



Metricooler, Instagram has made it clear: **Stories are a priority.**

Not just from the "bosses" of the social network, but also from users. **

As we saw in our **Social Networks Study**, Stories were one of the most posted content formats and have helped brands increase reach and impressions.

So, if you frequently upload Stories you're in luck...

What's to come in Stories

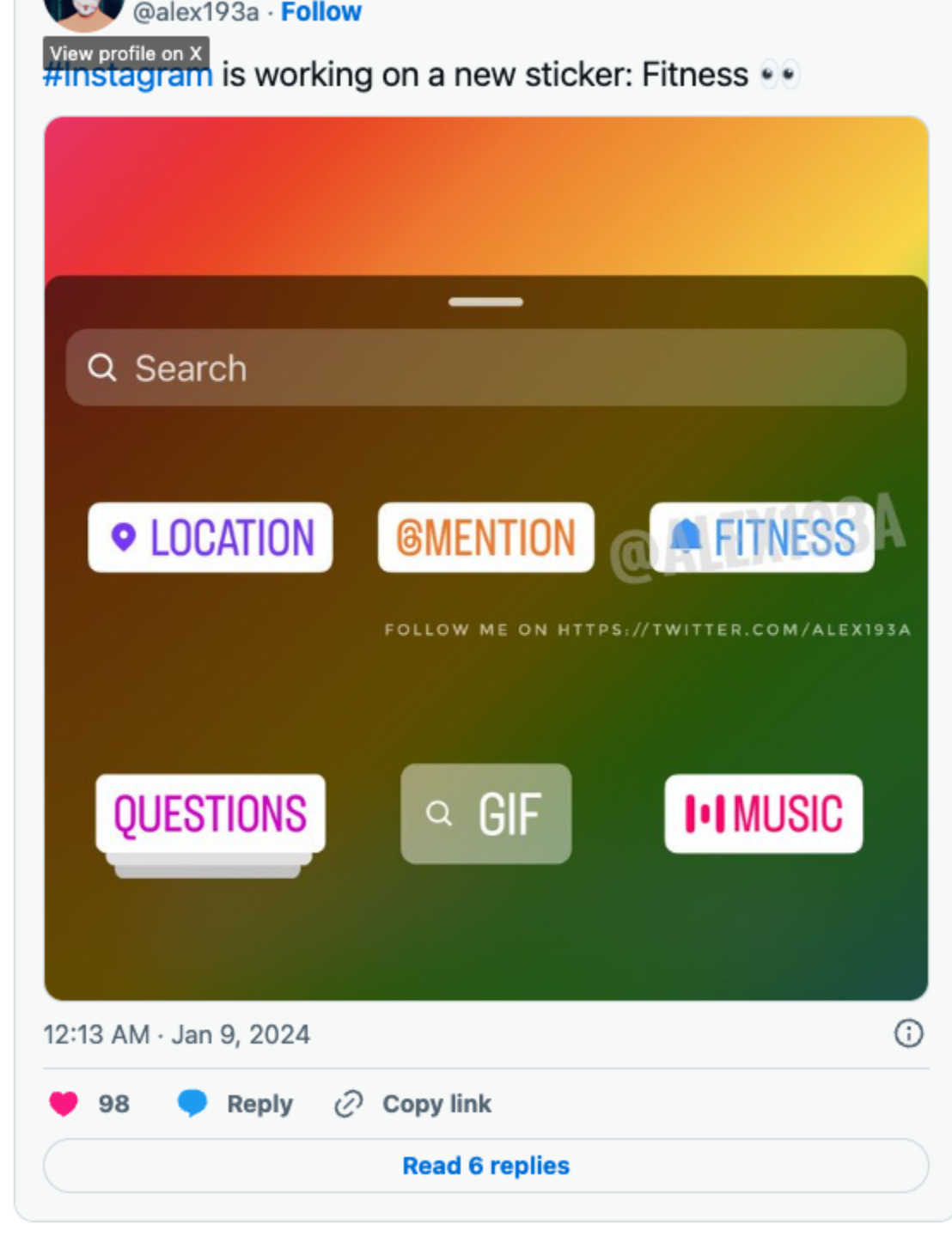
I'll start with the main event: a new sticker, to share content on Stories.

