

🧠👁️📱 **Break The Internet: Instagram photo dumps, TikTok career fairs, and the lucrative creator economy.**

1 message

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Thu, Jul 22, 2021 at 1:10 PM

Break The Internet

The stories from social you should know about.



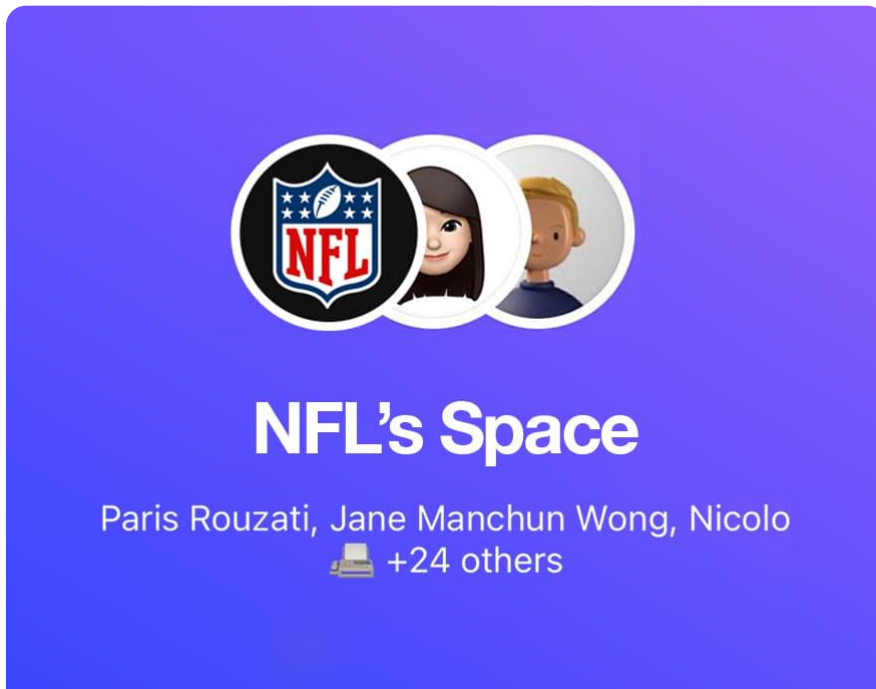
Silicon Valley sees dollar signs from the “creator economy”.

These days, VCs in the valley are less interested in finding a Facebook-killing unicorn than they are in funding the companies helping influencers create, monetize, and grow their brands. Money management platform Stir and creator product line-launcher Pietra are among the startups attracting eight-figure investments from firms like Andreessen Horowitz, but the slowing growth of Clubhouse and controversy around Dispo have some seeing signs of oversaturation.



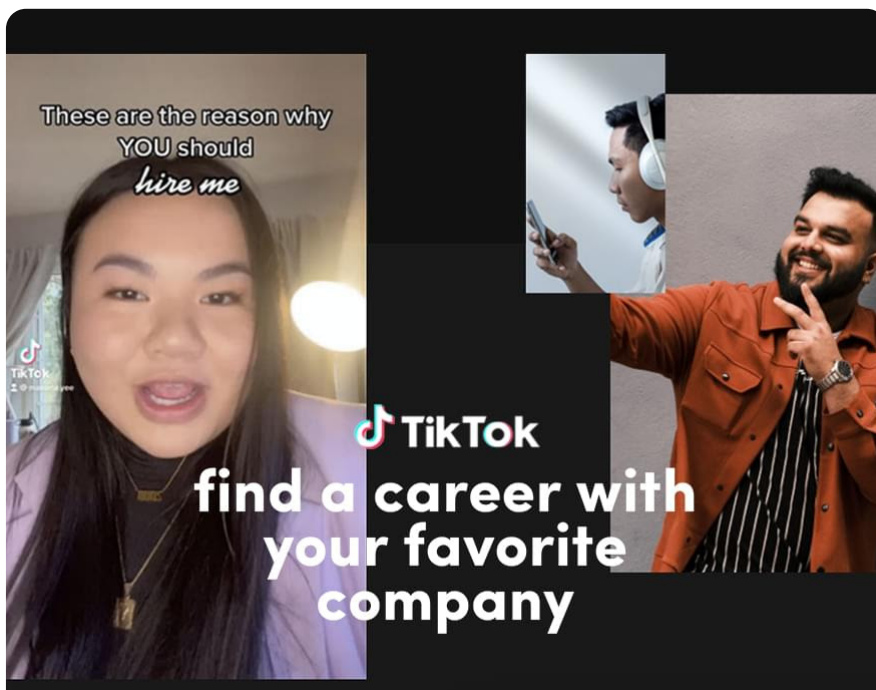
Everyone's dumping on Instagram.

