

SEPTEMBER 2024 ISSUE

A digital illustration featuring several blue and purple flowers with detailed, textured petals and centers. The flowers are set against a black background with faint, white line-art sketches of leaves and stems. A white butterfly is perched on one of the flowers in the upper right quadrant. The overall style is a blend of realistic digital painting and fine-line sketching.

FLUME DIGITAL DIARY



DIGITAL GROWTH ENTHUSIASTS,

As spring unfolds and nature awakens, the Digital Diary embraces this vibrant season with fresh perspectives and exciting innovations. We're here to share the latest in AI advancements and marketing strategies that resonate with the spirit of growth and renewal this time of year brings.

From the budding potential of AI to the flourishing social media landscape, explore how these trends can help your brand thrive. Embrace the spirit of spring as we delve into ideas and solutions designed to refresh your strategies and drive success.

Here's to a season of growth and new opportunities 🌸



HIGHLIGHTS

AI NEWS ROUNDUP:

SEPTEMBER 2024 – TOP STORIES BLOOMING

Meta's Llama-3.1 🐑 Unveiled

Meta's latest release, Llama-3.1, introduces the world's most powerful open-source LLM, surpassing previous benchmarks and setting a new standard for AI capabilities.

Google's Gemini 1.5 Flash 🚀 Accelerates Performance

Google's Gemini 1.5 Flash brings a significant upgrade with enhanced speed and a larger context window, expanding its language capabilities and improving user interactions.

Apple Intelligence Delayed 📅 The New Rollout Plan Below

Apple's highly anticipated Intelligence launch has been rescheduled to October, allowing more time for development and ensuring a robust and secure feature set.

SOCIAL SPILLS:

SEPTEMBER 2024 – NEW GROWTH, NEW GAINS

Meta's AI Studio Launch 🤖

Create Custom AI Bots with Ease

Instagram's Reels Music Upgrade 🎧

Add up to 20 Songs to Your Reels

X's Trend Genius Ads 📈

Align Your Ads with Hot Topics Effortlessly

Threads Gets Trendy ✨

Blue Labels for Trending Topics Unveiled

Canva's New AI Adventure 🎨

Dive into Its Creative Wonderland



As spring breathes new life into the world, seize the opportunity to cultivate your digital strategies with the latest trends and insights 🌱 Stay tuned as we share innovative ideas and solutions that will help your brand blossom and thrive in this season of growth 🌸





CHAPTER

01 AI NEWS BLAST



AI NEWS BLAST

🌻 SPRING INTO AI INNOVATION: SEPTEMBER 2024 EDITION 🌿

🌟 Welcome to this month's AI News Blast, where we celebrate the season of renewal with a fresh wave of innovations. Just as nature awakens with vibrant energy, our exploration of AI advancements reveals a blossoming landscape of cutting-edge technologies. This month, we delve into the latest breakthroughs that promise to invigorate your digital strategies and set the stage for new opportunities. From Meta's groundbreaking Llama-3.1 to Google's enhanced Gemini 1.5 Flash, discover how these advancements are shaping the future of technology and marketing.



AI NEWS BLAST

APPLE INTELLIGENCE DELAYED

Apple's highly anticipated Apple Intelligence will not make its September debut as initially planned. The release is now scheduled for October, aligning with the rollout of iOS 18, iPadOS 18, and macOS Sequoia. A developer beta featuring some Apple Intelligence functionalities will be available soon. The delay is likely due to concerns about feature stability and a desire to provide developers with more time for testing, security enhancements, and bug fixes before the full launch.

Flume Focus: We can plan for the potential changes, making sure that integrating Apple Intelligence into your technology stack is seamless. We can also assess how the updated features might impact your brand's performance and prepare for adjustments accordingly.

GEMINI 1.5 FLASH UPGRADE

Google's Gemini chatbot has received a major upgrade with the introduction of Gemini 1.5 Flash. This lighter, faster version replaces the old Gemini 1.0 Pro and features a significantly expanded context window – from 8 000 to 32 000 tokens – enhancing its ability to handle complex queries and provide relevant responses. Gemini 1.5 Flash is now available in 40 languages across 230 countries and includes additional information and source links within responses. Users can also upload files for analysis from Google Drive and local devices, a feature previously exclusive to the paid Gemini Advanced.

Flume Focus: Let's leverage Gemini 1.5 Flash's advanced features for more precise targeting and richer content creation in your campaigns. We'll keep you updated on how these enhancements can be applied to elevate user engagement.