As of now we only know the name of the sticker, **Fitness**.

Will this be a space dedicated solely to fitness content?

The icon appears as a bell next to the name, so it's possible that it could be a reminder to exercise.

There are many unknowns about this sticker and until it's released, we won't know the implications.



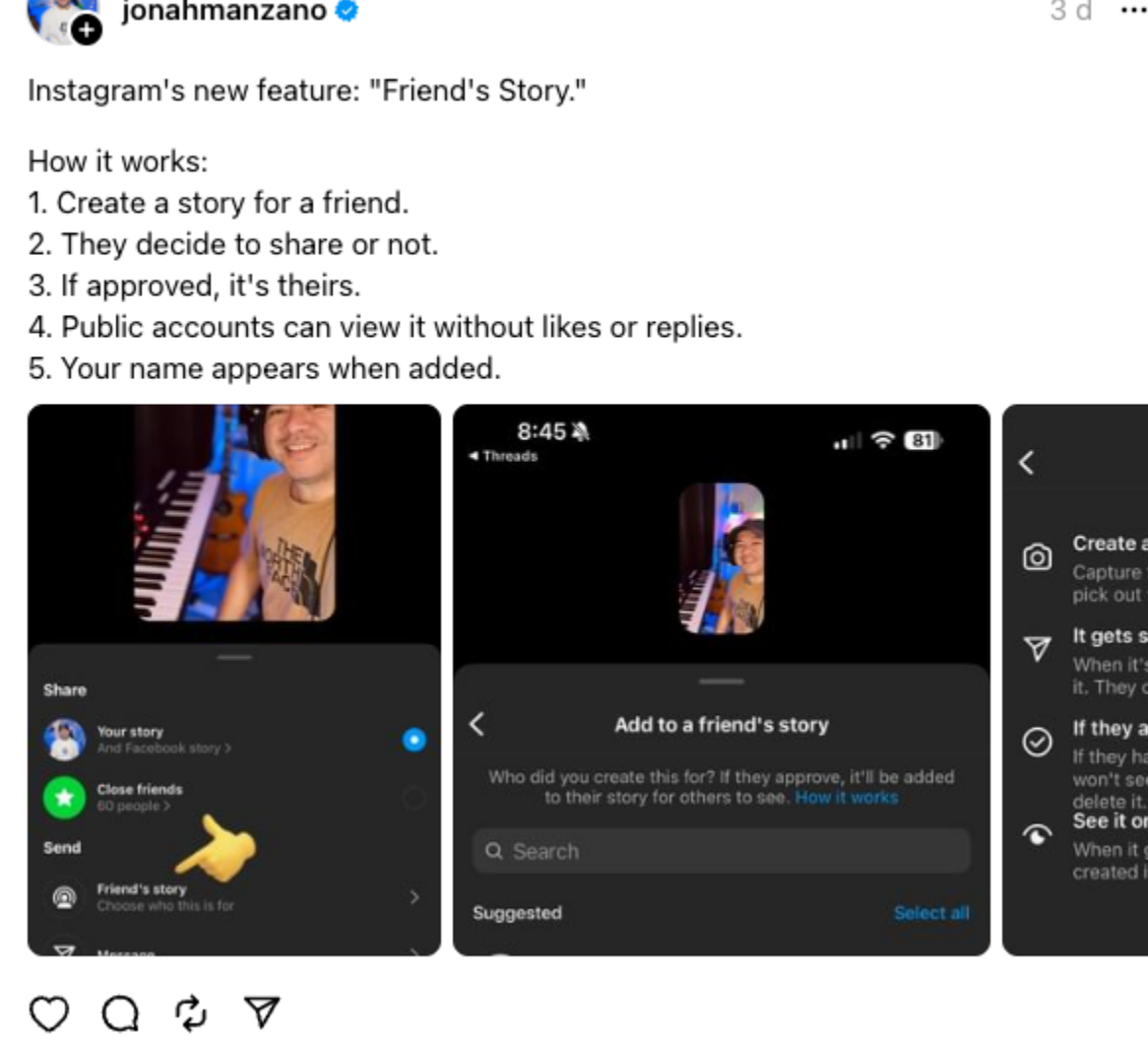
The second is that friend's Stories have arrived. 📱

