

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

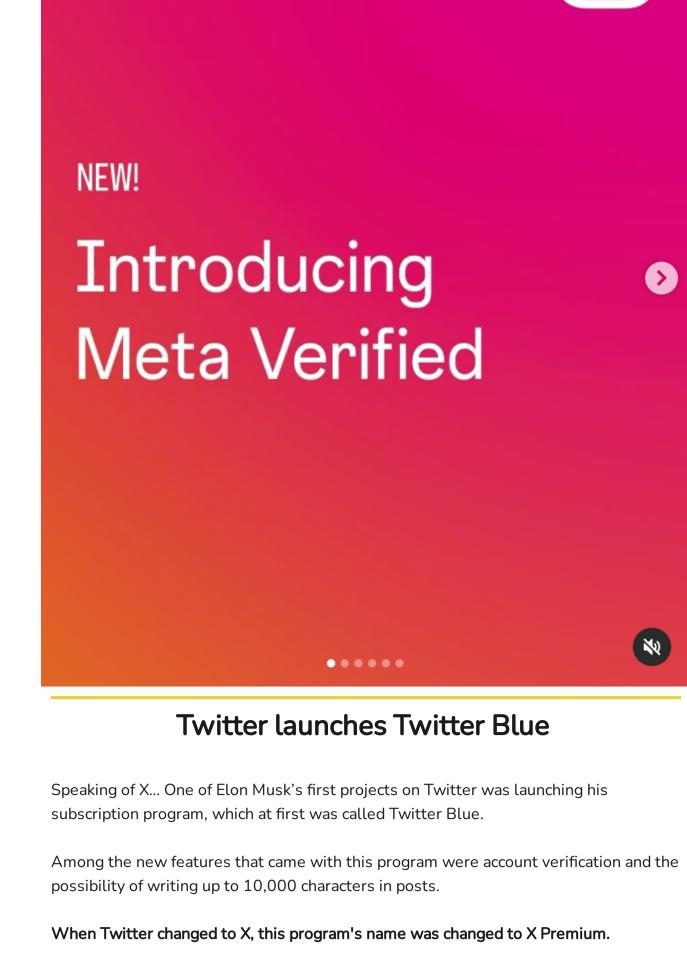
entire year. So, shall we see the top social media tea of 2023? 🍮 **Meta Verified Arrives**

(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.

It has been the year of paid verified accounts in social media. In addition to Twitter, or X

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



Twitter Verified 🧇 🔽

@verified · Follow On April 1st, we will begin winding down our legacy verified program and removing legacy verified checkmarks. To

keep your blue checkmark on Twitter, individuals can sign up for Twitter Blue here: twitter.com/i/twitter_blue... Organizations can sign up for twitter.com/i/en/verifiedo.....

twitter.com Apply for Verified Organizations 11:20 PM · Mar 23, 2023 Read 9.1K replies 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.

#Instagram is working on a new app called "Barcelona"

Alessandro Paluzzi 📀 @alex193a · Follow

01:53 🕓 😝 🎯 🔸

Notifications

 \mathbb{X}

 \mathbb{X}

I wonder if it is the codename for their new text-based social network to compete with #Twitter

€ 6 ♦ 9 ml ml **O** 100%

All Professional Ads Recent activity from your ads. **Today** alex193a invited you to join Barcelona! 1h (i) 2:09 AM · Mar 28, 2023 Reply Read 28 replies **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.

- In-line media for Long Tweets

NEWS: Big updates from the Twitter Team today. Read

X News Daily 📀 @xDaily · Follow

- Larger Video File Support

- New Drafts/Schedule Tweets UI

- Dm Reply UI updates

Indie Dev interested in Twitter 2.0.

BetterDay moreton.dev/betterday/

292 Following **2,227** Followers

Q Search GIPHY

for details!

Updates include:

- Highlights tab

- Tweet Boosting

Edit profile Yaroslav 🔮 @512x512

My projects: TweetGPT bit.ly/3GvEL4D • Secret ♥ Features bit.ly/3SnmKd9 •

O Australia O Born October 1, 1991 Doined January 2013

Tweets Replies **Highlights** Media Likes Yaroslav 🔮 @512x512 · 28m Today Twitter added (and removed a couple of hours later) a bunch of (i) 4:02 AM · May 6, 2023 2.3K Reply Read 112 replies 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. \mathbb{X} Instagram 🌼 🙉 @instagram · Follow Commenting with GIFs >>> You can now post a GIF (from @GIPHY) as a comment on all posts and Reels on Instagram 🌟

Cake_baker_cj 5h

place. Hope to see you soon!

OIF

(1) 7:02 PM · May 17, 2023 Reply Read 132 replies Instagram introduces Broadcast Channels The Instagram Broadcast Channel has become a 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? Marketing Diario 🦃 口 ordisanildefonso 🚳 ¿De qué red social quieres que Responde todas las que te. **Q**445 Crear Reel **(**(2) LinkedIn Publicación (+) Historia Historia destacada (t-) En directo (WhatsApp Guía Recaudación de fondos Canal ₽ 🖾 🕀 Envía un mensaje. **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.

6:57 AM · Jul 23, 2023

Reply

Read 49.8K replies

Twitch goes for Stories

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

While it was a success for Meta's social network, others such as TikTok and Twitter

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

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

X

(i)

 \mathbb{X}

(1)

Watch on X

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

eliminated save the domain.

344.4K

didn't have as much success.

comment on next year?

Instagram.

Threads.

users in just 7 hours.

popularity that is started as?

Trishla Ostwal

scaled back on the app.

adweek.com

5:48 PM · Aug 14, 2023

Instagram chose to eliminate them.

abandoning current platforms.

Ooof, Metricooler, what a year, right?

its lack of success.

@trishlaostwal · Follow

Elon Musk 🤣 🛚 @elonmusk · Follow

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 challenging 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

At first glance, this social network seemed identical to Twitter, with some slight

And at the beginning, it seemed Threads was going to blow X out of the water,

becoming the fasted growing social media network with over 10 million registered

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

M Brands that jumped on the Threads hype train are

now faced with an awkward reality. U.S Threads usage

7. And brands with a regular posting cadence have

dipped from 21 mins on July 6 to just 3 mins daily by Aug

differences such as character count, voice notes for posts, etc.

adweek.it/3KGqNOW via @Adweek

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.

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

So, TikTok came up with "TikTok Now" a feature similar to that of BeReal's concept of

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

capturing an image the moment the app sends a notification.

With Reels being the start format, Guides ceased to be important and in the end

Brands Face Threads Fatigue as App Loses Nearly 80% of Daily Activ... Mark Zuckerberg announced new features arriving soon on Threads.

Read 1 reply

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

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.

Instagram Broadcast Channels

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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?

throughout 2024, enjoying what we love most, social media. See you in a week! Anniston, from Metricool.

Well Metricooler, we hope you have a great start to the new year and may we continue chatting

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Resources: **Threads Instagram Notes** Twitter Blue (X Premium) With w metricool

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