

Well, Metricooler, 2023 is winding down. In fact, by the time you read this, you may be getting ready for the final hoorah... or maybe waking up to a new year.

In the last week, social media networks have taken a little "break". That's a first.

But it makes sense because it has been 12 non-stop months of news, updates, and changes. Now is the time to recharge batteries for what's to come.

So while we wait, in this newsletter I have compiled the top 12 most important social media news of the year.

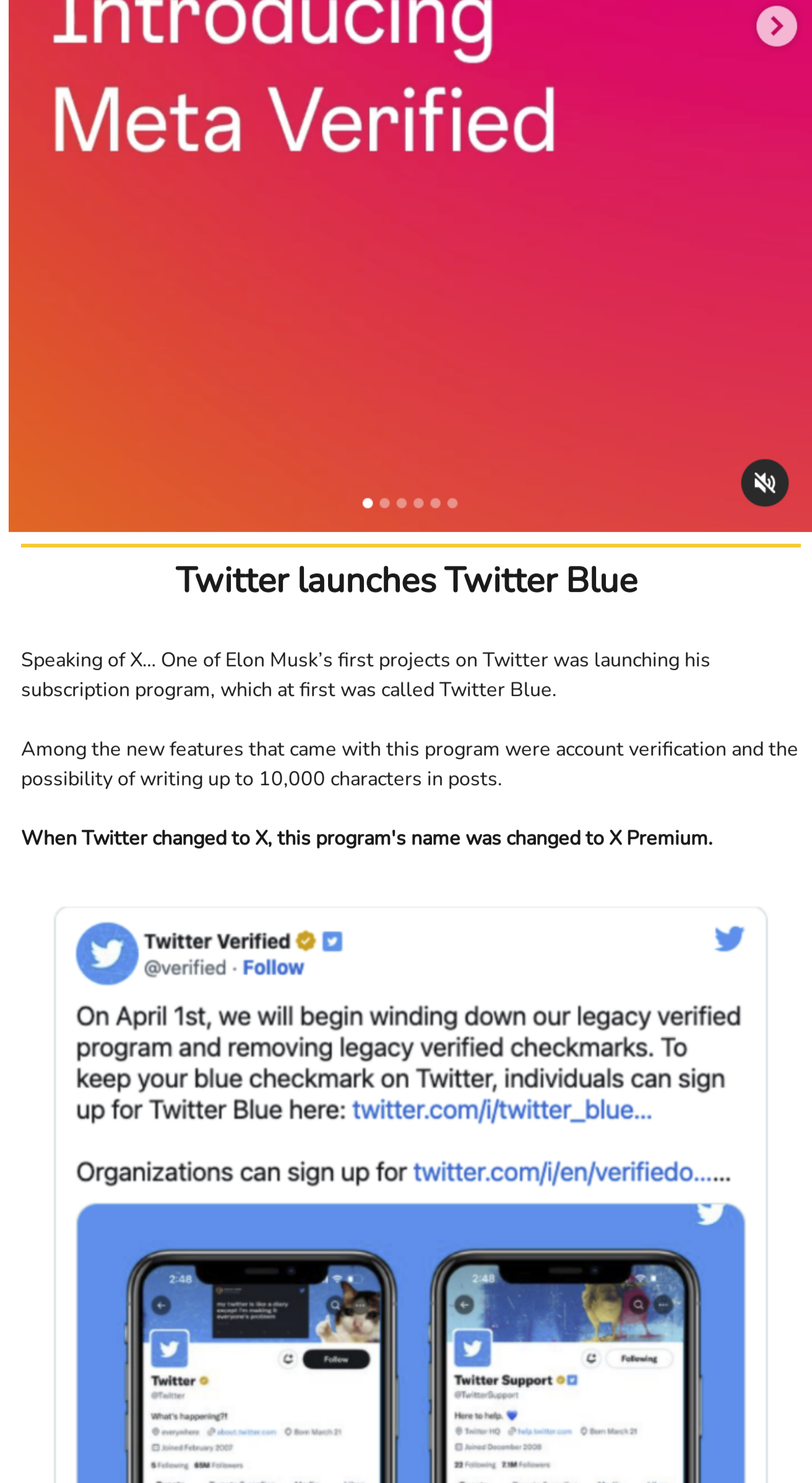
⚠️ This news doesn't necessarily correspond to a specific month, but just to recap the entire year. So, shall we see the top social media tea of 2023? 🍵

Meta Verified Arrives

It has been the year of paid verified accounts in social media. In addition to Twitter, or X (however you call it), Meta also launched their own verification program.