How does this work? **As you can see in the Threads post from Jonah Monzano, you can create a story for a friend, and they can decide if they want to share it or not.**

And if they approve it and share it to their feed, you receive the credit.

Kind of like a personal Instagram photographer for your friend?

It seems similar to sharing a story that a user has mentioned you in, no?



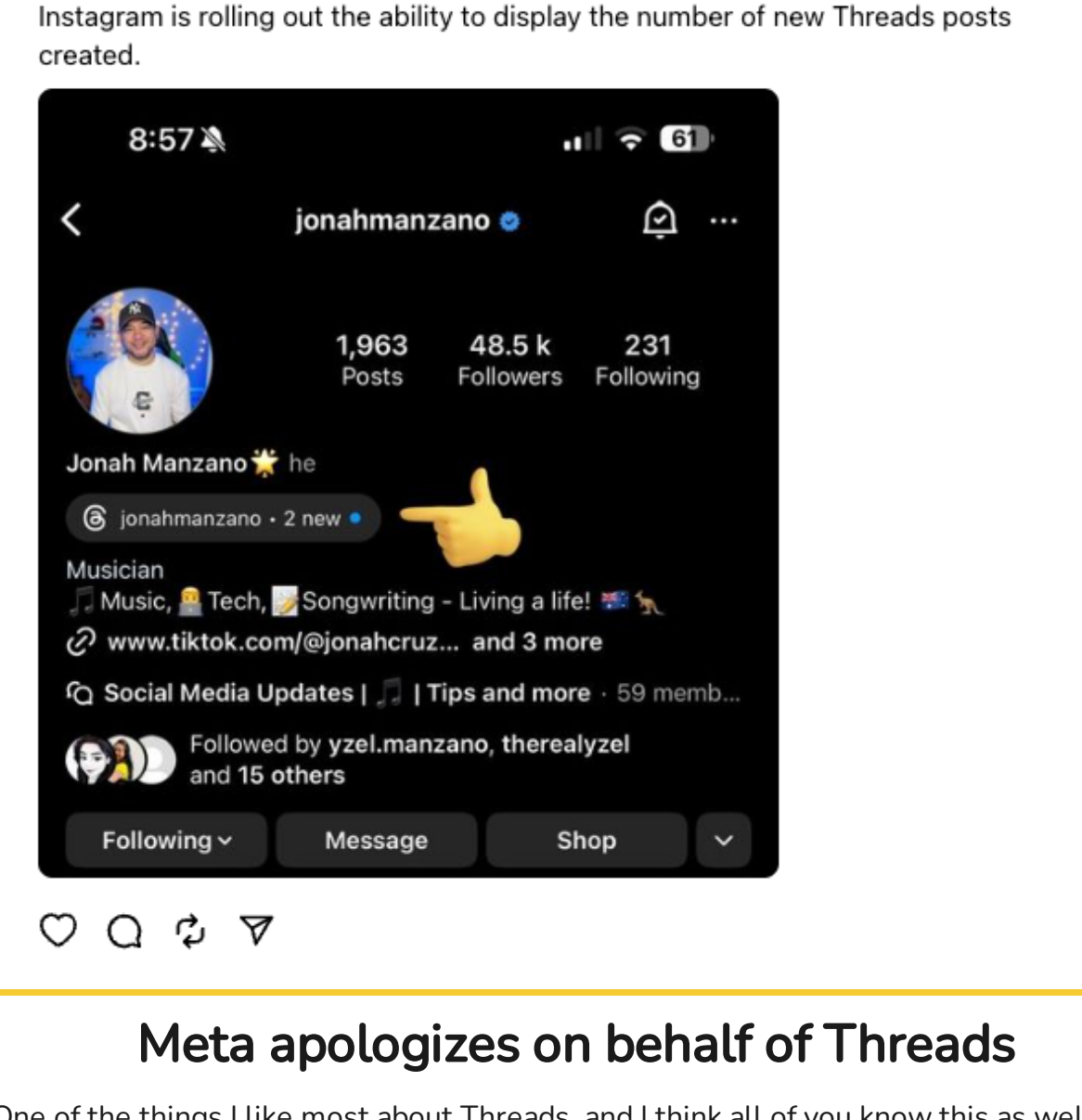
I'll finish this off with another novelty, which isn't about Stories but still pertains to Instagram... and Threads.

