

THE PLAYBOOK MEMBERSHIP

SOCIAL MEDIA | MODULE FIFTEEN

How to spot trends

WHERE TO FIND TRENDS

WHAT MAKES A TREND GO VIRAL

THE LIFECYCLE OF A TREND

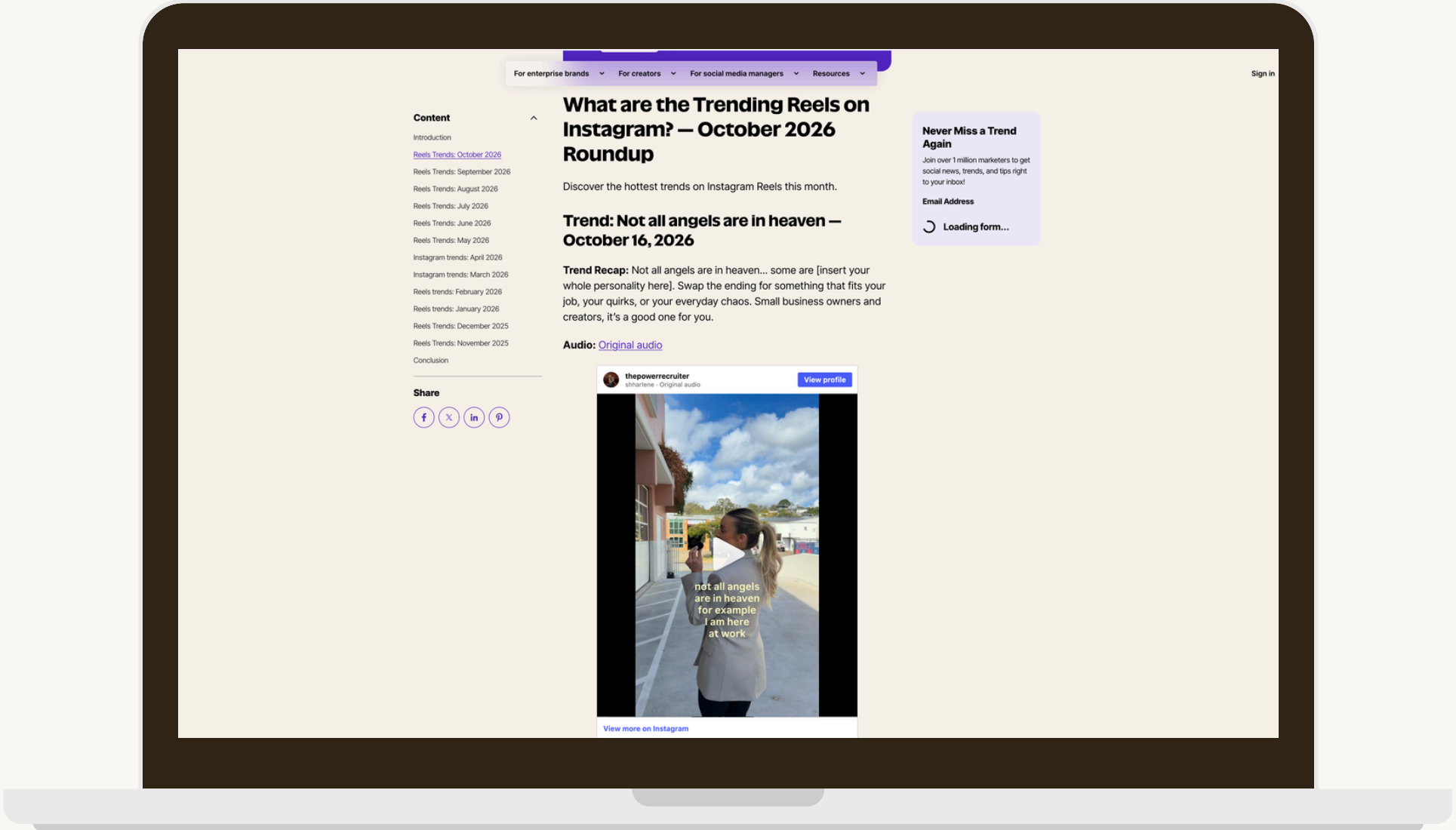
WHERE TO FIND TRENDS

My favourite resources & social media accounts

LATER, WEEKLY REELS TRENDS

You can also sign up to their newsletter where they will send you updates weekly.

