

JULY 2024 ISSUE



FLUME

DIGITAL DIARY

HEY DIGITAL EXPLORERS,

June may have faded to black, but the Digital Diary is back in the spotlight, ready to illuminate the latest social media trends and AI advancements you need to shine online 💡

Remember the whispers of a changing social media landscape we shared last month? This issue opens the airlock, revealing galaxies populated with fresh updates, insightful analyses, and winning strategies to elevate your social media presence.

Get exclusive access to the hottest social media trends. We're spilling the tea on everything from AI-powered features to disappearing content. From hilarious meme-worthy moments on Instagram to shoppable videos on TikTok, we'll show you how to captivate your audience and dominate the digital universe.

So, strap in! Let's explore this universe of transforming planets, nova stars and other cosmic combinations.



HIGHLIGHTS:

AI NEWS ROUNDUP: JULY 2024 – TOP STORIES

From Lyrics to Life: AI Composes Music Based on Your Words 🎵

You Get an App! You Get an App! Apps for Everyone! Build Apps Like a Pro with Zero Coding Knowledge Required 🤖

China Flexes Major AI Muscles and the Text-to-Video Challenge Heats Up 🔥

SOCIAL MEDIA TEA SPILLS: JULY 2024

Gen Z Frenzy Facebook Lures Young Audience with AI & Video Power

Spammers Beware ▶ Instagram Focuses on Quality, Not Desperate Likes

Shop 'Til You Drop... Again! TikTok: A Goldmine for Brands & Creators 💰

FOMO Frenzy... Disappearing Delights on Instagram & Snapchat 👁️

Don't get left behind in the metaphorical space dust. Remember, when it comes to digital, "Nothing in this game stays the same."



01



AI NEWS BLAST
JULY 2024 EDITION

CALLING ALL AI AFICIONADOS!
GET READY TO INJECT SOME SERIOUS JET FUEL INTO YOUR
MARKETING STRATEGY WITH THIS MONTH'S HOTTEST AI NEWS



AI NEWS BLAST JULY 2024 EDITION

AI VS AI. THE RISE OF RENEGADE CHATBOTS? 🤖

Researchers have developed a tool that exploits vulnerabilities in popular chatbots like ChatGPT, Bard, and Bing Chat. This has raised concerns about the potential misuse of AI for malicious purposes.

Flume Focus: Stay ahead of the curve. We'll help you identify security risks associated with AI chatbots before they wreak havoc on your marketing plans.

APPLE & OPENAI. A STRATEGIC ALLIANCE 🤝

Apple and OpenAI are joining forces to bring ChatGPT to Apple devices. Millions will experience advanced AI features, potentially transforming how you interact with your favourite apps and gadgets. Buckle up... 🚀

Flume Focus: Prepare for an AI-powered future. We can adapt your marketing strategies to optimise user experiences that leverage AI integration.

DEMYSTIFYING AI. OPENAI SHEDS LIGHT ON LLMS 💡

OpenAI has published groundbreaking research revealing how large language models (LLMs) store information. This could lead to significant advancements in understanding and controlling AI behaviour. Fascinating stuff 🧠

Flume Focus: Gain a competitive edge. We can help you leverage insights from LLM research to develop laser-focused marketing campaigns that hit the bullseye.



AI NEWS BLAST JULY 2024 EDITION

WIX DEMOCRATISES APP DEVELOPMENT WITH AI 🤖

Wix has introduced a game-changing AI tool that allows anyone to build smartphone apps without coding knowledge 😲 This opens the door for a wider audience and could revolutionise the mobile landscape. Exciting times.

Flume Focus: Reach new audiences. We can help you explore the potential of AI-powered app development to expand your brand reach and engage customers on a new level. Let's get creative.

AI MUSIC CREATION: STABLE AUDIO OPEN TAKES CENTRE STAGE 🎵

Stable Audio Open is a new AI tool that generates music samples based on text descriptions. This could revolutionise music creation in marketing content.

Flume Focus: Elevate your content. Flume can help you explore using AI-generated music to create engaging and memorable marketing content.

CHINA'S AI AMBITIONS: KUAISHOU'S TEXT-TO-VIDEO CHALLENGE 📺

Kuaishou, a Chinese short-video app, launched its own text-to-video service, surpassing OpenAI's Sora in video length and realism. This highlights China's growing presence in the AI development race.

Flume Focus: Stay globally competitive. We can help you stay informed about international AI advancements and adapt your marketing strategies to remain competitive in a globalised market.