It has been made clear that one of Meta's goals is to develop Threads. **A few weeks ago, Meta confirmed that they are working on the API, which would allow third-party tools to participate.**

As you may already know, each Instagram user's profile has a link to go to Threads. **Now, Meta has added another detail: the number of new posts created by that user.**

This is an interesting way to arouse the curiosity of users who visit an Instagram profile and want to visit Threads.

What has Jonah Monzano posted?



Meta apologizes on behalf of Threads

One of the things I like most about Threads, and I think all of you know this as well, is that the algorithm correctly matches each user's interests.

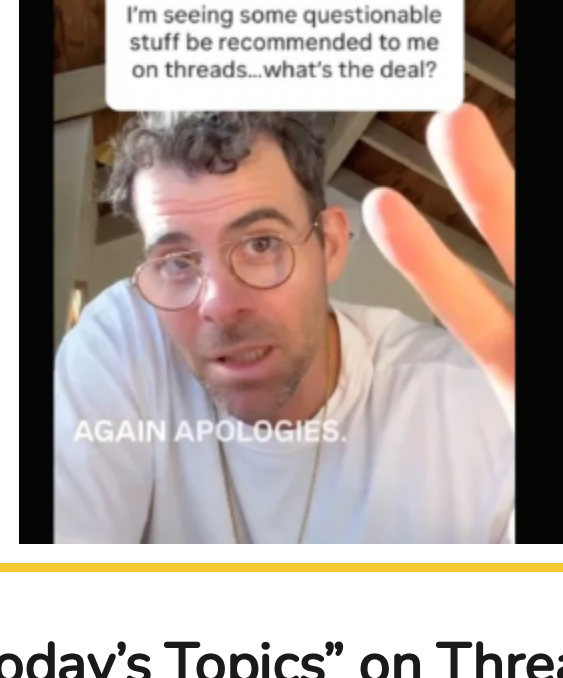
It seemed like a lot of work, right?

However, a few days ago, that house of cards collapsed and the algorithm began showing less and less interesting content. **In the words of Adam Mosseri himself, "low-quality content".**

Is it possible? In the beginning, I didn't notice this. **However, if the algorithm wasn't prepared for the influx of new users, the variability was inevitable.**

Adam Mosseri announced in a story his apologies to users and confirmed that the Meta team is working on improving user experience.

What do you think? Was this apology and promise to "fix" the algorithm necessary?



