

APRIL 2025 ISSUE

FLUME
DIGITAL
DIARY



GREETINGS DIGITAL ENTHUSIASTS

🍁 As the leaves change and the air gets crispy, autumn takes its seasonal place to remind us that transformation is part of life. In the same way nature reinvents itself, the digital world is always hitting the refresh button, offering up new challenges, fresh opportunities, and plenty of room for growth. It's time to pause, ponder, and prepare for the new season.

In this month's edition of the Digital Diary, we explore the latest digital updates featuring changes not just to keep up with, but to also level up for success. As the seasons change, so should our strategies. 🐰 📊



AI NEWS ROUNDUP

UPDATES FRESHER THAN
THE CRISP AUTUMN AIR

PAYING THE PRICE FOR PROGRESS 📈

Elon Musk's xAI launches Grok 3, claiming 10x more power, but X Premium's subscription price is also jumping from \$20 to \$50.

GOOGLE POWERS UP AI FOR SMARTER ADS & INSTANT IMAGES 🤖

With the new Whisk AI image tool and partnerships with Adobe GenStudio and TypeFace, Google is making it simpler, easier, and quicker for you to generate customised images.

AI GETS A PULSE: REAL-TIME THINKING AND CONTROL 🧐

Anthropic's Claude 3.7 Sonnet introduces a hybrid AI capable of real-time and thoughtful answers, allowing users to control how long the AI "thinks" before providing an answer.

SOCIAL SNAPSHOTS

HARVESTING THIS SEASON'S BEST IN SOCIAL

INSTAGRAM FALLS INTO A NEW SEASON OF CREATIVITY & COLLABORATION ✨

Instagram is testing a new edits app, similar to CapCut, while also allowing brands to showcase bite-sized creator endorsements through Partnership Ads in comments.

META SETS A DEADLINE FOR YOUR LIVESTREAMS ⌚

Facebook Live videos will be deleted after 30 days, pushing users to download or convert them into Reels. Need extra storage? Prepare to pay.

META PUTS UP STRONGER FENCES FOR SAFER AD PLACEMENTS 🚫

Meta will now support third-party blocklists from DoubleVerify and Zefr, giving advertisers more control over ad placements on Facebook and Instagram.

TIKTOK REVS UP ITS AD GAME FOR THE AUTOMOTIVE SECTOR 🚗

The platform is adding tailored ad solutions for car sellers, featuring dynamic formats and catalogue-based ads to match users with the perfect ride.

LINKEDIN TRANSITIONS INTO FULL-SCREEN VIDEO ON DESKTOP 📺

LinkedIn brings its vertical video format to desktop, just as the season transitions. With bigger mobile displays, better search visibility, and enhanced analytics, it's the perfect time to elevate your content and catch the eyes of your audience.



Autumn



AI UPDATES

GOOGLE'S ABOUT TO "WHISK" INTO CREATIVE SEASON WITH AI IMAGE TOOL 🍂🎨

As the crisp autumn air ushers in change, Google expands its AI image generator Whisk to more regions, making image creation as simple and satisfying as a mocha on a chilly day. Users can now upload images with text prompts, driving context-based, streamlined generation, which is ideal for product visuals. Though still refining its people imagery, Whisk is now available via Google Labs, ready and waiting to spark your creativity.

THE AUTUMN HARVEST BRINGS IN NEW TOOLS FOR GOOGLE'S DEMAND GEN CAMPAIGNS 📊🍁

In the spirit of the season's bounty, Google has spruced up its Demand Gen Campaign options, now integrating with Adobe GenStudio and Typeface. These updates help advertisers streamline ad creation and optimise performance, all while offering a unified view of campaign reach across various channels, including TV. Perfect for maximising your brand's presence during the autumn rush!

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Work smarter, not harder. These updates are enabling faster, more dynamic ad creation, streamlining workflows, and boosting efficiency.

Spend less time in the weeds and more time refining your planting strategy and you'll be innovating this season!



AI UPDATES

ELON MUSK'S XAI DROPS GROK 3 WITH A PREMIUM AUTUMN PRICE TAG 💰 🍂

Elon Musk's xAI launches Grok 3 with 10x more computing power, including the speedy Grok 3 Mini and the brainy Grok 3 Reasoning, perfect for math, science, and programming tasks. With the new DeepSearch feature scanning the web and X for summaries, access comes at the toasty premium price of \$50/month for X Premium+ and \$30/month for SuperGrok with extra features.

ANTHROPIC INTRODUCES CLAUDE 3.7 SONNET: AI THAT THINKS AT YOUR PACE 🖥️ 🍃

Anthropic's latest AI, Claude 3.7 Sonnet, delivers real-time yet thoughtful responses with enhanced reasoning capabilities. Now with a premium price, it also introduces Claude Code for developers, making it ideal for coding tasks. New season, new AI!





INSTAGRAM WILL USE NEW EDITS APP FOR TESTING FEATURES

Instagram is gearing up to release its CapCut-style Edits app next month, and it's going to be your new content playground! 🍁🐰 With this app, you'll have a cosy space to create, edit, and enhance your content, all while the crisp autumn breeze stirs up fresh ideas. Thanks to some enchanting AI features, you'll be able to transform backgrounds and bring still images to life with animations, making your creations more magical than ever. The best part? It'll be the place where Instagram tests out new features, so you'll be the first to experience them before they hit the main platform.

FALL INTO INSTAGRAM'S TEXT-ONLY TESTIMONIALS FOR PARTNERSHIP ADS

In this autumn wonderland, Instagram's new "partnership testimonials" bring a subtle touch of trust. Brands can now showcase an endorsement (up to 125 characters) from a content creator directly in their post. It's a perfect way for brands to build credibility. It's a quiet charm, though, not as loud as the full bloom of posts or Reels.

