



Plume Digital Diary

JULY EDITION



Winter is here



**CONQUER THE COLD WITH
HOT DIGITAL UPDATES**

Greetings, brave digital warriors

WINTER IS HERE, ARE YOU READY?

The digital world has become a **blizzard of updates, shifts and expectations**. Platforms have rewritten their rules, AI has gone from helpful to essential, and audiences are no longer just watching, they're expecting more. In this edition of Digital Diary, we channel the spirit of *Game of Thrones* to bring you a survival guide for the cold months ahead. In the kingdom of digital marketing, you either adapt or you're left behind.

From fresh platform features and smarter AI tools to evolving user behaviour and the rise of decentralised spaces, we've rounded up the biggest trends and updates from the first half of the year and unpacked how to use them to your advantage.

Winter is here. But with the right strategy, your brand will conquer.





A News Roundup

- WHISPERS FROM THE AI TOWER

CLAUDE FINDS ITS VOICE 🗣️

Anthropic rolls out voice mode for Claude, letting users chat through speech with transcripts, voice options, and on-screen highlights.

ODYSSEY ENTERS THE ARENA 🎮

Startup company Odyssey unveils an AI-powered interactive video model offering immersive, game-like storytelling you can explore. It's like you're in it.

GROK JOINS TELEGRAM 🤖

Elon Musk's xAI invests \$300m to bring Grok to Telegram, enhancing user interaction through AI-powered chat.





Social Spills

- NEW FRONTIERS, NEW GAINS

LINKEDIN CLEARS THE LENS 🎥

Share videos without clutter. LinkedIn now lets you embed videos externally, keeping your stories clean and focused.

INSTAGRAM TESTS AI TASK TOOLS 📝

Turn messages into tasks in DMs using AI to set reminders and automate follow-ups.

X SHARPENS ITS EDGE WITH VIDEO FOCUS AND CLEANER CONVERSATIONS 🗣️

Shifting to video-first strategies, X launches a dedicated video tab with comment controls that let users quietly downrank negative or unhelpful replies. A clearer, sharper conversation for every house.



III
2025

The North Remembers:

KEY THEMES FROM H1 2025

Platform Power Plays

Each platform has launched aggressive updates to capture attention and retain users:

- ✦ **Instagram** pushed hard into **DM-based features**, turning chats into content hubs.
- ✦ **X** is becoming a real-time **video-first platform**, driven by entertainment and algorithm tweaks.
- ✦ **YouTube** doubled down on **AI tools and community interactivity**, blurring the line between content and conversation.
- ✦ **Bluesky** quietly rose as a **decentralised alternative**, offering control and transparency.

AI at Full Firepower

The AI revolution is restructuring the entire digital ecosystem. We've seen:

- ✦ Generative AI in ads, with brands creating large-scale creative content at a fraction of the cost.
- ✦ Multiagent AI systems entering internal workflows, streamlining everything from campaign planning to customer interaction.
- ✦ Translation and automation tools unlocking access to global audiences like never before.

KEY THEMES FROM H1 2025

Smarter, Not Harder: Automation & Personalisation

Digital strategies are shifting from “more content” to more useful content. Efficiency-driven tools like:

AI-assisted DMs, predictive trendspotting, and comment moderation and ranking are helping brands refine engagement and optimise relevance.