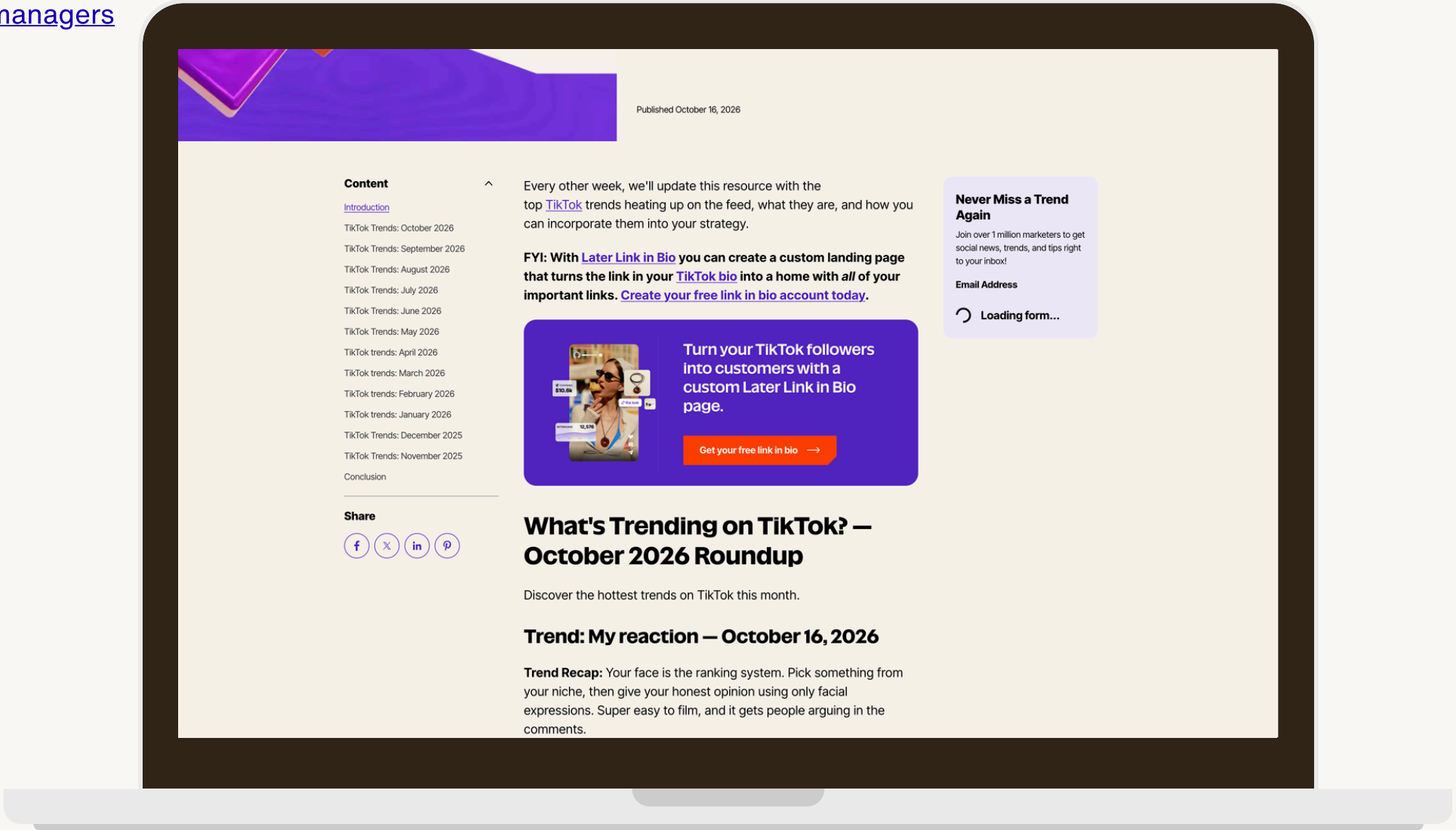
<https://later.com/blog/instagram-reels-trends>



LATER, TIKTOK TRENDS ROUND UP

You can also sign up to their newsletter where they will send you updates weekly.

