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FLUME DIGITAL DIARY JUNE 2025 ISSUE

# FLUME DIGITAL DIARY



JUNE  
2025



The digital world is getting  
younger,  
LOUDER,  
and faster –  
and nowhere is that more obvious than  
in the way platforms evolve and Gen Z  
shows up. Platforms are levelling up daily,  
and if you're not keeping it real, you're  
getting scrolled past. New features,  
formats, and behaviours are emerging  
almost daily, making it no longer just  
about being online, but knowing how  
to show up in ways that feel relevant,  
relatable, and real.



**Welcome to  
Youth Month,** where we're ditching the  
corporate cringe and getting into what  
actually matters to the main characters  
of the scroll. From chaotic collabs to  
close-friends chaos, this edition of  
Digital Diary spills the tea on how Gen Z  
is showing up, and how your brand can  
start speaking fluent feed.

# GREETINGS DIGITAL ENTHUSIASTS,



june 2025

DEAR DIGITAL DIARY,

YOUR SHORT  
**GEN Z** UPDATE  
PLAYBOOK:  
SHOW UP  
WHERE IT  
**COUNTS**



# TOP UPDATES TO LEVEL UP GEN Z ENGAGEMENT

## INSTAGRAM TRIAL REELS

Instagram helps test content with non-followers first without risking your core audience.

### WHY it matters 🔍

Gen Z values experimentation and authenticity. This feature lets brands test new content styles or creator formats safely, helping optimise before a full rollout.

## META'S BROADCAST CHANNEL UPGRADES

Now with ✨group chat vibes✨

### WHY it matters 🔍

Direct, community-style content delivery aligns with Gen Z's interest in real-time, chat-based interactions and niche online spaces, and this provides brands with a way to tap into and interact directly with that audience.

## TIKTOK GOES AI-CORE

TikTok introduces AI-generated memes, captions, and in-app scheduling tools in TikTok Studio.

### WHY it matters 🔍

Gen Z moves fast. These updates help brands and creators stay agile, trend-responsive, and consistent with minimal friction – streamlining content & boosting virality.

## INSTAGRAM = REPOST CENTRAL

Your followers can now do the work for you

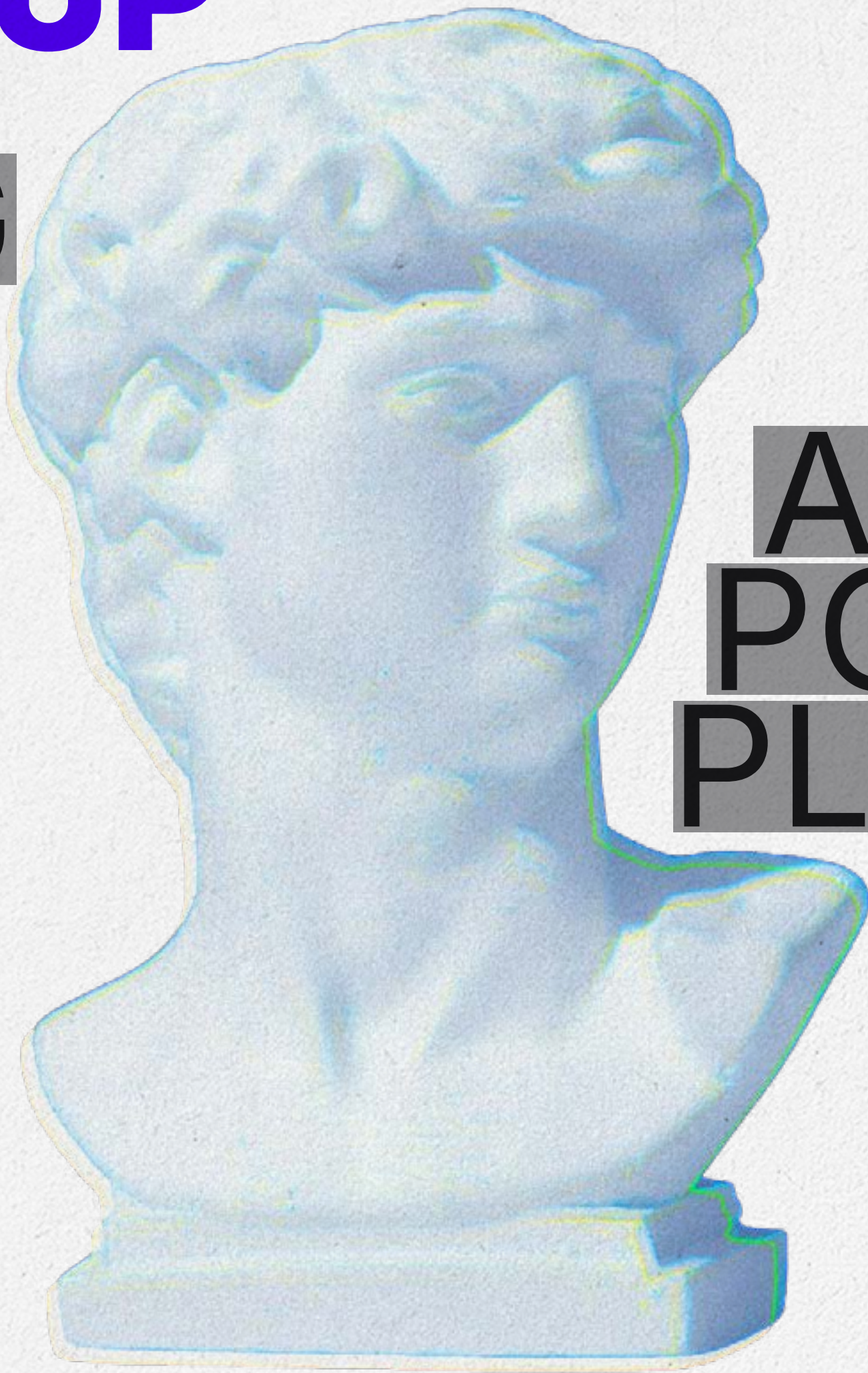
### WHY it matters 🔍

Gen Z trusts friends and creators over traditional brand messages. Reposts enable content to spread organically through peer networks, making brand messaging feel more authentic and less like an ad, especially if done with the right people and content.



