



MARCH 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 A 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 skibidi 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. But 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 "GenZ 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! A rare phenomenon to win both platforms at once these days.
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 realllllly announced it.
3. Threads is slowly but surely pushing forward to be known for live sports.
4. How to become a XYZ - A super easy trend that anyone could hop on quickly!
5. Oh noooo, 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 had some fun poking 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 is in 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 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 apparently coming soon. It really feels like they're trying everything to get people to NOT advertise on X.
3. Mama, kudos for saying that. - People are finding fun ways to reuse this instantly iconic line from the most recent season of Ru Paul Drag Race!
4. Riding the TikTok ban's coat tails, 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 keeps us smarter when it comes to everything from musical genres to embrace, celebrities to approach, and influencers to partner with! We covered 71 trends in March, here are our top 15.

1. Beyonce Actii is here! And Jolene better watch her back.
2. Olivia Rodrigo has been keeping things really interesting on her tour! Her stop in St. Louis was no exception!
3. 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 around the Royal Family in March. First, the conspiracy theories around the Princess, the photoshopped picture, then rumors that King Charles Died. However, it all ended with a very somber announcement from Princess Kate.
5. Al Pacino announcing 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 that 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 he reunion was messssssssyyyyyyy. Did you watch it?
9. Were you lucky enough to see the new tiny Trader Joes bags before they went viral?!
10. As shoe trends come and go, us elder millennials are thankful we still have a shoe cabinet filled with Sperrys.
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.