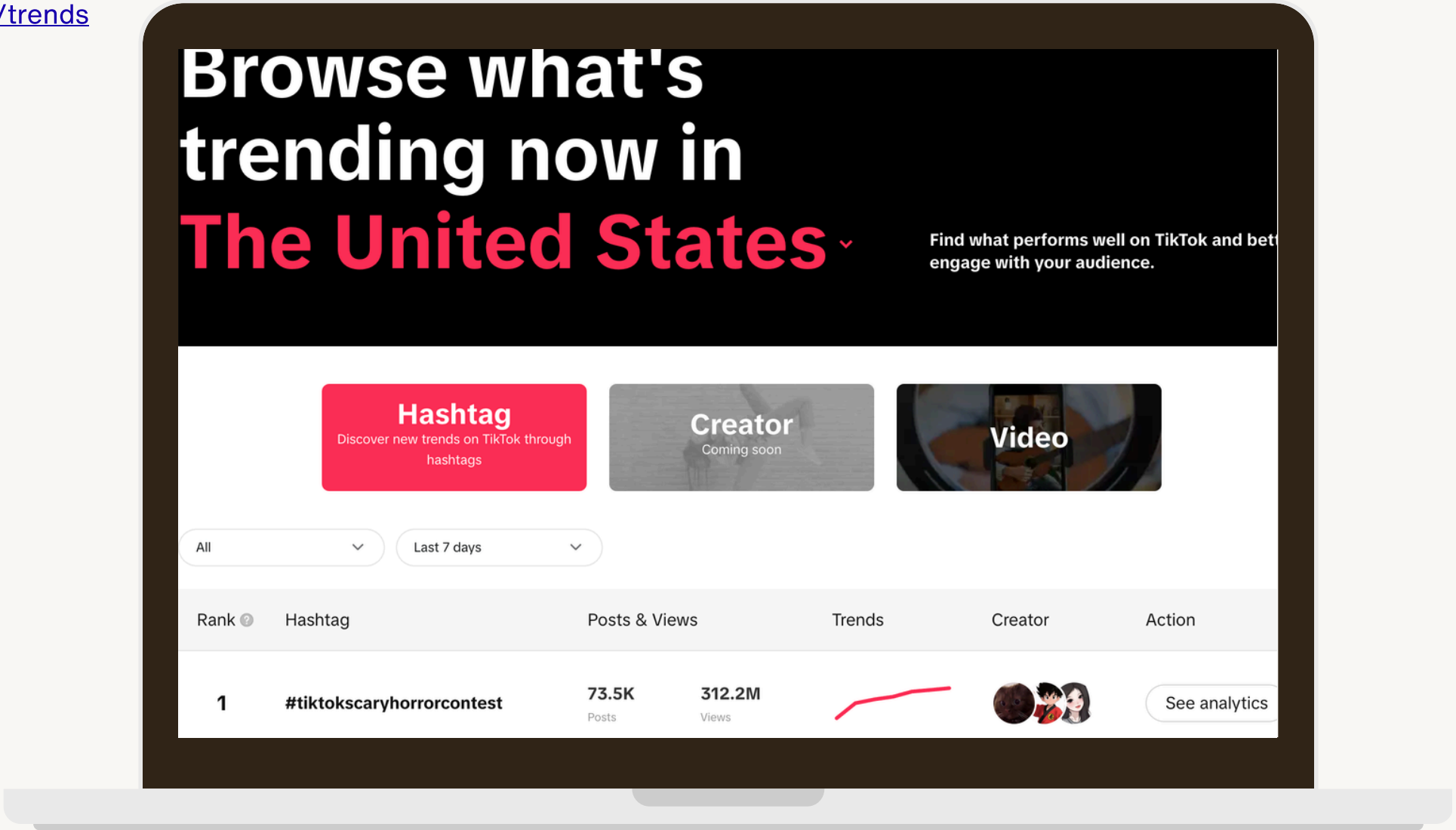
<https://later.com/blog/category/social-media-managers>



TIKTOK CREATIVE CENTER

you can checkout best performing ads, trends, and hashtags.