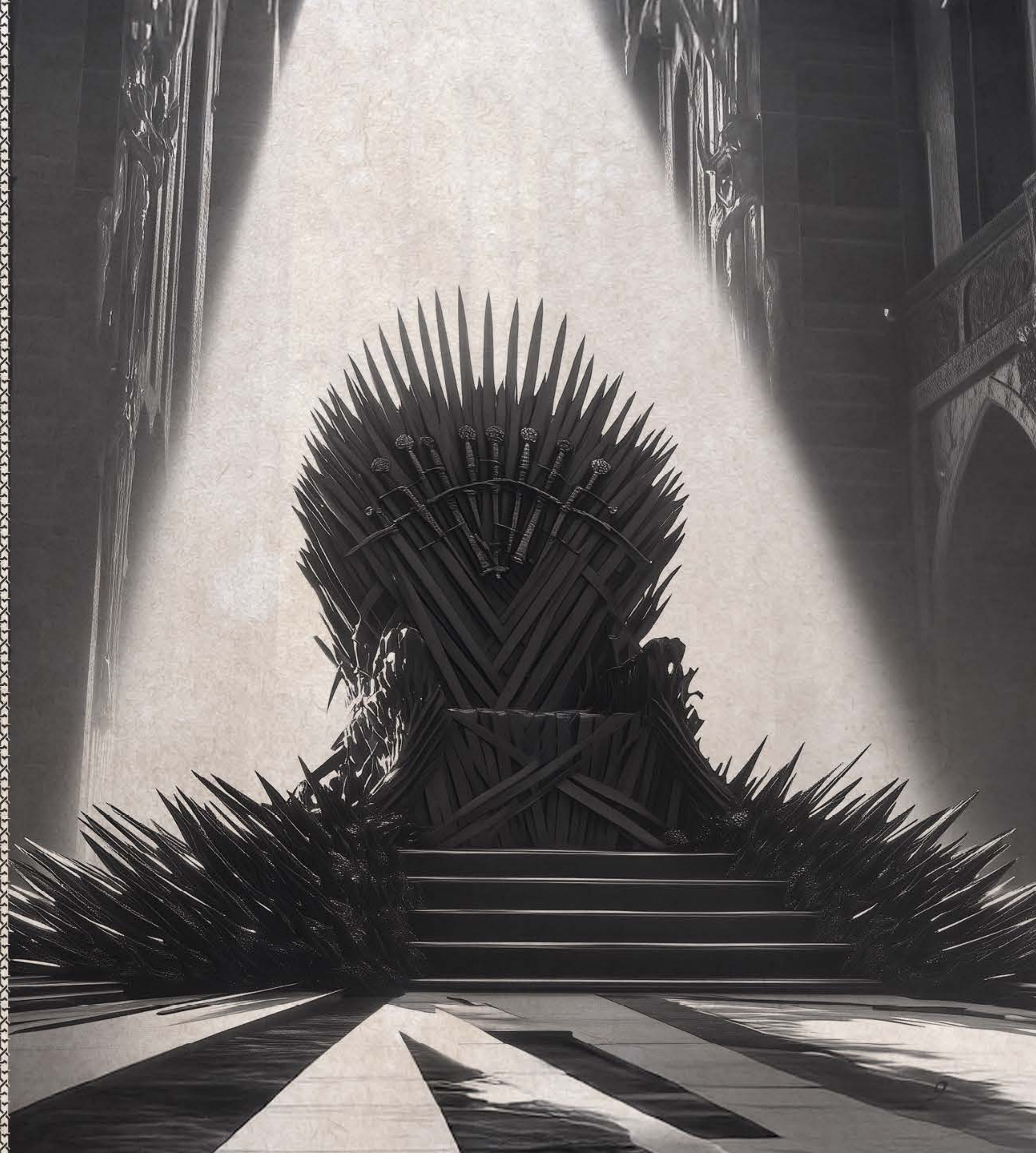
Community Is Currency

Across every major platform, we’re seeing the rise of community-first features:

- Instagram’s pinned messages and music in DMs
- Bluesky’s Explore and DM enhancements
- YouTube’s community tabs and blurred thumbnails for safer browsing



Who will
rule the
digital
THRONES





The battle of the digital lords begins. From House DM Dominion (Instagram), House Automata (Facebook), House Watchtower (X), and House Citadel (YouTube) to rising House Origin (Bluesky), the great houses prepare for war. In the Outer Kingdoms, Meta, TikTok, and LinkedIn ready their forces. They contend for the realm's greatest prizes: loyalty, time, and attention. Alliances fracture. Shadows stir. But across all realms one question echoes:



The Contenders & Challengers

House Automata (Facebook)
House DM Dominion (Instagram)
House Watchtower (X)
House Citadel (YouTube)
House Origin (Bluesky)

The Outer Kingdoms: Strategic Allies

Meta
TikTok
LinkedIn



The Forecast:

There is a lot that will influence who takes the throne, but power lies in integration. The true ruler will be the brand or platform that:

- ✦ Uses AI wisely but not blindly
- ✦ Creates content that's both scalable and soulful
- ✦ Builds communities, not just campaigns
- ✦ Adapts faster than the next storm rolls in

Winter is here, and only the agile, strategic, and authentic will survive.

AI Updates

HOUSE



AUTOMATA

THE RISE OF AI

"We code, we conquer."

STRENGTHS

AUTONOMY, SPEED, ADAPTABILITY

WEAPON OF CHOICE

AGENTIC AI, TEXT-TO-VIDEO,
PREDICTIVE INSIGHTS

REALM

STRATEGY, OPERATIONS, AND
CREATIVITY ALL AT ONCE

POSITION

A DRAGON THAT'S RESHAPING THE
BATTLEFIELD, UNSTOPPABLE UNLESS
CHECKED BY ETHICS AND HUMAN
CREATIVITY.