Meta Verified, open to Instagram and Facebook, offered to verify accounts for these two social networks in exchange for a monthly subscription fee.

This launch came as a surprise since it seemed Meta was getting further away from paid platforms, such as X.

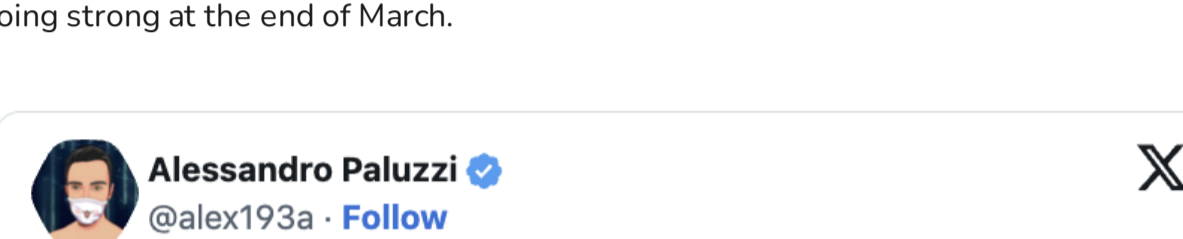


Twitter launches Twitter Blue

Speaking of X... One of Elon Musk's first projects on Twitter was launching his subscription program, which at first was called Twitter Blue.

Among the new features that came with this program were account verification and the possibility of writing up to 10,000 characters in posts.

When Twitter changed to X, this program's name was changed to X Premium.

