

November 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 another busy month for social and there are a few platform updates that I'm particularly excited about. On Instagram, the new Watch History for Reels gives content a second chance to shine, while Your Algorithm lets users fine-tune what they see. It's brilliant for engagement and forces brands to be super clear about their niche.

The bar for creativity just got higher, and the excuse of "no time" is officially gone. TikTok's new AI creation tools make it easier than ever to build standout content, while Snapchat's Lens Studio AI allows brands to cut creation time and easily experiment with different concepts before launch.

Meanwhile, X is quietly improving how people use the app. Synced drafts, cleaner profiles and a new in-app browser could make engagement smoother, and the new Handles Marketplace opens some cheeky opportunities for brands looking to secure a name that fits.

Substack and Discord updates are focused on smoother discovery and better community connections. On Substack, algorithmic feeds are helping niche, high-engagement content reach new audiences, while Discord's improved notifications, nameplates and status visibility make communities easier to manage and more personal.

Twitch reminded everyone how to do seasonal content right, with Fright Fest 2025. It was full of horror streams, special drops and community rewards. It's proof that gamified, event-driven engagement always wins.

Overall, the theme this month is simple: smarter tools, sharper targeting and more meaningful engagement.



Victoria Jenkins
Social Director
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My Platform to Watch

Locket

Share live photos from close friends, straight to your Home Screen.



"I'm keeping a close eye on Locket, which is very popular with Gen Alpha right now. Its new Rollcall feature promises "no generated content, no endless scrolling" and it's exactly the kind of stripped-back, authentic vibe this generation loves."



Our top 12

Social Media Updates

& what they mean for brands

01. TikTok

AI Creativity, Awards Momentum & E-Commerce Boost

TikTok rolled out powerful new AI tools for creators, including an “AI Outline” assistant to jumpstart ideas and AI-generated stickers that merge selfies with emojis. The return of the TikTok Awards UK & Ireland 2025 celebrates the platform’s creative ecosystem, with Sky as headline sponsor. Finally, a Royal Mail partnership enhances TikTok Shop’s fulfillment capabilities, supporting UK brands selling directly through the app.

What it means:

- Accelerates personalised, on-brand content creation at scale.
- Builds new opportunities for creator-brand collaborations through the Awards.
- Makes TikTok Shop a more reliable and conversion-friendly retail channel.

Actionable tips:

- Use TikTok’s AI Outline to rapidly prototype campaign ideas and identify creative directions.
- Partner with award nominees or category winners for high-visibility collaborations.
- Promote fast and trusted delivery as a competitive advantage in TikTok Shop campaigns.
- Empower creators with AI tools to generate engaging, on-platform native content.
- Tie campaign messaging to cultural moments like the Awards to maximise discovery and shareability.

02. Instagram

Watch History & 'Your Algorithm' for Feed Control

Instagram now allows users to access a 30-day Reels Watch History, and is testing 'Your Algorithm', which lets users add or remove content topics based on interest. Both updates strengthen user control and improve long-tail engagement potential.

What it means:

- Reels gain second-life engagement potential through replay visibility.
- Content aligned to specific interests is more likely to be promoted by the algorithm.
- Topic clarity becomes a key to content discoverability.

Actionable tips:

- Create high-retention Reels with useful, evergreen or educational content.
- Use CTAs such as 'Save this for later' to encourage repeat engagement.
- Align every piece of content to specific, user-selectable topics or themes.
- Reinforce key topics through consistent messaging and caption keywords.

03. Facebook

Smarter AI Ads & Creator Monetisation Push

Meta will begin using AI interaction data to personalise ads and content across Facebook and Instagram starting December 2025. Alongside this, new creator tools (Brand Deals, Flash Sale subscriptions, and Reels upgrades) boost collaboration and engagement opportunities.

What it means:

- Ad targeting becomes more granular and AI-informed.
- Creator monetisation deepens partnership potential.
- Short-form content remains a top discovery driver.

Actionable tips:

- Audit existing ad targeting and creative for compliance with Meta's new AI-based policies.
- Test Reels enhancements such as titles and engagement bubbles to improve viewer retention.
- Use Flash Sale and Brand Deal tools to create real-time, limited-offer activations.
- Collaborate with creators who can bring brand stories to life through authentic short-form content.