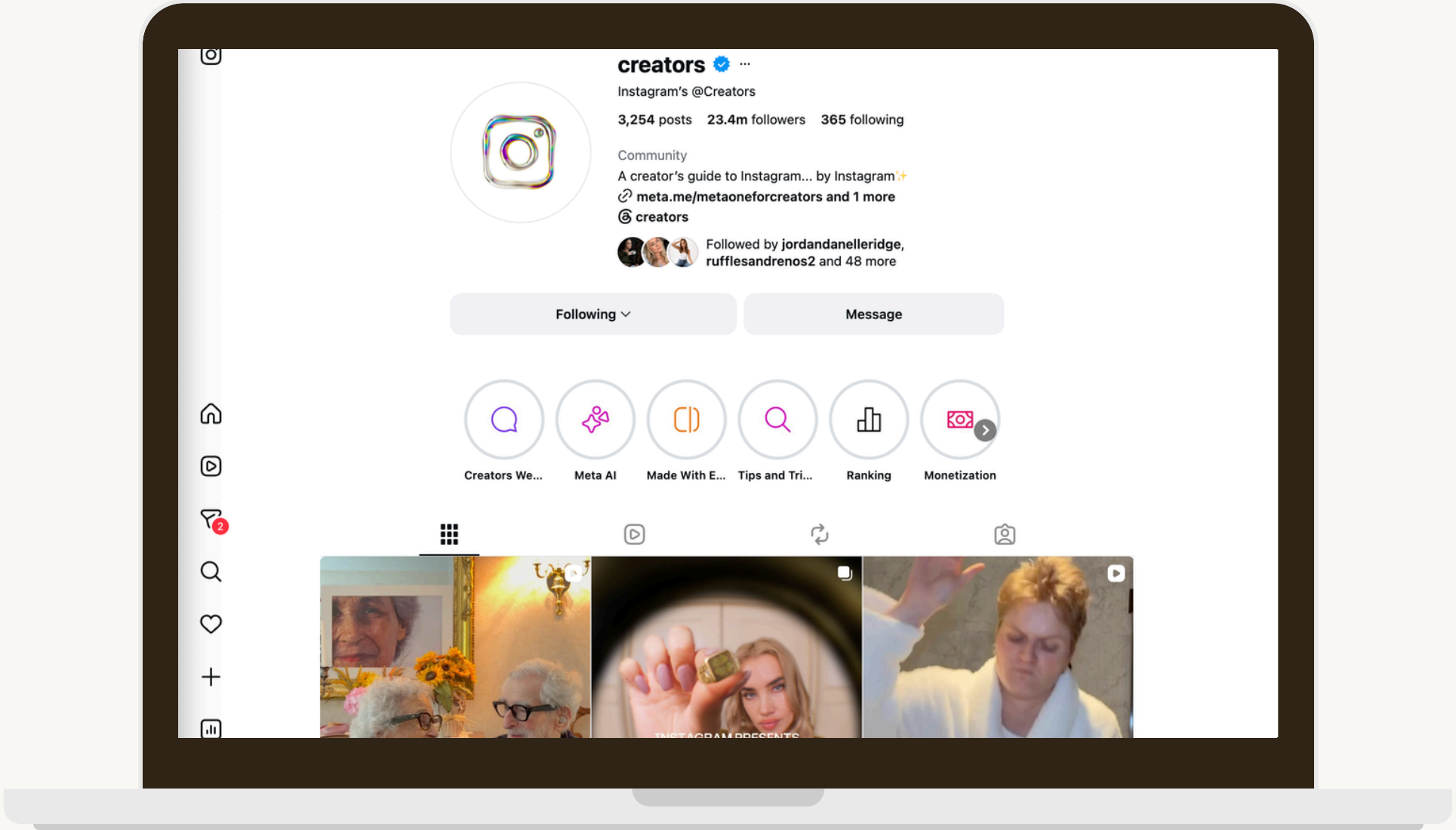
<https://ads.tiktok.com/creative/creativeCenter/trends>