AI NEWS BLAST

LLAMA-3.1 DEBUTS 🐑

Meta has officially introduced Llama-3.1, the latest addition to its open-source LLM lineup. This new model, with a staggering 405 billion parameters, surpasses previous benchmarks and is now the largest open-source LLM available. Llama-3.1 has been trained on 15 trillion tokens using over 16 000 H100 GPUs. Meta claims it outperforms GPT-4, GPT-4o, and Claude 3.5 Sonnet. The models are available for download from Meta or Hugging Face.

Flume Focus: Explore how integrating Llama-3.1 into your AI tools can enhance content creation and customer interactions. We'll help you utilise its capabilities for optimising marketing automation and delivering personalised experiences.

SEARCHGPT ANNOUNCED 🔍

OpenAI has introduced SearchGPT, an AI-powered search engine that is currently available as a prototype for 10 000 test users. It aims to integrate search capabilities into ChatGPT in the future. SearchGPT represents a potential challenge to Google and other search engines. It offers publishers the ability to manage their content's use in OpenAI's search features and opt out of training the models – all while still being included in search results.

Flume Focus: With our help, prepare to adjust your SEO strategies to align with emerging AI-driven search trends. This involves understanding the evolution of SearchGPT and its potential impact on search engine marketing.

PWC'S GLOBAL ARTIFICIAL INTELLIGENCE STUDY 📊

AI can significantly impact productivity and GDP growth, with strategic investment being crucial. This study highlights how AI-driven product enhancements will contribute to major economic gains, especially in China and North America.

Flume Focus: Identify strategic investment opportunities in AI technologies and how they can enhance your marketing efforts and operational efficiency. We'll help you stay informed about the latest trends to maximise AI's benefits for your business.



AI NEWS BLAST

GOOGLE'S AI POSITION AND SEARCH LANDSCAPE 🌐

Despite the rise of generative AI, Google remains a dominant force in search. It has seen substantial growth in revenue and market share, possibly because generative AI is still in its early stages.

Flume Focus: Stay updated on Google's innovations and market position. With our guidance, adapt your digital strategies to leverage Google's strengths and navigate shifts in search engine dynamics.

SOUNDRAW: CUSTOM MUSIC IN SECONDS 🎵

This is an AI tool that generates custom music based on style, genre, and mood. It offers unlimited royalty-free use, providing an easy solution for creating on-brand music without the need for music skills.

Flume Focus: Integrate SOUNDRAW into your content creation toolkit to boost creativity and streamline the production of marketing materials. We'll help you use it to enhance your brand's audio identity.

ELON MUSK TEASES GROK 3.0 LAUNCH 🚀

Elon revealed plans for xAI's Grok 3.0 to match or exceed ChatGPT-4's capabilities. It's anticipated to be the most powerful AI yet, with a projected launch by December.

Flume Focus: We'll keep you in the loop with xAI's developments – they might enhance your digital strategies one day. Integrating advanced AI capabilities into your marketing approach could soon be a reality.



AI NEWS BLAST

META QUEST EXPANSION 🧠

Meta AI will be integrated into Meta Quest 2 and Meta Quest 3 devices next month, featuring real-time answers, multimodal vision, and enhanced VR/AR experiences. The update is initially available in the US and Canada.

Flume Focus: We can help you explore how Meta AI's new features can enhance your VR/AR marketing strategies. Learn how to utilise its capabilities for immersive experiences and innovative user interactions.

🌱 SPRING: THE SEASON SPROUTING WITH POSSIBILITIES

September rains and sunshine bring growth and rejuvenation in more ways than one. As AI evolves, so should your brand. Each update in AI tech reflects the dynamic spirit of spring, offering fresh insights and transformative potentials. Stay tuned as we continue to uncover the latest advancements that will inspire and empower your digital journey ✨



CHAPTER

02 SOCIAL MEDIA'S **GROWTH SPURT**



SOCIAL MEDIA UPDATES



SOCIAL MEDIA'S DELICIOUS GROWTH SPURTS: SEPTEMBER 2024 EDITION 🌱

Spring is in the air, and so are fresh opportunities for your social media strategy 🦋

This month, we're serving up a bouquet of the latest trends and insights to help your brand blossom. From AI-powered creativity to engaging content ideas, it's the perfect time to refresh your feed. Let's dive in 🌊



SOCIAL MEDIA UPDATES

META

AI Creation with Meta's New Studio 🧑🏻‍🤝‍🧑🏻

AI Studio is a new platform that lets users create their own AI bots. This tool opens up a world of possibilities for personalising customer interactions and automating tasks.

