

HIFI Newsletter 8/8



Social Media Guides:

[Youtube Shorts Guide](#) (From 7/11)

Music Industry and Social Media News:

1) Is your music on Apple music? The platform can now track radio station spins of your music from 40,000 radio stations across 200 countries and regions. The data tracking is segmented by song, station, and location, allowing you to see what song is being played and where! The radio spin data can be found under the “Trends” tab in your Artist Analytics dashboard. ([learn more about this feature and other Apple Music analytic features here](#))

2) TikTok is working on its own “[hum to search](#)” feature that would allow users to search for songs by singing, humming, or playing them. This new feature is TikTok’s answer to Youtube Music’s “music search” feature which is currently available to Youtube Music subscribers on iOS and Android. In addition to this, TikTok is also working on other features for their platform including 60 minute long form videos, and “[SubSpace](#)”, a private chat room for creators to interact with their paid subscribers.


TikTok Trends:

1 “Finger Wagging No to Something” w/ [effect](#) - paired with - [Original sound - meow](#)

What is something you refuse to stop doing? Create a video of your hand finger wagging no to something using this [effect](#). Include a short and funny caption that describes the activity that you can’t help continuing to do. The caption will work best phrased as a request from someone else, such as “Will you ever stop doing ___?” or “Can you please stop doing ___?”.

- ([Example 1](#)) ([Example 2](#)) ([Example 3](#)) -

2) “That Sounded Really Bratty” - paired with - [Original sound - emma](#)

Unleash your inner brat! Create a video using the sound clip  and include a caption that describes something you might say or do that could be considered “bratty” or “sassy” 😏. Another spin on this trend is to just create a video of yourself lip syncing to the sound clip without a caption (bonus points for including a sassy walk as well 😏).

- ([Example 1](#)) ([Example 2](#)) ([Example 3](#)) ([Example 4](#)) -