

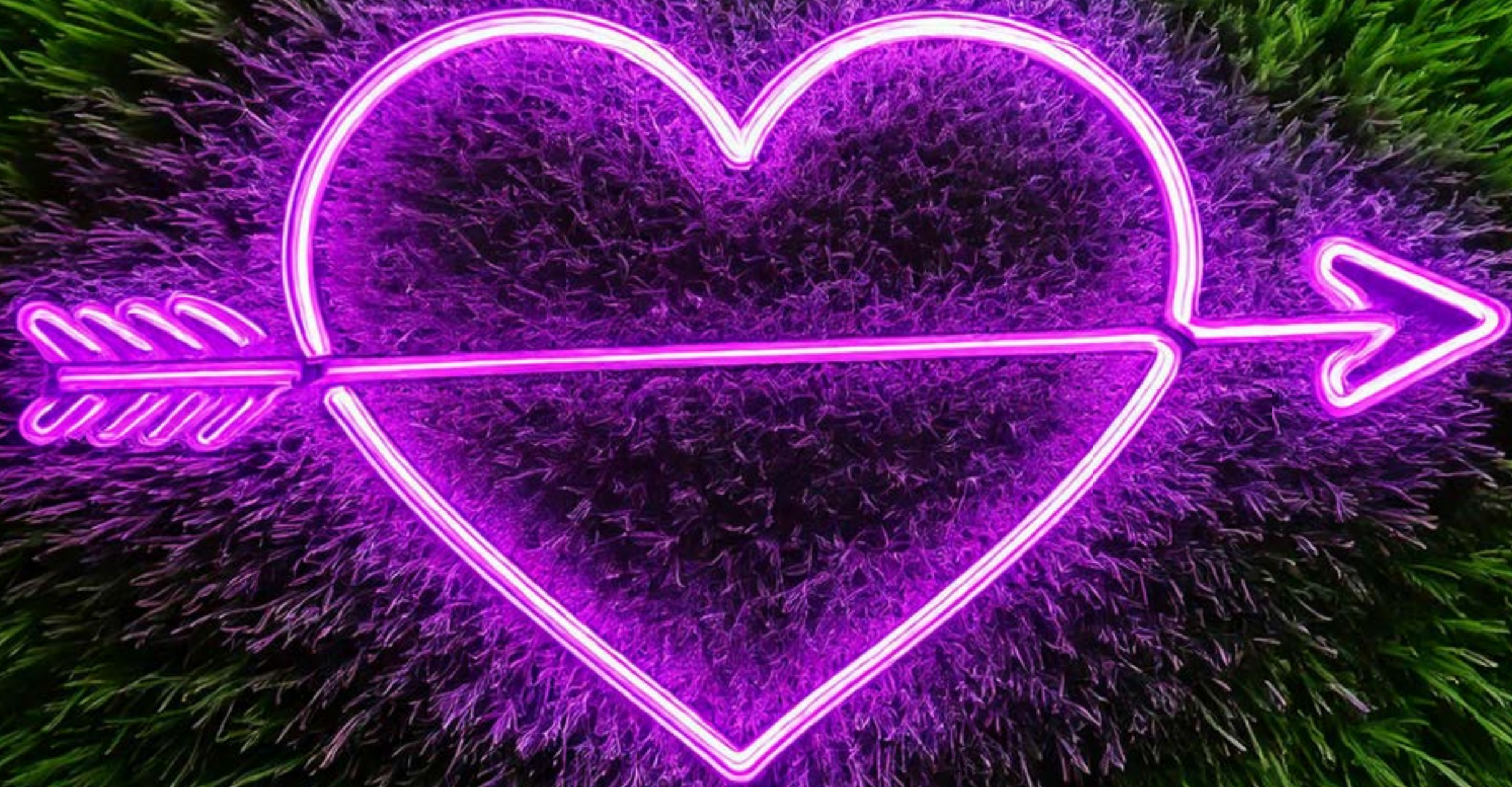
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DIGITAL DIARY FEB 2025



DIGITAL GREETINGS LOVERS





As the saying goes, love is in the air. **But so is innovation.** In this month's edition, we're all about finding your perfect digital match.

Forget chocolates and roses – this February, it's all about digital delights. Prepare to fall head over heels with the latest updates and innovations.



AI NEWS ROUNDUP – ALGORITHMIC STRIDES

META'S AI PROFILES SPARK ENGAGEMENT 📍

Meta AI plans to introduce AI-generated profiles to spark engagement on Facebook and Instagram. This could mean big gains in terms of followers – but at what cost?

RETAIL GETS AN AI MATCHUP 🏆

Google debuts generative AI tools for retailers at NRF 2025. These include AI agents, Vertex AI updates, and new partnerships to streamline integration and boost efficiency.