Flume Focus: We can help you create bespoke AI bots to enhance user interaction and drive engagement through personalised experiences. Let's examine the possibilities with Meta's AI Studio.

Become an Artist with Imagine Me 🎨

Meta's new AI feature Imagine Me allows users to create images based on a photo and a creative prompt, like "Imagine me as a Tim Burton character." 🗣️

Flume Focus: Let's explore unique ways to use this feature for eye-catching social media content that captivates your audience.



SOCIAL MEDIA UPDATES

FACEBOOK

Time for “Cliff Notes” 🗨️

Meta is trialling AI comment summaries on Facebook, which will summarise comments under posts to enhance readability and user engagement.

Reels Gets a Makeover 🌹

Facebook is experimenting with a Clear Mode for Reels, designed to offer a streamlined viewing experience similar to TikTok’s interface.

Flume Focus: Take advantage of Facebook’s new features 🏆 Our team can assist in integrating these innovations into your content strategy, ensuring your brand remains at the forefront of social media trends.

INSTAGRAM

Notes – More than Just a Scribble 📝

Instagram has expanded its Notes feature, allowing users to add notes to their Reels and Feed posts, enhancing content organisation and interaction.

Flume Focus: We can help you integrate Notes into your content strategy, making your posts more informative and engaging.



SOCIAL MEDIA UPDATES

INSTAGRAM

Navigation Shake-Up ✨

Instagram is experimenting with placing the DM button in the middle of the navigation tab and moving the create post icon to the top, next to notifications.

Flume Focus: Stay ahead of these changes with our support in adapting your content creation workflow to the new layout.

Collaboration Corner, Grab a Partner 🧑🧑

A new feature in Instagram's Professional Dashboard lets users add an "open to collaborating" status to their profile and DMs.

Flume Focus: We can help you leverage this feature to find and engage with potential collaborators, expanding your network and content opportunities.

Size Doesn't Matter (Much) in Carousels 🤔

Instagram now allows users to upload carousels with different sized images, but posts with a 9:16 aspect ratio cannot be boosted.

Flume Focus: Optimise your carousel posts for maximum engagement while keeping in mind the limitations on boosted posts.



SOCIAL MEDIA UPDATES



INSTAGRAM

More Music, More Magic – Reel It In 🎧

Instagram now lets users add up to 20 songs in a single Reel, providing more creative flexibility for content creators.

Flume Focus: Learn how to enhance your Reels with diverse musical elements to capture and retain audience interest.

Super Like Feature for Stories 💖

Instagram is allegedly working on a Super Like feature for Stories that users can only use once per day.

Flume Focus: Utilise this feature to drive deeper engagement and reward your most loyal followers.

Pics Please 📷 Sticker for Stories

Instagram is working on a new sticker for Stories called Pics Please where users can collect photos that then get sent when they use that sticker.

Flume Focus: Incorporate this sticker into your Stories to boost user interaction and collect user-generated content.

Doubling Down on Short & Sweet 🍬

According to Adam Mosseri, Instagram will not prioritise long-form content in the near future, focusing instead on short-form formats and other engaging content types.

Flume Focus: We'll help you adjust your content strategy to align with these platform changes, optimising both reach and engagement.



SOCIAL MEDIA UPDATES

THREADS

All Glowed Up 🥰

Threads is introducing a blue label to highlight posts related to trending topics, making it easier for users to find and engage with popular discussions.

Text Takeover? 🤖

A new survey reveals that 63% of posts on Threads are text-only, highlighting a significant trend towards simplicity and text-based content on the platform.

Tapping into “Remix Culture” 🎵

Threads is testing a new feature that allows users to re-share media while crediting the original poster, fostering better content attribution and engagement.

Flume Focus: Utilise Threads’ new blue label for trending topics and media re-share options to boost your content’s visibility and engagement. Our team can guide you in crafting strategies that take full advantage of these updates.



SOCIAL MEDIA UPDATES

X (FKA TWITTER)

Crackdown on Spam – New Feature to Block Links in Replies ❌

X is testing an option that lets a user block links in post replies, which could reduce spam and improve conversation quality.

Flume Focus: We can help you navigate these changes and ensure your engagement strategies are aligned with the latest platform features.