INSTAGRAM CREATORS ACCOUNT

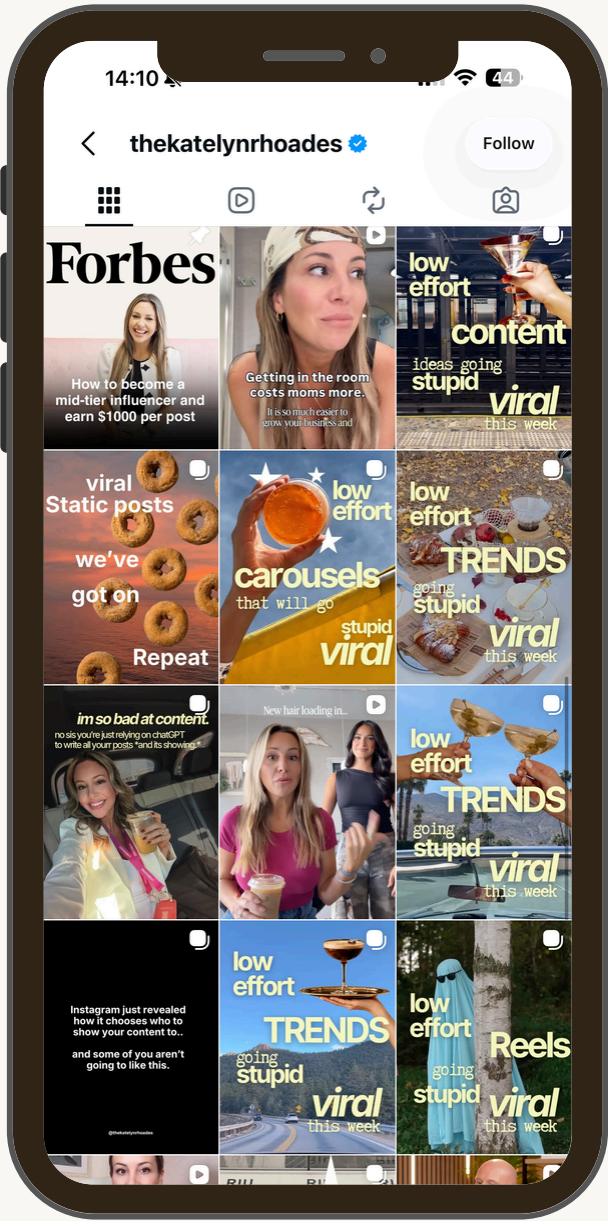
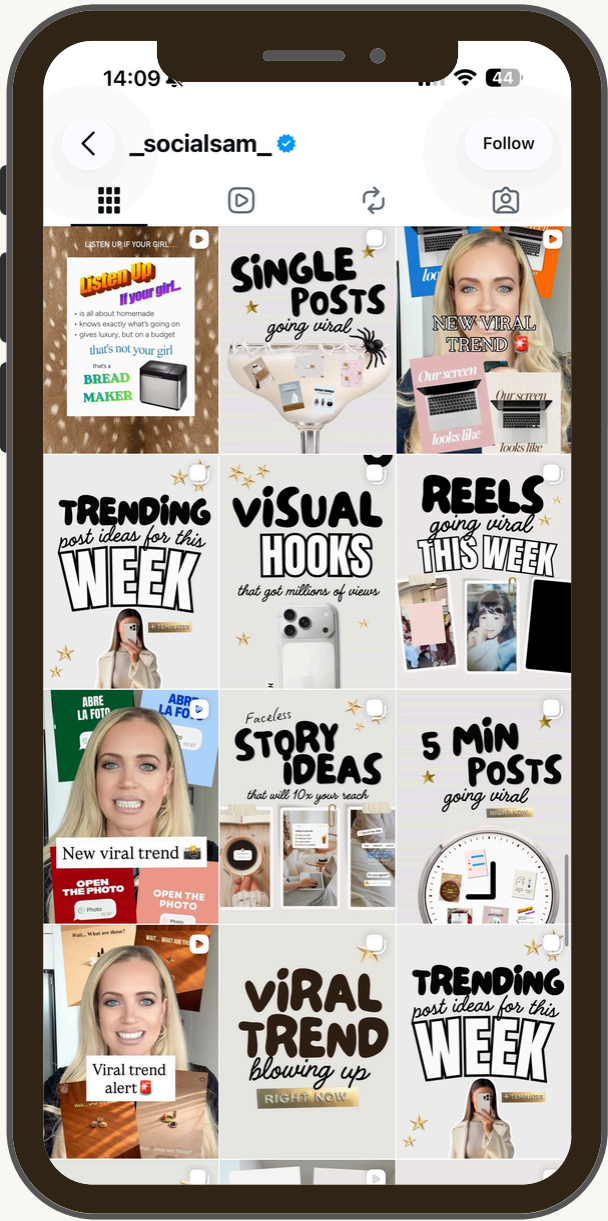
they give you tips on manging your socials
but also shares other peoples content thats
trending

<https://www.instagram.com/creators>



INSTAGRAM ACCOUNTS

A few accounts thta post mostly about trending content



MY HOT TIP

Trends usually find themselves on TikTok
BEFORE they then come over to Instagram



SSSSSS...

