

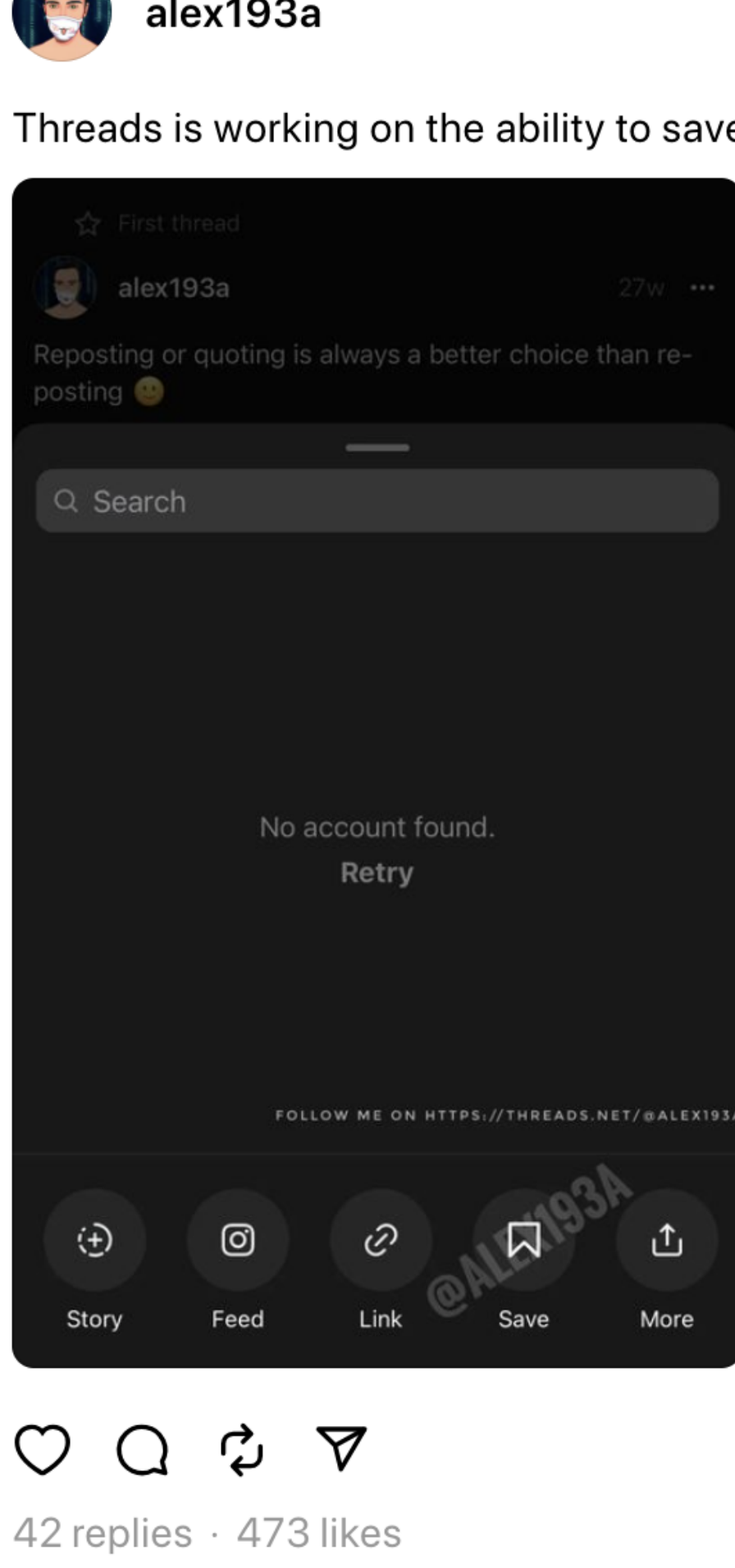


Metricooler, I won't lie, my Instagram account is full of posts and Reels saved to see later, to see at another time, or to not lose them.

And I must confess: most of them are recipes that I never make but I love them and refuse to get rid of them. There is so much talent on social media and some posts I cannot help but save.

This feature of saving content is one of my favorites without a doubt. So reading a leak from our favorite insider I had to start the newsletter with it.

This week Alessandro Paluzzi (@alex193a) shared this post on Threads:



42 replies · 473 likes

All of Meta's social networks have placed a high priority on saving features. This in my opinion is great. Not only for consumers of media to be able to save useful posts for later, but it also motivates brands and businesses on social media to continue to post valuable and evergreen content.