With the past 16 months offering less chances to show off our idealized, curated lives, the seemingly random “photo dump” has taken off on Instagram. These casual shots of everyday happenings are throwing it back to the earlier days of Insta before Reels and retouching took over. Even though some celebs’ photo dumps seem to blur the line between candid and composed, the trend has definitely helped make posting to the grid feel more laid back.



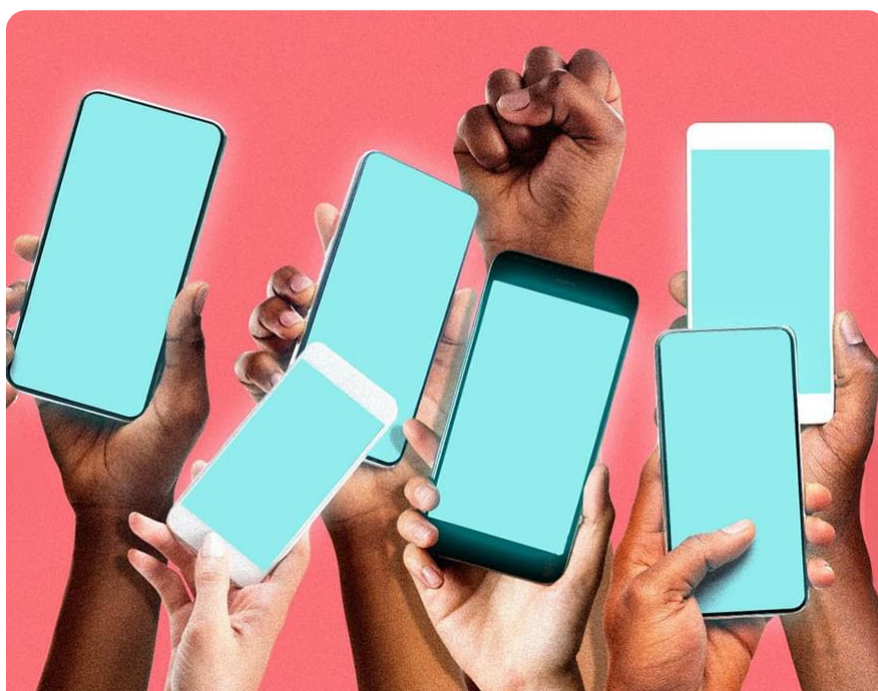
Are you ready for some (audio) football?

The NFL's been partnered with Twitter since 2013, but this season they're going for two through a commitment to creating exclusive live audio content for 20 different planned Twitter Spaces. With Clubhouse dominating the audio landscape, Twitter surely sees this buy-in from a massive sports brand as a way to turn skeptics into fans and tilt the balance of power.



Chipotle takes career day to TikTok's Resumes.

To counter the restaurant biz's staffing woes, Chipotle is among the first brands turning to TikTok's new Resumes program to source employees. Following in the wake of Chipotle's virtual career fair on Discord, the hope is that ditching LinkedIn for a less traditional cover letter on platforms Gen Z uses can attract the help they need. But can these social media job portals really help Chipotle find the 15,000 employees they hope to hire?



From the FYP to a force for protest.

Though TikTok's been lauded for its ability to dictate internet culture through viral trends that spread at warp speeds, it's more startling power is its ability to quickly inspire mass IRL meetups — as evidenced by Adrian's infamous kickback. Amid loosened pandemic restrictions and a greater awareness of social ills among the app's users, there are signs TikTok could turn into a major force for organizing protest, much as it already has in parts of southeast Asia.