AI NEWS BLAST JULY 2024 EDITION

OPENAI PRIORITISES AI SAFETY WITH NEW RESEARCH

While the disbandment of OpenAI's "super alignment" team sparked concerns, its recent research focuses on identifying potential issues within AI models. This signifies a continued commitment to developing safe and reliable AI technology. Phew!

Flume Focus: Mitigate risks and build trust. We can help you implement ethical AI practices and ensure your marketing strategies align with responsible AI development principles.



BEYOND
THE HEADLINES



BEYOND THE **HEADLINES**

GOOGLE'S NOTEBOOKLM GOES GLOBAL 🌐

Google's AI tool, NotebookLM, is now available in over 200 countries and supports multiple languages. This allows users to summarise documents, ask burning questions, and tap into the power of AI . no matter where they are.

APPLE UNVEILS "APPLE INTELLIGENCE" 🍏

Apple's brewing a secret sauce called "Apple Intelligence". This AI system will infuse iPhones, iPads, and Macs with superpowered smarts, leveraging OpenAI's chatbots and offering on-device or cloud processing for tasks. Think of personalised experiences and a whole new way to interact with your favourite Apple gadgets.

AMAZON'S "PRIVATE INVESTIGATOR" AI TOOL IMPROVES EFFICIENCY 🕵️

Amazon's got a new sheriff in town: a detective AI named "Private Investigator". This brainy tool sniffs out damaged products before they reach your doorstep, streamlining operations and reducing waste. It's a win-win for the environment and your next online purchase.

AI VIDEO STARTUPS GAIN MOMENTUM 🏃

AI video startups like Pika are raking in investments and shaking up the industry with mind-blowing video generation tools. Get ready for some serious competition between these new players and the big names like OpenAI and Google.

SALESFORCE INVESTS IN THE FUTURE WITH AI FOCUS 💰

This tech giant is building a brand-new AI centre in London, fostering collaboration, training future AI experts, and creating a whopping half a million AI-related jobs. Talk about a future-proof investment.



BEYOND THE **HEADLINES**

SHUTTERSTOCK MAKES MILLIONS FROM AI DATA LICENSING 📸

Remember all those cat videos you uploaded years ago? Turns out they might actually be worth something 😄 Shutterstock, a stock photo and video company, generated \$104 million in revenue last year through licensing its data to AI companies. This highlights the growing demand for AI fuel.

CHATGPT BACK ONLINE: THE CHATTY AI CATCHES ITS BREATH 🗣️

OpenAI's chat sensation, ChatGPT, experienced some hiccups recently, including a major daytime outage in the US of A. Thankfully, the issues were resolved, and ChatGPT is back to its chatty self.

AI CHATBOTS STRUGGLE WITH ELECTION QUESTIONS 😞

A study found that AI chatbots, including Google's Gemini 1.0 Pro and OpenAI's GPT. 3, provided incorrect information 27% of the time when asked about voting and the 2024 USA elections. This raises concerns about the potential impact of AI on voter decision-making.



BEYOND THE **HEADLINES**

This month's AI news is just a taste of the incredible things to come 🚀

The future of marketing is powered by AI, and it's moving faster than a comet streaking through space!

Buckle up, marketers, and get ready to leverage these **groundbreaking tools to reach new heights.**

Remember, AI is here to be your teammate, not your overlord. Use it wisely, and watch your brand become an unstoppable force.

Stay tuned next month for more ways to supercharge your marketing with the power of AI!



03

SOCIAL MEDIA SAVVY: UPDATES YOU NEED TO KNOW THIS JULY

Get ready for a July social media shakeup! This month, major platforms are rolling out a wave of changes, from algorithm tweaks that could impact your reach to exciting new features designed to boost engagement. We'll break down everything you need to know to stay ahead of the curve and leverage these updates to your advantage.

Being on the edge of the final frontier can feel terrifying. This update is your one-stop shop for navigating the ever-changing cosmos of social media and its coolest (and not-so-hot) updates. And each update is designed to help you dominate your digital strategy.

We've been brewing up insights on platform updates, how they might impact your approach, and most importantly, how you can leverage them to truly connect with your audience. **So, grab your favourite mug and let's dive into this month's social media updates.**



04

META



META



FACEBOOK

FACEBOOK: SETTING ITS SIGHTS ON GEN Z

Farewell, Flying under the Radar... 🛫

Facebook is actively courting Gen Z with AI features, video improvements, and more creator opportunities. Gen Z, growing in buying power by the day, could be a valuable new audience segment for you.