This is just scratching the surface of what's been going on with Meta, so stay with us!

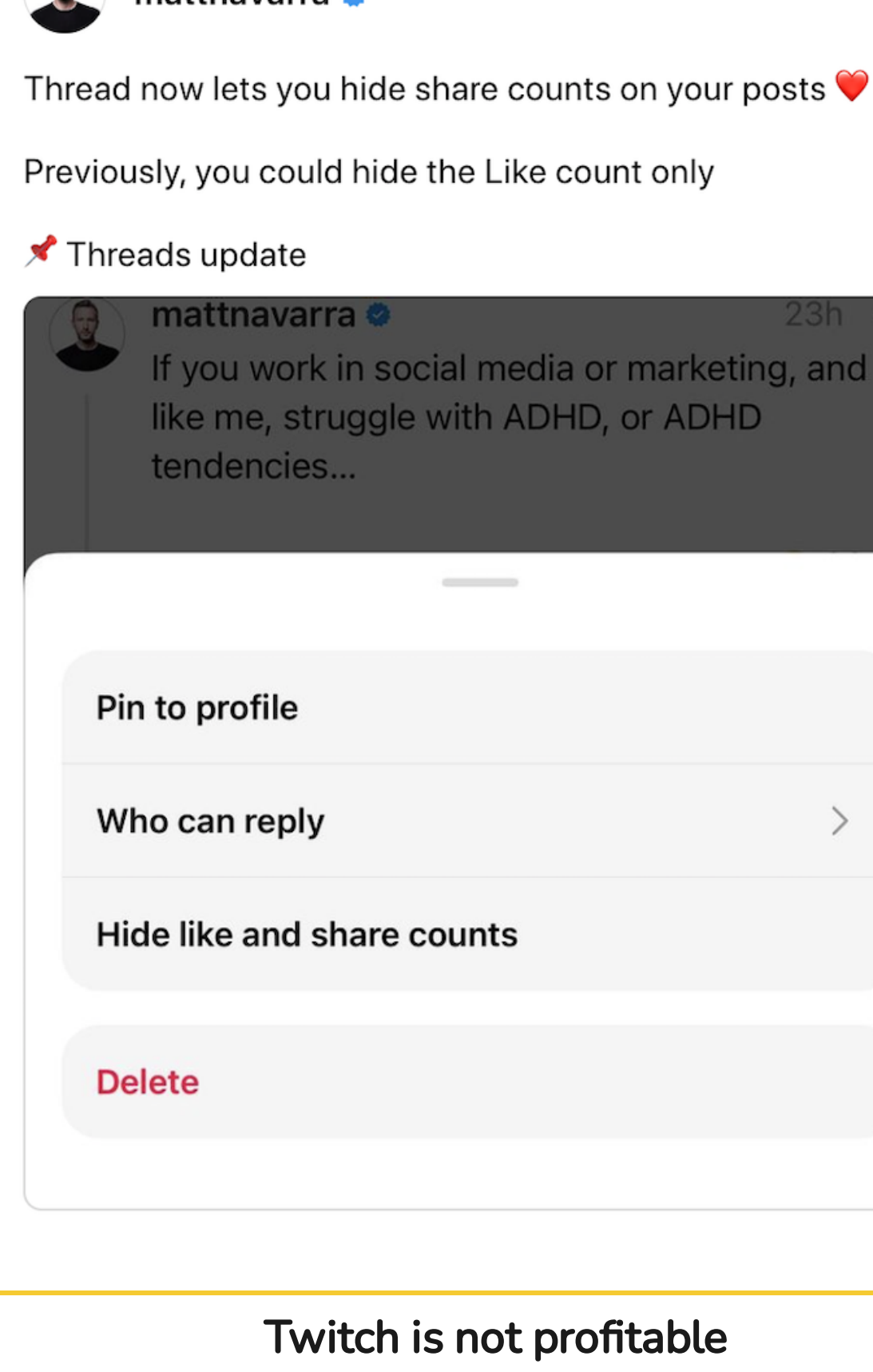
Hide your metrics in Threads

This new update is not a good one for all of us nosy people out there. What can I say I like to see the like and share counts on posts!

On the other hand, Meta works to make the app as welcoming and with the least pressure as possible being able to hide these metrics helps with that aspect for sure.

Threads now allows you to hide the metrics of likes, something that was already possible, and shares. This at the moment has not reached all accounts, so be patient!

This update was not too shocking, considering Instagram launched the hiding of metrics several years ago.



