



Happy New Year, Metricooler! 🎉

Before diving into our beloved newsletter, I wish you a happy 2024 and all your metriposals come true. **And of course, we can share our year's successes.**

Someone who seems to be sticking to their resolutions is Elon Musk, that has started the year the same way he ended it: Creating news. 🤖

Remember when Elon Musk decided to get rid of link previews included in posts? Well...

X "returns" link previews to posts

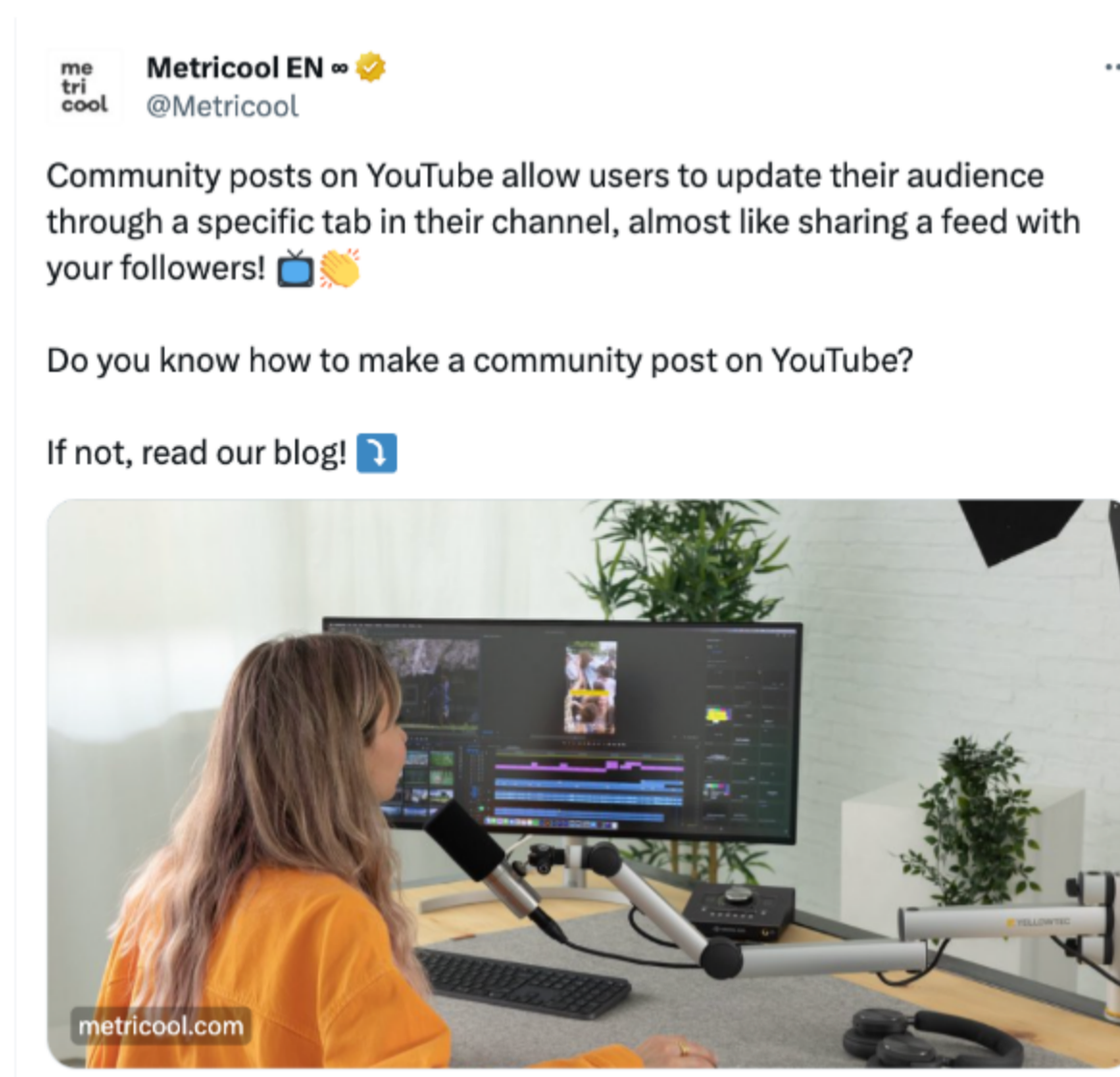
As you can see in the example below from 'xDaily', the social network will bring back the headlines of shared links again.

However, it won't appear the same in all profiles. In the post below, X shows the whole title:



Yet in other accounts, like the Metricool account, only the domain of the URL appears.

For example, in this post, you can only see "metricool.com" in the image.



Which one will be the final version?

New subscription offer for businesses on X

A topic that never ceases to be the spotlight on social media, verified accounts for businesses and users.

One of the top stories of last year, without a doubt, was X Premium (previously Twitter Blue) arriving to offer account verification in exchange for a paid subscription.

Brands, businesses, and government institutions have access to a golden badge, with a price that made headlines, starting at \$1000/month.

Now, almost a year later and with little success, X offers a new, more adorable package, for \$200/month, which includes account verification, priority assistance, and all of the benefits included in X Premium.

Also, the possibility to post job offerings through X Hiring.

What do you think about this novelty, Metricooler? Will this be the start to lower subscription prices?



X sees success in Hiring

X Hiring was one of the most important features of X, a step forward in converting this social network to an all-terrain platform.

And also to become a competitor with LinkedIn.

And so far it hasn't done badly because to start the new year, X's Business page announced that there are more than 750,000 jobs posted.

Will it become the alternative to LinkedIn that it claims to be?

