

August 2025



THE SOCIAL DOWNLOAD

A monthly guide
to evolving social
platforms, trends &
opportunities for brands

Foreword and summary

August has brought a mix of innovation, safety reform, and audience engagement upgrades across the social media landscape.

Platforms are doubling down on user trust, creator empowerment, and AI-driven content tools. From TikTok's enhanced parental controls in the UK to YouTube's creator data transparency and Twitch's democratised monetisation, the recurring themes this month are inclusivity, creative enablement, and responsible platform governance.

Instagram has unveiled multiple new updates, including 'Reposts' which will only boost visibility for brands in an authentic manner.

Meanwhile, platforms like Substack and Bluesky are redefining what it means to build authentic, decentralised communities, with an eye on moderation and privacy. Brands now have more tools, but also more responsibility, to act transparently, creatively, and strategically.

Our top 11

Social Media Updates

& what they mean for brands

01. Instagram

Instagram's new updates to significantly boost brand visibility

Instagram continues refining its creator tools with a new focus on performance tracking, collaboration, and content shareability. Brands and creators can now sort Reels by top metrics and access new data on net new followers and reach.

On the production side, enhanced audio controls in Edits offer better clarity, while custom export and sharing options improve workflow efficiency across platforms. The Ideas tab gets a planning boost with sticky notes, content tracking, and filtering tools.

Major updates saw the rollout of 'Repost', allowing users to reshare content to a dedicated Reposts tab on their profile. This month also saw the introduction of the Instagram Map, which allows users to opt in to sharing their last active location with friends, sharing content that friends and creators are posting from particular locations.

Instagram Live access is now restricted to public accounts with over 1,000 followers - a shift that limits early-stage creators from going Live.

What it means:

Better Insights

- Improved Reel analytics help brands understand what content drives engagement and growth.

Team Content Planning

- Sticky notes and idea filtering support better coordination for content calendars.

New Shareability Channel

- The Repost feature opens up a second layer of organic distribution via user resharing.
- Offers more brand visibility on content through friends' recommendations, adding authenticity
- New creative opportunity to explore community-led engagement for brands.

Influencer Limitations

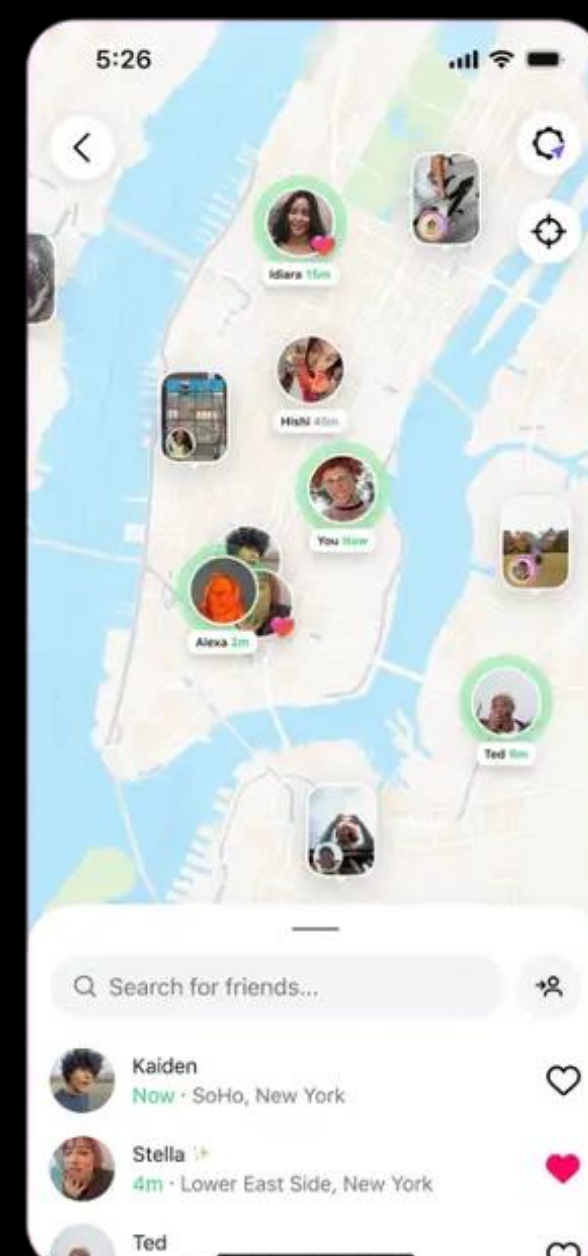
- Smaller creators (under 1K followers) are now excluded from Live, impacting nano influencer campaign planning.

