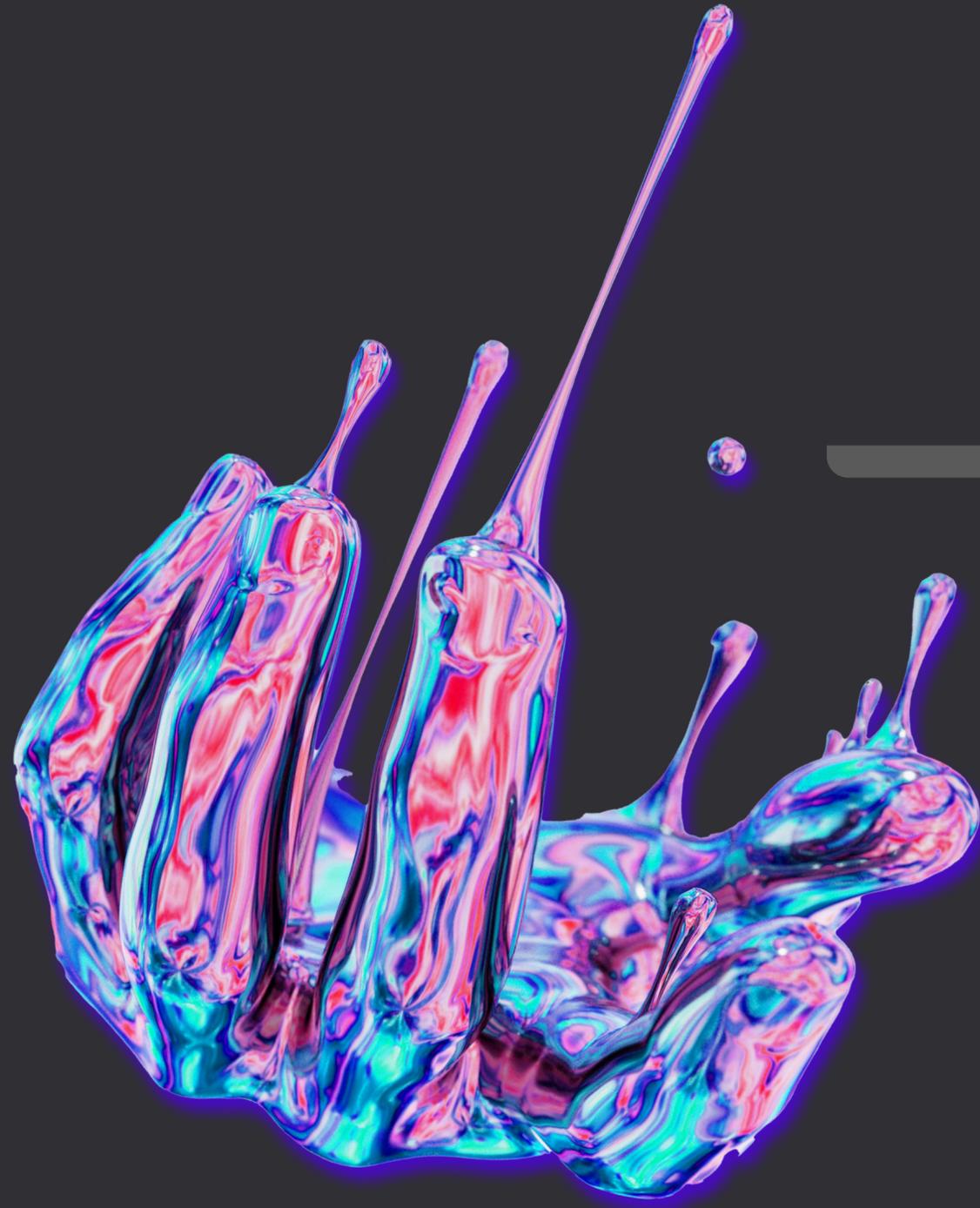


APRIL 2024 ISSUE

FLUME

DIGITAL DIARY



Social Media Tea: Spilled (But Not Forgotten)

Greetings, Flume Fam! Let's spill the digital tea on all the spicy updates that went down in April.

This month saw some exciting features, a sprinkle of controversy, and a major social media meltdown (whoops, "shutdown").

HIGHLIGHTS

X

X Leaked Your WHAT?! (Social Media Fails of April)

Instagram

DM Glow Up: Edit Your Regrets Away on Insta – Finally!

Threads

Threads Got Scheduled & Your Social Media Life Just Got Easier!

