

30 updates inside

# Summer Social Media Roundup 2025

A complete recap of July & August social media updates, trends, and tools.



# What You'll Find Inside



The biggest updates from all major platforms for July & August 2025



Key insights and best practices on what matters most for marketers



Expert quotes on what to focus on for the rest of 2025.



Exclusive ZoomSphere promo code: 25% off your first year.



Key takeaways every marketer should know before the fall season

*All updates are collected from our Weekly Social Media Scoop series on the ZoomSphere blog.*





# Instagram updates

## Instagram Posts Appear in Google Search

Public Instagram content is now being indexed by Google, meaning posts can show up directly in Google Search results.

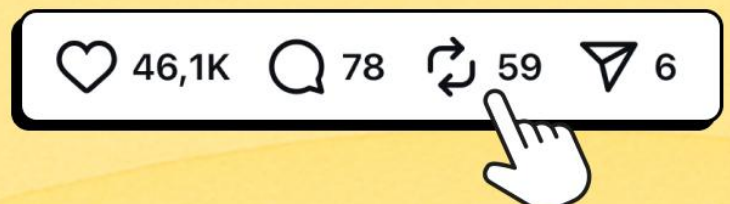
This expands reach beyond the app, giving brands an SEO boost and a new channel for organic discovery.



## Dedicated Repost Button (Global Launch)

Instagram has launched a one-tap Repost feature, letting users reshare feed posts.

It makes amplification easy, helping followers spread your posts and boost organic reach and word-of-mouth for branded content.

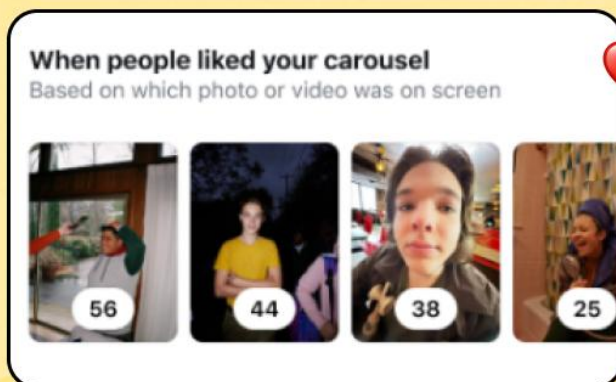




# Instagram updates

## Reel & Carousel Engagement Insights

Instagram now shows which Reel moment or Carousel slide got the like, making it easier to see what grabs attention and shape your strategy around it.



## “Friends” Feed in Reels Tab

Instagram’s new Friends feed in Reels shows what your friends liked, giving creators and brands more chances to be discovered when followers engage with their content.







# Instagram updates

## Reel Insights for Everyone In testing

Instagram is testing expanded analytics, letting anyone see a Reel's performance even if they didn't create it.

Marketers could use this to study competitors, check influencer results, benchmark, and get inspiration for their own content.



**Taith Williams**  
Digital Specialist  
@ Bullet Digital Media

From a brand perspective it can help identify which creators are truly delivering results before they decide to invest in a partnership.



View insights



## AI Voice Translations in Reels

Meta launched AI voice translation for Reels on Instagram and Facebook, starting with English ↔ Spanish (more languages coming soon).

It auto-translates audio with lip sync to reach multilingual audiences.





# Instagram updates

## Picture-in-Picture Video Viewing

**In testing**

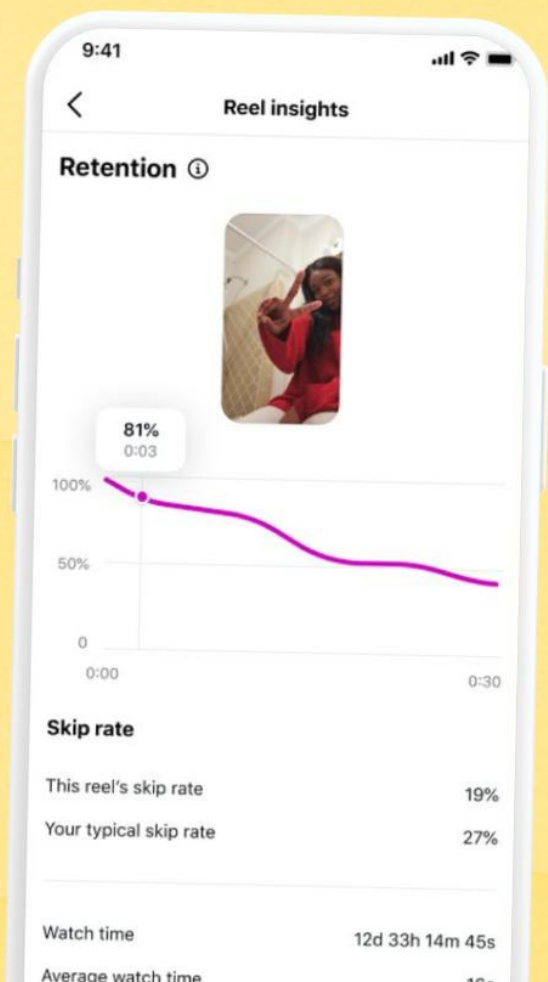
Instagram is testing Picture-in-Picture for Reels, letting them play in a small floating window while users browse the app.