AI Updates

AI: THE DRAGON IN YOUR ARSENAL



AI has emerged as the kingdom's most powerful weapon, reshaping strategy, accelerating creativity, and automating the battlefield. The latest advancements in AI include:



AGENTIC AI IS TAKING THE THRONE

AI is evolving beyond prompts; agentic AI systems now operate with autonomy, executing complex tasks with minimal input. These agents are built to act, not just suggest, making them ideal for streamlining workflows across entire digital kingdoms.

TEXT-TO-VIDEO IS HERE

Generative AI is levelling up; brands can now create high-quality videos from simple text prompts, changing how campaigns are produced and scaled. This means faster turnarounds, creative agility, and a serious upgrade in storytelling firepower.

THE ETHICS WALL RISES

Governments and platforms and Jon Snow are reinforcing the wall with new AI legislation and ethical frameworks. Navigating the future will mean staying compliant while still pushing creative boundaries.



House Rule

Use agentic AI to automate complex tasks, embrace text-to-video tools for faster content creation, apply AI insights for smarter marketing strategy, and stay aligned with evolving ethical and regulatory standards.

THE DRAGON FINDS NEW LANDS TO ROAM



CLAUDE FINDS ITS VOICE IN THE STORM

Anthropic is rolling out a voice mode for its Claude chatbot, allowing users to engage in spoken conversations through the mobile app. This AI advisor brings on-screen key points, five distinct voices, conversation transcripts, and the power to switch between speech and scroll (text).

ODYSSEY ENTERS THE AI ARENA

Odyssey, a new startup, has launched an AI-powered interactive video model offering an early glimpse at what it means to walk through stories instead of simply watching them.

GROK JOINS THE RANKS: XAI AND TELEGRAM FORGE A \$300M ALLIANCE

Elon Musk's xAI is investing \$300m in a one-year deal with Telegram to integrate its AI chatbot, Grok, aiming to boost user interaction across the platform.





Social Updates

Instagram

HOUSE



DM DOMINION

INSTAGRAM

"The message is the medium."

STRENGTHS

PRIVATE ENGAGEMENT, CREATOR SUPPORT, MULTITASKING TOOLS

WEAPON OF CHOICE

DMS, 3-MINUTE REELS, AI-POWERED TASKS

REALM

INTIMATE, CREATOR-LED CONNECTIONS

POSITION

FORTIFYING LOYALTY AND CONTENT POWER BEHIND THE SCENES, WHERE STORIES UNFOLD BEYOND THE FEED.

Instagram

01/10

THE DM DOMINION & CREATOR'S REALM



Instagram has fortified its kingdom with features that empower creators and enhance user interaction.

The platform's latest enhancements include:



COMMENT MODERATION TOOLS

A new feature allows users to downrank comments they find unhelpful or negative, providing a private way to manage comment visibility.

AI-POWERED TASK MANAGEMENT IN DMS

Instagram is testing AI-driven task management within DMs, enabling users to create tasks by long-pressing a message and selecting the "Task" option. This feature could assist with setting reminders and automating follow-ups directly within chats.

3-MINUTE REELS

The extension of Reels to 3 minutes allows for more in-depth storytelling, tutorials, and behind-the-scenes content, providing creators with greater flexibility.



House Rule

Maximise Instagram's latest tools by turning DMs into a content channel, using comment moderation to shape brand-safe communities, embracing AI for smarter workflow, and creating deeper storytelling with extended Reels.



HOUSE



ALGORITHM

META

"We scale, we optimise, we dominate."

STRENGTHS

AD AUTOMATION, AI-GENERATED
CREATIVE, FULL-FUNNEL CAMPAIGN
CONTROL

REALM

PAID PERFORMANCE, MULTI-
PLATFORM VISIBILITY (META +
INSTAGRAM)

WEAPON OF CHOICE

ADVANTAGE+ AI CAMPAIGNS,
GENERATIVE AD TOOLS, BUDGET
AUTOMATION

POSITION

A VETERAN POWER WITH DEEP
RESOURCES AND THE MOST
EFFICIENT WAR MACHINE. RUTHLESS
IN CAMPAIGN CONQUEST BUT
DEPENDENT ON DATA LOYALTY AND
CREATIVE OVERSIGHT.