APPLE AI SHOWS THAT SOMETIMES DELULU IS NOT THE SOLULU 👁️

Apple temporarily disables its AI headline feature following false claim errors.

SOCIAL SNAPSHOTS

SMITTEN OVER TRENDING LEAP 🥰

BlueSky: Explore features as user count surges

FRESH LOOKS FOR VIDEO CONTENT 😎

LinkedIn: Enhanced video visibility with bold feed upgrades

GENERATIVE GENIUS ON TIKTOK ✨

TikTok: AI makes captions and memes aligned with popular searches

REELS, FEELS, AND TEST DRIVES 🥳

Instagram: Creators test-drive content with new audiences

TRUTH ON TRIAL 🗣️

Meta: Community Notes give users a voice in addressing misinformation

WHISPER SWEET NOTHINGS 🎙️

YouTube: Audio replies add personal touch to audience connection

SWIPE RIGHT FOR DRAMA 😬

Meta: Controversy with looser rules, political chaos, and the end of fact-checking

AI UPDATES



AI UPDATES

🦋 SPONSORED LOVE. NVIDIA POWERS UP META TO ACCELERATE ROBOTICS & INDUSTRIAL AI 🦋

Nvidia's \$4M seed investment into Meta AI will help create "SimReady" digital twins using AI and 3D tech. These digital twins, essential for training robots in autonomous systems, will help accelerate AI training processes, especially as the company seeks to advance its efforts in robotics and industrial AI.

FEBRUARY 2025 ISSUE

💖 AI'S OFFICIALLY FOLLOWING YOU. MATCH MADE IN META-HEAVEN... MAYBE? 💖

Meta plans to spice up digital interactions as it starts talking plans to bring millions of AI profiles with their own quirky personalities and interests to its platforms. These digital doppelgängers will create content, follow accounts, and dish out likes and comments to keep engagement metrics soaring... however "artificially".

FLUME FOCUS

With AI bot profiles joining the scene, content must cater to both humans and Meta-controlled bot profiles. While this can boost engagement and follower growth, over-reliance on AI may harm authenticity and dilute genuine connections. This also calls for a re-evaluation of how we measure organic metrics.



AI UPDATES



😳 **APPLE AI's FUMBLE** 😳

Apple is temporarily disabling its Apple Intelligence headline feature following errors like false claims about Pete Hegseth (American TV personality) and Luigi Mangione (suspect charged in UnitedHealthcare CEO Brian Thompson's killing). A beta update for iOS 18.3 will roll out soon, fixing the issue for all supported iPhones.

🖥️ **YOUR PERSONAL AI PA & WORK BESTIE** 🖥️

Google introduces Gemini to all its Workspaces, creating the ultimate digital duo for your workspace. It's designed to enhance productivity and unlock human potential with AI. This update promises a smoother workflow and more seamless project completion. With AI assistance to accelerate tasks, advanced Gemini chat capabilities for brainstorming and planning, and tools to tackle complex projects effortlessly, your workspace just got a major upgrade.



AI UPDATES

SERENADED BY OPENAI 🎤💕 PICK THE
PERSONALITY THAT MAKES YOU SWOON 🎤💕

OpenAI has introduced a revamped user interface for ChatGPT's custom instructions, allowing users to personalise interactions by specifying details like their name, profession, and preferred chatbot traits (eg "Chatty", "Gen Z" or "Poetic"). The feature, still based on prompt engineering, aims to improve usability but doesn't include technical changes. Initially rolling out to ChatGPT.com and the Windows app, it will expand to mobile and macOS in a few weeks.

FEBRUARY 2025 ISSUE

**CHATGPT! I'M ESKOM.
HIT ME WITH YOUR BEST RIZZ AND
MAKE ME SWOON:**

Roses are red, my SePush is too
Your power cuts hit, but I still stan you. ⚡❤️
From the dim candlelight to my WiFi-less core,
You're the blackout I keep coming back for.
Your ghostings make me full-on ugly cry,
On... off... on again – but you're still my ride or die. 🖱️
Your load may be shedding, but my heart stays bright,
Even in Stage 6, you're my guiding light. ✨



SOCIAL UPDATES

FEBRUARY 2025 ISSUE



SOCIAL UPDATES INSTAGRAM

✍️ REEL TALK: NEW FEATURES ENHANCE CREATOR ENGAGEMENT ✍️

IG's testing "Trial Reels" so creators can drop fresh content for non-followers first to see how it vibes without messing with their usual audience. The engagement deets help creators level up their strategy before they go big, pushing more room to experiment and grow.

FLUME FOCUS

This is a safe way to experiment with new content, gather audience feedback, and fine-tune content strategies for clients – meaning your brands could optimise its content performance, reach new audiences, and innovate without risking your relationship with current followers.