# AI NEWS ROUNDUP

BIG  
TECH'S



AI  
POWER  
PLAYS

## YOUR ANDROID JUST GOT SMARTER 🤖

Google's launching AI Mode on Android, starting with the Pixel 9. It's like having a digital sidekick that handles summaries, replies, and real-time translations – without waiting for your command.

## GOOGLE TURNS CHATBOTS INTO AD SPOTS 🗨️

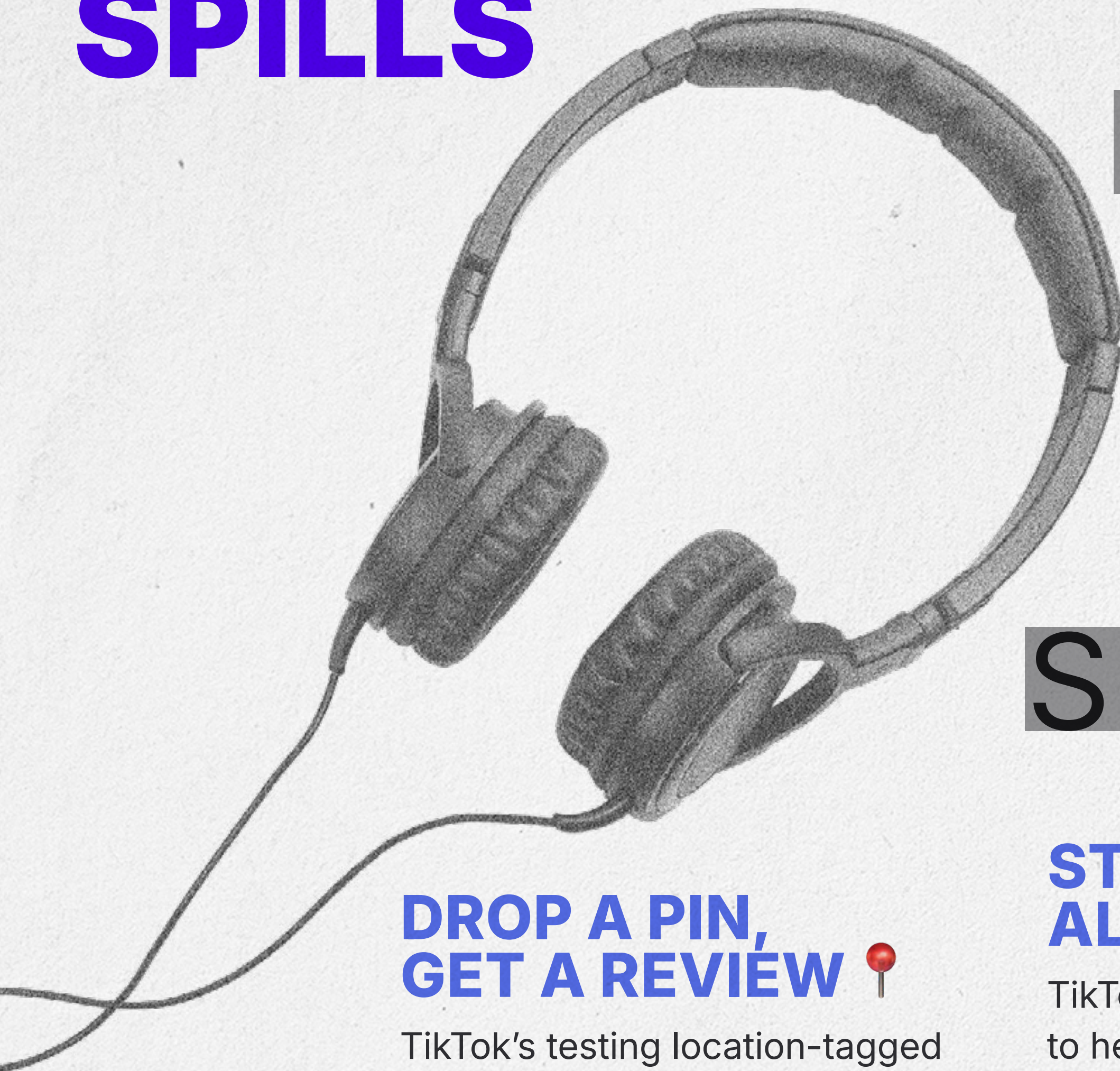
Google's testing a new twist: ads that show up mid-chat on third-party AI platforms. They're context-based, subtle, and designed to blend in – turning casual chats into lowkey shopping moments.

## AMAZON JOINS THE AI BATTLE WITH NOVA ⚡

Amazon's entered the AI arena with Nova Premier, its most powerful model yet, built into Amazon Bedrock. It reads text, scans images, watches video – just don't ask it to listen (**audio's still a no**).



# SOCIAL SPILLS



## DROP A PIN, GET A REVIEW 📌

TikTok's testing location-tagged reviews in the US – and yes it's giving Gen-Z Yelp energy. 📌💬

## APPEAR IN FEED AND IN TUNE ON SOCIALS

## STAY ON-BRAND, ALWAYS 💬🛡️

TikTok's rolling out new ad controls to help brands keep their content clear of anything off-brand or, worse, cringe.