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While visibility may be a challenge, this feature offers an easy, low-effort way for brands and creators to collaborate, potentially driving more engagement and conversions.



META RESTRUCTURES PRIVACY TEAMS TO SPEED UP AI DEVELOPMENT

As priorities shift, Meta restructures its data privacy protocols to accelerate AI development. This change sees privacy teams stepping back while product teams take the reins in assessing risks, speeding up the innovation process as the season ushers in new developments.

META'S VR GAMBLE: CAN SOCIAL-FIRST VR LEAD THE METAVERSE?

Meta's Reality Labs, the division behind VR, AR, and metaverse technology, has seen a fruitful Q4 with strong sales for Quest headsets and Ray-Ban Meta glasses. Now, Meta is focusing on social-first VR experiences (Horizon Worlds), looking to attract younger users who are already immersed in digital spaces like Fortnite and Roblox. While this shift holds promise, it's causing some friction among developers who feel the focus on Horizon Worlds may sideline other VR projects.

FLUME FOCUS

Meta is positioning itself to lead in AI innovation, and with VR & AR technologies increasingly adopted. This coupled with the rise of social-first VR means brands have a growing opportunity to experiment with immersive experiences and capture the attention of a younger, digitally engaged audience.





META EXPANDS SUPPORT FOR THIRD-PARTY AD PLACEMENT BLOCKLISTS

As autumn brings change, Meta is expanding its support for third-party ad placement blocklists, now including providers like DoubleVerify and Zefr, alongside IAS. This seasonal shift allows advertisers to have more control over where their ads appear on Facebook and Instagram, helping them avoid potentially unsuitable content.

FLUME FOCUS

This upgrade enhances control over ad placements, reducing risks by blocking inappropriate content. Customising blocklists with trusted partners boosts brand safety without sacrificing ad reach. The expansion also sharpens targeting precision, giving brands greater confidence as they run campaigns across Meta's platforms.





META PULLS THE PLUG ON LIVESTREAM FOOTAGE AFTER 30 DAYS

Since 19 February 2025, Meta has been clearing Facebook Live videos that have been up for more than 30 days to free up storage to focus on the future – aka AI. Users have 90 days to download their videos, with the option to turn them into Reels or extend storage for six months (for a fee, of course), keeping them safe for the foreseeable future.

FLUME FOCUS

While live stream footage may have a shorter lifespan, these updates offer a chance to repurpose long-form content into short-form videos, focusing on Reels and bite-sized clips, helping to keep your brand visible and your audience tuned into your world.





LINKEDIN 

LINKEDIN EMBRACES THE SEASON OF CHANGE WITH VIDEO EXPANSION

As the season turns, so do LinkedIn's videos, thanks to the full-screen, vertical format that's now available on desktop, aligned with its mobile design. Through testing larger mobile displays, videos in search results, and enhanced analytics, LinkedIn is setting your content up for success this season.



FLUME FOCUS

Fine-tune your video strategy to boost visibility and engagement while making the most of featured content, especially if you're looking to connect with a B2B audience.





TIKTOK 🎵

TIKTOK TAKES THE WHEEL WITH CUSTOM CAR ADS

TikTok's shifting gears and rolling out a custom ad solution for the automotive world designed to help car sellers connect with their gearhead audience in a more personal way. Think catalogue-based ads that link users to the car models and offers they're looking but in a creative way. Dynamic carousels and video formats make it easy to tell your story, while targeting the right drivers.



FLUME FOCUS

For automotive brands, this solution makes it easier to reach the right audience and drive sales. It's simple, effective, and built to help you make the most out of TikTok's growing ecosystem.





X ADDS NEW AI ELEMENTS TO POWER AD PERFORMANCE

X is giving advertisers a boost with AI-driven tools designed to simplify ad creation and improve performance, powered by the new Grok 3 model. Now, advertisers can generate ad visuals directly from a website URL, using AI to guide the creative process. The platform also offers insights to help refine targeting and enhance engagement. These tools will be rolled out in stages, providing consistent value as they develop.

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With this update, advertisers can streamline the process of creating fresh ad content, using AI-generated copy and visuals to speed up production. The AI-driven analysis offers important insights to fine-tune targeting and improve ROI. However, as with any strategy, thoughtful oversight ensures the ads stay on-brand and avoid the risks of generic outputs.



BLUESKY 

BLUESKY ROLLS OUT NEW REPLY CONTROLS AND PROFILE SEARCH

As autumn brings change, Meta is expanding its support for third-party ad placement blocklists, now including providers like DoubleVerify and Zefr, alongside IAS. This seasonal shift allows advertisers to have more control over where their ads appear on Facebook and Instagram, helping them avoid potentially unsuitable content.



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This update, along with others, isn't about simply keeping up with X; it's also about creating a space where users have more control over their digital experience. As the landscape shifts and older platforms evolve, Bluesky is proving it has the deep roots to stand tall as a genuine alternative.

FINAL THOUGHTS

🔍 THE DIGITAL HARVEST: SEPARATING THE WHEAT FROM THE CHAFF 🔍

This month's Digital Diary is a roundup that reminds us that not every new feature, AI tool, or platform tweak is ready to be part of your strategy. Some are like fertile soil, full of potential for growth (think TikTok's targeted automotive ads or LinkedIn's expanded video options), while others are more like the fleeting autumn leaves – nice to look at but quickly fading (yes, we're talking about that endless stream of AI-powered ad tools 🙄).

The smartest brands aren't just early adopters, they're strategic cultivators. They know when to plant fresh ideas, when to let outdated tactics wither, and when to seize an opportunity that's ripe for the picking. As the season changes, the real winners will be the ones who know exactly which trends are worth harvesting. 🍁