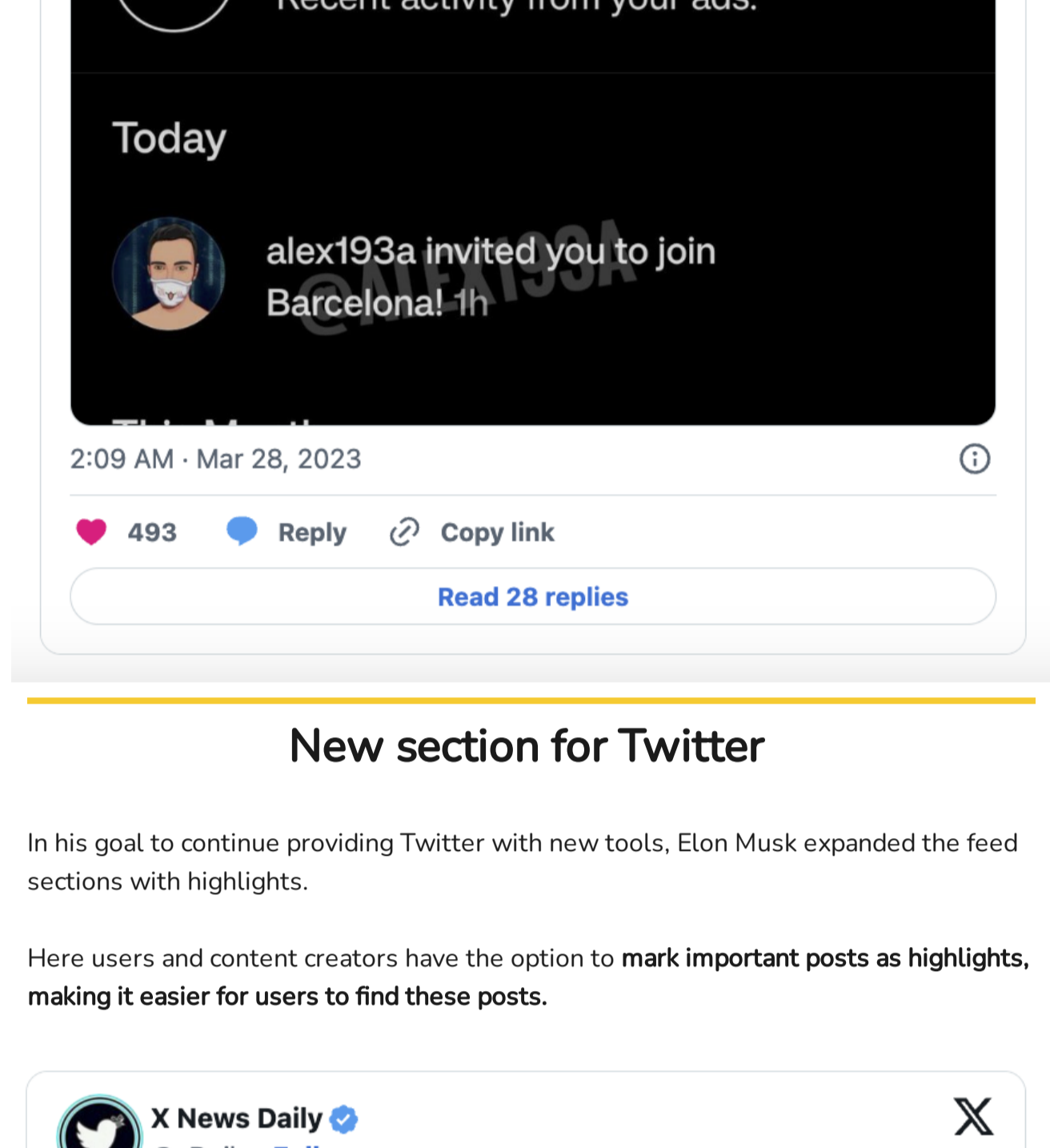


Rumors of "Barcelona"

In March of this year, the first rumors spread that Meta was preparing a new social network to compete with Twitter.

While Elon Musk was tinkering with his new