04. Snapchat

10 Years of Lenses & AI-Powered AR Creation

Snapchat marks a decade of AR innovation with over 4 million Lenses created. New Lens Studio AI tools like StyleGen and modular Blocks make AR creation faster, while Lens+ Payouts and a flexible Camera Kit open fresh monetisation pathways.

What it means:

- AR creation becomes faster, cheaper, and more accessible.
- Monetisation opportunities expand via creator engagement.
- White-label AR lets brands own immersive experiences outside Snapchat.

Actionable tips:

- Use Lens Studio AI to test and produce AR experiences rapidly.
- Partner with top Lens creators to co-develop branded filters.
- Integrate Camera Kit for seamless AR activations in brand apps or events.
- Track engagement metrics on Lens+ campaigns to measure creative ROI.

05. YouTube

Immersive Redesign & Dynamic Ad Tools

YouTube's new player and UI redesign enhances viewing immersion with animated icons and smooth transitions. Dynamic brand integrations allow for time-based, geo-targeted updates on older content, while creators can now switch public streams to members-only mid-broadcast.

What it means:

- Enhanced visual immersion could improve ad engagement.
- Dynamic ad placements offer flexibility for evergreen content.
- Members-only transitions support exclusive sponsorships and premium content models.

Actionable tips:

- Design mobile-first, full-screen video creatives for better engagement.
- Use dynamic ad slots to update geo-specific offers.
- Collaborate on member-only livestreams for brand exclusivity.
- Measure impact through engagement heatmaps and retention metrics.

06. X

Stability, Transparency & Renewed Focus

X introduced cross-platform draft syncing, enhanced user profile transparency, and a new in-app browser that standardises link visibility. Its new Handles Marketplace lets Premium Business subscribers purchase dormant usernames.

What it means:

- Indicates a renewed focus on stability and engagement metrics.
- Improves the visibility of external links and brand content.
- Offers potential branding value via exclusive handles.

Actionable tips:

- Optimise post structures to balance text, visuals, and links for algorithmic reach.
- Review Premium Business benefits and cost before purchasing new handles.
- Use transparent, informative bios and verified data to reinforce trust signals.
- Track engagement post-link adjustments to assess algorithmic changes.

07. Substack

Feed Discovery & Algorithmic Growth

Substack remains steady but influential, focusing on feed-based discovery that now drives nearly half a million paid subscriptions. Discovery and algorithmic surfacing are now key to growth.

What it means:

- Visibility depends on consistent, high-value publishing cadence.
- Headlines and previews matter more than ever for feed discovery.
- Deep, niche focus performs better than broad messaging.

Actionable tips:

- Optimise titles, images, and previews for in-app feed scrolling.
- Publish on a consistent, predictable schedule.
- Focus content on niche authority and high reader engagement.
- Track subscription growth versus feed engagement to identify what resonates.

08. Twitch

Fright Fest & Community Engagement Mechanics

Twitch's Fright Fest 2025 offered horror-themed streaming events, community badges, and rewards tied to games like Fortnite. The event demonstrated how interactive mechanics boost engagement during cultural moments.

What it means:

- Seasonal campaigns deliver peak organic engagement.
- Gamified interactions increase participation and loyalty.
- Twitch's community tools amplify co-branded content.

Actionable tips:

- Plan branded campaigns around event calendars like Fright Fest.
- Incorporate custom emotes, challenges, or giveaways to drive engagement.
- Partner with streamers whose communities match target demographics.
- Use viewer milestones to reward engagement with brand perks.

09. LinkedIn

Analytics Paywall & Competitive Benchmarking

LinkedIn has limited free Competitor Analytics to one rival, with Premium Pages (\$99/month) unlocking up to nine comparisons. The change reflects the platform's 80% Premium growth and strategic shift toward paid insights.

What it means:

- Free users lose valuable comparative data.
- Premium users gain deeper performance benchmarking.
- Analytics are becoming an essential paid marketing function.