General

Social Media Meltdown: The World (Almost) Lost Its Mind

TikTok

TikTok Taking Over? Let's Spill the Tea on Its New Photo App ☕

**Want all the juicy details and expert insights?
Check out the full Flume Digital Diary.**

TWITTER/X

Leaky Call Feature:

Turns out, X's new calling feature might be a little too open, allegedly revealing user IP addresses. Not cool, X! User privacy is a priority, so this one's definitely a story to keep an eye on.

Pinned Posts & Premium Articles:

X is testing the waters with two big features: pinning capabilities that allow you to showcase a post to all your followers, and long-form articles for paying subscribers.

Flume Focus:

While X explores these free features, we are here to ensure that you can leverage them effectively. This means crafting engaging on-brand content for a broader reach and strategically utilising pinning for maximum impact.



INSTAGRAM

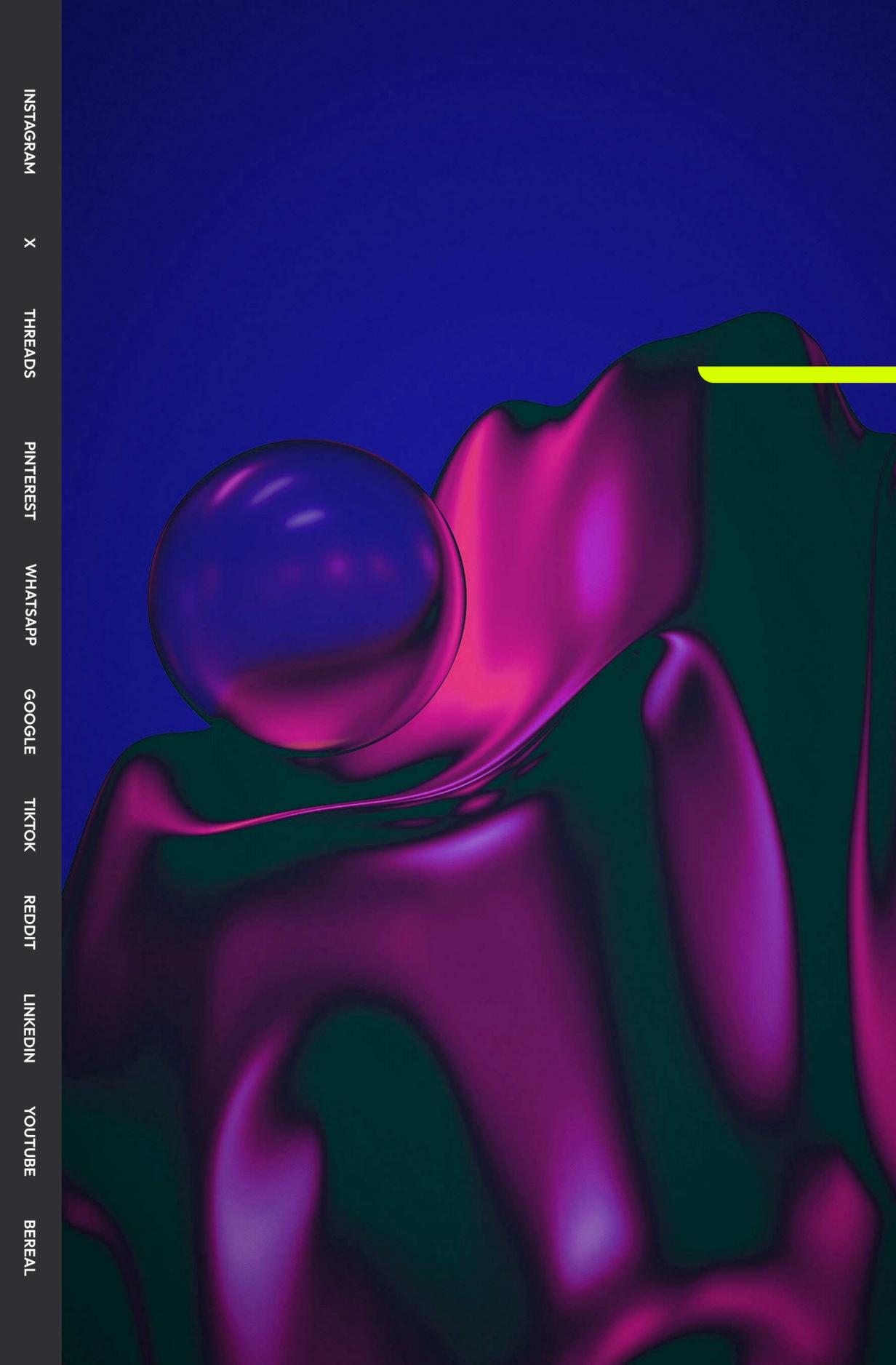
DM Glow Up:

Rejoice! Instagram DMs are getting a long-awaited makeover with message editing and pinned chats. This means no more accidental typos haunting conversations, and the ability to pin the most important chats for easy access.