social network, Meta was considering an alternative option for users.

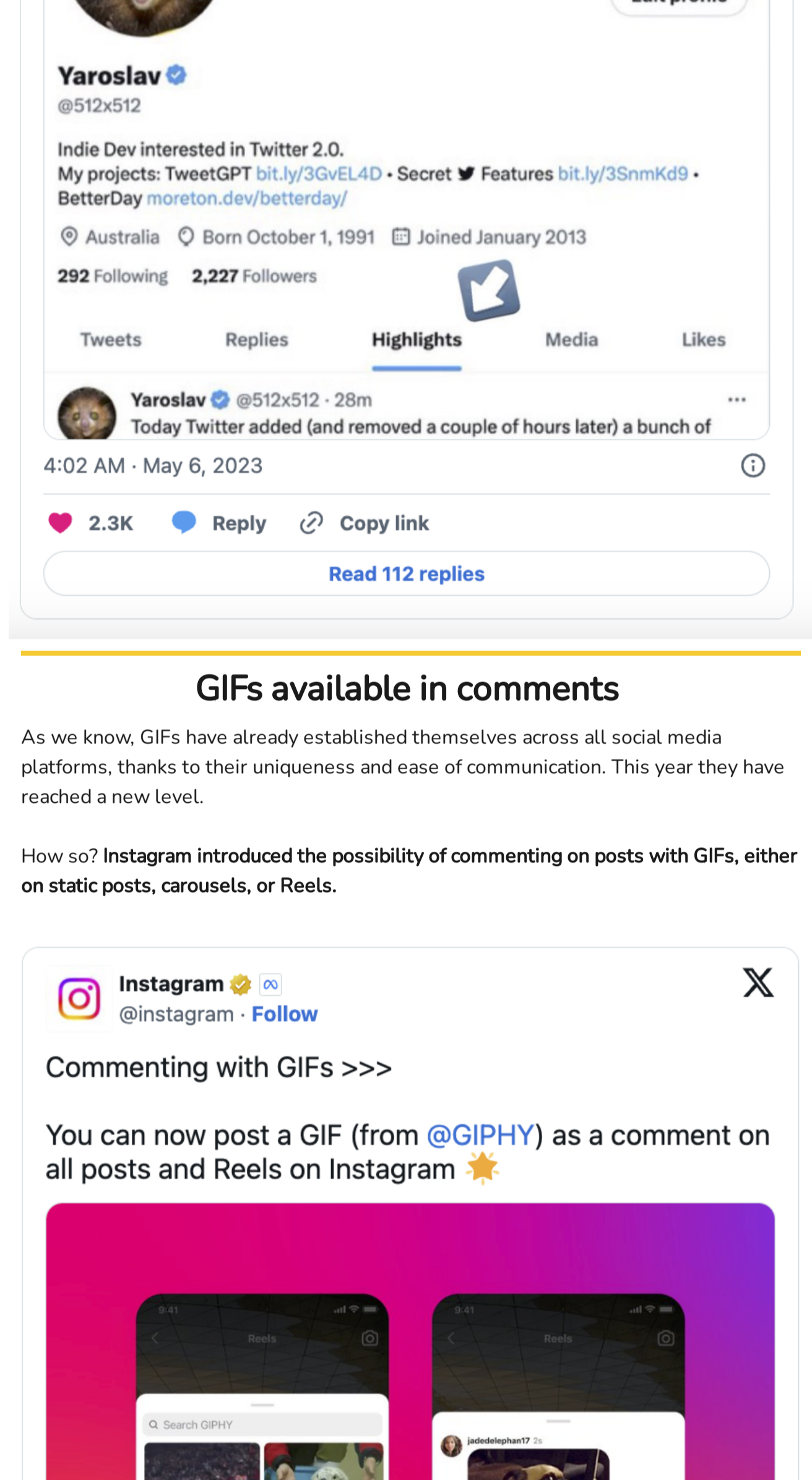
The first version, what later became Threads, was called Barcelona and was already going strong at the end of March.