PiP could boost completion and watch time, increasing the chances your message is seen in full.

## Reel Retention Metric

Instagram added a Retention chart and Skip Rate to Reels Insights. The chart shows where viewers drop off, while Skip Rate tracks how many swipe away in the first 3 seconds.

For marketers, this means clearer data to improve hooks, cut weak spots, and boost engagement and reach.







# Instagram updates

## “Format Funnel” Content Guide

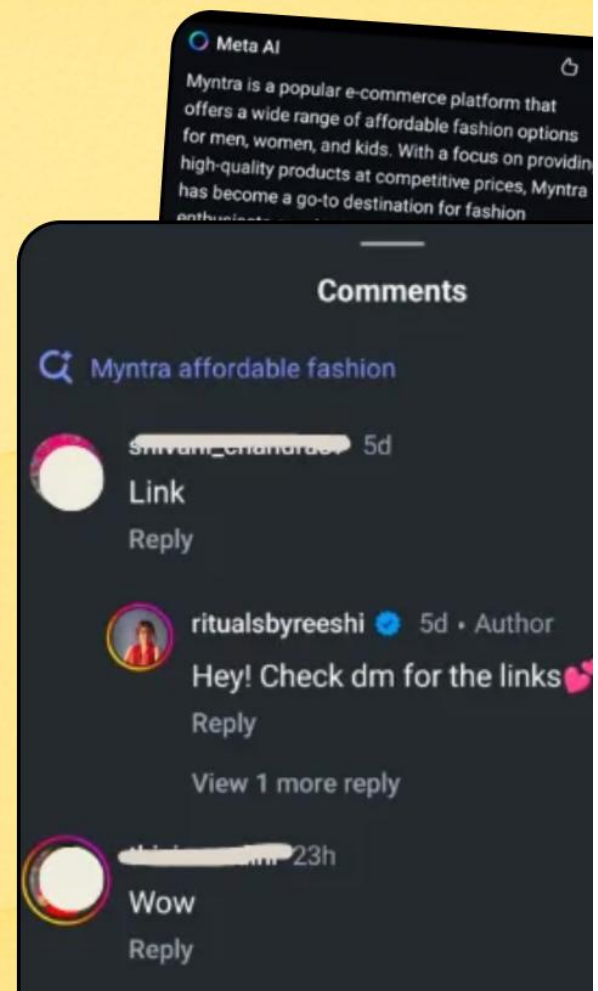
Instagram shared a formats-by-funnel guide showing which content works best at each stage:

- **Reels** and **Carousels** for awareness
- **Carousels**, **Stories** and **Photos** for engagement
- **Lives** and **Channels** for retention

## AI Summaries in-App

Instagram added AI-generated summaries that give quick context on topics, products, or places without leaving the app.

Tapping an AI prompt shows a short paragraph with details like reviews or pricing, keeping users engaged. Brands may see users arriving with more context or their content surfaced, so accurate and compelling info is key.





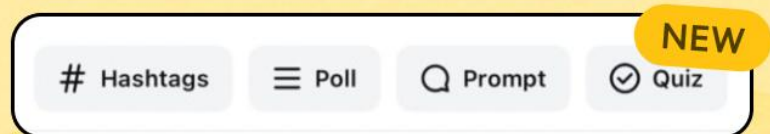


# Instagram updates

## Reels Quiz Sticker **In testing**

Instagram is testing a Quiz sticker on Reels, letting brands add multi-choice questions to boost interaction.

Quizzes and polls can increase watch time, repeat views, and make Reels more engaging.



## AI-Generated Story Effects **In testing**

Meta is testing AI-powered effects for Instagram Stories, letting users add AI-generated filters or backgrounds.

For marketers, this means fresh, eye-catching ways to style Stories and make branded content stand out.