## META CATALOGUE ADS GET A POP 🛡️🛍️

Meta adds dynamic overlays to catalogue ads, allowing you to add price tags, discounts & free shipping stickers. 💰✨

## X(FORMERLY TWITTER) ENTERS ITS TIKTOK ERA ➡️📱

X is testing a swipeable, full-screen video feed with vertical playback and endless scroll. Sound familiar?



01

# AI UPDATES

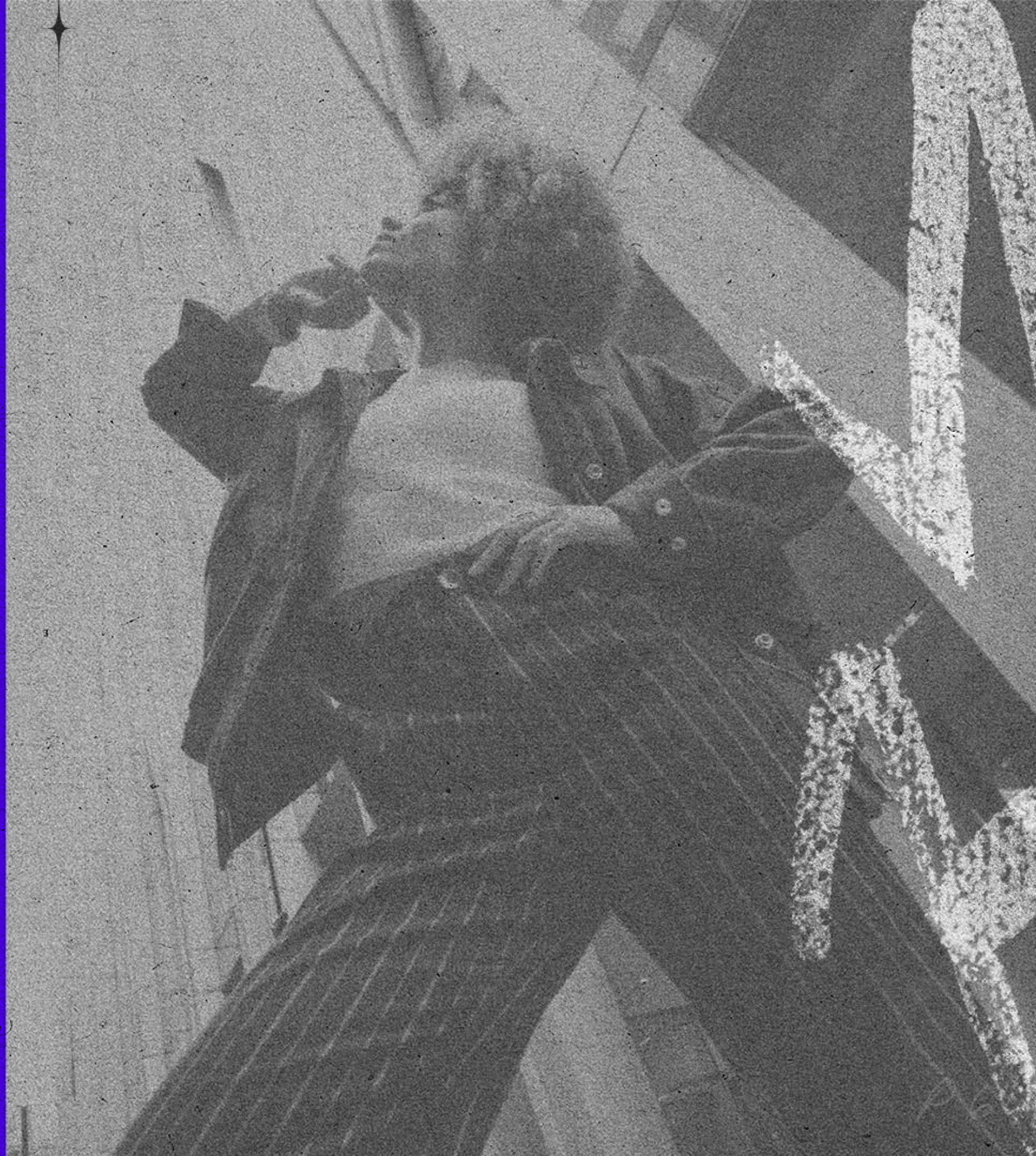
GOOGLE'S AI SIDEKICK GOES MAINSTREAM | GOOGLE  
SLIPS ADS INTO AI CHATS | AMAZON'S NEW AI ENTERS  
THE CHAT | NO FLUFF, JUST FUNCTION.

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# AI NEWS BLAST

## GOOGLE'S AI SIDEKICK GOES MAINSTREAM 📱

Google expands access to AI Mode – an assistant feature built into Android, starting with Pixel 9 and expanding across the ecosystem – designed to integrate AI help directly into your day-to-day interactions with your device. Think summarising those TL;DR emails or text suggestions, without any specific commands or separate apps. It's lowkey like a co-pilot for managing your phone, that's always on.

## GOOGLE SLIPS ADS INTO AI CHATS 🗨️

Google's quietly testing ads inside AI convos on third-party platforms. Say you're chatting about travel – boom, a flight deal appears mid-thread. It's powered by AdSense and very much a test right now, but the implications are major.

## AMAZON'S NEW AI ENTERS THE CHAT ⚔️

Amazon just dropped Nova Premier, its most advanced AI model yet – ready to battle it out with GPT-4 and Gemini. It's got text and image generation, smart translations, and is built for multi-modal magic (just no audio yet).



Superman?

## FLUME FOCUS

Be there when the convo happens – whether it's skincare, snacks, or sneakers. Done right, this is hyper-relevant, real-time targeting with serious performance potential. Just keep it respectful; nobody likes an ad that oversteps.





