

October 2025



THE SOCIAL DOWNLOAD

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

Victoria's Take

A word from our Social Director

It's been a busy month for social, with platforms dropping new features and changing algorithms almost daily. Instagram started testing link sharing in posts and the ability to schedule Stories in-app. On behalf of all social managers out there, let me just say: **finally**! Meta announced that it's launching paid subscriptions for users who do not want to see ads in the UK. It will be interesting to monitor the uptake for this and see how it impacts paid strategies.

On YouTube, the focus was all about helping creators make money with swappable brand slots, product tagging, and a big expansion of their Shopping programme, now supporting over 500k creators. They also gave us a sneak peek at some very cool AI tools, like "Ask Studio" (your new analytics BFF) and AI dubbing that could make global content creation way easier.

Trump approved the TikTok deal, naming Oracle as its U.S. security partner, and told

TikTok users "you owe me big." Google also made a big announcement - that it is bringing more creator content from X, Shorts, and Instagram into its Discover feeds, which means more social reach across the board.

My platform to watch

A new social app called Skylight is stepping into the short-form video content, but instead of algorithms running the show, it's all about human curation. Users can build their own custom feeds and others can follow them, kind of like playlists for video content. It's a fresh, community-first take and I'm keeping a close eye on how it evolves over the next few months.



Victoria Jenkins
Social Director
Boldspace

Our top 11

Social Media Updates

& what they mean for brands

01. TikTok

Enhanced Feed Controls & Transparency

TikTok is giving users more control over their feeds with Smart Keyword Filters and the "Manage Topics" feature, allowing users to block, prioritise, or customise the frequency of content in areas such as sports, fashion, and travel. Updated community guidelines now hold creators accountable for AI-generated content and commercial posts. Stricter disclosure rules ensure transparency, while posts directing users off-platform may see reduced visibility, highlighting a shift towards in-platform engagement.

What it means:

- Niche content may be filtered if users block related keywords.
- High-quality, entertaining content benefits from improved relevance scoring.
- Transparency in commercial posts and creator partnerships is critical.

Actionable tips:

- Avoid hard calls to action such as "buy now" or "link in bio" and use TikTok Shop where possible.
- Prioritise storytelling, entertainment, and authenticity to align with algorithms.
- Ensure creators correctly use paid partnership labels and contractual clauses.
- Monitor keyword filtering and adjust hashtag strategies as needed.

02. Instagram

Location Transparency and Creator Insights

Instagram has updated its Map feature with clearer location indicators and launched a UK ad-free subscription costing £3.99 per month. Creators can now download PDFs of account stats to streamline brand partnership pitches.

What it means:

- Geotagged branded events gain increased visibility.
- Paid subscriptions may reduce ad exposure, requiring targeting adjustments.
- Creator PDF summaries make it easier to partner with micro-influencers and niche creators.

Actionable tips:

- Encourage geotagging at branded events to drive engagement.
- Monitor ad reach among ad-free subscribers and explore influencer or organic alternatives.
- Use creator PDFs to identify high-performing partners for campaigns.

03. Facebook

AI-Driven Ads and Subscription Options

Meta is using AI chat data to personalise ads and feeds, excluding sensitive topics. Paid ad-free subscriptions are now available for Facebook and Instagram, affecting ad targeting. Ads Manager has new controls, including Restricted Words, Landing Page Optimisation, and format display options.

What it means:

- Audience pools and delivery patterns may change due to AI signals and ad-free users.
- Organic reach may decline with more chronological feeds and tighter ad controls.

Actionable tips:

- Use conversational, question-style posts to align with AI chat recommendations.
- Diversify reach through first-party data, communities, and organic channels.

04. Snapchat

Memories Storage and Cross-Platform Stickers

Snapchat is introducing paid Memories storage tiers ranging from 100GB to 5TB, with temporary storage for users exceeding 5GB. Stickers are expanding to iMessage and the Snapchat Keyboard, and Customoji generates personalised Bitmoji stickers from phrases.

What it means:

- Paid storage encourages long-term user engagement.
- Branded stickers can now reach audiences beyond Snapchat.

Actionable tips:

- Develop fun, shareable branded stickers for cross-platform use.
- Tie campaigns to Memories moments to encourage saving and sharing.

05. YouTube

AI-Generated Shorts and Dynamic Sponsorships

YouTube integrated Veo 3 Fast for AI-generated Shorts, added A/B testing for titles, multi-format streaming, and flexible brand sponsorships.

What it means:

- Rapid content generation for Shorts increases engagement opportunities.
- Title testing boosts click-through rates.
- Multi-format streaming expands audience reach.
- Dynamic sponsorships improve message relevance and reduce fatigue.

Actionable tips:

- Run prompt-driven Shorts campaigns for low-cost content testing.
- Test multiple titles to optimise click-through rates.
- Design content for both vertical and horizontal formats.
- Use dynamic sponsorships to deliver contextually relevant messages.

06. X

Sorting by Likes and Video Updates

X users can now sort post likes by "Top" or "Recent", making it easier to identify influential followers. The video player interface has been refreshed, emphasising playback controls and a more streamlined viewing experience.