Twitch is not profitable

News broke out on Twitch. The streaming platform par excellence announced last week the layoff of 35% of the workforce.

And when it seemed that everything would stay there, Dan Clancy, CEO, announced live that the company was still not profitable. Even more, because he sowed many doubts about the future of Prime subscriptions, one of the main avenues of income for streamers.

These subscriptions are known as Prime because of the agreement with Amazon: if you have an Amazon Prime subscription you can subscribe for free once a month to any channel.

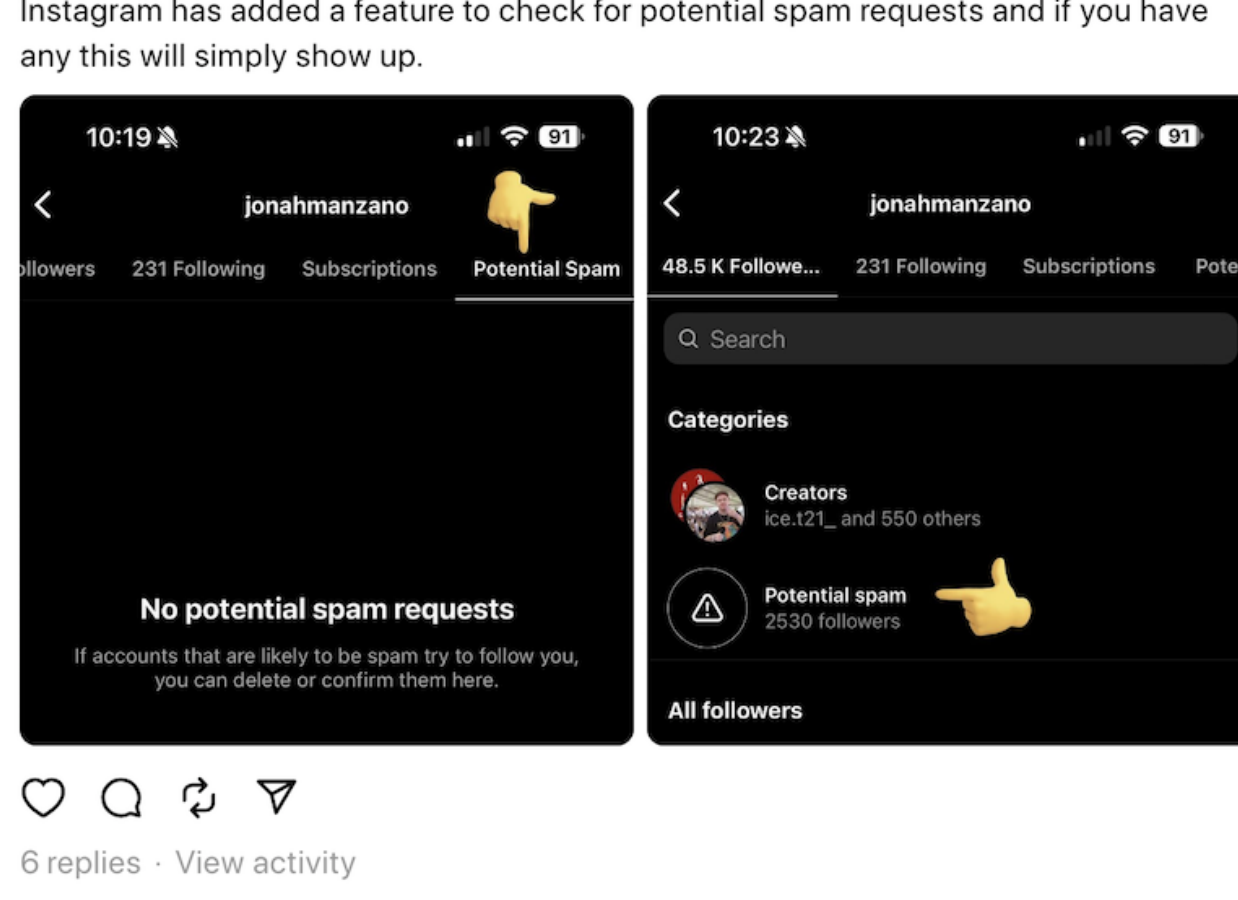
Do you usually use Twitch in your content strategy? What do you think about the future of the platform and streamers?

Goodbye to SPAM on Instagram

SPAM on social networks is a classic of our times. Who hasn't received follow-up requests from suspicious accounts?

Well, thankfully, Instagram has decided to put an end to it. The social network has included a feature to see if you have SPAM accounts lurking around your account and delete them all at once for you.

