

Platform Pulse

Platform Pulse Report

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Brand: Beauty Mark Cosmetics

Platform Pulse Report

July 8, 2025

instagram

tiktok

youtube

twitter

linkedin

pinterest

Instagram and TikTok rolled out AI-powered content recommendations and new shoppable video features, boosting discoverability for beauty brands. YouTube updated Shorts monetization and Pinterest launched enhanced analytics for beauty creators. Policy enforcement on sponsored content disclosures is tightening across all platforms.

9 updates this week Data Reliability: 91%

Algorithm Changes



AI-driven recommendations and engagement signals are now prioritized on Instagram and TikTok, impacting organic reach for beauty content.

AI-Powered Explore Feed Expansion Instagram



high impact

immediate priority

Effective

7/3/2025

Impact: Content with high engagement and clear niche signals (e.g., beauty, skincare) is more likely to be surfaced in Explore and Reels tabs.

Positive Effects

- Niche beauty content can go viral faster
- Hashtag and caption optimization now more effective

Challenges

- Generic or off-niche posts see reduced reach
- Sudden drops for accounts not using trending formats

Action Items

1. Double down on beauty-specific hashtags and captions
2. Prioritize Reels with trending audio and clear product focus

Source: Instagram Creators Blog

Last major Explore update was 3 months ago

Personalized For You Page (FYP) Tuning TikTok



medium impact

high priority

Effective

7/4/2025

Impact: Videos with strong product demonstration and clear value (e.g., before/after, tutorials) are prioritized for beauty audiences.

Positive Effects

- Tutorials and transformations gain more traction
- Increased discoverability for niche beauty tips

Challenges

- Low-effort or off-topic videos see less reach

Action Items

1. Focus on clear, high-value product demos
2. Use trending sounds and effects relevant to beauty

Source: TikTok Creator News

Similar FYP tuning occurred 2 months ago

Policy & Guidelines Changes



Disclosure rules for sponsored beauty content are being more strictly enforced on Instagram, TikTok, and YouTube.

Instagram - content high impact

Enforcement

Stricter enforcement of #ad and paid partnership tags for beauty and skincare posts.

7/2/2025

New Requirements

- Use #ad or Paid Partnership tag on all sponsored posts
- Disclose gifted products clearly

Penalties

Content removal, shadowban, or account suspension

Compliance Actions Required

1. Review all recent posts for compliance
2. Update brand partnership disclosures

Source: Instagram Policy Update

YouTube - monetization medium impact

Enforcement

Expanded requirements for marking paid promotions in Shorts and long-form videos.

7/5/2025

New Requirements

- Enable 'contains paid promotion' toggle
- Disclose sponsorships verbally or in description

Penalties

Demonetization or video removal

Compliance Actions Required

1. Enable paid promotion toggle on all sponsored content
2. Add clear verbal or written disclosures

Source: YouTube Creator Blog

⚡ New Creator Features & Tools



Instagram and TikTok launched shoppable video features; Pinterest rolled out advanced analytics for beauty creators.

Shoppable Reels Expansion Instagram

Available Now

Creators can now tag products in Reels for direct purchase links.

Requirements

Min Followers: 1,000

Account Type: business

Regions: US, UK, CA, AU

Benefits

Direct product sales from Reels

Improved conversion tracking

How to Access

1. Switch to business account
2. Tag products when uploading Reels

Early Adopter Advantage: First-movers see higher conversion rates and platform promotion

Enhanced Beauty Analytics Pinterest

Beta

New dashboard shows pin performance by product type and audience segment.

Requirements

Account Type: creator

Regions: US, UK

Benefits

Deeper insights into what beauty content drives saves and clicks

Segmented data for better content planning

How to Access

1. Join Pinterest Creator Beta Program
2. Access analytics from profile dashboard

Early Adopter Advantage: Early users can optimize content before full rollout

\$ Monetization & Revenue Changes



YouTube Shorts ad revenue share increased; TikTok Creator Fund eligibility expanded for beauty creators.