Shareability = Visibility

- Posts that prompt emotion, community, or utility will see more viral potential through Reposts.

Location-Based Content

- Run geo-targeted collaborations with content creators in order to appear in 'top posts', whilst leveraging UGC for authentic promotion from customers.
- Be mindful of how this impacts user safety and regulatory developments around location-sharing - be ready to adapt marketing strategies accordingly.



02. Snapchat

Shopping, safety, and storytelling converge with AR innovation

Snapchat introduces Home Safe, a safety feature enabling users to notify friends when they arrive home. Retail innovation continues via Promoted Places on Snap Map (highlighting American Eagle's 800+ stores) and immersive AR campaigns like Versailles' baroque dance experience.

What it means:

Reinforce Platform Trust

- Consider campaigns that align with Snapchat's youth safety stance, especially for lifestyle or teen brands.

Geo-targeted Commerce

- Use Promoted Places to tie physical retail and digital engagement in one frictionless journey.

Experiential Marketing

- Embrace AR storytelling to transform traditional campaigns into immersive brand experiences.

03. TikTok

Safety first: TikTok raises the bar on content responsibility

TikTok is tightening its regional content safety policies, particularly in the UK and EEA, banning harmful or misleading content more decisively. The platform has also upgraded its Family Pairing controls, giving parents more insight and influence over their teen's activity. New interactive WellBeing Missions reward healthy digital behaviour, nudging users toward balanced screen time habits.

What it means:

Heightened Safety Standards

- Ensure all content (organic or paid) complies with new UK safety rules to maintain trust and platform access.

Family-Focused Engagement Shift

- Consider campaigns with positive mental health messaging and family transparency to align with teen-parent co-use patterns.

04. YouTube

AI content tools and creator data transparency reshape Shorts and sponsorships

YouTube Shorts gets a creative AI boost, allowing users to convert images or doodles into short videos. Discovery shifts as the platform ditches 'Trending' tabs for category-specific charts. Importantly, creators can now share audience insights directly with brands for smarter sponsorships.

What it means:

Faster Content Creation

- Use AI tools to turn static assets into engaging Shorts quickly and efficiently.

Targeted Discovery

- Tailor videos to niche categories for improved placement in YouTube's evolving algorithm.

Smarter Influencer Collaborations

- Partner with creators who share audience metrics aligned to your ideal buyer personas.

05. Facebook

Meta unifies messaging, ads, and AI to streamline brand performance

Meta is rolling out new features that unify campaign execution and customer interaction across its platforms. Brands can now manage ads across Facebook, Instagram, and WhatsApp in one place via Meta Ads Manager, with AI-powered Advantage+ budget optimisation improving efficiency.

What it means:

Streamlined Campaign Management

- One-stop ad placement with AI-optimised spending allows for faster setup and improved cross-platform performance.



06. X

AI joins Community Notes for faster, smarter fact- checking

X has launched the AI Note Writer API, enabling AI-powered agents to contribute to Community Notes if they're validated by diverse users. Notes from AI will be marked clearly and must meet the same quality standards as human entries.

What it means:

Real-Time Accountability

- Ensure absolute accuracy in your posts - especially when discussing news, products, or policies.

Reputational Risk Management

- Review your social copy for nuance and tone to avoid AI-flagged clarifications.

07. Substack

\$100M funding unlocks ads, community tools, and creative growth

Substack's latest funding round values it at \$1.1 billion, with major investors backing its pivot toward advertising and broader content monetisation. The platform is now home to top-tier creators, and its Notes tool adds a social-layer to newsletter culture.

What it means:

First-Mover Ad Advantage

- Experiment early with native ads that fit naturally into long-form and short-form Substack content.