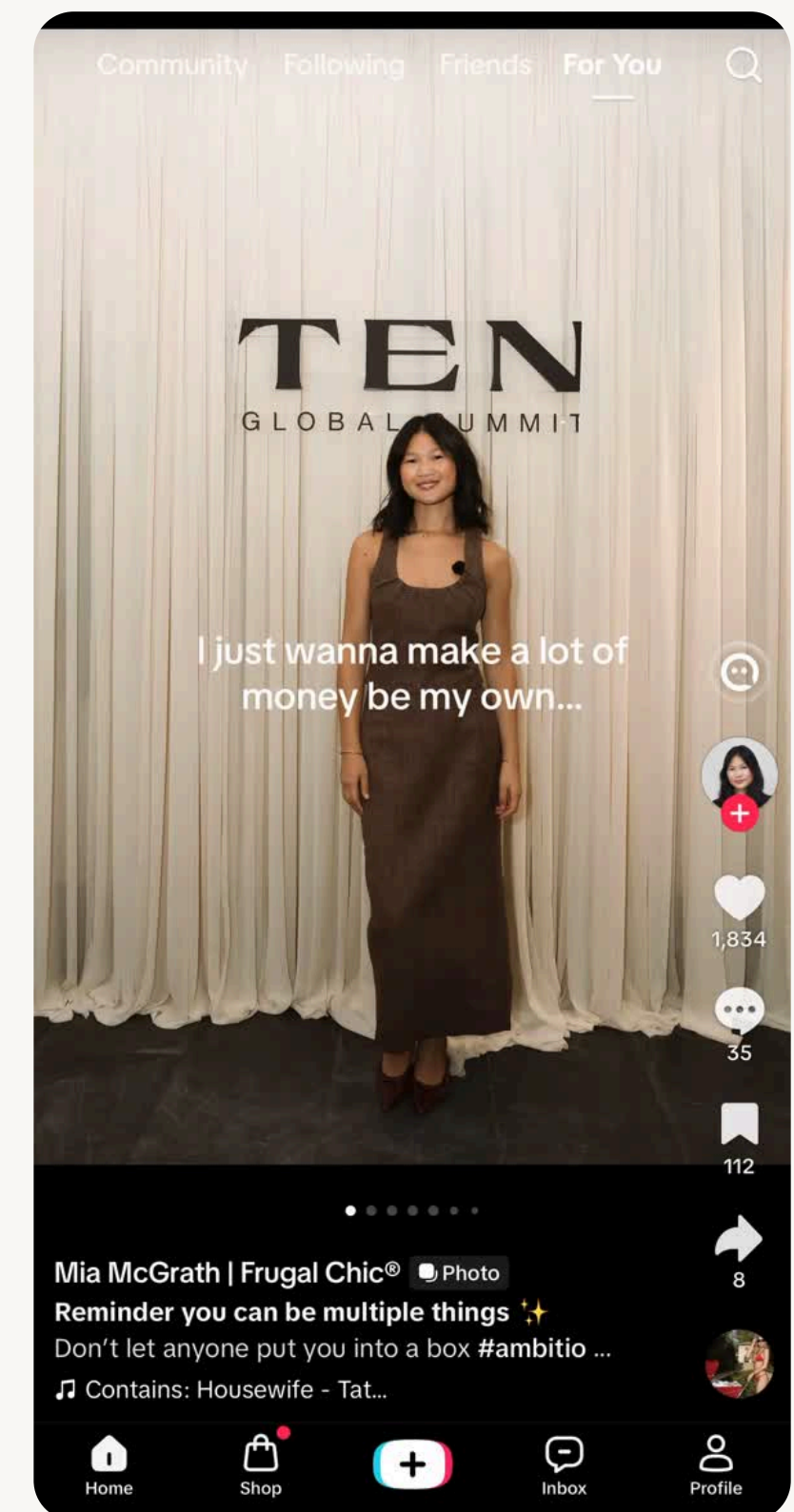
I have an account that I don't post on but just save a bunch of inspo down for trends etc as I know they will eventually hit Instagram.