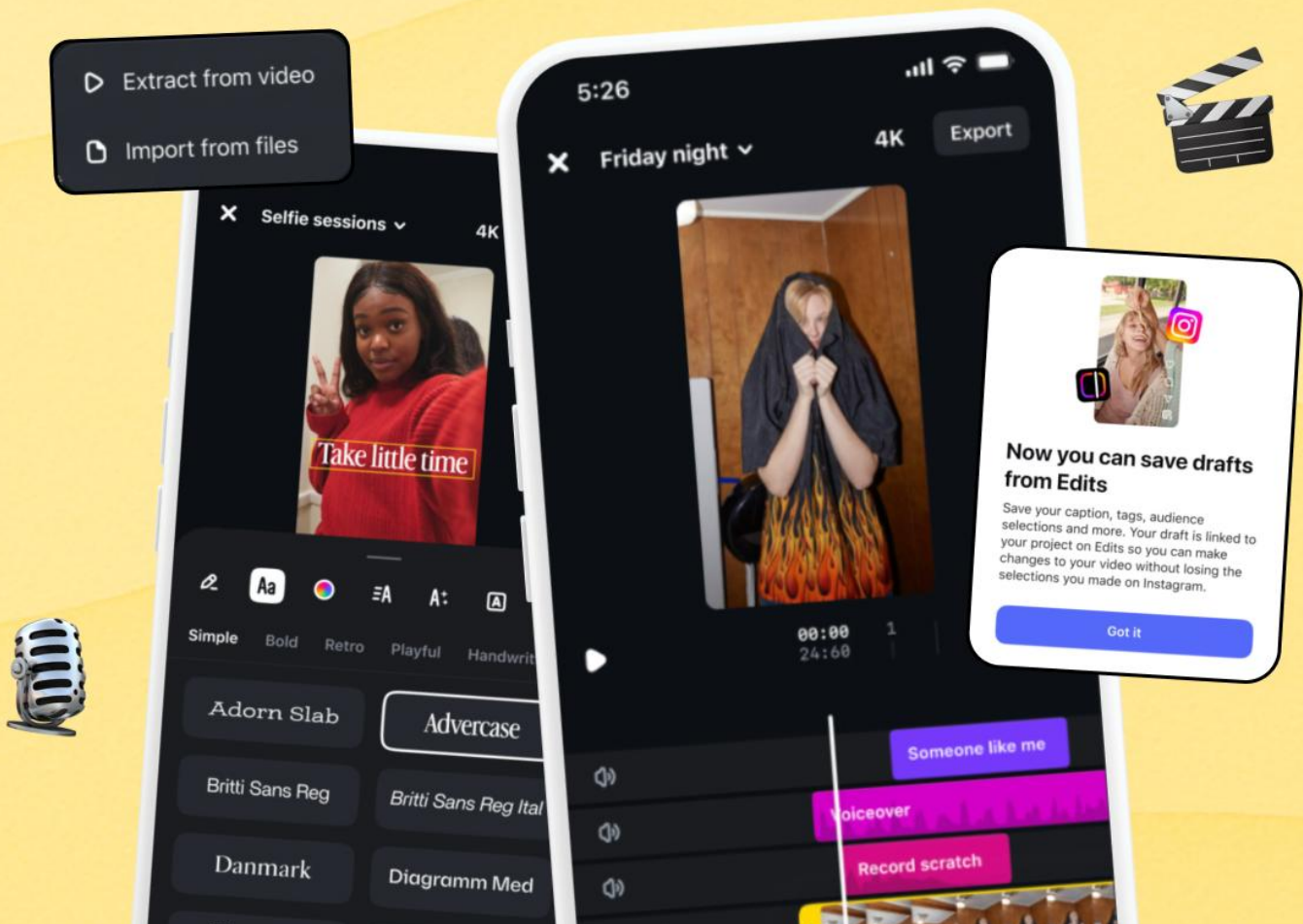


# Instagram updates

## Various Updates to Edits App

Instagram's new Edits app got major updates in just weeks, adding 125+ fonts, 50 text animations, 30+ transitions, voice effects, and more.

The upgrades give marketers stronger native tools to polish Reels, save time, and maybe even boost reach by using Instagram's editor. Still sticking with CapCut?