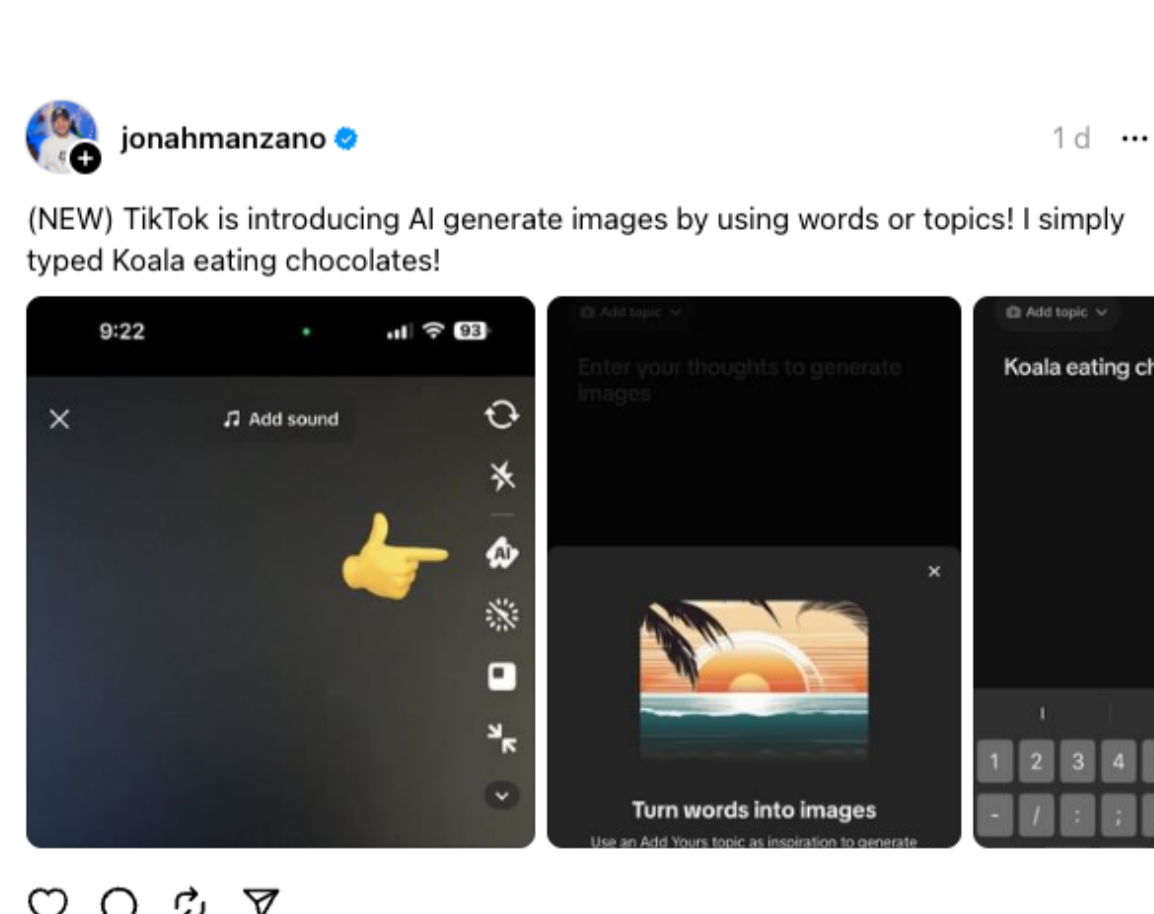


TikTok goes for AI in images

Remember that Canva has a feature to create images from your requests using AI?

Now you will have something similar on TikTok to upload images to your account. Choose the AI option and type in your keywords, and the social network will show you related images to your search.

At the moment TikTok only gives the option to select an image to post or save as a draft.



X has started the year strong, right? I was going to say I doubt they will be able to keep the same pace but then again with Elon Musk, we never know.

To end this newsletter I have a little surprise for you.

Because if there's one thing to take away from 2023 it's the learnings you've gained, and the metrics you've reached. **This is where Metricool comes into play.**

I present to you "A Year in Metrics", a trip through the galaxy of your metrics. **Share this with your company which in the end has been your ideal passengers, your company, and all those who have joined for the journey.** 🚀

[Click HERE](#) to see your 2023 metrics, all ready for takeoff.

That's all for this week and the first newsletter of 2024. We're just getting started and we don't plan to stop.

Have a great week, Metricooler!

Anniston, from Metricool.

P.S.: If you missed our 2023 Social Media Networks Study, make sure to watch our recap video [here!](#)

Resources:

- [Threads](#)
- [Account Verification X/Twitter](#)
- [X Hiring](#)

With metricool

Share the Newsletter on Twitter

Share on WhatsApp [via @Metricool](#) [via @Metricool](#) [via @Metricool](#)



Copyright © 2023 Metricool.com. All rights reserved.

Puedes oponerte al envío de comunicaciones comerciales en cualquier momento [cancelando](#) o remitiendo un correo electrónico a info@metricool.com. Metricool Software, S.L. es la Responsable del Tratamiento de tus datos, con las siguientes finalidades: En caso de haber contratado alguno de sus servicios para para mantener la relación contractual, así como la gestión, administración, información, prestación y mejora del servicio y para remitir comunicaciones comerciales, salvo se haya opuesto a ello. En caso de haber prestado el consentimiento a tal fin para la remisión de comunicaciones sobre novedades y/o promociones de Metricool. Para atender tu solicitud de información. Tienes derecho de acceso, rectificación, supresión, limitación, oposición al tratamiento, portabilidad y a no ser objeto de decisiones automatizadas con efectos jurídicos o que te afecten significativamente de modo similar. Puedes ejercitar tus derechos en info@metricool.com. Más información en la [Política de privacidad](#)