

March **TRENDspotting** report

BARKLEY OKRP

APRIL TRENDS REPORT APPENDIX

TIKTOK TRENDS & NEWS

What's been happening on TikTok? From trending hashtags to just plain trending, we hit 60 trends in April. Here are our top 15.

1. #TikTokRizzParty: we're not even going to pretend like we figured this trend out myself, so [here's a great YouTube explanation](#) of where this came from and the lore and honestly, the fact that this is at 42k posts and 410M views in the past seven days further shows just how absurdist and random Gen Z humor is, you gotta love it.
2. Paint your spouse date nights are a big thing and NOTHING could have prepared me for [what the husband revealed](#).
3. [This song and this girl](#) who has 35.5M likes...
4. It's prom season, OF COURSE, there's going to be a [transition trend](#)
5. [Twitch Streamer Sketch](#) has women asking their men, "What's up [brother?](#)!" And continued to blow up as content creators tested [athletes](#) on their Sketch / TikTok Trends knowledge
6. [JoJo, what are u doing, baby?](#)
7. If you want to talk about absurdity - this is [the MOST absurd trend](#) going on right now.
8. Real [unique ways to train](#) at the gym.
9. This is just INCREDIBLE Eclipse content. Truly, no one failed this assignment. Well, except for the people who googled this.
10. We are making [Caesar Salad Chicken Crust Pizza](#) now! (Taste tester Geli gives it a 10/10)
11. THE SEASON FINALE OF BLUEY HAD [PARENTS](#) AND [KIDS](#) IN. THEIR. FEELS.

12. Deemed the Song of Summer by TikTok, black country artist Shaboozey's A Bar Song is blowing up—and rightfully so!
13. If you're even adjacent to musical theater tok right now, we're sure you've been saying, "Courtney, take your break" over and over and over again in your head this week.
14. A few Taylor Swift trends have emerged, such as this one, this one, and, of course, this one.
15. We're working late cause we're a (procrastinator) and this of the same Sabrina Carpenter song!

META TRENDS & NEWS

What's been happening on Threads, Instagram, and even Facebook? Let's find out.

1. Spelling your name with Taylor Swift Songs.
2. A fun little Coachella meme, just for you.
3. Liquid Death leaned in hard on Earth Day this year
4. Share your recently used emojis
5. Have you updated your lately?! IG is getting AI Powered Search further pushing Meta towards a search engine...
6. There's been a big push for more AI on Meta from Meta, and not everyone is pleased.
7. Experiment mode for Reels? We're not sure we trust the algorithm enough for this...
8. Threads now has 150M Monthly Active Users! That's wild.

X TRENDS & NEWS

While things trending on X (FKA Twitter) are few and far between these days, we're still following the news!

1. What's your fresh out of the slammer meal?
2. Despite X's "own data" - it appears usage is down 30% in the US
3. So, you can no longer hide that you bought a blue check mark, which, we, just, why?!
4. Well, this is one way to try and stay hip and cool with the youth.

POP CULTURE TRENDS & NEWS

If it's happening in Pop Culture, it's likely a conversation on the internet, and it keeps us smarter about everything from musical genres to embrace, celebrities to approach, and influencers to partner with! We covered 47 trends in April; here are our top 15.

1. Issues with the MLB uniforms are just getting worse as the regular season starts

2. Connections playing an April Fool's joke on all of us was just cruel (we still got it tho...)
3. Turning negative reviews into some absurdity. We LOVE this idea.
4. WRESTLEMANIA HAPPENED. TikTok was going nuts!
5. Beyonce's new album influenced the stock market, because of course, it did
6. Morgan Wallen threw a chair... and TikTok was all over it.
7. There was a concert honoring Jimmy Buffet at the Hollywood Bowl, and you will never guess even half of the people who were there
8. Nike dropped outfits for Track and Field Olympians, and let's just say the women's outfit is... interesting
9. The WNBA Draft outfits were so slay. However, Caitlin Clark's reported salary is much less slay.
10. So, JoJo accidentally re-launched someone's career while killing her own. Yikes.
11. This is SUCH an iconic Coachella moment. Seriously.
12. Ryan Gosling's SNL episode led to at least two iconic moments: the incredible Taylor Swift-ified monologue and the sketch where EVERYONE broke.
13. The latest Deadpool trailer has hit, and boy, does it look fun.
14. A nice simple overview of Coachella Weekend 2
15. As far as sequels go, we wouldn't be mad about this one... But will they go with robot-looking Zuck or Zaddy Zuck?