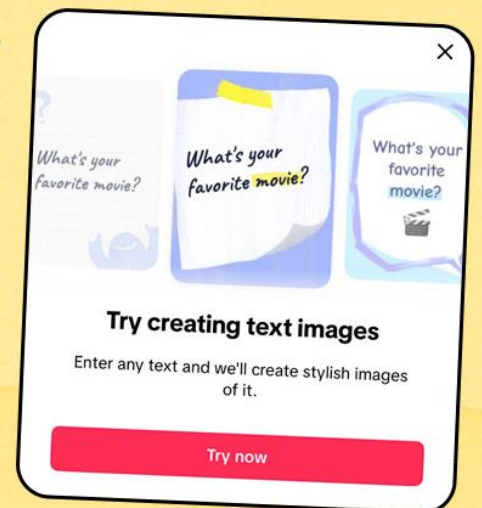
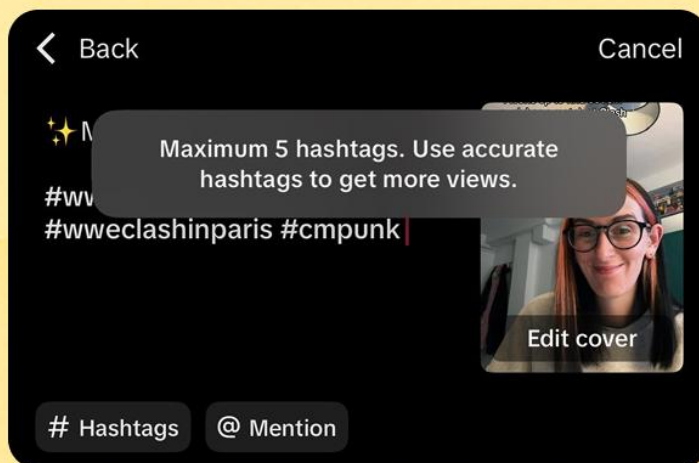


# TikTok updates

## TikTok Enforces 5-Hashtag Limit on Posts

TikTok now caps captions at five hashtags per video, with a warning if you try to add more.

The change follows other platforms in limiting tags. For marketers, it's no longer about hashtag quantity. Fewer, smarter tags are key to reach and relevance.



## New Text-to-Image Feature

TikTok is rolling out a "Text to image" feature.

Type a prompt and the app instantly generates a custom image to use in your content.



# TikTok updates

## New “Article” Sticker for News Publishers






TikTok is testing an “Article” sticker that lets publishers link to full articles from videos.

It’s a big shift for driving traffic on a platform with few outbound links.

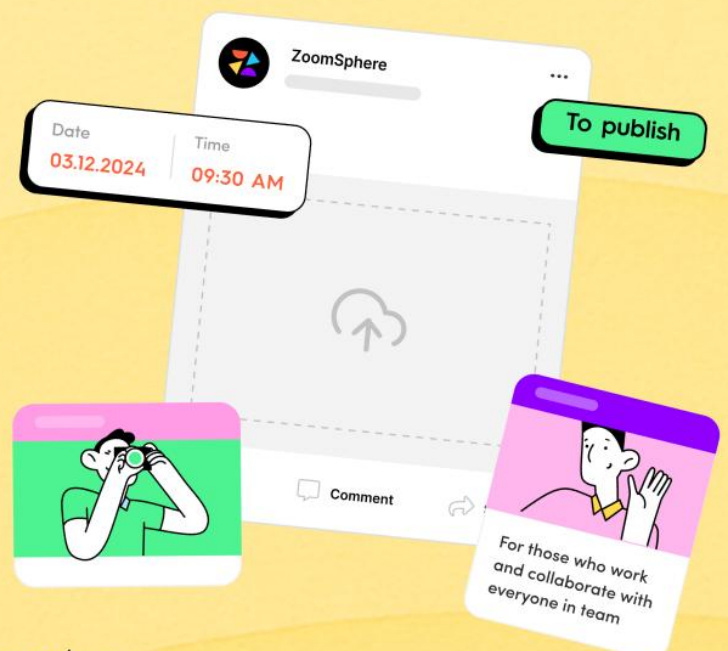


## Simplify Your Social Media Workflow

ZoomSphere is the all-in-one social media management platform that helps teams create, approve, publish, and track content with ease.

-  17 Plan smarter
-  Smooth approvals
-  Publish everywhere
-  Measure what matters
-  Stay connected

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# LinkedIn updates

## Video Covers for Newsletters **In testing**

TikTok is testing an “Article” sticker that lets publishers link to full articles from videos.

It’s a big shift for driving traffic on a platform with few outbound links.



**Taith Williams**

**Digital Specialist @ Bullet Digital Media**

Video covers for newsletters can transform how brands and creators capture attention. Instead of relying on static images, they allow you to tease value dynamically and showcase sneak previews of newsletter content to encourage higher open rates and help your newsletter stand out in the LinkedIn feed.





# YouTube updates

## “Ask Studio” AI Assistant

In testing

Ask Studio is YouTube’s experimental AI chatbot in Studio that summarizes comments, analyzes stats, and suggests content ideas.

Still in limited testing, it delivers quick insights without manual analytics, saving marketers time and acting like an extra team member.