YouTube - Shorts Revenue Sharing

rate change

+14%

Previous

35% revenue share

New

Affected Creators: All Shorts creators in Partner Program

Geographic Scope: Global

Revenue Impact: Slight increase in Shorts earnings

Action Required: No action needed; new rates apply automatically

Alternative Options: Long-form video monetization Channel memberships

TikTok - Creator Fund

requirements

-50%

Previous

10,000 followers minimum

New

Affected Creators: Beauty creators with 5,000+ followers

Geographic Scope: US, UK, CA

Revenue Impact: More beauty creators now eligible for payouts

Action Required: Apply via TikTok Creator Tools

Alternative Options: Brand partnerships TikTok Shop

↗ Emerging Platform Behaviors



Short-form, shoppable, and tutorial-driven beauty content is outperforming static posts and generic product shots.

Instagram - Reels with product demos and clear calls-to-action outperform static images

Evidence

Platform analytics show 2x engagement on demo Reels

Creator reports of higher reach with tutorial content

Winning Formats

Short-form video

Tutorial Reels

Declining Formats

Static product images

Creator Adaptations:

Top beauty creators posting 3+ Reels per week

Increased use of trending audio and captions

TikTok - Before/after and transformation videos prioritized in FYP

Evidence

FYP analysis shows higher completion rates for transformation content

Community reports of viral growth for before/after videos

Winning Formats

Transformation videos

Quick tips

Declining Formats

Unedited talking-head videos

Creator Adaptations:

Beauty brands increasing use of time-lapse and reveal formats

Collaborations with micro-influencers for authentic demos

👁 Visibility & Reach Issues



Increased reports of sudden reach drops on Instagram and TikTok, often linked to missing disclosures or off-niche content.

Instagram Community Reports: increasing

Warning Signs

- Sudden drop in reach/impressions
- Hashtag pages not showing content
- No appearance on Explore

Affected Behaviors

- Missing #ad or Paid Partnership tags
- Posting non-beauty content on niche accounts

Recovery Strategies

1. Audit and update all disclosures
2. Return to consistent beauty-focused posting

How to Verify

- Compare reach with previous 30-day average
- Check hashtag visibility

TikTok Community Reports: increasing

Warning Signs

- Videos stuck at low view counts
- No FYP placement despite usual engagement

Affected Behaviors

- Use of banned or irrelevant hashtags
- Sudden shift in content style

Recovery Strategies

1. Remove problematic hashtags
2. Revert to proven content formats

How to Verify

- Monitor analytics for FYP traffic

Test with new, compliant videos

Announced Future Updates

Instagram will require explicit disclosure for all affiliate links; YouTube to launch AI-powered content suggestions for beauty creators.

Instagram - Mandatory affiliate link disclosures in captions and Stories

August 2025

Potential Impact: Non-compliance may result in content takedown or reduced reach

Preparation Steps

1. Review all affiliate content for compliance
2. Update templates to include disclosure

YouTube - AI-powered content suggestions for beauty creators

September 2025

Potential Impact: Potential for increased reach and engagement with optimized content

Preparation Steps

1. Monitor Creator Studio for new suggestions
2. Test recommended formats and topics

⚡ This Week's Action Items



Focus on shoppable video, disclosure compliance, and analytics optimization for maximum reach and revenue.

immediate

Audit all sponsored and affiliate content for proper disclosures
Stricter enforcement and shadowban risk

Platforms: Instagram,
YouTube, TikTok

Time Required: 1 hour

Deadline: 2025-07-10

Resources: [Instagram Policy Guide](#) [YouTube Disclosure FAQ](#)

high

Adopt shoppable video features in Reels and TikTok
Early adopters see higher conversion and platform boost

Platforms: Instagram, TikTok **Time Required:** ongoing

Resources: [Instagram Shopping Setup](#) [TikTok Shop Guide](#)

high

Increase frequency of tutorial and transformation content
Algorithm now favors high-value, niche beauty content

Platforms: Instagram, TikTok, YouTube **Time Required:** ongoing

Resources: [Trending Audio List](#) [Content Calendar Template](#)

medium

Join Pinterest analytics beta and optimize pin strategy
Early access to advanced insights for beauty content

Platforms: Pinterest

Time Required: 30 minutes

Deadline: 2025-07-15

Resources: [Pinterest Beta Signup](#)

medium

Monitor reach and engagement for shadowban indicators
Early detection allows for quick recovery

Platforms: Instagram, TikTok

Time Required: 10
minutes/day

Resources: [Platform Analytics Dashboard](#)

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