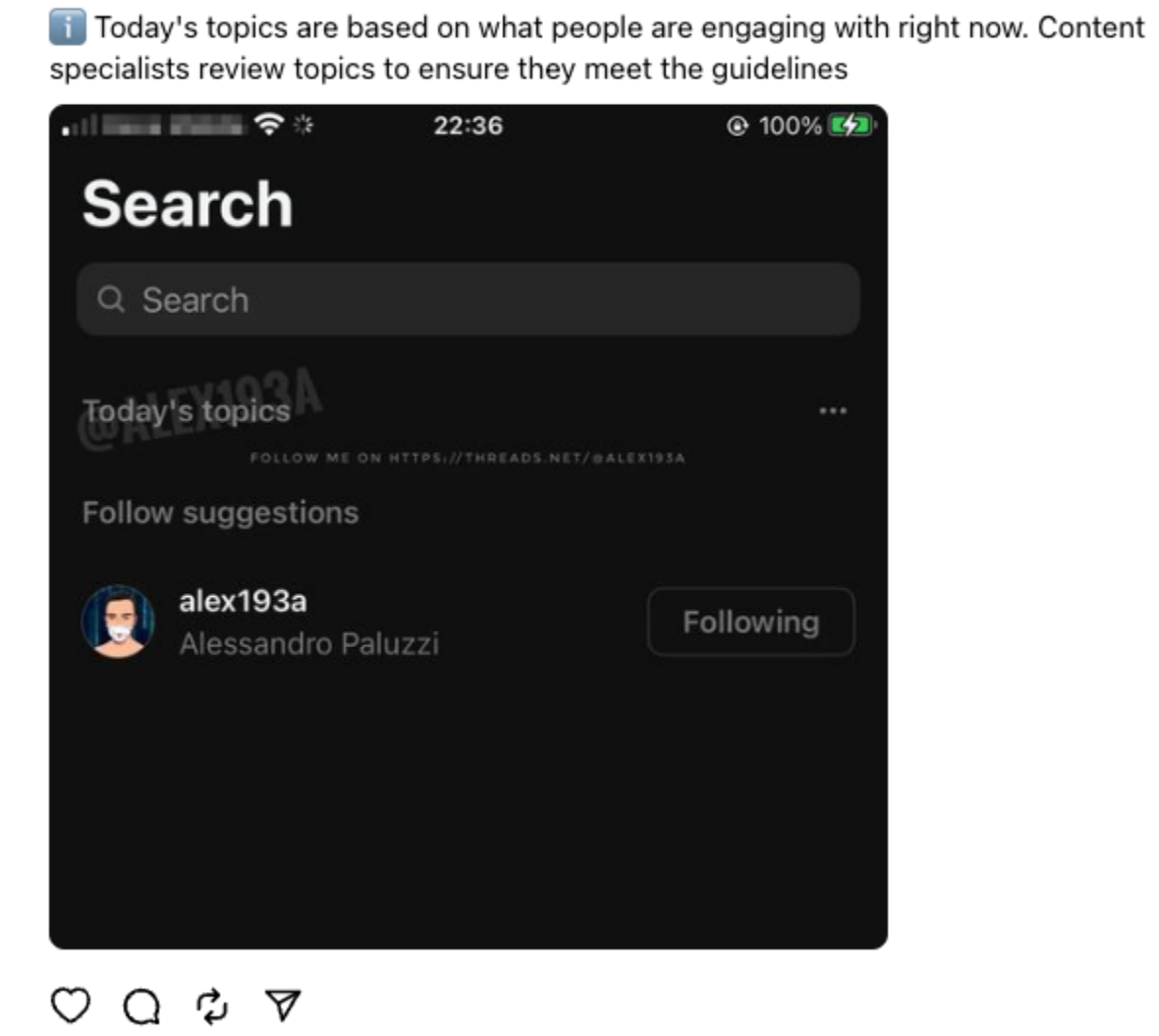
"Today's Topics" on Threads

What would be Thread's next step to become more like Twitter? Or sorry, X.

Maybe something that is missing, like trends on Elon Musk's network. Well, said and done.

Threads is working on a new section, "Today's Topics", in which you can find content that is interesting to users at the moment.

It remains to be seen if this will be similar to trends, or what criteria they will follow to show the most important content at the moment.



TikTok eliminates a major "asset" in planning

Hashtags have become a key element in bringing TikTok videos to new users.