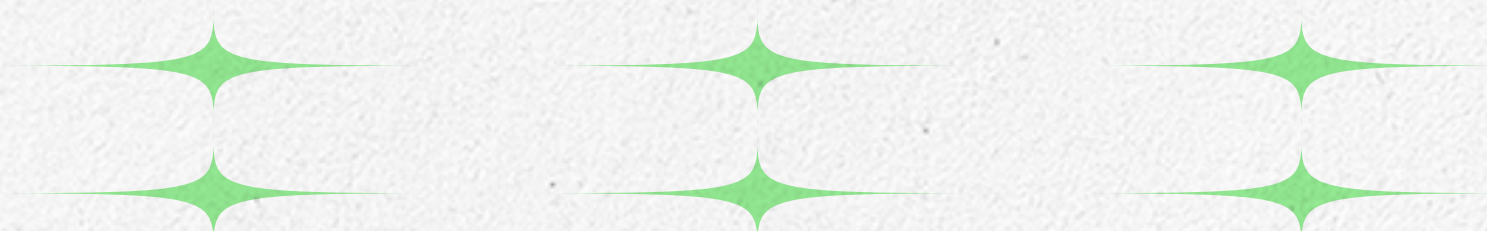
# AI NEWS BLAST

## NO FLUFF, JUST FUNCTION

AI isn't new to Gen Z – they've grown up with it. What they want now, though? Smart, ethical tools that actually do something. Think: multi-agent systems that take the admin off your plate, or generative AI that helps build actual campaigns, not just captions. Even TV ads are getting the AI treatment.

## FLUME FOCUS

Use AI to *collaborate*, not just automate. Whether it's trend prediction, custom content, or more inclusive storytelling, focus on AI that brings real value and real vibes. That's what earns Gen Z attention (and trust).







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# SOCIAL UPDATES

INSTAGRAM | META | TIKTOK | LINKEDIN | X |  
YOUTUBE | BLUESKY | PINTEREST

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# SOCIAL UPDATES

## INSTAGRAM

### LOCKED & LOADED: INSTA TESTS CODE-ONLY POSTS 🗝️

Instagram's testing "secret code" posts. This is content that won't show up on your feed or grid unless someone's got the code. It's like a digital backstage pass: private, exclusive, and perfect for content drops, VIP perks, or just keeping it lowkey for your close circle.

### "LET'S MAKE A STORY TOGETHER" 🧩 INSTAGRAM LAUNCHES STORYLINES

Instagram's rolling out Storylines: a new way to co-create story threads around shared moments. Whether it's a festival, a drop, or a vibe, everyone can add their piece. It's giving community, collab, and chaos (in the best way).



### FLUME FOCUS

GEN Z doesn't want to watch the story, they want to write it. Exclusive codes and collab threads create space for participation, not just passive scrolling. The move? Build content that invites your audience in. UGC + shared hype = deeper connection and more eyeballs.



# SOCIAL UPDATES INSTAGRAM

## DMS = THE NEW GROUP CHAT HQ ➡ 📱

Instagram's turning DMs into a full-on social playground. We're talking music sharing, pinned memes, instant translations, and even AI tools to help get things done (or at least, planned). Throw in better comment controls and it's basically the safe space Gen Z's been curating all along – now just more official.

## FLUME FOCUS

DMs are where the real ones hang. Use them for drops, collabs, behind-the-scenes content, or lowkey exclusives. The vibe? Less broadcast, more bestie. Make it feel like they're in on something and not just looking at it.









# SOCIAL UPDATES

## META

### SHOW UP BETTER: META ADDS MORE MEAT TO CATALOGUE ADS

Meta levels up Advantage+ with new dynamic overlays allowing advertisers to add price tags, discounts, strikethrough prices, and free shipping, all shown in a sticker type element, to ensure you give the people what they need when they need it, so they can make those purchases quicker – no hesitation.

### WORD OF THE DAY: "GET VERIFIED OR NULLIFIED", SAYS META

Meta's testing warnings for business profiles that aren't verified  aka, no blue tick = . These alerts could make users think twice before engaging. Also in the mix are new 'Original' tags  to spotlight unique content and reward creators and brands for keeping it real (not recycled ).

### FLUME FOCUS

Build credibility and trust through Meta's verification ticks while ensuring you have all the necessary information locked in, to show up better and kick up not only your ad performance up a notch, and drive up those conversions.



# SOCIAL UPDATES

## TIKTOK



### NEW ON TIKTOK: LOCATION-TAGGED REVIEWS 🗺️👁️

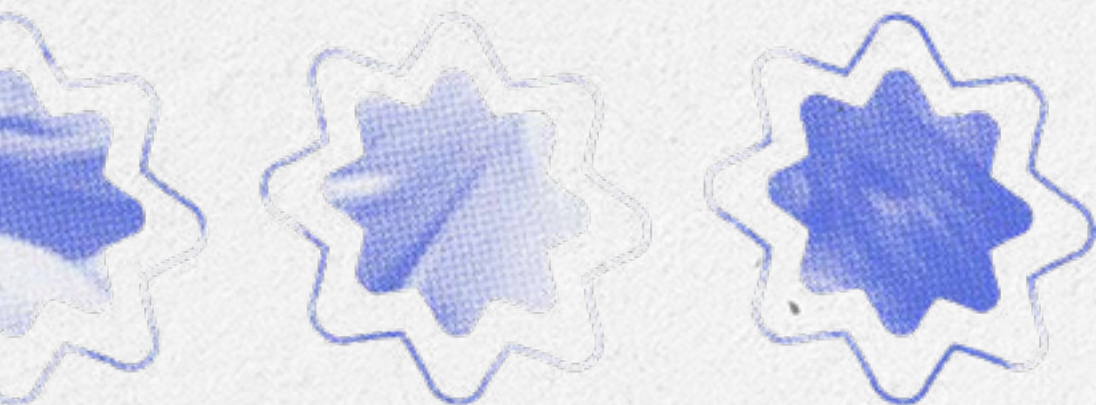
TikTok is testing a feature in the U.S. that lets users drop reviews on location-tagged posts – think TripAdvisor but way more Gen Z. This means faster discovery 🔍, real-time feedback 💬, and more reasons for users to trust and try your biz, as long as there aren't any fake reviews involved.