Meta

Meta

03/10

META KINGDOM ADDS AI TO ITS ARSENAL



META AI FORTIFIES THE DIGITAL FUNNEL

Meta's Advantage+ is now aiming to run your campaigns from top to bottom – automating targeting, budget splits, and with generative AI in the mix, it whips up multiple ad variations in seconds, so you can launch and learn faster.





HOUSE



PULSE

TIKTOK

"We move at the speed of culture."

STRENGTHS

VIRALITY, STORYTELLING, REAL-TIME
CREATOR ENERGY

WEAPON OF CHOICE

AI SELLER ASSISTANT, AI ALIVE
(ANIMATED CONTENT), ACCESSIBILITY
TOOLS

REALM

ENTERTAINMENT, COMMERCE,
SUBCULTURE

POSITION

TIKTOK THE SHAPESHIFTER RULES
BY EMOTION AND MOMENTUM,
CONSTANTLY EVOLVING ITS TACTICS
TO STAY ONE SCROLL AHEAD.

TikTok

04

HOUSE PULSE FORTIFIES THE REALM WITH NEW AI TOOLS



BRINGING IN AI ASSISTANCE TO HELP BRAVE THE WINTER AHEAD

TikTok arms its sellers with the new AI-powered Seller Assistant, built into its commerce tools (for Asia, Europe and the US). Additionally, the platform is introducing AI Alive, a feature that helps bring static images to life, letting users turn photos into dynamic TikTok Stories.

ALT TEXT & ACCESSIBILITY TOOLS TO MAKE EVERY VIEW COUNT

TikTok is testing AI-generated alt text to boost content accessibility, with options for manual edits. A new contrast toggle also helps low-vision users navigate the platform more easily – making sure no viewer is left in the dark.



House Rule

With new weapons and tools, deepen your alliances, connect like the great houses of old and claim your TikTok throne.

HOUSE



SCROLL

LINKEDIN

"We speak insight. We build influence."

STRENGTHS

PROFESSIONAL CREDIBILITY, DATA
DEPTH, B2B ENGAGEMENT

WEAPON OF CHOICE

ENHANCED POST ANALYTICS,
CLEAN VIDEO EMBEDS, CONTENT
DISTRIBUTION TOOLS

REALM

THOUGHT LEADERSHIP,
PROFESSIONAL GROWTH, BUSINESS
RELATIONSHIPS

POSITION

THE NOBLE HOUSE OF INTELLECT
AND INFLUENCE; LESS FLASHY, BUT
VITAL IN LONG CAMPAIGNS WHERE
TRUST AND AUTHORITY ARE THE TRUE
CURRENCY.

Linked In

LinkedIn

05

HOUSE SCROLL EXPANDS ITS MAP



FRESH SCROLLS OF INSIGHT ARRIVE ON LINKEDIN

LinkedIn unveils enhanced post analytics, offering deeper insights like profile views from individual posts and detailed link click data – helping you track what drives engagement and profile traffic.

SIMPLIFYING VIDEO EMBEDS FOR BRAND REACH

LinkedIn now lets users embed videos without the original post text – making for cleaner, sharper, and more focused video displays across external sites.





			
HOUSE 		WATCHTOW 	
		X	
<i>"We post in real time."</i>			
STRENGTHS 		WEAPON OF CHOICE 	
SPEED, ENTERTAINMENT, TREND-SENSING		GROK AI, DEDICATED VIDEO TAB, MONETISATION MECHANICS	
REALM 		POSITION 	
REAL-TIME CULTURE, CREATOR MONETISATION		RUTHLESS AND ADAPTIVE, COMMANDING MOMENTS, MOVEMENTS, AND MEMES IN EQUAL MEASURE.	
			

X

06

THE WATCHTOWER OF REAL-TIME REACH



X has sharpened its blades in the battle for attention, rolling out powerful tools to dominate real-time content and creator monetisation. The platform's latest advancements include:



THE RISE OF VIDEO-FIRST STRATEGY

X has launched a **dedicated video tab**, signalling its shift towards becoming a video-forward platform. Video is being prioritised in feeds, discovery, and engagement – no longer just an optional content format; it's now a primary battleground.

AI GETS AN UPGRADE WITH GROK-3

X's integrated chatbot, Grok, has levelled up with more advanced AI. Now embedded across the platform, Grok-3 improves content discovery, delivers context, and gives users tailored, intelligent interactions with trending topics.

SMARTER COMMUNITY SORTING

Communities can now be sorted by Trending, New, or Popular, giving users more control over how they engage and giving brands insight into how to stay visible in the right moments.



