on TikTok – overall this would be a great piece of content for social media.



TED LASSO THEME



Another idea using pop culture would be to perform the theme song for Ted Lasso, the Apple TV show has now finished and has a huge following online, especially in the United States and the United Kingdom. Users on TikTok have been posting a huge amount of content about the show recently and this would be the perfect way of engaging with the fan base.



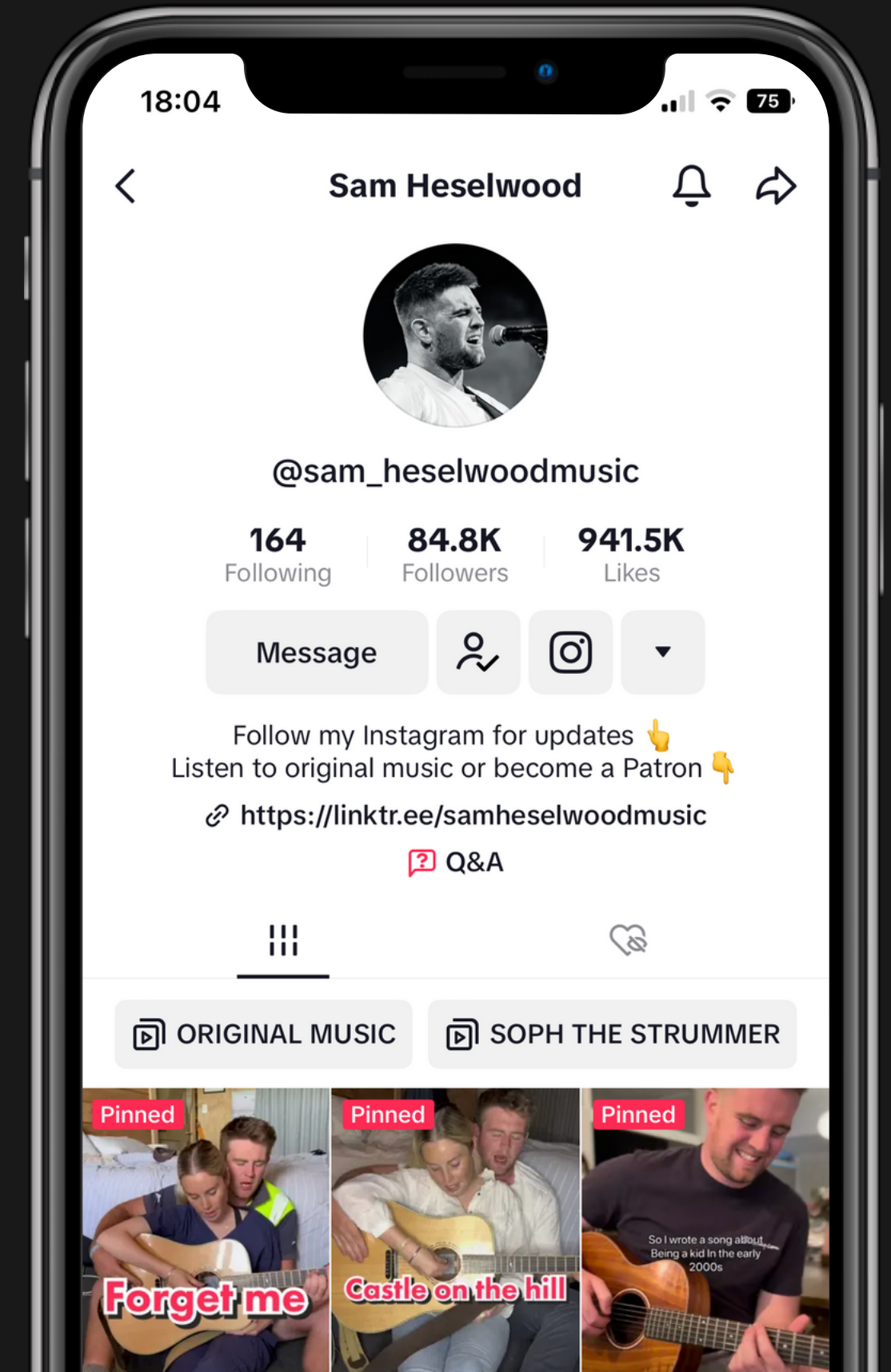
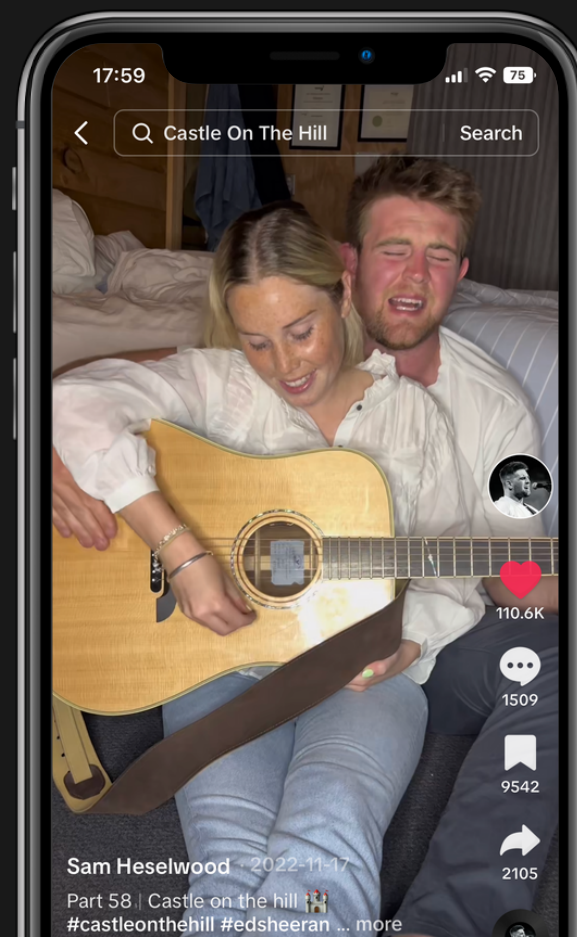
INSPIRATION