### AD CONTROL, BUT MAKE IT SMART 💬🛡️

TikTok's stepping up its game with ad placement tools. Now you can block your ads from showing up next to content or creator videos that don't match your brands' vibes. Keep it clean, keep it on-brand ✨

### FLUME FOCUS

Boost your TikTok visibility with review-driven, brand-aligned content and earn authentic trust and discovery from the For You community in a native and search-friendly way.





# SOCIAL UPDATES

## LINKEDIN

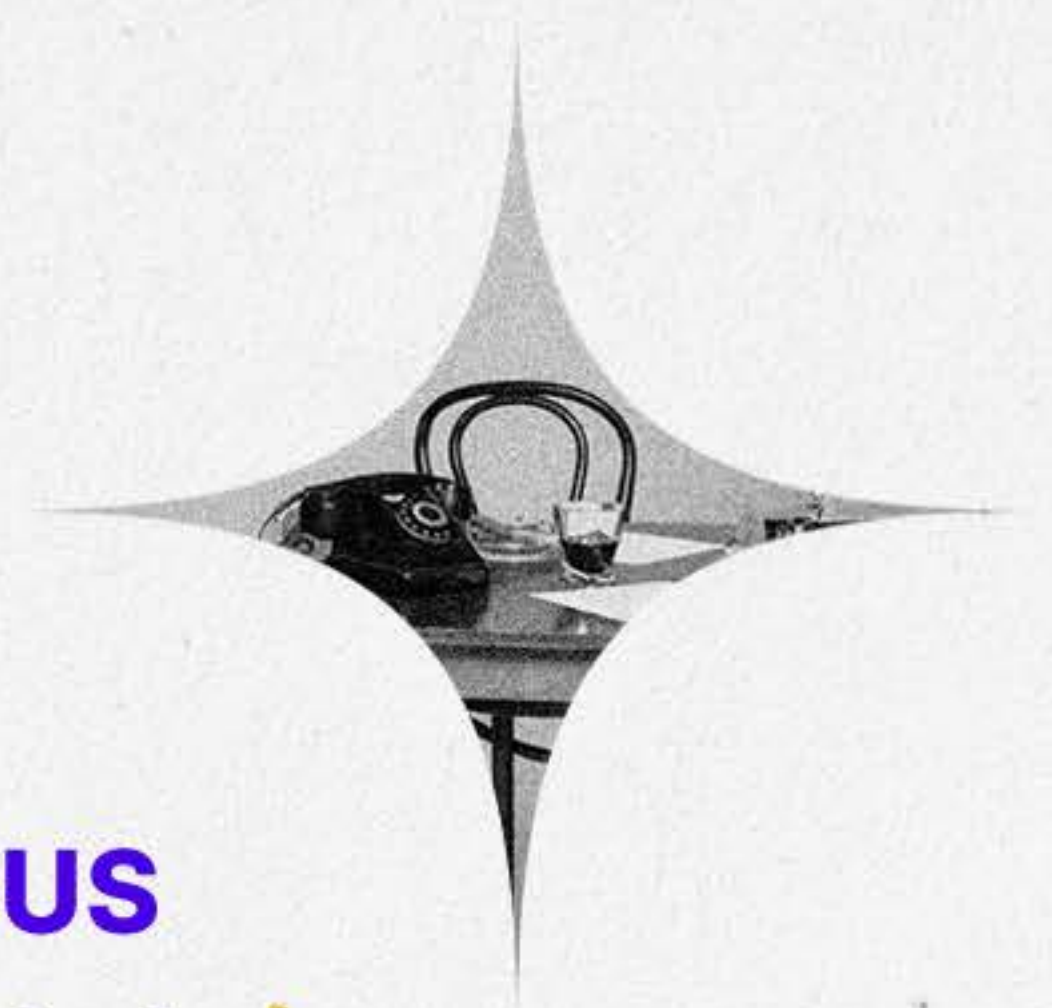


### LINKEDIN STRENGTHENS ITS LEAD GAME 🎯

LinkedIn just dropped Qualified Leads Optimization – a game-changing feature that helps you zero in on leads more likely to convert 🏠➡️💰. By linking your CRM data through the LinkedIn Conversions API, you can fine-tune who sees your ads and drive higher quality results with less waste 📉🎯.

### FLUME FOCUS

Make your data work harder 💪  
Use LinkedIn's new tools to optimise ad delivery, reach high-intent audiences, and boost your lead quality 🚀. The result? More conversions, better ROI, and efficient revenue growth.

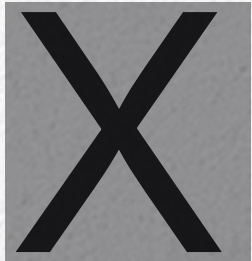




## X TESTS TIKTOK- STYLE VIDEO UI ✨🎥

X (formerly Twitter) is testing a new video interface designed to mimic TikTok’s immersive, swipeable experience. The updated UI includes full-screen vertical video playback, quick swipe navigation for continuous viewing and enhanced discovery through a dedicated video feed. The test is currently limited to select users but signals X’s move to align with modern content consumption habits, particularly among younger users.