New section for Twitter

In his goal to continue providing Twitter with new tools, Elon Musk expanded the feed sections with highlights.

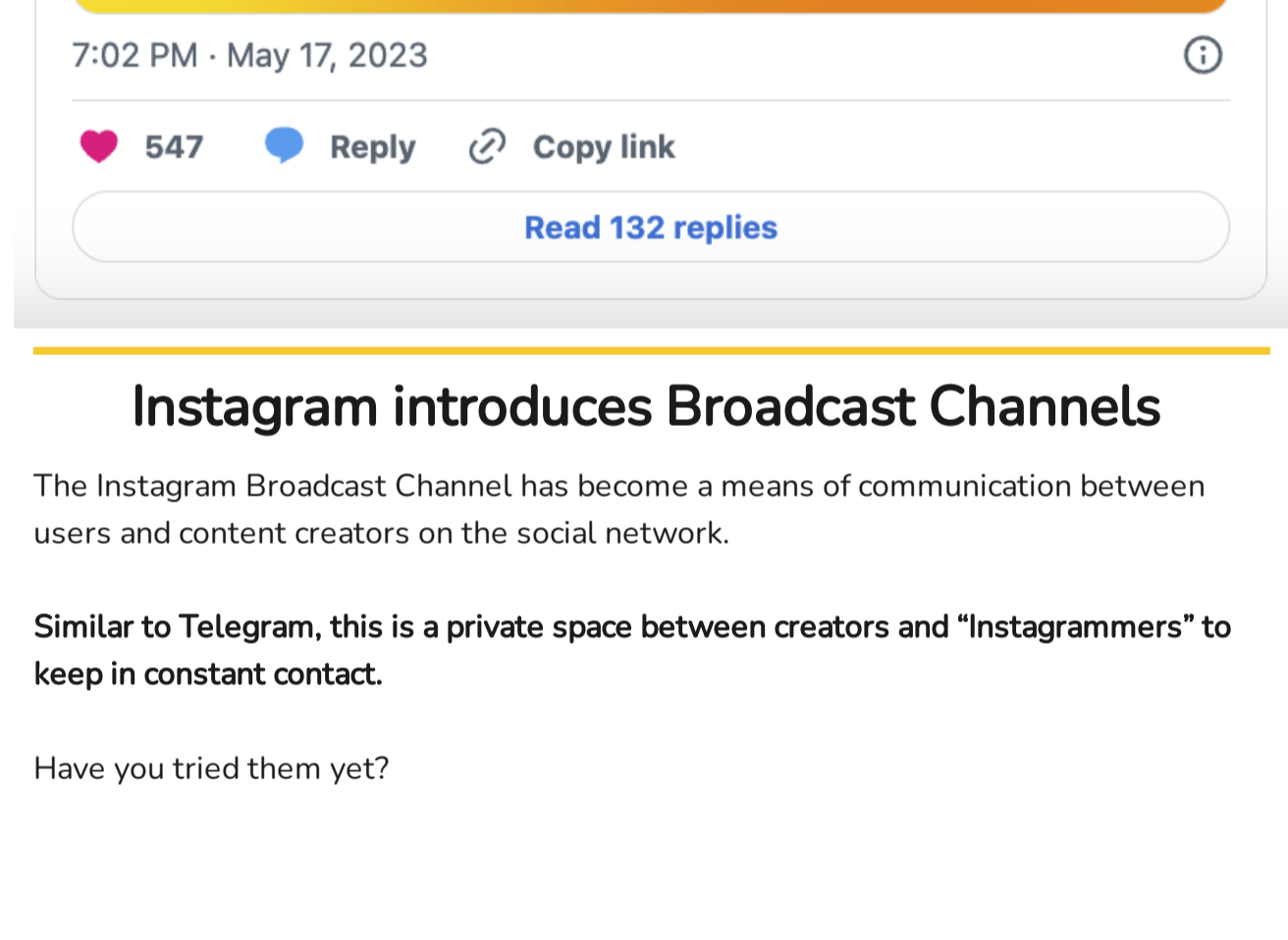
Here users and content creators have the option to mark important posts as highlights, making it easier for users to find these posts.