Flume Focus:

Our teams of social media experts will help you craft engaging and personalised messages that nurture relationships with your followers in new ways.





THREADS

Threads Gets Scheduled:

Scheduling social media content is about to get easier! Threads is testing an API that would allow direct content scheduling within the platform – saving time and ensuring consistency.

Flume Focus:

Stay ahead of the curve! We'll help you leverage Thread's scheduling capabilities so your content reaches your audience at the right time.



GENERAL SOCIAL MEDIA SHENANIGANS:

Algorithm Updates:

Both Google and X (formerly Twitter) announced core algorithm updates to come this month. Stay tuned for a more in-depth analysis on how these updates might impact social media strategy.

Apple Podcasts & Transcripts:

Attention podcast lovers! Apple Podcasts has introduced transcripts. No more squinting to decipher muffled intros – finally, clear audio bliss!

The Great Social Media Meltdown (It Really Sucked!):

Remember that day when the entire Meta family (Facebook, Instagram, Threads) went dark? Let's just say it was a stark reminder of our dependence on these platforms.

Flume Focus:

The good news? Flume has a diversified social media strategy for our clients, so even during outages, we can still reach audiences through other channels.



BEYOND THE HEADLINES:

TikTok's Photo Play: Is Instagram Feeling the Heat?:

The rumour mill is churning! TikTok might be testing a stand-alone photo app. This could potentially change the social media landscape. Be ready to adapt in case it's needed.

TikTok Creator Rewards Expand & Engagement Rate Woes:

Great news for South African creators! TikTok is expanding its creator rewards program and lowering the payout threshold. However, a report by Rival IQ found a significant drop in TikTok's average engagement rate for brand content.

Pinterest Gets Inclusive with Body Type Filtering:

Loving this update! Pinterest's new body type filtering allows for more inclusive fashion searches. Brands can utilise this feature to create targeted campaigns that cater to a diverse range of audiences on the platform.



OTHER NOTEWORTHY UPDATES:

- LinkedIn's "Who Viewed Your Profile" feature: find out if a LinkedIn Influencer views your profile.
- Instagram is testing a "Spins" option for Reels that allows swapping out text or audio.
- X claims it's becoming a video-first platform.
- Google has started to automatically show social media posts on Business Profiles.
- Instagram might be testing attaching files to DMs.
- TikTok is expanding its Effect Creator monetisation programme and lowering payout thresholds.
- Spotify is adding music videos in-app for some countries.
- Reddit launched a new pro analytics suite with AI-powered insights.
- TikTok now lets users see who has viewed their story.



TOP AI NEWS IN APRIL

Faster Image Generation:

Researchers at MIT developed a new framework that generates high-quality images 30 times faster, and in a single step. This game-changer could revolutionise 3D modelling, making those virtual worlds even more fabulous.

OpenAI's Voice Cloning Tool (Coming Soon):

OpenAI unveiled its Voice Engine, capable of replicating voices with a short sample. While it's not quite ready for the world stage yet, OpenAI's promising responsible deployment with safeguards to prevent any dodgy shenanigans.

Tech Titans Splashing the Cash in the AI Pool:

It's a spending spree in the world of AI! OpenAI and Microsoft are rumoured to be splashing a cool \$100 billion on a server farm for a humongous AI supercomputer. Not to be outdone, Amazon coughed up a hefty \$2.75 billion to acquire Anthropic, a big name in generative AI. Looks like the tech giants are all vying for the top spot in the AI race.



TOP AI NEWS IN APRIL

Other News

Tools:

New AI tools were introduced, including Jamba (Mamba-based model for efficient text processing), Google AI overviews in search results, enhanced Microsoft Teams Copilot features, Adobe's GenStudio ad creation platform, and code scanning autofix powered by GitHub Copilot and CodeQL.

Research Reveals AI's Quirks and Concerns:

The research giants haven't been slacking! They've discovered that big language models use a surprisingly simple trick to recall information, which could help make them more accurate. However, there's a worry that these AI language models might be a bit too persuasive in conversations, potentially leading to some online trickery.

