

# May **TRENDspotting** report

BARKLEY OKRP

## MAY TRENDS REPORT APPENDIX

### TIKTOK TRENDS & NEWS

What's been happening on TikTok? From trending hashtags to just plain trending, we hit 84 trends in May. Here are our top 15.

1. We're looking for a man in finance.
2. WE LOVE when there's a trend that people just share the most embarrassing thing they've done WILLINGLY
3. Just like people using TikTok to hack capitalism, they're also back to the "how many likes for me to get XYZ" game.
4. This video (which has over 40M views) led to an excellent brand partnership (WE'RE TELLING YOU; THIS IS THE FUTURE OF INFLUENCER!).
5. Honestly, TikTok is writing better IRL love stories than the best screenwriters.
6. ?
7. Everybody put your hands in!
8. Is this our first AI song-generated trend?
9. DYK your SOCKS are telling your age?!
10. Thumbelina, Thumbelina, tiny little thing!
11. MILLION DOLLAR BABY (VHS): Tommy Richman - A CML Song that trended all month? Say less.
12. A man in an orange mask ate a container of cheeseballs in Central Park and caused a STIR.
13. So many NFL Draft Stories like this one, and this one, and this one, and of course Keon Coleman because he's stealing everyone's hearts
14. Tornados were everywhere physically and on TikTok this month
15. Could you watch our XYZ for a second?

## META TRENDS & NEWS

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

1. New insight into the IG algorithm?!
2. "Thread Deck" will be a GAME CHANGER for monitoring real-time moments in Threads.
3. We're honestly kind of digging this new addition to IG that they copied from TikTok.
4. MAJOR algorithm updates to IG are incoming, at least for creators. Lots to consider when it comes to UGC and resharing strategies!
5. We're gamifying IG now? We guess this is a thing.
6. We're finally getting a view count on Threads!! Engagement Rate Reporting, here we gooooo!
7. We've got new stickers to play with in IG Stories!

## X TRENDS & NEWS

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

1. X was also talking about conscious babies - which just further proves that TikTok is where culture starts!
2. X plans to host a town hall with two presidential candidates, so that's definitely an interesting move
3. The Twitter URL is officially gone...
4. Elon has gone and made up his own "slur"
5. Apparently, X is going to hide all action buttons to make the interface look cleaner. Yikes. We will expect engagement to plummet if this happens.

## POP CULTURE TRENDS & NEWS

If it's happening in Pop Culture, it's likely a conversation on the internet and keeps us smarter when it comes to everything from musical genres to embrace, celebrities to approach, and influencers to partner with! We covered 66 trends in May, here are our top 15.

1. New Eminem - especially this video - brought our little Millennial hearts so much joy
2. There was a live performance of The Lion King with most of the OG cast at the Hollywood Bowl last weekend with one notable Nepo baby. Yikes.
3. We haven't talked about the Try Guys since the internet-breaking scandal – and now there's new news!
4. Honestly, I am unsure how the Joe Burrow girlies are going to feel about this recent development.
5. Can we maybe someday soon say RIP to Ticketmaster's monopoly?!
6. Billie Eilish hosted a full listening party for her new album, which is honestly a pretty fun way to drop a new album.

7. Okay... have you seen the new official portrait of King Charles?! We have so many thoughts.
8. Donald Glover is back as Childish Gambino and launching a big tour this year
9. Did we cry during the first Wicked Trailer? W mean... didn't you?!
10. There was an insane amount of drama with Eurovision this year, including the disqualification of the clear frontrunner (Netherlands) right before the finals.
11. Maya Rudolph's Mother's Day Monologue – ICONIC
12. In the midst of the Kendrick and Drake beef - Macklemore dropped a surprise track to benefit Palestinians
13. Tom Brady also got roasted live on Netflix which, is good for him WE guess.
14. Ryan Gosling trolled his own movie premier and WE cannot.
15. Have you watched Baby Reindeer on Netflix yet? Would Stephen King's essay about how much he loved it convince you to start? (we also can't stop thinking about it)