Flume Focus: We can help develop content strategies that resonate with younger demographics to make your brand more engaged with Gen Z online.

FACEBOOK AND INSTAGRAM ARE UNDER INVESTIGATION (IRONICALLY)

Child Protection Concerns 🤔

Facebook and Instagram are under formal investigation over child protection concerns in the European Union. This could mean potentially stricter content moderation policies.

Flume Focus: We can keep you informed about these developments and ensure your content adheres to evolving community guidelines.



META

INSTAGRAM

INSTAGRAM'S FOCUS ON QUALITY – IT'S TIME TO EMBRACE SOME NEW FEATURES

UNSKIPPABLE ADS ON THE HORIZON? 🖼️

Brace yourselves! Instagram might be testing unskippable ads in-feed. This means that organic content needs to be just that bit more engaging to stand out.

Flume Focus: We'll stay informed about ad formats and suggest alternative advertising strategies if needed.

MEME MANIA 🐸

Get ready to unleash your inner meme lord... Instagram might be testing a CapCut-style feature to add trending memes to your posts. Memes can be a powerful tool for cultural relevance and humour.

Flume Focus: We can identify trending memes and integrate them seamlessly into your brand voice.



META

INSTAGRAM

ENGAGEMENT IS KING 🏰

Instagram wants to see authentic interaction, not desperate pleas for likes. It's time to focus on high-quality content that sparks conversations.

Flume Focus: We can analyse your audience and craft compelling captions that drive organic engagement.

QUALITY COUNTS DOUBLE 🌐

Engagement on Instagram suffers with Reels over 90 seconds, videos with third-party watermarks, and low-quality content. Invest in good production value and original content.

Flume Focus: We can develop a content calendar, source royalty-free stock photos and music, and refine your editing skills.

STORY TIME GETS A BOOST 🚀

Keep an eye out for "Lately", a feature highlighting recent Stories on your profile. Showcase your best recent Stories and keep your profile dynamic.

Flume Focus: We can craft a cohesive Story strategy that utilises interactive elements to boost engagement.



META



INSTAGRAM

HERE COMES THE PLAYLIST PARTY 🎉

Instagram might be letting users create public Reels playlists, just like TikTok 🗣️ Increase watch time and engagement with curated themed playlists.

Flume Focus: We can help you curate Reels playlists that showcase your brand's personality and expertise.

DISAPPEARING DELIGHT? 🧟

Instagram's testing Peek (formerly Quick Snap), a Snapchat-like feature for sending unedited, disappearing photos. This is perfect for behind-the-scenes content or time-sensitive promotions.

Flume Focus: We can create captivating disappearing content that drives a sense of urgency and exclusivity.

Meta Key Takeaway: Double down on high-quality content, embrace interactive features, and adapt your strategy to the evolving ad landscape.



TIKTOK



TIKTOK

TikTok: A Goldmine for Brands and Creators



SHOP 'TIL YOU DROP, AGAIN! 🤖

With 92% of users taking action after watching a video, TikTok is a haven for product discovery 👁️ This has massive potential for brand discovery and sales through TikTok Shop.

Flume Focus: We can help you create engaging video content that showcases your products organically and drives sales.

HACK ALERT! 🚨 HEADS UP, CREATORS.

Brand and celebrity accounts are being targeted and hacked via TikTok DMs. Be vigilant about suspicious DM activity.

Flume Focus: We can provide cybersecurity best practices and help you develop a comprehensive social media security plan.

LONG-FORM FUN? 🏃

TikTok might be testing 60-minute uploads. These uploads have potential for in-depth tutorials or behind-the-scenes content.

Flume Focus: We can help you develop engaging long-form content that keeps viewers hooked.



LINKEDIN



LINKEDIN



SHRINKING LINKS AND PAY TO PLAY PREVIEWS 💰

LinkedIn is shrinking link previews unless you pay for premium features. Let's craft compelling post copy that entices users to click through.

Flume Focus: We can help you write effective post captions and headlines that drive clicks, regardless of link preview size.

PERFECT POST TIMING ⌚

For peak engagement on LinkedIn, aim for Tuesdays and Wednesdays, 10am - 12pm, but always analyse your own data. Schedule posts for optimal reach based on your audience's activity.

Flume Focus: We can analyse your audience demographics and historical data to recommend the best posting times for your brand.