What it means:

- Easier identification of influential users for engagement.
- Video content becomes more prominent, requiring a video-first strategy.

Actionable tips:

- Use sorted likes to engage key followers and amplify viral posts.
- Reassess video content strategies to maximise visibility and engagement.

07. Substack

Niche Audiences and Direct Engagement

Substack continues to grow as a PR and communications tool, with 50 million active subscriptions. The Economist's new newsletter, Off the Charts, demonstrates opportunities for niche audience engagement and revenue diversification.

What it means:

- Targeted storytelling and thought leadership opportunities are available.
- Outreach requires a personal, authentic approach.
- Owned, direct channels are increasingly valuable in a post-search world.

Actionable tips:

- Include Substack writers in media lists for targeted pitches.
- Launch branded newsletters to engage niche audiences.
- Collaborate with creators for co-authored content or events.
- Focus on quality and authenticity rather than broad reach metrics.

08. Twitch

Cross-Brand Promotions and Immersive Experiences

Twitch's October promotion offers Super Duolingo subscriptions with live streamer subscriptions. TwitchCon 2025 featured immersive Capcom-themed experiences, blending digital and physical engagement.

What it means:

- Cross-brand promotions extend reach and retention.
- Immersive experiences increase presence in fandom culture.

Actionable tips:

- Partner with complementary brands for joint rewards.
- Offer limited-time digital perks such as badges or premium access.
- Build immersive activations to deepen engagement across digital and live events.

09. LinkedIn

Emoji Keyboard, Video Integration And Verification

LinkedIn has added an emoji keyboard directly in the desktop post editor, making updates more engaging. Videos can now be exported from CapCut to LinkedIn, eligible for Video Trends and carrying a "Made with CapCut" badge, simplifying creation and positioning LinkedIn as a video-first platform. Company page verification is being expanded, with eligibility including engagement, frequent posting, or an established commercial relationship. Verification strengthens credibility and trust.

What it means:

- Emoji keyboard enhances post engagement, humanising content and highlighting content.
- CapCut integration simplifies video creation and boosts visibility.
- Verification builds trust and legitimacy in competitive B2B markets.

Actionable tips:

- Start trialling new emoji's in company and brand-related posts, but be wary of becoming too 'Chat-GPT'-coded.
- Use CapCut for short-form or repurposed video and aim for Video Trends.
- Assess your page's verification eligibility; partial compliance prepares for broader rollout.

10. Reddit

Engagement Dip and Strategic Opportunity

Reddit's stock fell by over 10 per cent amid decreased ChatGPT citations, though analysts highlight strong ad revenue and monetised users. The platform maintains high relative performance indicators, suggesting stability for brands willing to engage.

What it means:

- Short-term perception risks may affect ad investment.
- Early adoption could provide a competitive advantage.
- Reduced AI-driven visibility means brands need active content optimisation.

Actionable tips:

- Focus on high-performing subreddits and ad formats.
- Engage organically in niche communities to maintain discoverability.
- Track engagement trends to pivot campaigns quickly.
- Consider negotiating ad rates while other brands are cautious.

11. Discord

Profiles And Independent Activities

Discord updated profiles to show multiple activities at once and allows independent activities in pop-out windows. Nitro users can now use custom gradient themes.

What it means:

- Paid storage encourages long-term user engagement.
- Branded stickers can now reach audiences beyond Snapchat.

Actionable tips:

- Use activities for interactive demos or mini-games.
- Explore creative branding on profiles and multi-activity displays.
- Consider partnership activations with games or music platforms.



Key takeaways

Enhanced User Control & Content Filtering

TikTok's keyword filters and X's like-sorting give users more control, requiring brands to adapt content for visibility and engagement.

Paid Ad-Free Tiers Impact Reach

Facebook and Instagram subscriptions reduce ad-targetable audiences, pushing brands to prioritise first-party data and organic engagement.

Stricter Transparency & Compliance Requirements

Platforms like TikTok and Instagram now enforce clearer disclosure rules, making accurate tagging and authentic storytelling essential for brands.

Video & Multimedia Take Centre Stage

X, LinkedIn, and YouTube updates highlight video-first strategies and multi-format opportunities for brands to boost engagement and ROI.

Cross-Platform & Experiential Engagement

Snapchat, Twitch, and Discord enable immersive experiences and cross-platform content, deepening user interaction and brand integration.

Focus on Niche & Direct Audiences

Substack, Reddit, and LinkedIn underscore the value of targeted, authentic engagement with niche communities and first-party channels.

AI Integration Shapes Content & Ads

Meta's AI chat signals influence personalized feeds and ad recommendations, requiring brands to align content with conversational, engagement-driven strategies.

Creator Tools & Metrics Are Evolving

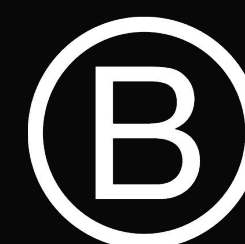
Instagram's downloadable PDFs, LinkedIn's Company Intelligence API, and YouTube's A/B testing enable brands to measure performance more accurately and identify high-value creator partnerships.

Need help with your approach?

hello@boldspace.com
0208 050 9928

119 Wardour Street
London
W1F 0UW

Certified



Corporation