# SOCIAL UPDATES



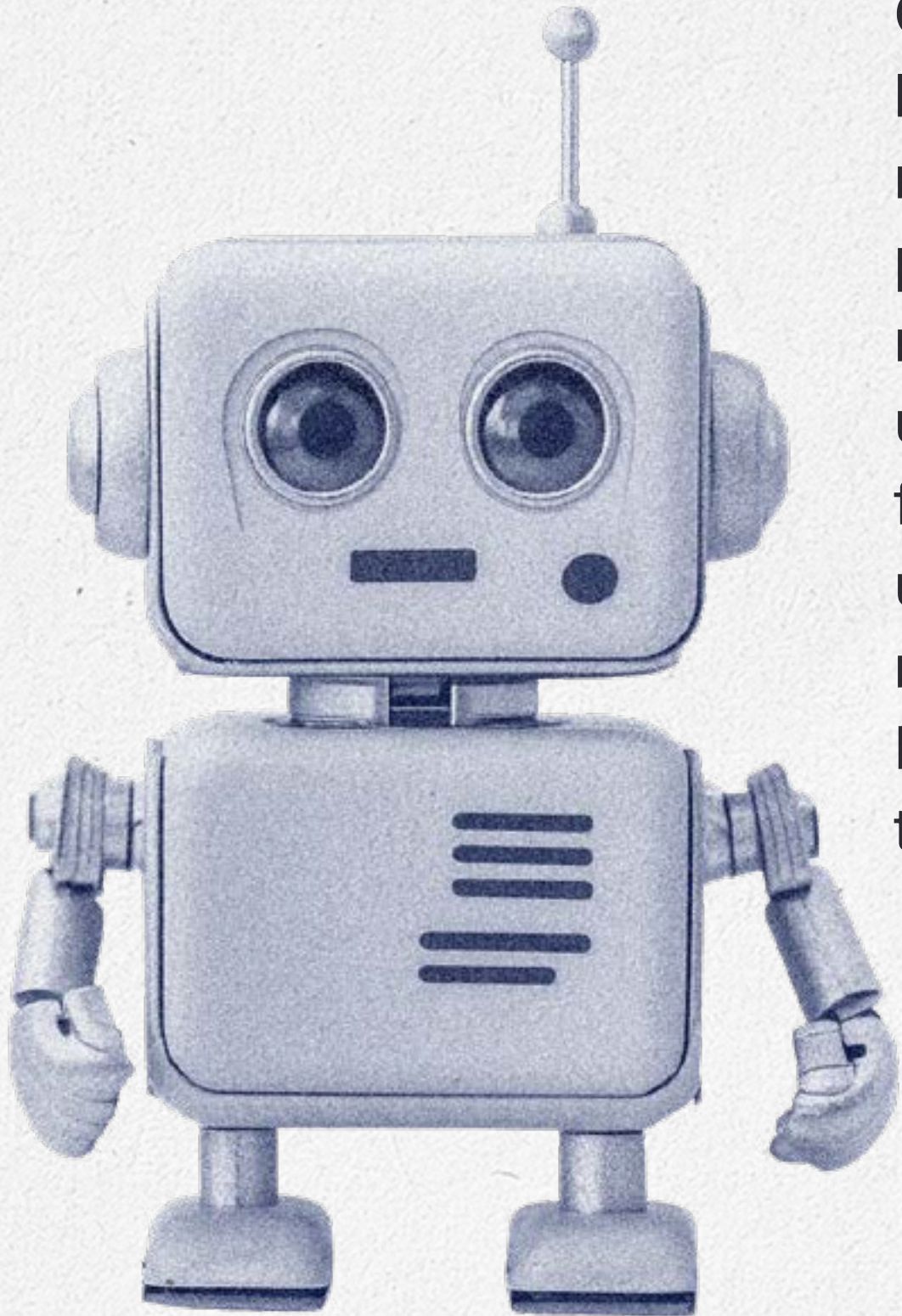
## FLUME FOCUS

As vertical video remains king in the Gen Z territory and audio & video become additional tools in interacting on the platform, consider experimenting with storytelling in a vertical, full-screen format to tap into and switch up your short form content on X.

## GROK GETS CONVERSATIONAL MEMORY



Grok, X’s AI chatbot developed by xAI, now features conversation memory, enabling it to recall past interactions and tailor future responses. From remembering user preferences and tone to frequently discussed topics, the update supports X’s push toward more personalised AI experiences. However, users have the ability to toggle it on or off and delete stored memories at any time.





