

# March → **TREND**spotting report



BARKLEY OKRP

## MARCH TRENDS REPORT APPENDIX

### TIKTOK TRENDS & NEWS

What's been happening on TikTok? From trending hashtags to just plain trending, we hit on 63 trends in March. Here are our top 15.

1. Since Part 1 was a big talking point in February, we have [PART TWO OF THE PHIL AND PHYLLIS GROUND HOG MUSICAL](#).
2. This [editing style](#) has become increasingly popular for brands to catch people's attention on TikTok (and yes, it works on us every time).
3. As we walk in our Yee-haw Era with Beyonce, we were excited to see [#CountryMusic](#) trending the week before the album release at 22k posts and 239M views over 7 days (it probably also had to do with [this trending song AND line dance](#)).
4. Do YOU know what [ski bidi Ohio rizz](#), [Aesthetic Aesthetic](#), or a [brunch prom dress](#) is?!
5. [Meghan Trainor \(who has started MANY TikTok trends, released another hit](#) with a surprise guest!
6. [IT WAS MATCH WEEK](#) for all the future doctors out there! FYPs were blowing up with Match Day videos all week long!
7. With less and less music available on the app, users are reusing the same songs, like [this one](#) and [this one](#), again and again and again.
8. This is a little bit: you get it or you don't. However, Lyft partnered with the PERFECT creator, in our opinion.
9. This MAY be one of the most [joyful trends](#) we've seen on TikTok in a while. We LOVE a parent that's a good sport.

10. Brands were letting their "[Gen Z Intern](#)" edit their content.
11. We're always down for a new, incredibly [smooth dance trend](#).
12. For the first time, [TikTok](#) live-streamed the Oscars Red Carpet!
13. [Twin... where have you been?!](#) Has been taking over TikTok and Reels concurrently! These days, it is rare to win both platforms at once.
14. The cutest [little saddest hamster](#) you ever did see.
15. Finally, the girlies were pranking their dads and brothers by telling them they [got a job on an oil rig](#).

## META TRENDS & NEWS

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

1. Brands are embracing [Cowboy Carter](#) with lots of fun little posts celebrating the new album!
2. [Meta is limiting political content](#) automatically and hasn't really announced it.
3. Threads is slowly but surely pushing forward to be known for [live sports](#).
4. [How to become an XYZ](#) - A super easy trend that anyone could hop on quickly!
5. Oh no, [poking](#) is back on Facebook. We're feeling very 2012 about this.
6. You can [follow hashtags](#) now!! An easier way to find UGC and people talking about you? Maybe!
7. [More frames in your carousel posts?!](#) Photo dumps just got dumpier!
8. [Brands](#) poked fun at the new Rhode Lip Gloss Phone Case.
9. Saving your [Threads Drafts!](#)? A big moment for SMMs everywhere
10. [Threads API](#) is finally officially here and testing on various scheduling platforms!
11. Threads also finally has a [Trending Page!](#)
12. [AI-Generated IG Story Backgrounds?!](#) We're ready to get silly and goofy with this.

## X TRENDS & NEWS

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

1. This [little duck](#) took over timelines everywhere.
2. [NSFW Communities](#) are coming soon. It feels like they're trying everything to get people not to advertise on X.
3. [Mama, kudos for saying that.](#) - People are finding fun ways to reuse this instantly iconic line from the most recent Ru Paul Drag Race season!

4. Riding the TikTok ban's coattails, Linda announced that X is now a "video-first platform," which feels very opportunistic and probably not fully true.
5. X proved that it is still a place for sports news when the feed couldn't stop talking about how [QB Cam Newton](#) didn't even flinch when he was getting jumped.
6. Being able to see everyone else's [Likes and Reposts](#) might be going away. For “aesthetic” purposes.

## 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 and celebrities to approach and influence. Here are our top 15.

1. [Beyonce Actii is here!](#) And [Jolene](#) better watch her back.
2. [Olivia Rodrigo](#) has been keeping things interesting on her tour! Her stop in [St. Louis](#) was no exception!
3. A conversation about the explosive Nickelodeon Docu-Series Quiet on Set ruled TikTok and news cycles, with seemingly more and more coming out weekly.
4. There was so much happening around the Royal Family in March. First, there were the conspiracy theories about the Princess, the [photoshopped](#) picture, and then rumors that [King Charles Died](#). However, it all ended with a very somber announcement from [Princess Kate](#).
5. 's announcement of [Best Picture](#) will likely be as memorable as when the wrong Best Picture was announced.
6. However, even more iconic was Ryan Gosling's epic [performance](#) at the Oscars to close out the Barbie Era, which we still probably watch once a week.
7. [NSYNC reunited](#) at Justin Timberlake's LA Concert. Rumors have been swirling around this for MONTHS, so it's very satisfying to see it happen.
8. The new season of [Love Is Blind](#) came and went, and [the reunion was messssssssyyyyyy](#). Did you watch it?!
9. Were you lucky to see the new [tiny Trader Joe's bags](#) before they went viral?!
10. As shoe trends come and go, we elder millennials are thankful we still have a [shoe cabinet filled with Sperry's](#).
11. So, about that fever dream of a [Willy Wonka event in Glasgow](#) that has been turned into a thousand memes and is now being used to inspire a [Willy Wonka Horror](#) movie... That sure was something.
12. If you got through [Jason Kelce's press conference](#) without crying, you're not human.
13. [Miami Beach](#)'s new campaign for Spring Breakers was ICONIC.

14. In fast food news - McDonalds is embracing its status as the [unofficial anime fast food restaurant](#) with WcDonalds.
15. Finally, does everyone remember when Jimmy Butler went emo for NBA press day? Well, [Fall Out Boy](#) did.