Actionable tips:

- Audit whether competitor benchmarking is critical to your strategy.
- Consider upgrading to Premium for advanced insight visibility.
- Supplement with third-party analytics tools if budget-limited.
- Track engagement metrics like Saves and Sends to understand evolving value signals.

10. Reddit

Growth, AI Scraping Lawsuit & Ad Strength

Reddit posted strong Q3 revenue growth and announced legal action against AI companies accused of ‘industrial-scale’ data scraping. It also plans to sunset public chat channels to focus on moderated, authentic discussion spaces.

What it means:

- Confirms Reddit’s rise as a high-value ad and engagement platform.
- Highlights ethical content use and IP respect as key priorities.
- Private spaces may create more intentional, niche audience targeting.

Actionable tips:

- Use AI-powered Reddit Ads to test contextual, conversation-led campaigns.
- Develop UGC-driven strategies that respect community guidelines.
- Reference Reddit’s growth metrics when pitching for paid test budgets.
- Avoid scraping or repurposing Reddit content without permissions.

11. Discord

Personalised Profiles & UX Improvements

Discord’s updates introduce server-specific nameplates, enhanced online status visibility, and manual desktop update control, reducing friction and improving reliability across devices.

What it means:

- Easier, more consistent communication for communities and event hosting.
- Visual customisation allows more distinct brand presence across servers.
- Improved reliability increases campaign visibility and participation.

Actionable tips:

- Use custom nameplates to differentiate brand voices in different communities.
- Schedule events or drops knowing notifications sync more consistently.
- Engage active community members using quick switcher insights.
- Encourage users to opt into branded servers for exclusive updates.

12. Bluesky

User Surge & Smarter Feed Curation

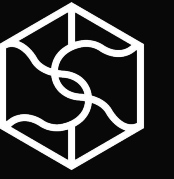
Bluesky surpassed 40 million users, introducing a dislike button to fine-tune feeds and a reply priority system that boosts discussions from active community members.

What it means:

- The platform is maturing as a viable niche community space.
- Quality, relevance, and dialogue drive visibility more than reach.
- Audience targeting relies on understanding community culture.

Actionable tips:

- Post content tailored to specific community conversations.
- Avoid generic or broad posts that risk “dislikes” for irrelevance.
- Engage in ongoing discussions to build trust and authority.
- Use insights from most-liked and disliked posts to refine tone and approach.



Key takeaways

AI-Powered Creation Becomes Mainstream

TikTok, Meta, and Snapchat are embedding AI tools into content production and ad targeting, accelerating creativity and efficiency. Brands must adopt these tools to prototype, personalise, and scale content quickly while maintaining authenticity.

Social Commerce Gains Logistical Muscle

TikTok's Royal Mail partnership highlights how platforms are merging creative, sales, and delivery ecosystems. This makes in-platform commerce more frictionless - brands should optimise product visibility and reliability messaging to convert social discovery into purchase.

Feed Personalisation Puts Relevance First

Instagram's 'Your Algorithm' and Bluesky's dislike button give users tighter control over what they see. Content that is highly relevant, niche, and value-driven will outperform broad messaging as user curation shapes visibility.

Immersive Experiences Drive Engagement Longevity

YouTube's redesign, Twitch's event-driven activations, and Snapchat's AR evolution showcase a move toward more interactive and sensory storytelling. Marketers should focus on full-screen, gamified, or AR-based experiences that reward participation.

Creator Partnerships Become Strategic Growth Channels

TikTok's Awards and Meta's creator tools emphasise long-term, authentic collaborations. Brands should treat creators as creative partners, building campaigns that co-create cultural moments rather than simply sponsor them.

Data and Insights Shift Behind Paywalls

LinkedIn's analytics paywall and Reddit's IP protection underline a growing trend toward paid or restricted access to insights. Marketing teams must budget for premium analytics or integrate alternative data sources to stay competitive.

Authenticity and Community Relevance Rule

Reddit's moderation updates and Bluesky's engagement tools reward genuine, contextually aware participation. Brands need to contribute meaningfully within niche communities and avoid overly promotional or generic posting styles.

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