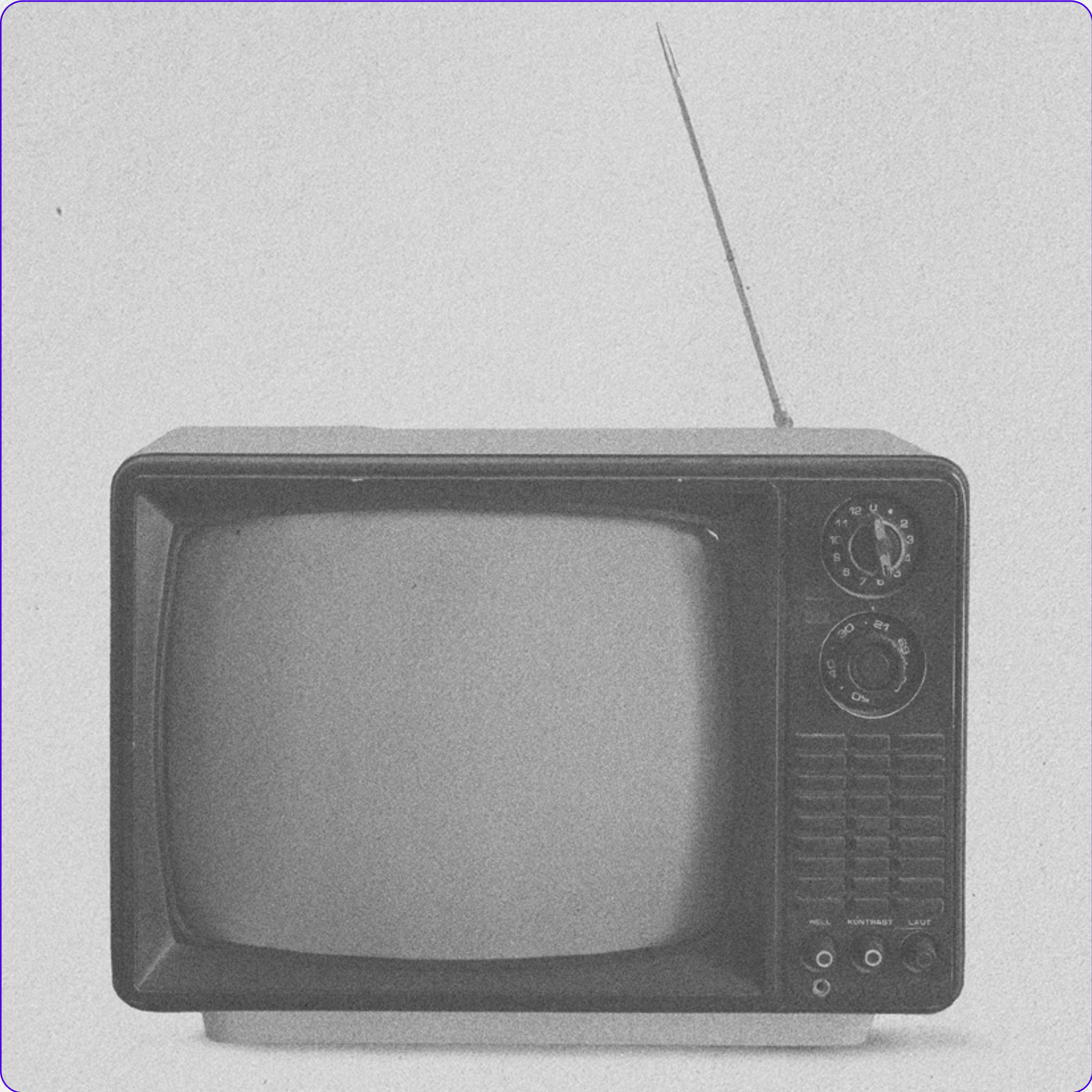
AD BREAK

# HOW MANY GEN Z WORDS CAN YOU FIND?

B	N	H	U	K	S	I	U	W	F	E	K	S	R	Z
P	B	T	G	P	D	L	R	G	R	L	H	H	T	I
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Y	H	H	B	L	K	E	G	C	O	V	B	X	A	Y
T	P	I	E	T	J	R	A	K	D	A	I	W	O	T
T	K	D	F	R	O	U	J	R	S	O	A	N	U	L
S	O	B	E	O	I	M	F	I	U	Y	O	V	G	A
F	H	E	N	T	S	E	C	S	L	A	Y	M	F	S
A	H	T	A	E	A	D	E	E	J	U	O	B	S	D
X	W	I	R	Q	N	O	P	D	R	N	U	X	U	L
R	X	V	E	F	G	B	G	I	Z	P	Y	P	S	J
F	E	E	Z	Z	I	R	L	M	A	I	T	F	A	Y
P	A	D	E	T	S	O	H	G	E	G	V	A	K	C
X	J	M	Y	W	T	I	L	L	I	E	H	I	J	Y
C	A	P	S	N	A	T	C	H	E	D	Z	U	K	E

answers on page 21





# SOCIAL UPDATES YOUTUBE

## AI VOICES & SAFER SPACES

YouTube is rolling out AI-powered translation and dubbing to help creators reach global audiences, no subtitles needed. At the same time, blurred thumbnails and upgraded community tools are making it easier (and safer) for Gen Z to learn, vibe, and find their people.

## FLUME FOCUS

Lean into YouTube as **GEN Z**'s digital classroom and culture hub. From testing AI voice overs for multilingual content to using polls and community tabs to build loyalty, help your brand go beyond views and start building real engagement.







# SOCIAL UPDATES BLUESKY

## REAL TALK, REAL CONTROL

Bluesky is giving Gen Z exactly what they want: authenticity with zero algorithm drama. With new chat reactions, an explore page, domain-linked verification, and support for 3-minute video posts, this platform is all about keeping it real, discoverable, and creator-first.

## FLUME FOCUS

Explore Bluesky as a space for trusted, community-built content. From verified identities to longer-form video that lets **GEN Z** storytell on their own terms, help your brand show up in the niche feeds where loyalty is born.



# SOCIAL UPDATES

## PINTEREST HELPS YOU RUN GAME WITH AUTOMATED PERFORMANCE+ ADS TIPS

Not sure how to make moves on Pinterest? 👁️ Here's what the platform says actually works:

# PINTEREST

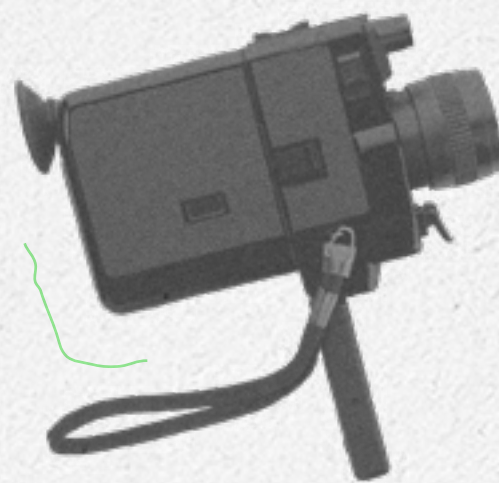


### 1. THINK THE LONG RUN

Go multi-objective – hit awareness, consideration and conversion. Funnel flow = growth glow.

### 2. VIDEO IS STILL KING

Pinterest loves video too. Focus 50-60% of your budget on video (especially Idea Pins) to boost engagement.