GIFs available in comments

As we know, GIFs have already established themselves across all social media platforms, thanks to their uniqueness and ease of communication. This year they have reached a new level.

How so? Instagram introduced the possibility of commenting on posts with GIFs, either on static posts, carousels, or Reels.

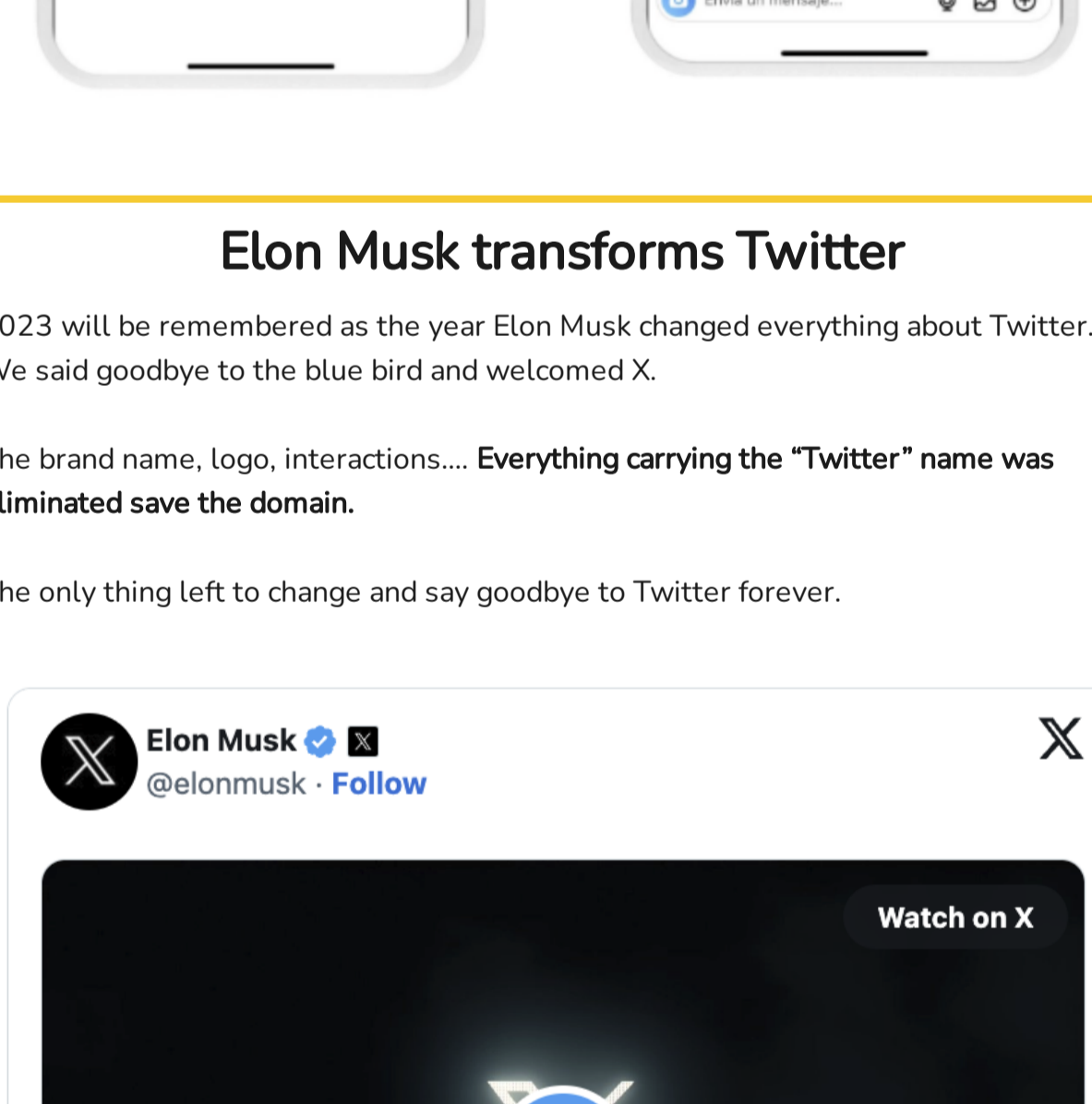


Instagram introduces Broadcast Channels

The Instagram Broadcast Channel has the same means of communication between users and content creators on the social network.

Similar to Telegram, this is a private space between creators and "Instagrammers" to keep in constant contact.

Have you tried them yet?