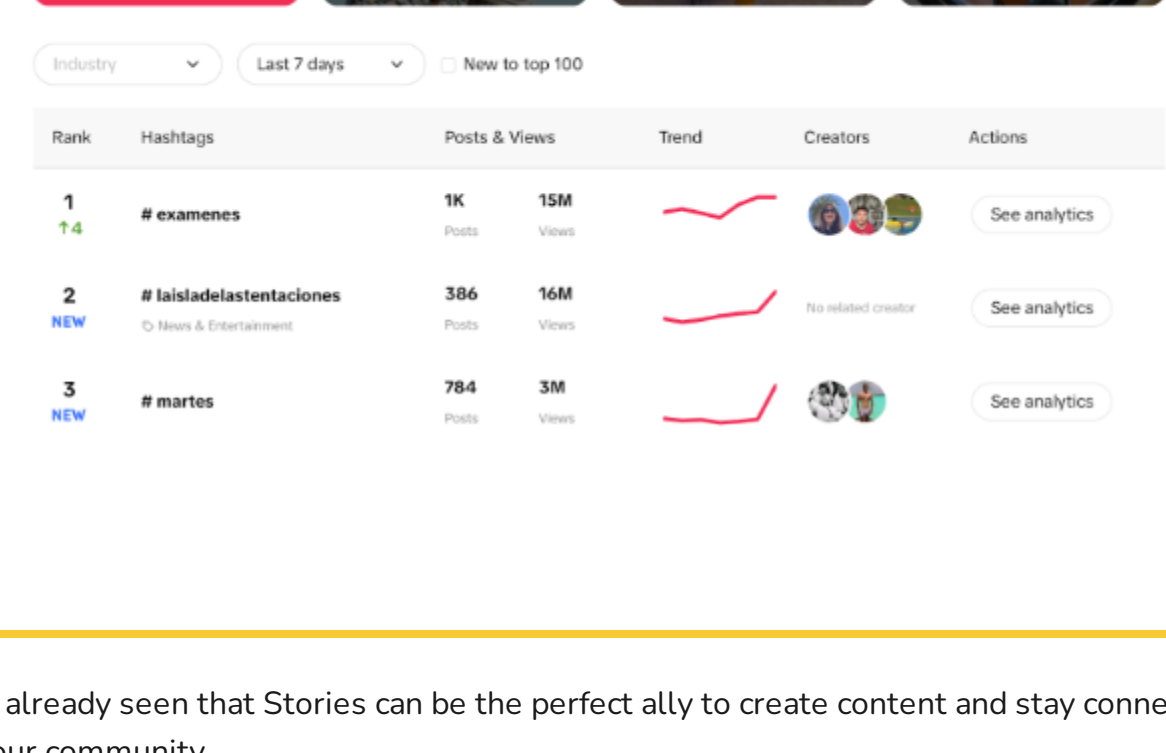
Hashtag, content creators and brands could count on **TikTok's Creative Center** to find hashtag trends. Within this tool, you can search for a hashtag in the search engine.

Surprise! The video platform has decided, according to The New York Times, to discontinue this search tool.

The alleged motive behind this was that many users were using this search to find trends and hashtags that went against TikTok's uses.

Now TikTok shows the most important hashtags, with information about posts, views, and if it's trending.

This page is very useful for finding trends that you can take advantage of for your videos. Do you have this in your rotation?



You've already seen that Stories can be the perfect ally to create content and stay connected with your community.

That is to say, it has to be part of your content plan. And speaking of content planning... 🧠

We are hosting our first Masterclass of the year, diving into 2024 content planning. Learn how to create a month's worth of content in one hour, all inside Metricool.

Sign up for FREE here and carve out an hour of your day for the planning you've been meaning to get to...

Let's bust out some planning and strategizing together, what do you say? 🗨️

See you next week with more social media news, Metricooler.

Have a great week!

Anniston, from Metricool

PS: Remember that you can leave any note, comment, or suggestion in the email, this is your newsletter! 📧

RESOURCES:

[Instagram Stories Guide](#)

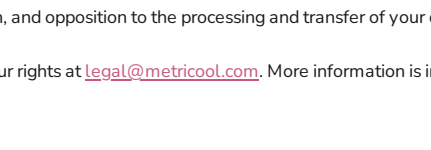
[Threads](#)

[Social Networks Study](#)

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