Ask Studio

## A/B Testing for Video Titles

In testing

YouTube is testing native A/B title experiments in Studio’s “Test & Compare,” letting creators rotate multiple titles to see which drives more clicks or watch time. Until now, only thumbnails could be A/B tested.





# YouTube updates

## Collaboration Tagging on Videos **In testing**

YouTube is testing a “Collaborators” tag that credits multiple creators in one video, similar to Instagram Collabs.

Tagged channels appear with the title, and the video reaches each collaborator’s subscribers, boosting cross-promotion and discoverability.



## Comment Box for Shorts **In testing**

A visible comment box now appears on Shorts in a channel’s Shorts tab, making it easier to comment without tapping the icon.

The feature is iOS-only and still experimental.



# YouTube updates

## Shorts Get an AI “Glow-Up” In testing

YouTube is testing AI enhancements for Shorts that sharpen resolution and reduce noise, giving videos a polished look with zero extra work.

It’s a win for production value, but some users say the results feel a bit too “AI-perfect.”



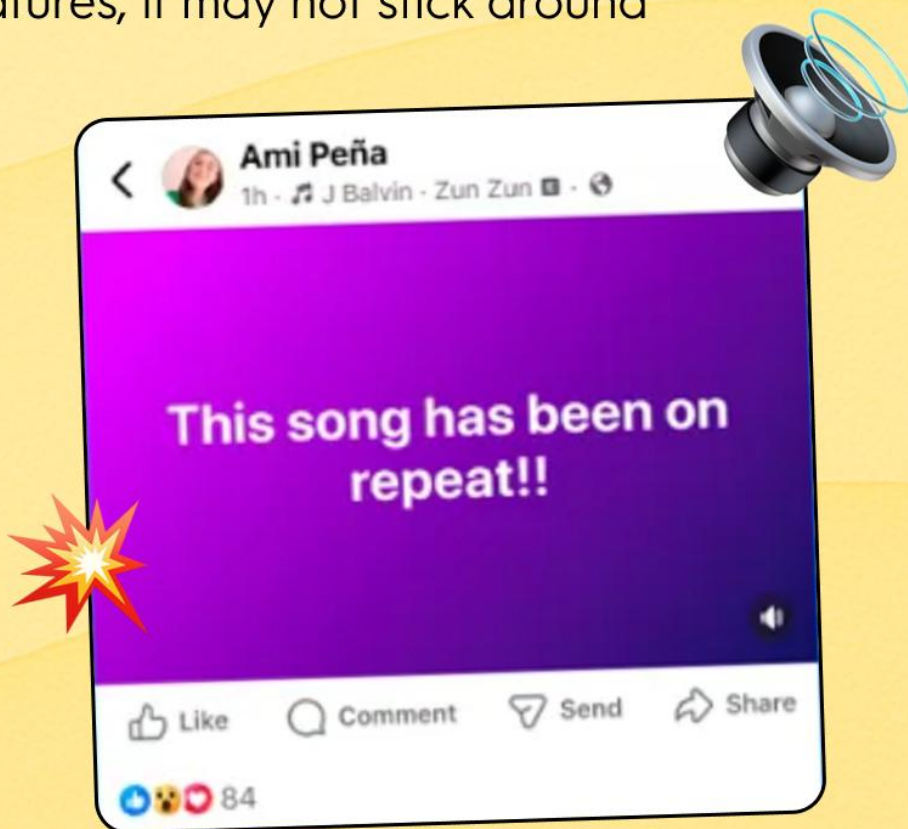


# Facebook updates

## Music in Text Posts

Facebook now lets users add music and themed backgrounds to text posts.

It's a MySpace-style throwback that gives brands a lightweight way to boost engagement, tap trending tracks, and add personality, but like past Facebook music features, it may not stick around





# Threads updates

## “Attach Longer Text” Feature In testing

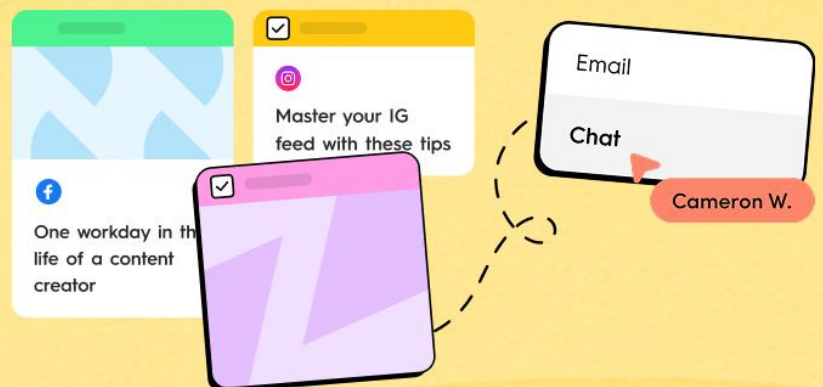
A feature breaking the character limit is in testing, allowing users to create mini-articles.