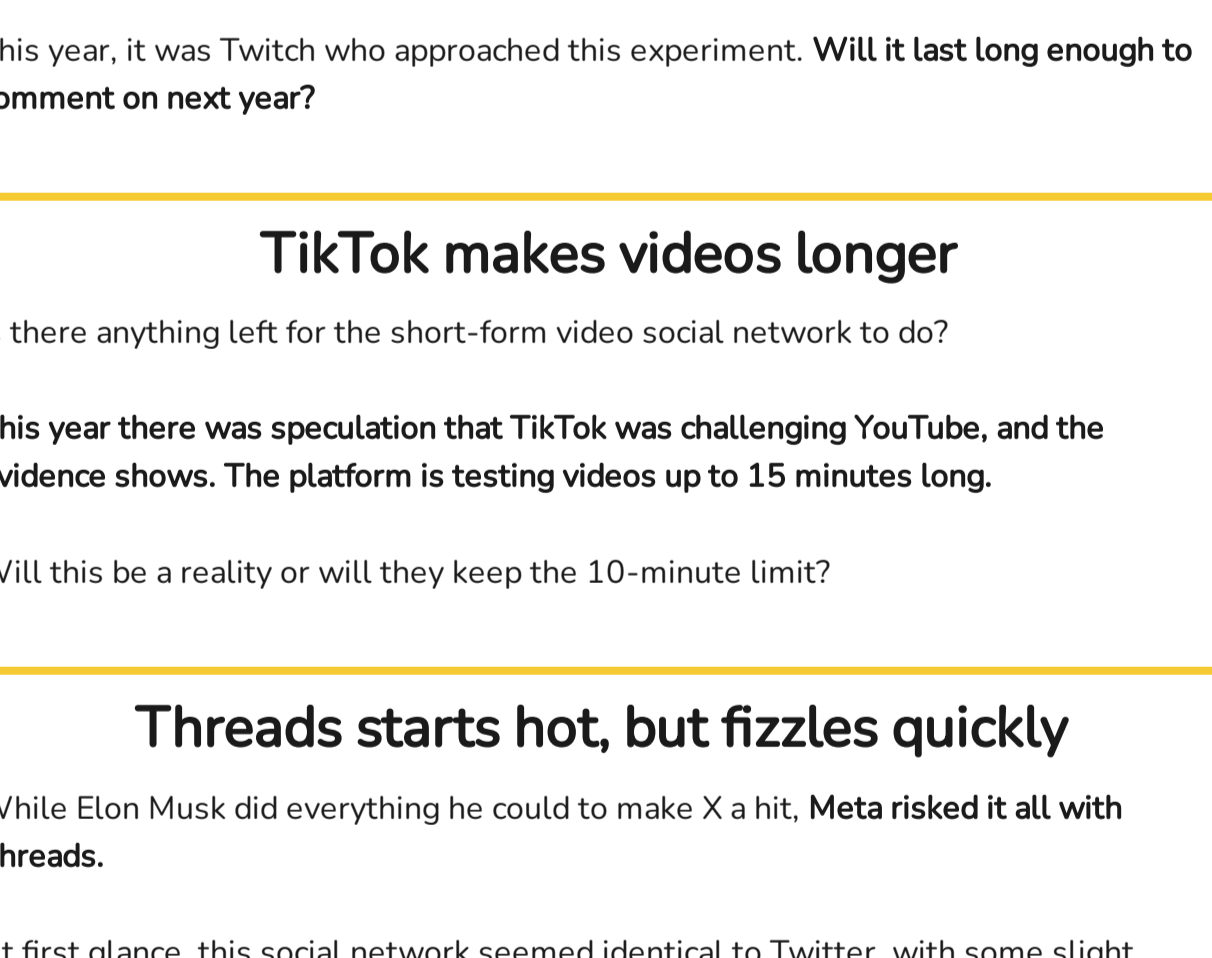


Elon Musk transforms Twitter

2023 will be remembered as the year Elon Musk changed everything about Twitter. We said goodbye to the blue bird and welcomed X.

The brand name, logo, interactions... Everything carrying the "Twitter" name was eliminated save the domain.

The only thing left to change and say goodbye to Twitter forever.



Twitch goes for Stories

Snapchat was the pioneer of Stories, a feature that ended up being most popular on Instagram.

While it was a success for Meta's social network, others such as TikTok and Twitter didn't have as much success.

This year, it was Twitch who approached this experiment. Will it last long enough to comment on next year?

TikTok makes videos longer

Is there anything left for the short-form video social network to do?

This year there was speculation that TikTok was taking things up YouTube, and the evidence shows. The platform is testing videos up to 15 minutes long.

Will this be a reality or will they keep the 10-minute limit?