SEO-Free Growth

- Build owned, trust-driven relationships as traditional SEO declines.

Community Crossover

- Repurpose social media audiences into loyal Substack communities with monetisation potential.

08. Twitch

Monetisation opens up for all streamers, no affiliate status required

Twitch now allows any streamer to earn from Bits and subscriptions from day one, even without affiliate status. While payouts require affiliate qualification, the in-platform earnings can be reinvested on Twitch immediately.

What it means:

Wider Influencer Pool

- Brands can now collaborate with emerging streamers without limiting campaigns to affiliates or partners.

Niche Targeting

- Tap into small, loyal communities where influencers may have higher authenticity and trust.

09. LinkedIn

New B2B Video Research Unlocks Secrets To High-Performing Content

LinkedIn's new study, The Art & Science of Video Storytelling, breaks down five video principles proven to drive engagement, based on analysis of over 13,000 B2B video ads.

What it means:

Culturally-Coded Content

- Use workplace culture, memes, and trends to resonate deeply with LinkedIn audiences.

Human-Centric Videos

- Spotlight real employees, customers, or industry leaders to humanise your brand.

Bold Visuals & Emotional Storytelling

- Combine striking design with emotional narratives for better memorability and engagement.

10. Reddit

Search power and content control reshape Reddit's brand potential

Reddit is positioning itself as a go-to search and decision-making platform, with over 70 million users now using Reddit Search weekly. Its AI-powered Reddit Answers feature has reached 6 million users and is becoming central to how people discover product insights, reviews, and advice. At the same time, Reddit has introduced age verification for UK users, requiring identity confirmation through Persona, to comply with the Online Safety Act 2023. This marks a significant move toward platform accountability and content governance.

What it means:

Search Visibility Boost

- Reddit's evolving search function means brand content has more opportunities to surface organically, especially when shared in topic-specific, advice-based formats.

High-Intent Shopping Moments

- With a large portion of Reddit conversations tied to purchases, the platform offers a prime environment to influence users actively researching products.

Stricter Safety Standards

- Age-gated content and ongoing moderation efforts signal that brands must stay vigilant on content compliance, especially when operating in the UK.

11. Bluesky

Encrypted comms and age-gating shape platform evolution

Bluesky moves closer to launching encrypted DMs with Germ's ATPpro integration. The platform also complies with the UK Online Safety Act by requiring age verification, restricting features for unverified users. Notification preferences have also been enhanced.

What it means:

Privacy-First Positioning

- Align with Bluesky's encrypted and decentralised ethos if your brand prioritises data ethics.

Content Transparency

- Avoid obscured content by complying with safety laws and encouraging followers to update notification settings.

Cross-Promotion Opportunity

- Target digital-native audiences seeking alternatives to mainstream social platforms.





Key takeaways & actionable steps...

Prioritise platform safety

With tighter content rules across TikTok, Reddit, Instagram, and Bluesky (particularly in the UK) review all campaigns for compliance and brand safety.

Leverage AI across content & commerce

Use AI tools on platforms like YouTube, TikTok, WhatsApp, and Reddit to streamline content creation, automate customer interactions, and boost discoverability.

Focus on video storytelling

Video remains dominant. Invest in human-led, emotionally engaging content across LinkedIn, Instagram, YouTube, and TikTok.

Re-evaluate creator partnerships

With monetisation widening (Twitch, YouTube) and Live access narrowing (Instagram), consider your influencer list to match platform capabilities and audience reach.

Design for shareability

Instagram's Reposts and Reddit's search tools reward content that connects emotionally or delivers value - make this your creative filter.

Centralise Meta campaigns

Use Meta Ads Manager to run AI-optimised campaigns across Facebook, Instagram, and WhatsApp for streamlined performance.

Grow owned communities

Platforms like Substack, Reddit, and WhatsApp offer direct, algorithm-free access - ideal for deepening loyalty and reducing reliance on social feeds.

Target by topic, not trend

As discovery shifts to interest-based feeds, tailor content to specific categories and communities to stay visible.

Need help with your approach?

hello@boldspace.com
0208 050 9928

119 Wardour Street
London
W1F 0UW

Certified



Corporation