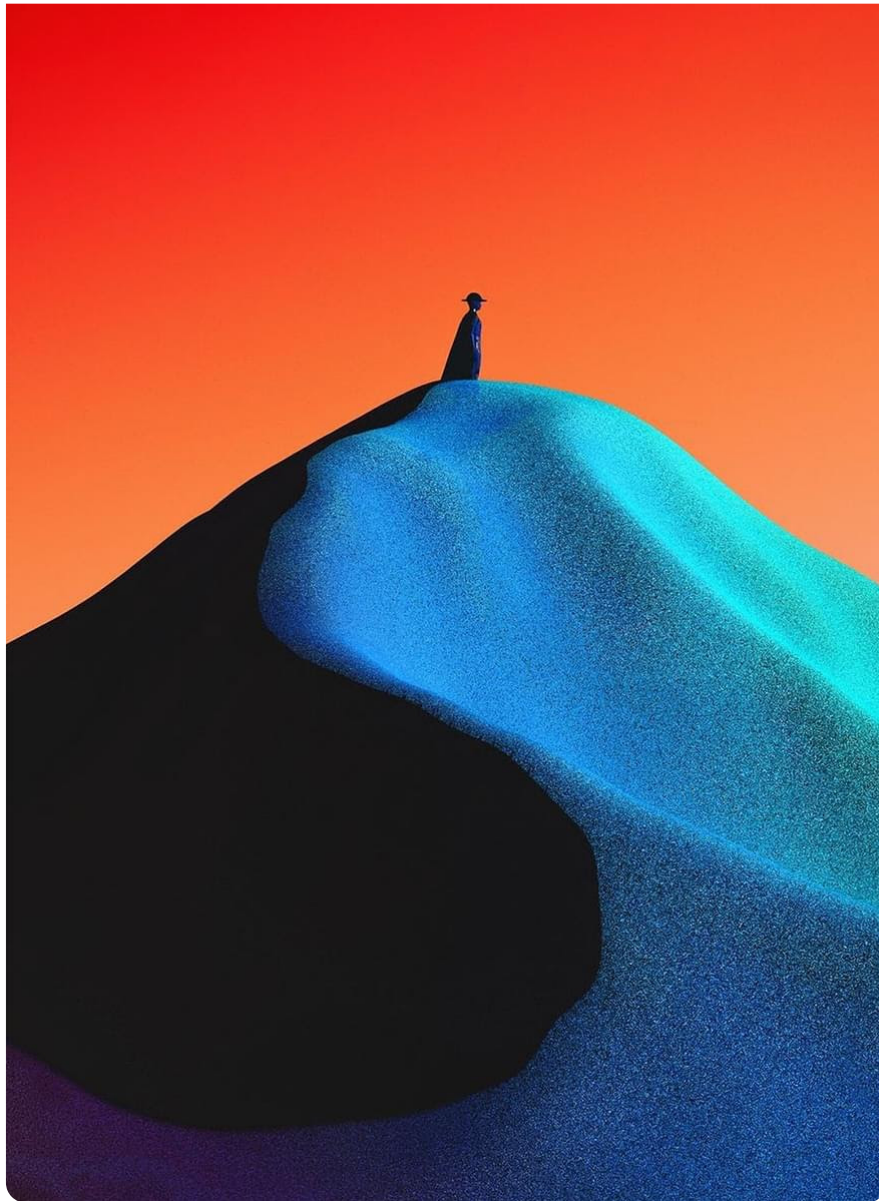
“Hey guys, we all sound like YouTubers now.”

Whether you’ve noticed it or not, “YouTube voice”, with its overexaggerated mannerisms and pronunciations, has wormed its way into mass culture. But how exactly did this internet-driven dialect develop, and how should we sound when talking to a camera? Vox’s deep dive into the subject covers it all — but don’t be surprised if you’re a little more self-conscious when you record your next TikTok.