It signals Threads’ push into long-form content, similar to LinkedIn articles, giving space for deeper storytelling, and thought leadership.

## Still waiting for those posts to be approved?

Not in ZoomSphere. With our Approval Flow, no posts are left behind. Send one or multiple posts in bulk to your client’s **email**, our **built-in chat**, or simply **tag them in the comments**. Once the post status is switched to *Approved*, it’s automatically scheduled.

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# Threads updates

## Spoiler Tags for Videos

In testing

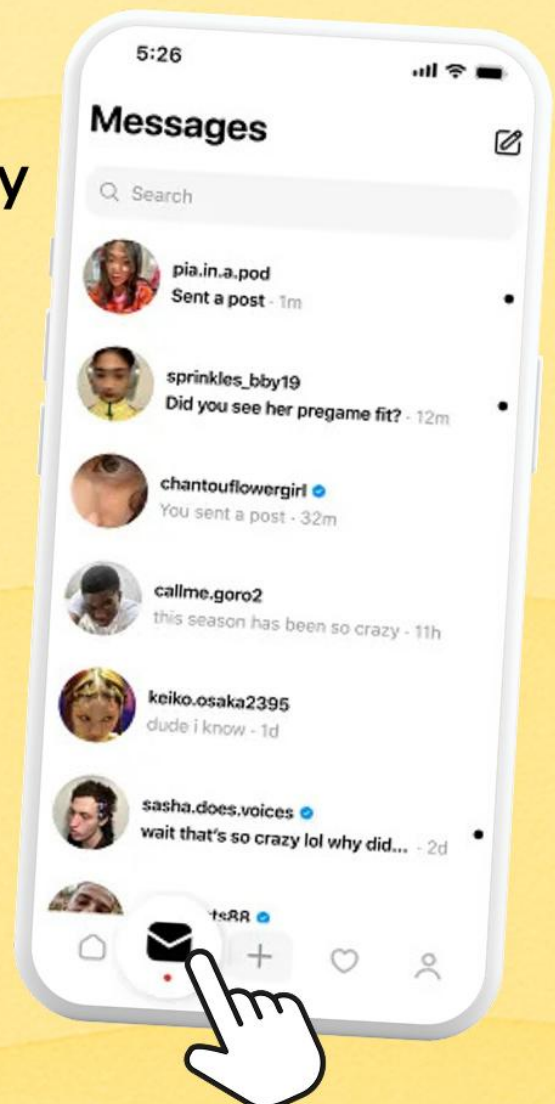
Threads is testing spoiler tags that hide text or media until tapped, helping avoid spoilers while giving brands a new way to tease launches or exclusive content.



## DMs Are Rolling Out Globally

Threads has launched its own DMs, giving users a dedicated inbox instead of relying on Instagram.

Marketers should prepare to monitor and respond in Threads DMs, use them for private support or exclusive content.

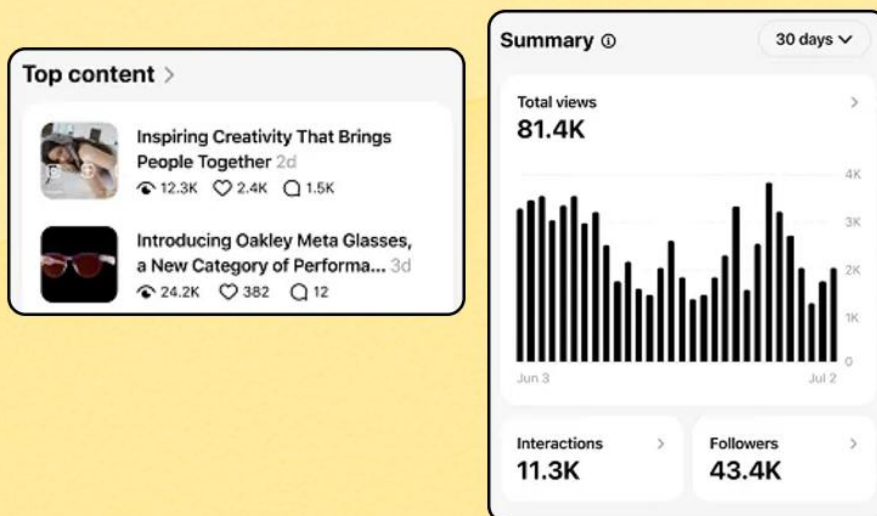




# Threads updates

## Expanded Audience Insights

Threads rolled out updated analytics with deeper insights into audience and post performance, including engagement breakdowns, follower growth and demographics, view sources (Instagram and Facebook included), and trend charts over 7, 30, or 90 days.