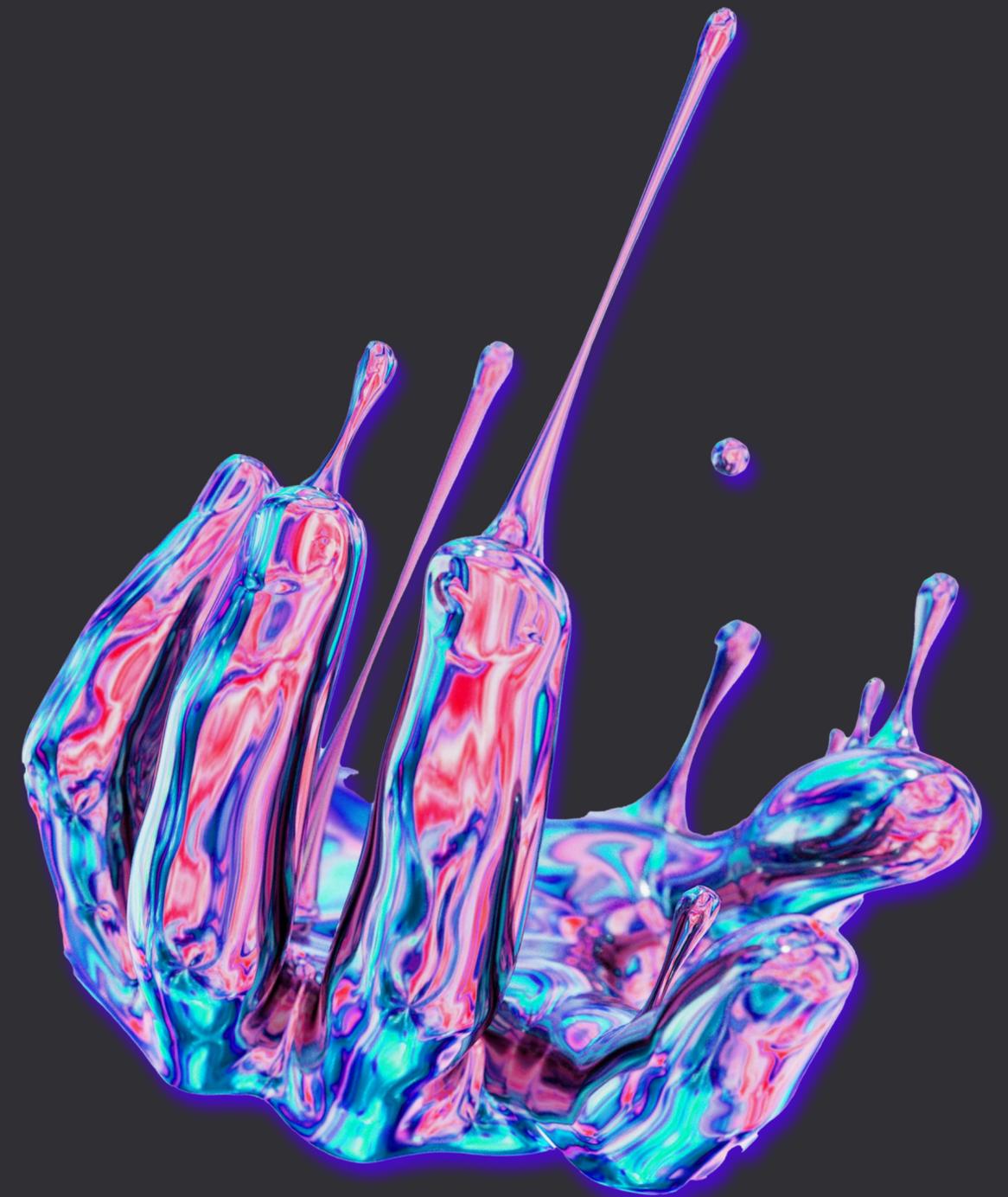
Ethical Concerns Keep Us on Our Toes:

As AI keeps growing, so do the worries about how it's being used. Questions have been raised about training AI models on copyrighted content, which wouldn't be very cool. Deepfakes are still a menace, with people using them to cause havoc in elections and create sus advertising campaigns. There are also concerns about biases in AI chatbots and the potential misuse of AI tools by governments. It's an AI minefield out there!



Stay woke, Flume Fam (whoops..... Stay “sharp”!)

The digital world moves fast. By staying informed and adapting our strategies, we ensure you're always ahead of the curve. Keep an eye out for our next issue, where we'll spill the tea on all the upcoming social media shenanigans!



VISIT OUR SITE