AI-Powered Trend Genius Ads – Smarter Targeting 🧠

X has introduced Trend Genius Ads, which uses AI to identify hot topics and align ad placements within relevant mentions.

Flume Focus: Let us assist you in creating AI-driven ad campaigns that tap into trending topics, boosting your visibility and engagement.

Did Someone Say Golden Ticket? 🎟️ Free Pass to Premium 🏆

X is looking to provide free trials for Premium subscriptions, encouraging more users to explore the benefits of the premium service.

Flume Focus: Develop a strategy to leverage these free trials – they could enhance your brand's presence and engagement on X.



SOCIAL MEDIA UPDATES

TIKTOK

Creators to Set the Stage 🧑🎤

TikTok has introduced the ability to upload cover images for videos, giving creators more control over their content presentation.

Flume Focus: Enhance your video strategy by creating compelling cover images that attract more viewers to your TikTok content.

Musicians Get a Direct Path to the Hall of Fame 🎵

TikTok has partnered with DistroKid, allowing musicians to create official TikTok Artist Accounts directly from the DistroKid dashboard.

Flume Focus: We can help musicians optimise their presence on TikTok, leveraging this partnership to grow their fanbase and engagement.

Eventbrite's In-Stream Event Promotion Goes Live 🌟

TikTok's new partnership with Eventbrite allows users to promote events directly in-stream, similar to TikTok Shop links.

Flume Focus: Maximise your event promotions with our strategies to seamlessly integrate Eventbrite links into your TikTok content, driving more attendance and engagement.



SOCIAL MEDIA UPDATES

TIKTOK

Desktop Popularity Sorting – Find Your Viral Hits 🔍

TikTok now allows users to sort through an account's videos by popularity on desktop.

Flume Focus: Utilise this feature to highlight your most engaging content and attract new followers.

YOUTUBE

The Power of the Soundtrack 🎧

YouTube adds an option for creators to save music from their Shorts feed, making it easier to incorporate trending tracks into their content.

Flume Focus: Optimise your Shorts with popular music to increase their appeal and reach.

Get Ready to Join the Trend – Yours for Shorts 🏃

YouTube is testing an Add Yours feature for Shorts, similar to Instagram's version, encouraging user interaction and content sharing.

Flume Focus: Encourage your audience to participate in this interactive feature to boost engagement and create a sense of community.



SOCIAL MEDIA UPDATES

YOUTUBE

Get Closer to Your Fans – Community Spaces 🗨️

YouTube is working on Community Spaces, a feature that provides a dedicated space for fans to interact via text-based posts.

Flume Focus: We can help you utilise this to foster deeper connections with your audience through engaging text-based content.

Levelling Up Shorts 📈

YouTube is testing the ability to edit thumb frames, as well as to add text and filters, enhancing the customisation of Shorts thumbnails.

Flume Focus: Make your Shorts stand out with eye-catching thumbnails, increasing the likelihood of attracting viewers.

WHATSAPP

Never Miss an Important Message Again 📌

WhatsApp has introduced a Favourites filter, making it easier to find chats and calls from important contacts.

Flume Focus: We'll help you manage important communications more efficiently by prioritising key conversations.



SOCIAL MEDIA UPDATES

LINKEDIN

A New Way to Connect with Your Audience 📧

LinkedIn is launching sponsored newsletters for company pages, providing a new way to reach and engage with your professional network.

Flume Focus: Develop compelling newsletters to engage your audience and drive thought leadership on LinkedIn with our help.

SPOTIFY

Open Mic – Podcast Comments Are Now Live 🗣️

Spotify now lets users leave comments on podcasts. Podcast creators can approve comments, opt out, or have comments available for the whole show or specific episodes.

Flume Focus: Engage with your podcast audience more effectively by managing and responding to comments, fostering a community around your content.



SOCIAL MEDIA UPDATES

CANVA

Canva Goes AI 🤖 Is It Worth the Hype? 👁️

Canva has acquired Leonardo.ai, expanding its suite of creative tools and enhancing its AI capabilities. This move is set to bolster Canva's design features and capabilities further.

Flume Focus: Leverage these enhanced AI capabilities to create more innovative and visually compelling content. Our team can assist in integrating these new tools to elevate your design strategies and enhance your brand's visual presence.