**OTHER NOTEWORTHY
UPDATES**



OTHER NOTEWORTHY UPDATES

PINTEREST

PINTEREST – A GEN Z POWERHOUSE? GEN Z TAKES OVER 🎯

A new report from Pinterest shows Gen Z makes up over 40% of Pinterest's users and are highly engaged. Pinterest could be a goldmine for visually-driven content.

Flume Focus: We can develop engaging Pinterest boards and optimise your profile to attract this lucrative demographic.

YOUTUBE

DREAM IT, STREAM IT 🚀

The platform's testing Dream Screen, an AI-powered tool that generates video and image backgrounds. Dream Screen has potential for more creative and immersive video content on YouTube.

Flume Focus: We can explore Dream Screen's capabilities and integrate it into your video production workflow.

SNAPCHAT

LIKES DON'T MATTER (BUT WE STILL DO) 🧑‍🤝🧑

Less likes, more love? Snapchat's latest campaign emphasises genuine connection over vanity metrics. This emphasises the importance of building authentic relationships with your audience.

Flume Focus: We can develop engaging content that fosters interaction and community building.



OTHER NOTEWORTHY UPDATES

X (FORMALLY TWITTER)

PRIVATE LIKES? 🤔

The former Twitter (now X) is testing making liked posts private. This could shift how users engage with content on X.

Flume Focus: We can monitor the situation and adapt your content strategy based on how X's new features evolve.

X CLAIMS 600 MILLION MONTHLY ACTIVE USERS 🤑

Elon Musk claims that X has 600 million monthly active users. X remains a significant platform with a large user base, and is ever-so-lucrative as a result.

Flume Focus: We can help you determine if X aligns with your target audience and develop a winning strategy if so.

GOOGLE

GOOGLE'S BIG BOOK OF SEARCH SECRETS LEAKED 📖

A 2 500-page document about how Google Search works has been leaked. This has given us a host of new, potential insights into SEO best practices.

Flume Focus: We can stay informed about SEO trends and optimise your content for better search engine visibility.



OTHER NOTEWORTHY UPDATES

OPENAI AND REDDIT

A MATCH MADE IN AI HEAVEN ☁️

OpenAI and Reddit have come to a deal that allows OpenAI to train its models on Reddit's data. This has potential for more sophisticated AI-powered features across both platforms.

Flume Focus: We can keep you updated on AI advancements and explore how they might impact your social media strategy.

BUMBLE

MAKES A BEELINE FOR FRIENDS 🐝

Bumble has acquired community app Geneva in a mission to expand its friend-finding features. This could lead to new social connection opportunities.

Flume Focus: We can help you explore these new features and see if they align with your brand's target audience.

SMARTPHONES FOR UNDER-16S? NOT SO FAST! 🚔

MPs are urging the UK government to ban smartphones for under-16s. This could mean stricter regulations around social media use by minors.

Flume Focus: We can help you stay compliant with evolving social media regulations.



FLUME IS HERE TO HELP YOU NAVIGATE THESE UPDATES AND CRAFT A WINNING SOCIAL STRATEGY.

WE OFFER A COMPREHENSIVE SUITE OF SERVICES, INCLUDING:

Social Media Audits 📋

We'll assess your current presence across platforms and identify areas for improvement.

Content Strategy Development 🗣️

We'll help you create engaging content that resonates with your target audience.

Community Management 📱

We'll manage your social media interactions and build a strong online community.

Social Media Advertising 📢

We'll develop targeted ad campaigns to reach your ideal customers.

Analytics and Reporting 📊

We can track your social media performance and provide actionable insights.



DON'T LET THESE UPDATES LEAVE YOU BEHIND!

CONTACT US TODAY AND WE CAN HELP YOU CONQUER ALL THE **CONTINUOUSLY SHIFTING PLANETS OF SOCIAL MEDIA.**

PS Here are a few additional tidbits we gleaned from our social media deep dive:

Instagram is allegedly working on users being able to create public Reels playlists (like on TikTok). This could be a game-changer for discoverability and binge-watching content.

Threads is testing Pinned Columns via the web, similar to what you could do via TweetDeck. This could enhance organisation and information sharing within the platform.