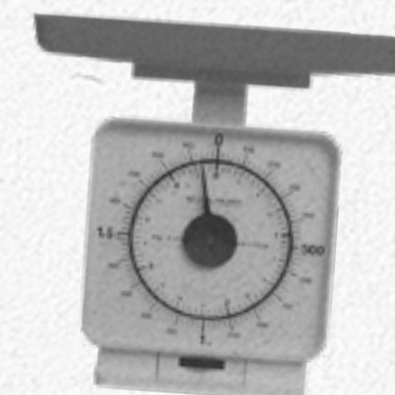


### 3. SWITCH UP YOUR LOOK

Repeating ads = 🤔. Rotate 10-15 creative versions over two months for maximum impact. No outfit – or ad – should be on repeat.

### 4. MEASURE WHAT MATTERS

Don't just post and ghost. Track performance, refine your strategy, and keep what's working.



## FLUME FOCUS

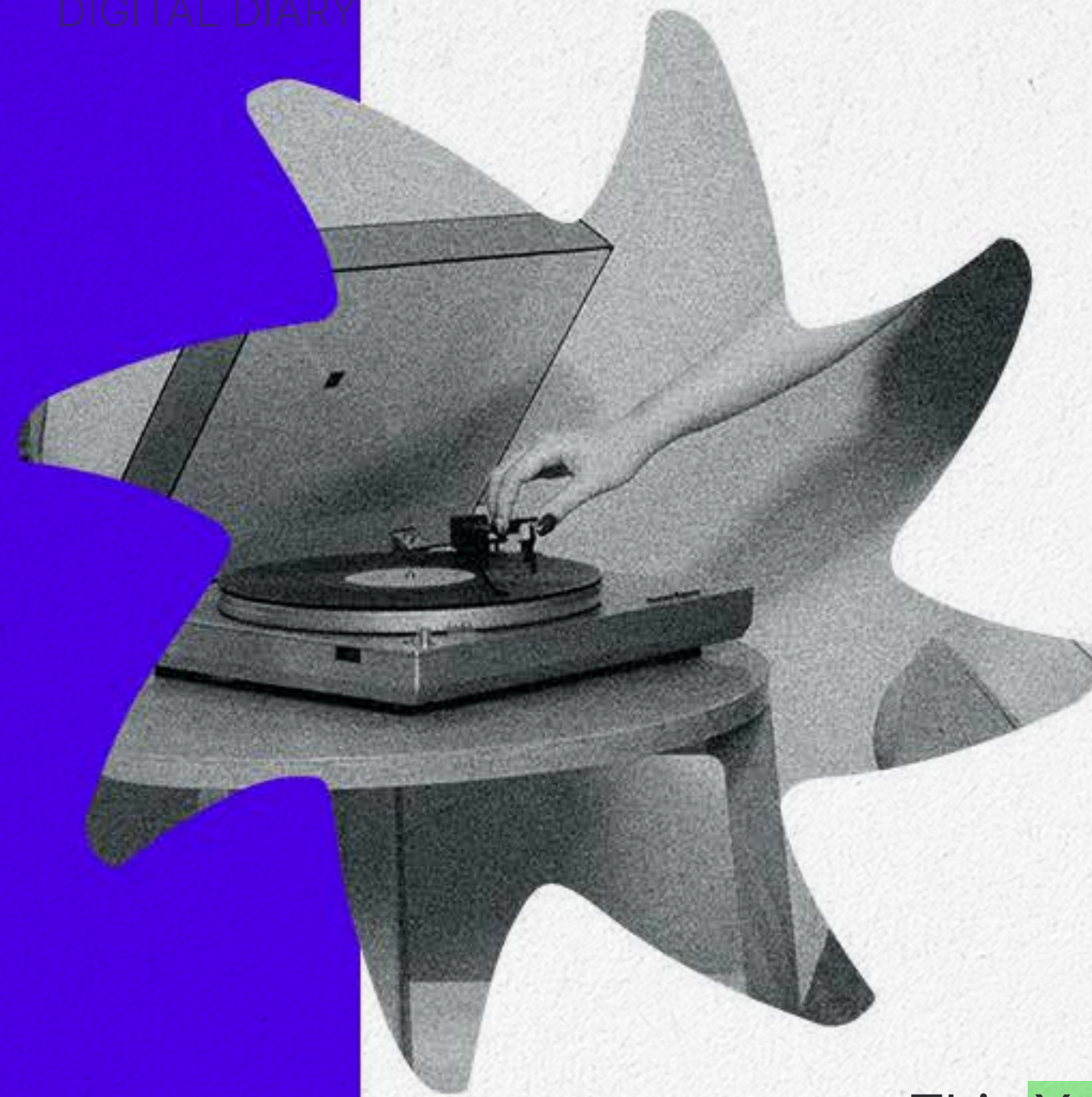
Use Pin Ads to show up authentically to reach, tap into and engage with your audience when they're in that shopper mindset. But remember, platform fit still matters and while Pinterest is growing, show up and Pin only if your audience is there.



# SO, WHAT'S THE MOVE?

Gen Z isn't waiting for brands to catch up, they're curating, creating, and calling out what matters now.

To vibe with them, it's not just about slick content or cool features - it's about showing up with purpose, personality, and realness. Whether you're sliding into DMs, going live, or co-creating in the comments, make it meaningful.



This Youth Month and beyond, stay plugged in, stay playful, and most importantly, stay human. The scroll never sleeps, but when you speak Gen Z's language? You get more than views, you get loyalty.

Till next time, stay digital.

Stay  
dope.





# FLUME DIGITAL DIARY



JUNE  
2025

FLUME DIGITAL DIARY JUNE 2025 ISSUE

B N H U K S I U W F E K S R Z  
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DID YOU  
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P 21

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