

June → **TRENDspotting** report



BARKLEY OKRP

JUNE TRENDS REPORT APPENDIX

TIKTOK TRENDS & NEWS

What's been happening on TikTok? From trending hashtags to just plain trending, we hit 52 trends in May. Here are our top 15.

1. Does everyone remember when we called Jake Shane blowing up as it was actively happening? Well, [look at him now](#).
2. [Olympic Athletes](#) are doing their gear hauls.
3. Is [Brooke Schofield](#) the new Reesa Teesa? This story isn't as long but is just as wild.
4. I don't want to, but it wouldn't be a trend report without mentioning the [hawk tuah girl](#).
5. [You look like you love me](#).
6. An 11 week [TikTok Swiftie Challenge](#)?!
7. [The military](#) is leaning into TikTok as a recruitment tool
8. Both [Inside Out](#) and [Despicable Me](#) are using Recess Therapy TikTok shorts to promote their movies, and honestly, 10/10 effective
9. The newest, and this dance happened...
10. We still can't get over Sabrina Carpenter's new song and [her vocal range](#)!
11. Please [show me your bad dogs](#); I'm begging you.
12. It's the Class of 2014's [10-year reunion season](#).
13. Whatcha gonna grab if [the office was on fire](#)?
14. Did you, at some point, suffer from [eyebrow blindness](#)?
15. Who are your [top 10 Americans](#)?

META TRENDS & NEWS

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

1. Really interesting thoughts on posting to the feed vs posting to the Reels feed on IG.
2. Everyone was in their feels with Inside Out memes.
3. You can now live-stream to your Close Friends list only. Isn't that just like one big one-way Facetime call?
4. Hey, influencer friends, it feels like IG made this just for you.
5. The Things I'm Certified In trend.
6. We're getting closer to Threads being a viable place for live sports!
7. Threads are used to create features to help you train your algorithm.

X TRENDS & NEWS

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

1. Charli XCX's "BratGenerator" posts went wild on X.
2. X has been courting creators, like Khloe Kardashian, Swizz Beatz, and Timberland, to bring people back.
3. X is also trying again to be the everything platform, with its filing to be a new Venmo, and this feature is trying to compete with LinkedIn.
4. X made Likes private for everyone.

POP CULTURE TRENDS & NEWS

If it's happening in Pop Culture, it's likely a conversation on the internet, and it keeps us more thoughtful about everything from musical genres to embrace, celebrities to approach, and influencers to partner with! We covered 42 trends in May; here are our top 15.

1. The Dallas Cowboys Cheerleader Show is all people are talking about RN.
2. Can you get more iconic than this moment after Taylor Swift's first London show? Well, Prince William's dancing is a close second. Okay, this was iconic, too.
3. Have you heard about the men who are "raw dogging" their flights as a challenge? But why?
4. Big Bron and Lil Bron ❤️
5. Kendrick Lamar's Juneteenth show at the Hollywood Bowl was INSANE.
6. Netflix House is officially coming in 2025!
7. Did everyone see this wild House of Dragons installation on the Empire State Building?!?!?
8. Justin Timberlake DUI – This is going to ruin the tour.
9. We are DISSECTING Eddie Redmayne's Cabaret performance at the Tonys.
10. This feels like something that should have been announced in the fall - but we're getting a Practical Magic 2!
11. We're all talking about THAT SCENE in Bridgerton!
12. IT'S A HOT RODENT MAN SUMMER, YALL.
13. USA, USA, USA. Also, how do you even play Cricket?
14. YA Royalty is writing ANOTHER Hunger Games Book & already has the movie deal!

15. Ikea is opening its newest store somewhere you'll never guess and hiring people to work there for \$16.48/hr.