

# July → **TRENDspotting** report



BARKLEY OKRP

## JULY TRENDS REPORT APPENDIX

### TIKTOK TRENDS & NEWS

What's been happening on TikTok? From trending hashtags to just plain trending, we hit on 42 trends in July. Here are our top 15.

1. Just like Christmas gift hauls - the girlies are doing their back-to-school shopping hauls - a way for us Elder Millennials to learn what's hot and what's not.
2. While Kamala's memes are top-notch, the memes that appeared after Biden dropped out were \*Chefs Kiss\*. From poor Wolf Blitzer, The Hamilton reactions, SO many memes, this Hamilton trend, this Hamilton reaction, OH, and another Hamilton reaction, okay, but this Hamilton reaction might be best.
3. We've gotta bring Heel Culture back to the clubs!
4. Really struggling to be financially responsible along with everyone else, we fear.
5. TikTok's creative AI - TikTok Symphony - is officially here and we're very interested to see where this nets out creatively and legally.
6. Apparently, GenX decided it was time to rise. Go off, queens.
7. The Charli XCX dance trend that EVERYONE is doing.
8. ICYMI, the 9-month cruise is STILL going on.
9. We're convinced that this account is going to go viral at some point
10. Showing off your unique style with this very specific sound
11. The most expensive wedding in the world - the Ambani Wedding - took over TikTok, and we have gone down so many rabbit holes watching these
12. Did you catch the gnome vs knights war – and how brands ended up kind of ruining it in the end? This video really digs in.
13. Can you get me 1 million beers?

14. I'm trying to figure out where some of our old favorite influencers might have disappeared too!
15. We learned a lot about the danger of fireworks on TikTok this Fourth of July. [Exhibits A, B, and C](#)

## META TRENDS & NEWS

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

1. If you've missed Elyse Meyers on TikTok and don't follow her on YouTube - [she is officially on Threads!](#)
2. New [Text Editing and Formatting](#) options coming to IG Stories soon!
3. [Semi-private comments on IG that expire after 3 days?](#) We wonder how platforms like Sprinklr and Sprout are going to handle this.
4. Why do we need the ability to "[super like](#)" something?
5. Better [Threads API integration](#) is coming your way soon!
6. A new [Story Sticker](#) perfect for gathering UGC is on its way.
7. Unlike TikTok, Instagram is [sticking with shorter content](#)

## X TRENDS & NEWS

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

1. If you've made the decision to walk away from X, [you're not alone](#)
2. With [Elon's announcement](#), we guess this [special treatment of conservative hashtags](#) shouldn't surprise us
3. Sports are still big on X with this fun [overheard series](#) from Wimbledon trending on the platform

## POP CULTURE TRENDS & NEWS

If it's happening in Pop Culture, it's likely a conversation on the internet that keeps us smarter when it comes to everything from musical genres to embrace, celebrities to approach, and influencers to partner with! We covered 64 trends in July, here are our top 15.

1. Trailers for [The Joker](#), [Timothée Chalamet as Bob Dylan](#), [Emily in Paris](#), [Beetlejuice 2](#), [Agatha All Along](#), [Captain America Brave New World](#) and [Gladiator 2](#) all dropped in July
2. OMG, and confirmation of who is leading the [next season of Bridgerton](#)
3. And we officially confirmed when [Severance is coming back](#) (in like a billion years...)
4. Seems like [Ticketmaster](#) has not learned their lesson really messing with a lot of Sabrina Carpenter fans
5. Have you read the [Ballerina Farm](#) article and learned about the [Trad Wife controversy?](#)

6. Even though her single flopped, Katy Perry is still releasing a new album in September. Perhaps she is extending Pop Girl Summer into Pop Girl Fall?
7. ICYMI the whole world shut down this month - but not for Mac users.
8. We know we use iconic a lot - but are these two ACTUAL icons working together?! I-CON-IC.
9. Emmy nominees were announced.
10. Is this the cutest BET award performance ever? Probably.
11. Rolling Stone is going ALL IN on Hawk Tuah.
12. KESHA RELEASED NEW MUSIC. THIS IS NOT A DRILL. Officially joining Pop Girl Summer!
13. And Katy Perry dropped her new single music video. It's not awesome.
14. Twisters and surprise smash hit Love Island USA were both a huge part of the conversation in July.
15. And we're getting a SHREK 5.