## User Tagging Goes Global

Threads now allows tagging profiles in photos, letting creators identify people or brands directly in an image, just like on Instagram. Tags make it easier to boost collaboration, UGC, and cross-promotion without taking up caption space.

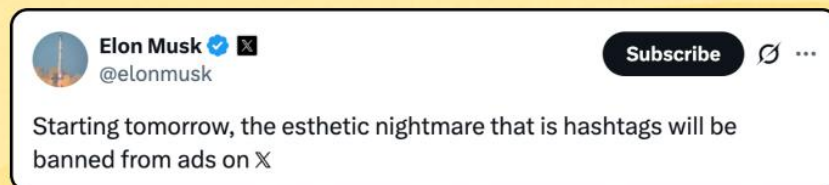


# X updates

## Hashtags Banned in Promoted Posts

X now bans hashtags in promoted posts, with campaigns flagged if they appear. Organic posts are unaffected.

For marketers, this means no more trending tag tie-ins in ads, but cleaner funnels as clicks stay on CTAs.



## Threads-Style Trending Topics on X

X revamped Trending Topics to narrative-style clusters, downplaying hashtags in favor of conversational posts.

For marketers, this means crafting natural, headline-like content and updating social listening beyond hashtags.





# Write Captions in Seconds with AI Copywriter

ZoomSphere's AI Copywriter helps you create and enhance content right inside your Scheduler. No credits, no limits!

✍️ **Write** with AI

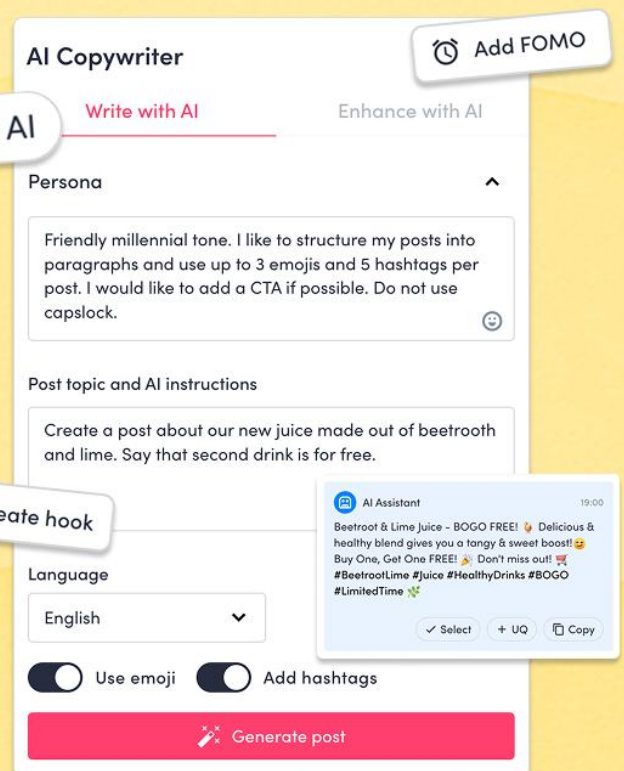
✨ **Enhance** with AI

🎯 Stay on brand with  
**predefined persona**

🌐 **Translate** in 75+ languages

💡 **Ask AI** for specific  
enhancements

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The screenshot shows the AI Copywriter interface with the following elements:

- AI Copywriter** header with an **Add FOMO** button.
- Three tabs: **Ask AI** (selected), **Write with AI**, and **Enhance with AI**.
- Persona** section: A text box containing "Friendly millennial tone. I like to structure my posts into paragraphs and use up to 3 emojis and 5 hashtags per post. I would like to add a CTA if possible. Do not use capslock."
- Post topic and AI instructions** section: A text box containing "Create a post about our new juice made out of beetroot and lime. Say that second drink is for free."
- Create hook** button.
- Language** dropdown menu set to **English**.
- Two toggle switches: **Use emoji** (off) and **Add hashtags** (off).
- Generate post** button.
- AI Assistant** chat window showing a generated post: "Beetroot & Lime Juice - BOGO FREE! 🍹 Delicious & healthy blend gives you a tangy & sweet boost! 🍹 Buy One, Get One FREE! 🍹 Don't miss out! 🍹 #BeetrootLime #Juice #HealthyDrinks #BOGO #LimitedTime 🍹". It includes buttons for **Select**, **+ UQ**, and **Copy**.