SOCIAL UPDATES YOUTUBE

YOU HAD ME AT HELLO: AUTO-REPLIES TO VIDEO COMMENTS

YouTube's keeping it fresh by testing voice replies to comments, letting creators engage fans with personalised audio. Similar to TikTok's video replies, this new feature is all about boosting connection and engagement, giving creators a faster and more personal way to interact, and making conversations feel more real and authentic.

FLUME FOCUS

By incorporating personalised audio responses, Flume can help you create more authentic and memorable interactions with your audience. While particularly suited for highly engaged communities, this feature offers a time-efficient way to enhance brand connections by humanising engagements and fostering a sense of personal connection with audiences.



SOCIAL UPDATES META



BROADCAST CHANNELS' MINI MAKEOVER – THINK GROUP CHAT BUT WITH ADMIN CONTROL

Say goodbye to solo echo chambers! Meta's Broadcast Channels now pack a punch with replies for interactive chats, chat prompts to keep the convo alive, and enhanced metrics to track engagement. Plus, cross-platform sharing and pro tips make it easier to connect and grow.



FLUME FOCUS

Now we can help you deepen fan connections, build community and boost loyalty with these updates, especially when engagement is becoming more direct. Time to work smarter, not harder.

SOCIAL UPDATES META



FLUME FOCUS

Could these updates lead to more misinformation and hateful speech, complicating ad placements for agencies and brands? It might be time to tighten targeting and monitoring to ensure brand safety.

👁️ WHERE'S THE LOVE, META? 💔

Stirring controversy by removing fact-checking, loosening content rules, and reintroducing “political” content to feeds, Meta’s pivots may increase misinformation, hate speech, and biased views... which could possibly pose a risk for brands. Should you start swiping left on Meta?

🍏 GET A BITE OF THIS: COMMUNITY NOTES 📝

No more third-parties allowed as Meta rolls out Community Notes, a new tool designed to address potentially misleading or false content. Except these would be crowd-sourced by selected contributors – sound familiar? (Looking at you, X.)

SOCIAL UPDATES TIKTOK

🥰 **DID SOMEONE SAY IT'S A DATE?** 📅 17

TikTok adds Post Scheduling to its Studio App, simplifying content management. While post scheduling has been available through third-party tools, this update lets you plan posts and track analytics all in one place. Nothing like a well-planned date in a prime spot.

FLUME FOCUS

Adapt quickly to user interests, optimise content to what's trending, and streamline your content to stay on the pulse of the platform with these updates. Keeping up with TikTok has never been easier!

🌀 **RIVALS PLAYING CATCH-UP** 🙌

Having trouble keeping up with TikTok trends? Don't worry, it's time to "swipe right" on TikTok's new generative AI tools! From an AI meme generator to a caption tool,

these updates help you match your content with the latest trends, making it easier to stay in the game and keep your audience veening for more.



SOCIAL UPDATES BLUESKY



❤️🌊 **BLUESKY HAS ENTERED THE CHAT & IT'S RIDING THE LOVE WAVES** 🌊❤️

Bluesky is expanding with features like trending topics to increase user engagement and appeal to creators like journalists and publishers. With 25.9 million users and growing brand interactions, it offers potential as a Twitter-like alternative. While smaller than Threads, it's worth considering for future opportunities as the platform evolves.

Bluesky is testing new paid features, including profile customisation, video enhancements, and analytics, as it caters to its growing 24 million users. Subscriptions are just the start for revenue, but the platform might eventually need ads to keep things running smoothly.



FLUME FOCUS

Bluesky's growth presents a unique opportunity for Flume to integrate it into social strategies. Its decentralised approach and emerging user base allow agencies to explore innovative engagement methods, target niche audiences, and establish early brand presence, offering you a competitive edge in a shifting social media landscape.



SOCIAL UPDATES LINKEDIN



VIDEO TAKES CENTRE STAGE WITH ENHANCED IN-STREAM VIDEO DISPLAY

LinkedIn is levelling up video with larger, more prominent video panels in the main feed to enhance visibility, particularly on mobile. And when you tap on one, expect to dive into a TikTok-style immersive full-screen experience, plus enjoy in-feed video carousels and rounded panels in your feed.

FLUME FOCUS

Flip the script on your LinkedIn strategy and embrace video as the platform's rising star. It's time to let your brand shine in all its digital glory and truly stand out from the crowd.



FINAL THOUGHTS 🥰

**Roses are red, AI is blue,
the future of tech is coming for you!**

Meta's AI-generated profiles playing matchmaker, TikTok's meme-making genius, YouTube whispering sweet nothings with voice replies... the digital world is coupling up faster than you can say "situationship". Meanwhile, Apple learns the hard way that AI can be a messy ex.

This is our love note to you, and it's all about how the future of social media is about leveraging AI to have smarter, more meaningful interactions your audience.

**Let's swipe right
together and embrace
what's next!**