I found this trend TODAY on TikTok.

A trend I haven't seen on Instagram yet
BUT 100% will be there by end of week.

Why is it a trend?

Because this song is NEW (housewife by Tate Mcrae)
meaning not much content is using it.



WHAT MAKES A TREND GO VIRAL

Trend or One-Hit Wonder?



5 signs to worth watching

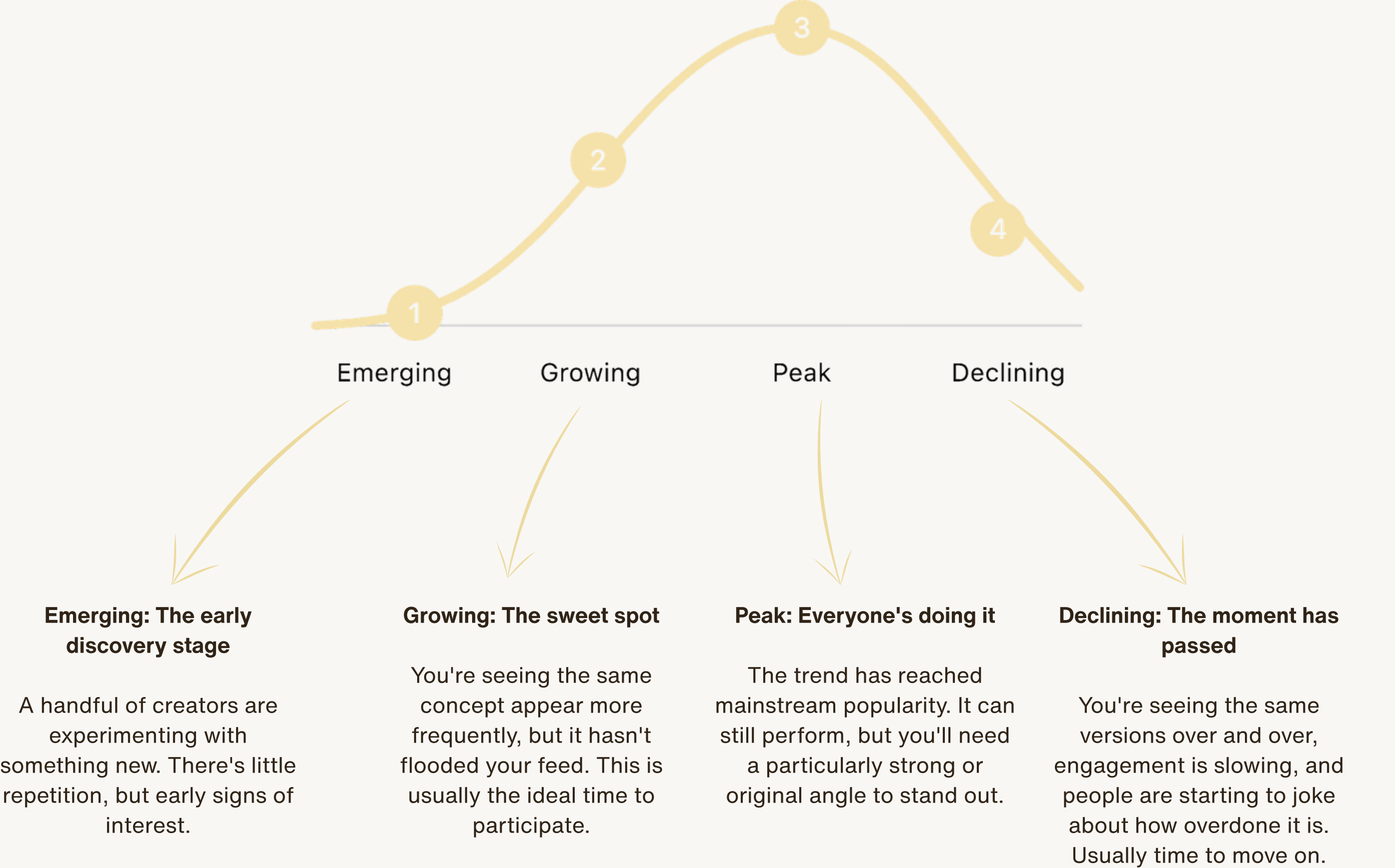
- Repetition: Are multiple creators starting to use the same format, audio or concept?
- Speed: Are new versions appearing within days rather than weeks?
- Adaptability: Can the concept work across different industries?
- Engagement: Are people sharing, tagging friends or commenting that they want to try it?
- Momentum: Are newer versions still performing well, or did one original post get all the attention?