House Rule

Maximise X by leading with video-first content, using Grok AI to stay ahead of trends, turning followers into paying fans with new monetisation tools, and timing your posts to shine in trending or popular community feeds.

HOUSE



CITADEL

YOUTUBE

"Stories that last, content that scales."

STRENGTHS

COMMUNITY, DEPTH, GLOBAL REACH

WEAPON OF CHOICE

AI TRANSLATION & DUBBING, LONG-FORM VIDEO, COMMUNITY TABS

REALM

EDUCATION, ENTERTAINMENT, AND STORYTELLING

POSITION

THE LEGACY RULER, STILL POWERFUL, NOW WITH AI SCROLLS AND A GLOBAL AUDIENCE UNDER ITS BANNER.

YouTube

YouTube

07

THE CITADEL OF CREATOR TOOLS & GLOBAL REACH



YouTube continues to rule the realm of video, expanding its arsenal with AI tools and deeper community features that give creators global reach and meaningful engagement. The platform's latest enhancements include:



AI-POWERED TRANSLATION AND DUBBING

YouTube is implementing AI-driven translation and dubbing features to break language barriers, allowing creators to reach a global audience more effectively.

EXPANDED COMMUNITY FEATURES

The platform is enhancing its community-building tools, including a dedicated space for two-way interactions, enabling creators to host discussions and share exclusive content with their audience.

BLURRED THUMBNAILS FOR SENSITIVE CONTENT

YouTube is testing a feature that blurs video thumbnails for content deemed mature, aiming to create a safer browsing experience while still allowing access to the content.





SNAPCHAT ARMS ADVERTISERS WITH AI-FUELED FIREPOWER

Snapchat fuels its platform with a new set of AI-driven ad tools to help brave the digital winter. From automating budget and bidding strategies to rolling out new dynamic Sponsored Snaps, these updates promise smarter, faster campaigns and more engaging creative formats.



Snapchat

08

NEW SPELLS FROM THE NORTH





HOUSE

ORIGIN

BLUESKY

"Decentralised. Unfiltered. Real."

STRENGTHS

AUTHENTICITY, USER CONTROL,
EMERGING CULTURE

WEAPON OF CHOICE

3-MINUTE VIDEOS, DOMAIN-LINKED
IDENTITY, CUSTOMISABLE FEEDS

REALM

DIGITAL REBELLION, NICHE
COMMUNITIES, NEW-WORLD RULES

POSITION

THE RISING CHALLENGER, OFFERING
FREEDOM WHERE OTHERS OFFER
FORMULA.

Bluesky

07 THE REALM OF AUTHENTICITY & CONTROL



Bluesky is building its stronghold on authenticity and decentralised control, giving users more power over how they engage, create, and connect. The platform's newest features include:

CHAT REACTIONS AND EXPLORE PAGE

Bluesky has introduced chat reactions and a new Explore page, enhancing user interaction and content discovery on the platform.

DOMAIN-LINKED VERIFICATION

The platform is implementing a structured verification process linked to user domains, aiming to increase authenticity and trustworthiness.

3-MINUTE VIDEO POSTS AND DM MANAGEMENT

Bluesky now supports 3-minute video posts and improved direct message management features, expanding content formats and communication tools.





In the ever-evolving kingdom of digital, power is fleeting and no one sits comfortably for long. But as we cross the halfway mark of 2025, one force stands tallest, **House Automata (AI)**.



HOUSE



AUTOMATA



THE CURRENT RULER



AI isn't just supporting the kingdom, it's commanding it. From agentic systems that automate entire campaigns to generative tools reshaping creative production, AI is the **crown bearer** for now. It has infiltrated every realm from ads to automation, content to conversation. **No other House wields more influence across the board.**

But ruling the digital throne comes at a cost. **Ethical scrutiny and platform governance** are growing threats. The question is not just how long AI can rule but how responsibly it can wield its power.

Conclusion

SURVIVE. ADAPT. RULE.



The digital winds have changed, and the landscape ahead is not for the faint-hearted. Platforms are evolving faster than ever, AI is rewriting the rules of engagement, and audiences expect relevance, speed, and authenticity in every scroll. But for brands that are prepared, **winter isn't a threat, it's an opportunity.**

Your survival kit is now stocked: sharper tools, smarter strategies, and a renewed understanding of how to move with the algorithms, not against them. The battles for attention and loyalty may be fierce, but armed with insight, agility, and creativity, your brand won't just weather the storm... it'll take the throne.

Winter is here. But you're ready.





End