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SAM HESTELWOOD



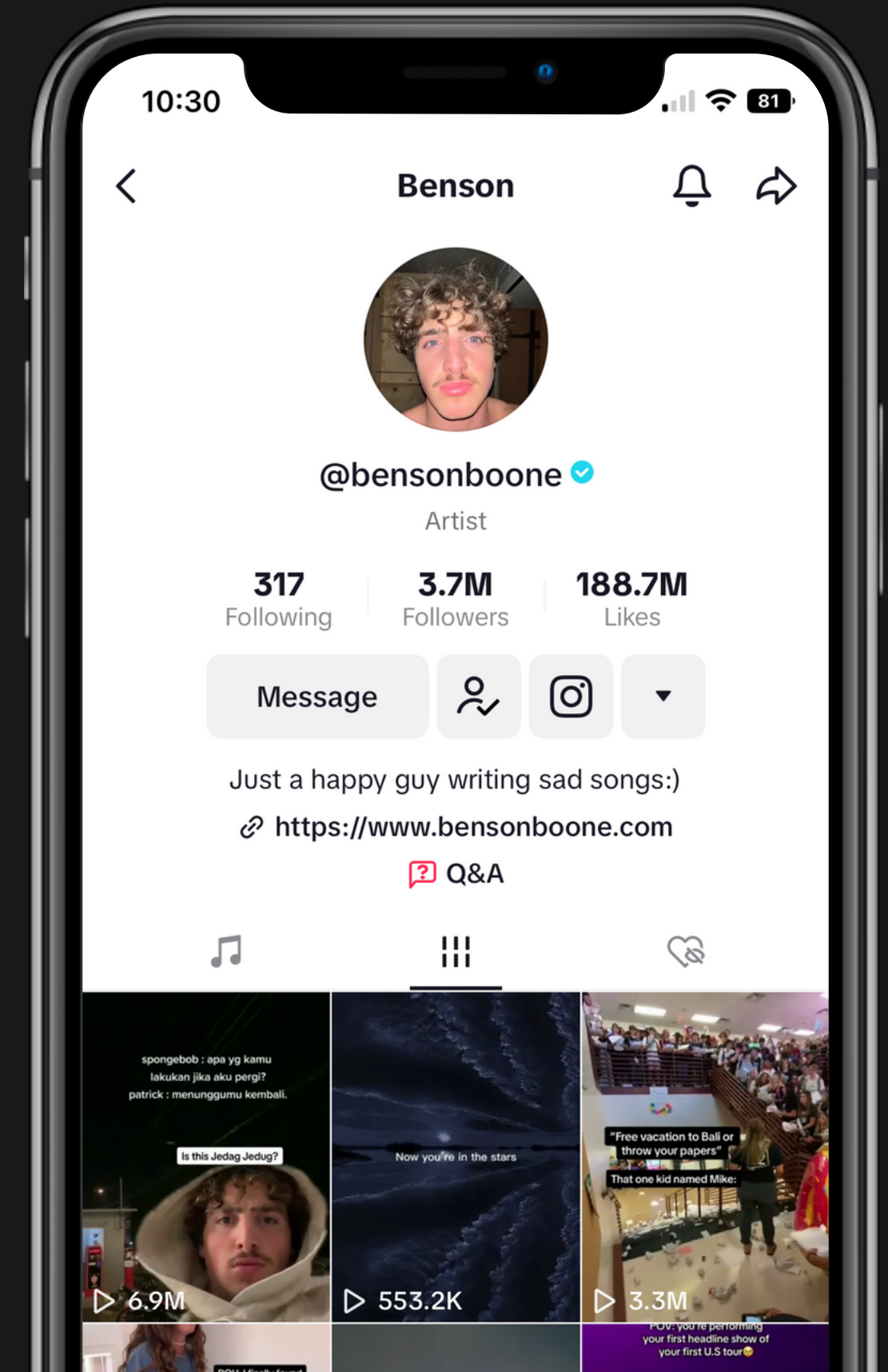
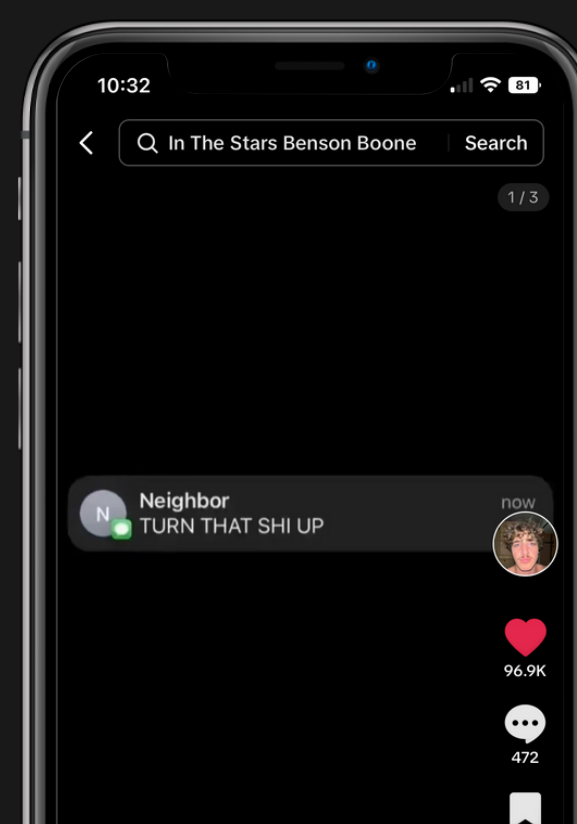
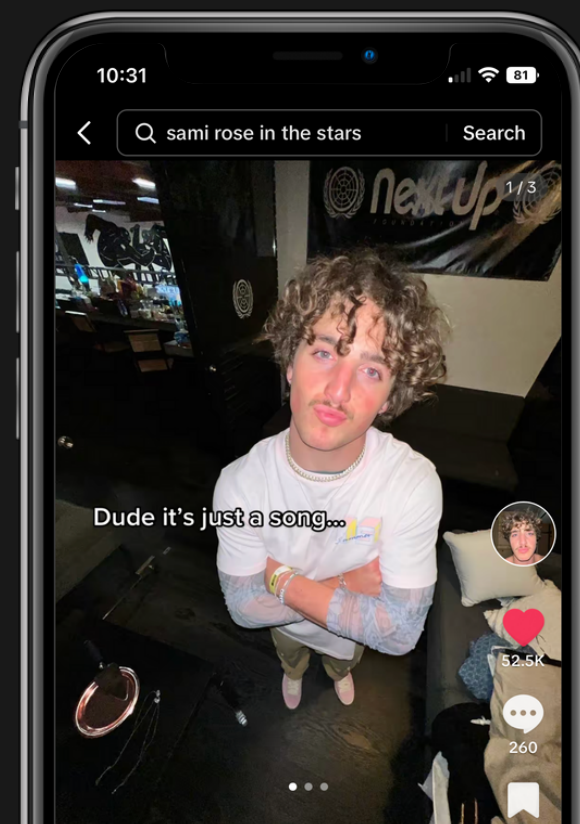
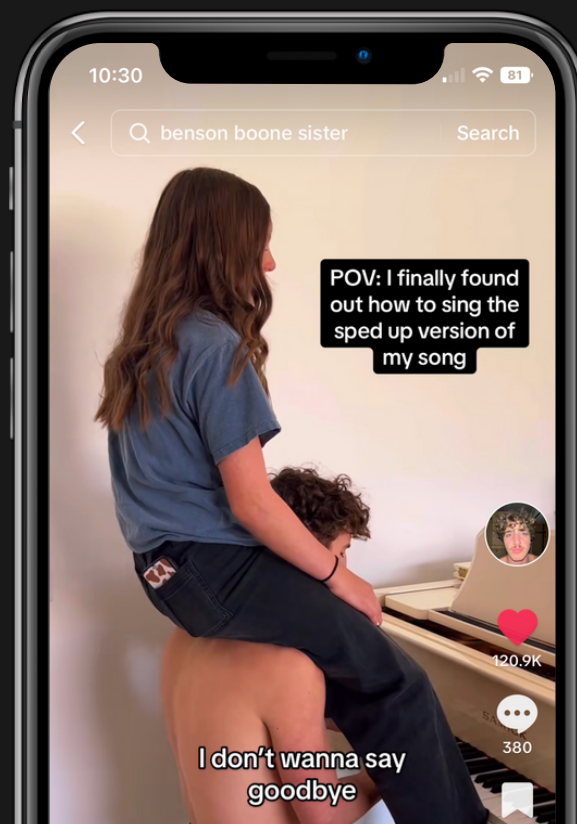
The first artist to take inspiration from this week is **Sam Hestelwood**, this creator produces mostly cover performances with other creators where they express their talent well through their performance. They choose the songs well performing mostly well-known cult classics and trending tracks.



BENSON BOONE



The second artist to take inspiration from is **Benson Boone**, overall he posts mostly humorous promotional content such as the videos below, none of his posts come across as 'promoy' instead they are engaging and hook users in straight away. Using text and visuals in a smart and fun way like the post on the left or using the image post feature to create memes for promoting music like the posts on the right and centre.



JADE NOVAH



One artist to inspiration from on Instagram is **Jade Novah**, overall she has built and strong profile balancing both her personal life alongside her promotional content she promotes her music well, giving viewers a better understanding of her music for example the video on the right and her performance content are shot incredibly well – for example her video on the left is shot with the microphone on screen – giving viewers instant visual cues as they scroll through their feeds.