If you can say yes to 2-3 of these - keep an eye on it.

If you said yes to 4-5 of these - Strong potential, time to create your own version.

THE TREND LIFECYCLE

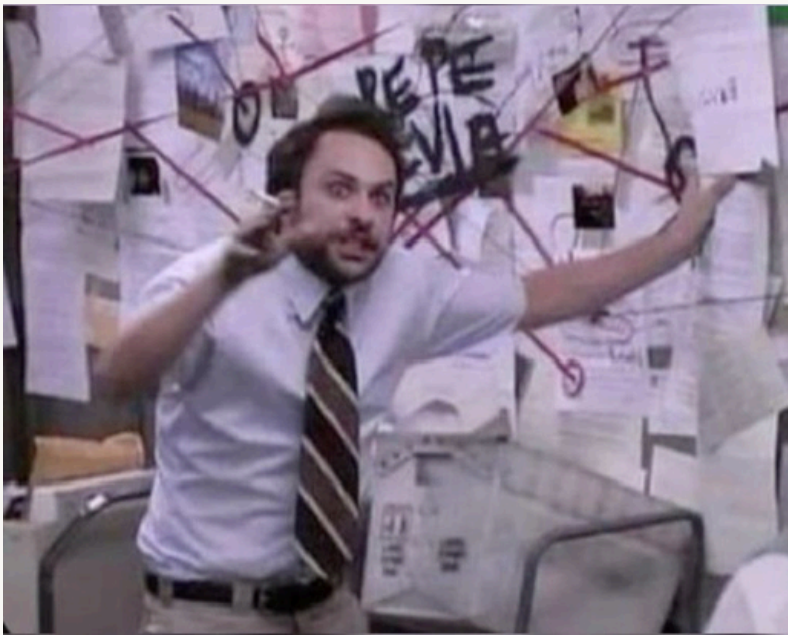
If you jump on it too late, you've missed your shot





Reading the Numbers

A trending audio with 100,000 uses isn't necessarily better than one with 2,000 uses. What matters is how quickly it's growing, who's using it and whether the content is still performing.



Audio usage	How many Reels or TikToks have used the sound?
Growth speed	Is the number of uses increasing noticeably over 24–72 hours?
Recent performance	Are the newest videos still receiving strong views and engagement?
Creator diversity	Are different creators and industries adopting the trend?
Engagement quality	Are people sharing, commenting and tagging others, rather than just liking?



QUICK TEST!

Imagine you've discovered two trending audios on Instagram. Which would you use?

Audio A

150,000 uses. 2,000 new uses over the last 48 hours.

Audio B

4,000 uses. 3,000 uses over the last 48 hours.

Audio B is the stronger early-trend candidate.

It has grown by 300% from its starting 1,000 uses, compared with approximately 1.4% for Audio A. That's a much stronger growth signal.

YOUR PLAYBOOK PRACTICE

Action Task

YOUR PLAYBOOK PRACTICE

Take 10–15 minutes to practice:

- **Create a Trend Folder:**

Head to TikTok and create a saved collection called "Trend Radar" to save emerging audios, hooks and content formats.

- **Spot the Potential:**

Find 3 content trends you haven't seen all over Instagram yet. Check their audio usage, recent engagement and whether other creators are starting to replicate them.

- **Make Your Move:**

Choose one trend, adapt it to your niche and post your own version before the end of this week. (Maybe the one I shared!)



TURN THE PAIGE

and follow The PlayBook

NEXT UP: CONTENT PLAN THAT CONVERTS