Stay tuned for our next transmission, where we'll journey even deeper into these stellar developments and what they mean for your social media success. ✨



**SOCIAL MEDIA
INFINITY STONES:**
THE JULY FLUME
FAVOURITE



SOCIAL MEDIA INFINITY STONES: THE JULY FLUME FAVOURITE

YOUR BRAND'S INFINITY STONES AWAIT 🧙

Build a social media presence that's fire with a team that knows what's up. Forget superheroes - we're talking about a league beyond. Imagine the combined might of the Infinity Stones, each amplifying the others. That's the magic of each social media platform, like a distinct Infinity Stone. By combining them, our social team can craft a multi-faceted social media strategy that leverages the unique strengths of each platform.

Craving a devoted following that eagerly awaits your every post? Look no further than our social media wizards - they're your very own Thanos. They'll assemble a loyal audience through exceptional listening skills, engaging interactions, and a constant stream of innovative content ideas. Let's delve into the strategies that ensure your message reaches the farthest corners of the social media universe.

NAVIGATING THE SOCIALVERSE 🌌

Social media can be a wild frontier, filled with potential threats. Luckily, our team is equipped to guide you through any crisis with their VICE framework. This framework helps our social team assess the impact of a potentially damaging social media mention or complaint.

Validity: We assess the situation with laser focus - is this a minor blip or a full-on meteor hurtling towards your brand?

Influence: Who's wielding the social media hammer? A lone disgruntled user or a powerful influencer with a legion of followers?

Credibility: Is this coming from a reliable source, or a random internet troll with an axe to grind?

Economic Impact: What are the potential financial repercussions? Will it result in brand damage and even a loss of business?



SOCIAL MEDIA INFINITY STONES: THE JULY FLUME FAVOURITE

Ultimately, the team will

1. Gauge the seriousness of the social media issue by using the specially designed VICE Crises Severity Formula.
2. Respond appropriately, quickly limiting any harm.

PS: Remember, a careless response from the brand can be the Hulk Smash that turns a small issue into a full-blown social media meltdown. 🤪

MASTERING THE MULTIVERSE & CHOOSING YOUR INFINITY PLATFORMS 💎

The social media landscape is a vast and complex universe, and each platform holds the power of an Infinity Stone. Our Platform Matrix acts as the cosmic gauntlet, helping us assemble the perfect combination for your brand.

Just like each Infinity Stone possesses unique abilities, every platform offers distinct features. We'll identify which platforms best complement your brand's goals. Imagine wielding the Mind Stone's telepathic powers on one platform and the Reality Stone's reality-warping abilities on another.

Resources are valuable, and the Platform Matrix ensures an efficient strategy, maximising your reach within budget.

A seamless brand experience across all platforms is key. We'll craft a strategy that ensures your message resonates throughout the entire social media multiverse. This goes beyond just choosing platforms. The Platform Matrix empowers us to create a powerful content strategy, avoiding repetitive content and ensuring maximum value for your audience.



SOCIAL MEDIA INFINITY STONES: THE JULY FLUME FAVOURITE

THE INFINITY GAUNTLET OF CONTENT ∞

Remember Thanos' disastrous plan to use the Infinity Stones for the same purpose across planets? Mirroring content across platforms is the social media equivalent. Just like each Stone demands a unique approach, each platform requires tailored content to truly engage your audience. Repetitive content can turn even the most loyal followers into social media ghosts, unfollowing you across all platforms. Just. Don't. Do. It.

So how do you deliver a consistent message across platforms without appearing robotic? The key lies in understanding the specific audience and functionalities of each platform, as well as the core message you want to convey.

Use the Infinity Gauntlet of content creation that's at your fingertips when you work with us. Don't settle for "Loki" results when your brand's content strategy could be conquering universes.

Social media obscurity? No, thanks!

Contact us today and let our team of social media Avengers guide you to intergalactic success. We'll help you wield the power of the Infinity Platforms, craft content that resonates across the social media multiverse, and keep your audience engaged for an epic social media saga.

CONTACT THE TEAM TODAY



CHART YOUR COURSE TO SOCIAL MEDIA SUPREMACY 🚀

Hold onto your spacesuits, **Digital Explorers**. This interstellar voyage through the Digital Diary has equipped you with the latest intel on social media trends and the celestial power of AI. Now it's time to blast off and conquer the social media universe.

Ready to put these insights into action? Here are your launch commands: Share this knowledge and spread the cosmic wisdom by forwarding this Digital Diary to your fellow digital media deep divers.

Contact us: Have a burning question or a social media mission you need help with? Our team of digital heroes are ready to assist.

LET'S BOLDLY GO WHERE **NO BRAND** HAS GONE BEFORE.

VISIT OUR SITE