SOCIAL MEDIA UPDATES

SPRING INTO SOCIAL SUCCESS

Spring has sprung on the social media landscape, bringing with it a bouquet of everything fresh and exciting. Let's pick the right blossoms for your brand together, so that your online presence is more "Van Gogh sunflowers" and less "Tim Burton deadly nightshade" 🌻

READY TO START? CONTACT US TODAY.

Stay tuned for next month's harvest of social media insights, where we'll uncover fresh tactics to keep your brand blooming all year round 🌱



CHAPTER

03 FLUME FAVOURITES



FLUME FAVOURITES

SPRING INTO PR MAGIC

As the world blossoms around us, our PR team is also in full bloom, transforming traditional PR practices into digital marvels. Just like spring brings new life, our PR strategies breathe fresh air into brand storytelling, capturing attention and sparking engagement ✨

WHAT MAKES PR AT FLUME SPECIAL? ✨

For us, it's not just about getting the message out; it's about making the message stand out. Combining strategic PR with paid media, SEO, and influencer marketing, we ensure your voices echo far and wide. This multi-layered approach helps us navigate today's crowded and cluttered media space and allows us to deliver impactful and measurable results 📢 🇮🇹

THE BUZZ AROUND AI IN PR 🤖 ✨

AI is shaking things up in PR, bringing efficiency and insights to the forefront. AI offers unparalleled efficiency and insights, allowing our PR professionals to analyse vast data sets, predict trends, and personalise content. At Flume, we're unafraid to delve into the realm of AI to craft innovative PR solutions that keep you ahead of the curve 🔍 📈



FLUME FAVOURITES

TRENDS SHAPING PR TODAY 🌍 🌟

THE PR LANDSCAPE IS EVOLVING WITH EXCITING TRENDS THAT ARE AS REFRESHING AS THAT FIRST SPRING RAIN.

Brands are increasingly expected to walk the talk when it comes to sustainability and diversity, integrating these principles into their core strategies rather than just paying lip service 🗨️

In an era swamped with misinformation, accuracy and credibility have never been more crucial. Rigorous fact-checking and trustworthy communication are key to building and maintaining strong media relationships 📰 🛡️ Demonstrating the tangible value of PR through data is essential, as this data-driven approach helps craft effective strategies and prove the ROI of PR efforts 💡

The demand for short-form content is skyrocketing, especially on platforms like TikTok and Instagram, where winning narratives must capture attention quickly to maintain engagement. Video content remains a powerful tool in PR, driving engagement and the increasingly valuable shareability 📺

Lastly, authenticity and transparency are more important than ever; our audiences crave genuine interactions, so we must foster brand-trust through honest and relatable content 🤝



FLUME FAVOURITES

ELEVATING YOUR BRAND WITH PR 🚀🌟

We blend digital and traditional PR strategies to grow your brand, extend your reach, and enhance your marketing efforts. Our digital PR efforts include forging meaningful influencer partnerships that authentically amplify your brand's message, creating compelling SEO-strong content that resonates with your audience, and expertly managing your online reputation to ensure a positive brand image 🌐📈

On the traditional PR front, we secure coverage in top-tier publications, position your brand as a thought leader, navigate crisis situations to protect your brand's reputation, and plan unforgettable events that leave a lasting impression 🎉 Our integrated approach ensures unified messaging across all channels, maximising your brand's impact through consistent cross-promotion and leveraging data-driven insights to continually refine and improve our strategies 🔄

At Flume, PR is more than a tactic – it's a strategic business driver. We deliver campaigns that build brand awareness, protect your image, and drive business outcomes. With a focus on measurable results, we craft narratives that captivate audiences and secure media coverage, all while providing strategic counsel to navigate complex communications challenges 📊🔍

READY TO TRANSFORM YOUR BRAND THIS SPRING? 🌸

LET FLUME'S PR TEAM BE YOUR GUIDE TO A BRIGHTER, MORE VIBRANT FUTURE 🌞🌻





FLOURISH

WITH FLUME THIS SPRING 🌸☀️

As spring breathes new life into the world, **Flume is here to nurture your brand's growth and help you reach new heights.** Think of us as your digital sunshine, illuminating the path to success with innovative strategies and vibrant ideas ☀️✨

So, **wave goodbye to winter blues and step into the season of renewal with us.** Whether you need a fresh PR strategy, engaging social media content, or cutting-edge paid media campaigns, our team is ready to help your brand blossom 🌻

Don't hesitate to reach out – let's chat about how we can make this spring a season of remarkable success for your brand.

Here's to growth, transformation, new beginnings and a thriving spring for everyone 🌷