ACCOUNTS TO ADD

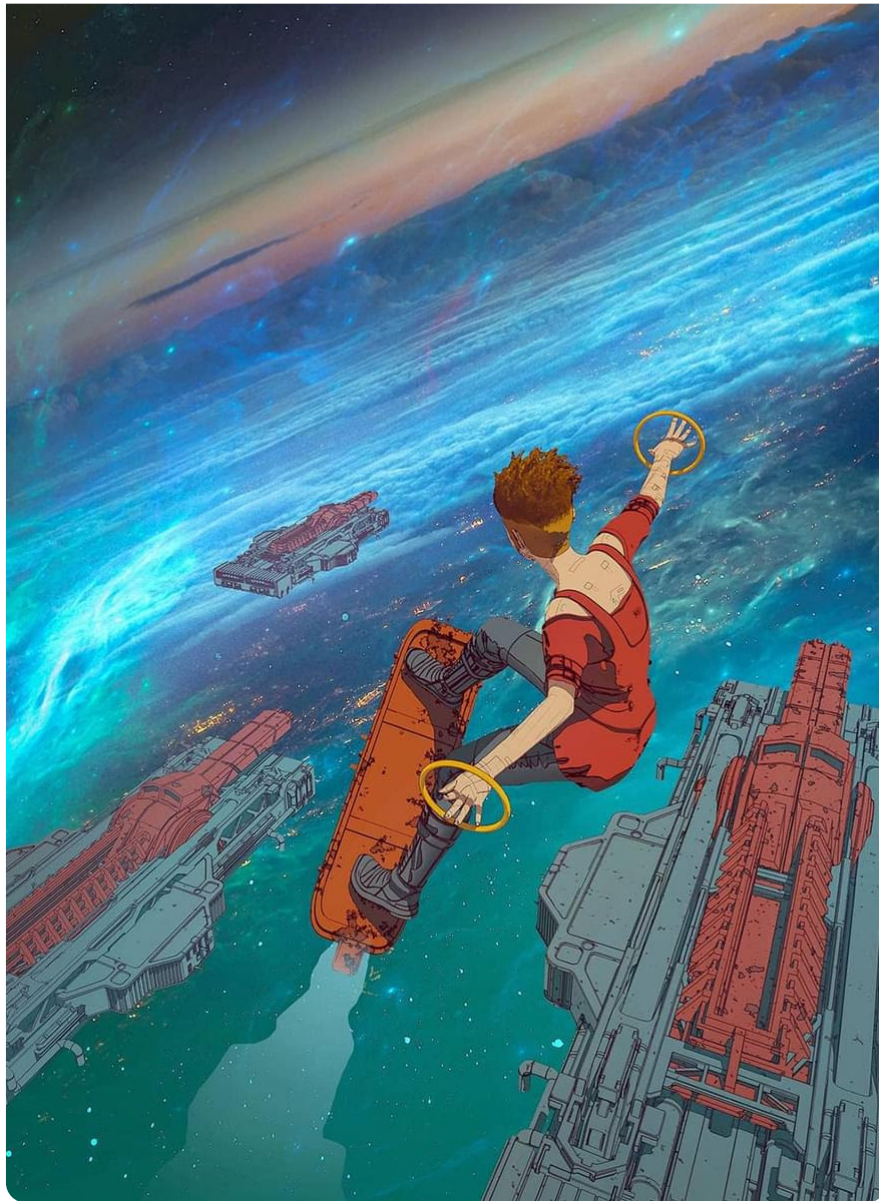
@nft.arthunter

Stay on top of the NFT art market with the handy help of this tasteful curator.



@bakaarts

Graphic designer and 3D artist Darius Puia puts a unique spin on space-age sci-fi and cyberpunk aesthetics.



@symoneseven

Self-described “👩🏻👩🏻 Princess of Photoshop” puts Black women in the spotlight and shares her skills through tutorials.



PLATFORM UPDATES



YouTube's TikTok clone Shorts now in worldwide beta.



Twitter will let you limit and change who can reply to a tweet even after it's posted.



Instagram tests "Re-Share" sticker for Stories in an attempt to limit straight re-sharing of feed posts.



**Auto captions of Instagram feed posts
are coming soon.**

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