✨ **Enhance with AI**

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# What the Experts Say About SoMe in 2025



## **Iqra I., Head of Content @ SocialBu**

With Instagram posts now discoverable on Google, marketers must optimize for external search and internal clarity. Every click, every view, every engagement is a lesson, use it to sharpen your strategy.



## **Puja Singh, Social Media & Paid Ads Specialist**

For the rest of 2025, marketers should focus less on selling and more on truly connecting. People want to feel seen, heard, and part of something bigger not just targeted with ads. That means building communities where conversations matter more than conversions, sharing stories that feel real instead of staged, and using AI only as a helper, not a replacement for human creativity.



## **Sakshi Jain, Creative Marketer**

Marketers should double down on making brands feel human. It's the authentic, real, human content audiences connect with.



# What the Experts Say About SoMe in 2025



## **Andrea Halal, Marketing Specialist @ Ideqa**

I think the best thing marketers should focus on for 2025 is to create content that speaks and relates to the experiences of their audience. We're in the age AI and content overload, and social media users are getting better at curating their algorithms and following those who are only relevant to their interests. How do you stay top-of-mind in the midst of the sea of sameness? Focus on what truly speaks and relates to your audience—the metrics will follow.



## **Eraj Lodhi, Digital Marketing Specialist @ Rapud Start Recruitment | Founder of Plot Out Loud**

For me, 2025 is the year brands stop chasing algorithms and start bringing the human back into marketing. It's about personality-led, human-first storytelling. The brands that strip back the polish, show their raw voice, and make people feel something will always cut through a cluttered feed.

# Best Practices Based on the Updates



Optimize (not only) Reels hooks (first 3s) and prep for PiP multitask viewing



A/B everything you can, from thumbnails to titles



Play with new features, but respect platform limits



Optimize content for the platform it's published on

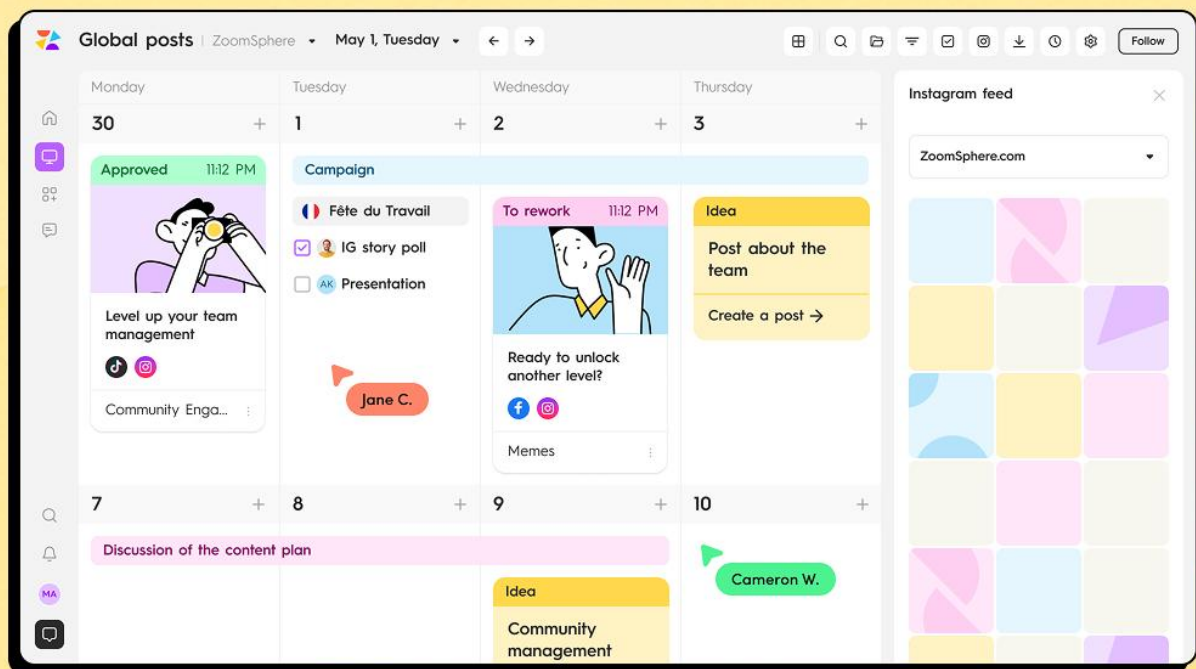


Read our Weekly Social Media Scoop to stay ahead



# That's a Wrap on Social Media Summer 2025 Updates

Summer's over, but your growth story is just starting.



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