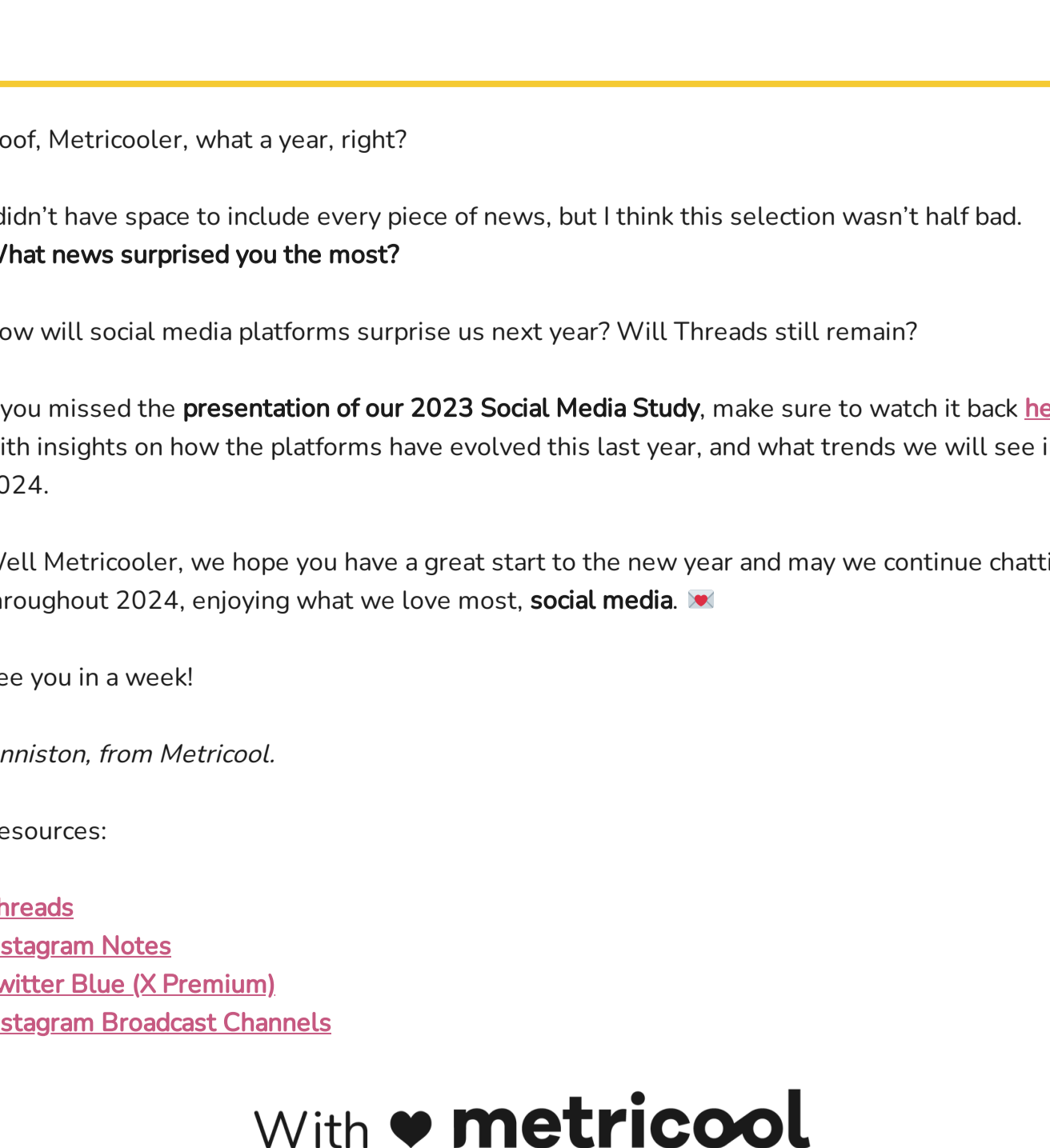
Threads starts hot, but fizzles quickly

While Elon Musk did everything he could to make X a hit, Meta risked it all with Threads.

At first glance, this social network seemed ideal for posts, with some slight differences such as character count, voice notes for posts, etc.

And at the beginning, it seemed Threads was going to blow X out of the water, becoming the fastest growing social media network with over 10 million registered users in just 7 hours.

However, the retention rate of users quickly dropped, with an over 80% decrease in usage. Although Meta continues to develop this network, will it ever reach the same popularity that is started as?



Goodbye to an Instagram classic

Reels were a homerun on Instagram and the social network gave them all the glory possible: important in the algorithm, in the feed, and even its own section in the app.

That translated into eliminating some features that were neglected, such as Guides.

With Reels being the start format, Guides ceased to be important and in the end Instagram chose to eliminate them.

TikTok says goodbye to "TikTok Now"

The rise of BeReal meant on thing, you had to go for the "real" trend to keep users from abandoning current platforms.

So, TikTok came up with "TikTok Now" a feature similar to that of BeReal's concept of capturing an image the moment the app sends a notification.

However, the short video app decided to cut its losses and eliminate this feature due to its lack of success.

Instagram also joined this trend with "Candid Stories", although these have not landed. Will they back out?

Ooof, Metricooler, what a year, right?

I didn't have space to include every piece of news, but I think this selection wasn't half bad. What news surprised you the most?

How will social media platforms surprise us next year? Will Threads still remain?

If you missed the presentation of our 2023 Social Media Study, make sure to watch it back here with insights on how the platforms have evolved this last year, and what trends we will see in 2024.

Well, Metricooler, we hope you have a great start to the new year and may we continue chatting throughout 2024, enjoying what we love most, social media. 🍵

See you in a week!

Amnistion, from Metricool.

Resources:

- Threads
Instagram Notes
Twitter Blue (X Premium)
Instagram Broadcast Channels

With metricool

Share on WhatsApp via @Metricool or via @Metricool or via @Metricool

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