This feature will be a true game-changer to clean up such accounts.



More momentum for TikTok's live streams

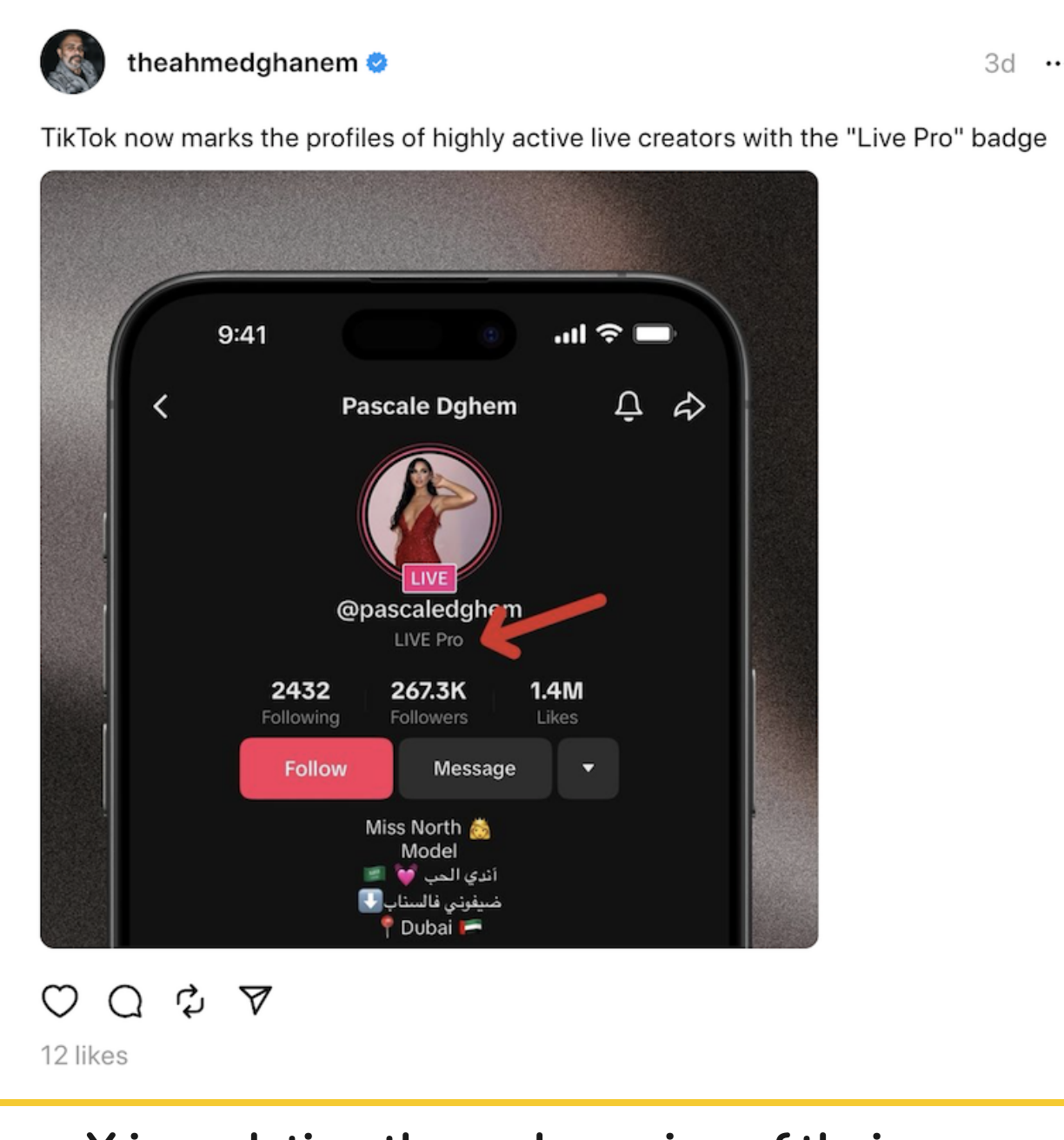
The social network is diving deep into updating and perfecting their live stream option since they are the most viewed content.

This is due to several factors: the ease of broadcasting any content, the economic rewards, and the TikTok Live Studio for making live broadcasts with external software.

The result is that the app continues to give a boost to these content creators.

The latest news is that it now includes a 'Live Pro' mark for those content creators who have a high live activity.

In other words, you come to a TikTok account that interests you, you see that it has this mark that indicates that it does a lot of live streams. So if you are interested in those, look out for that mark!



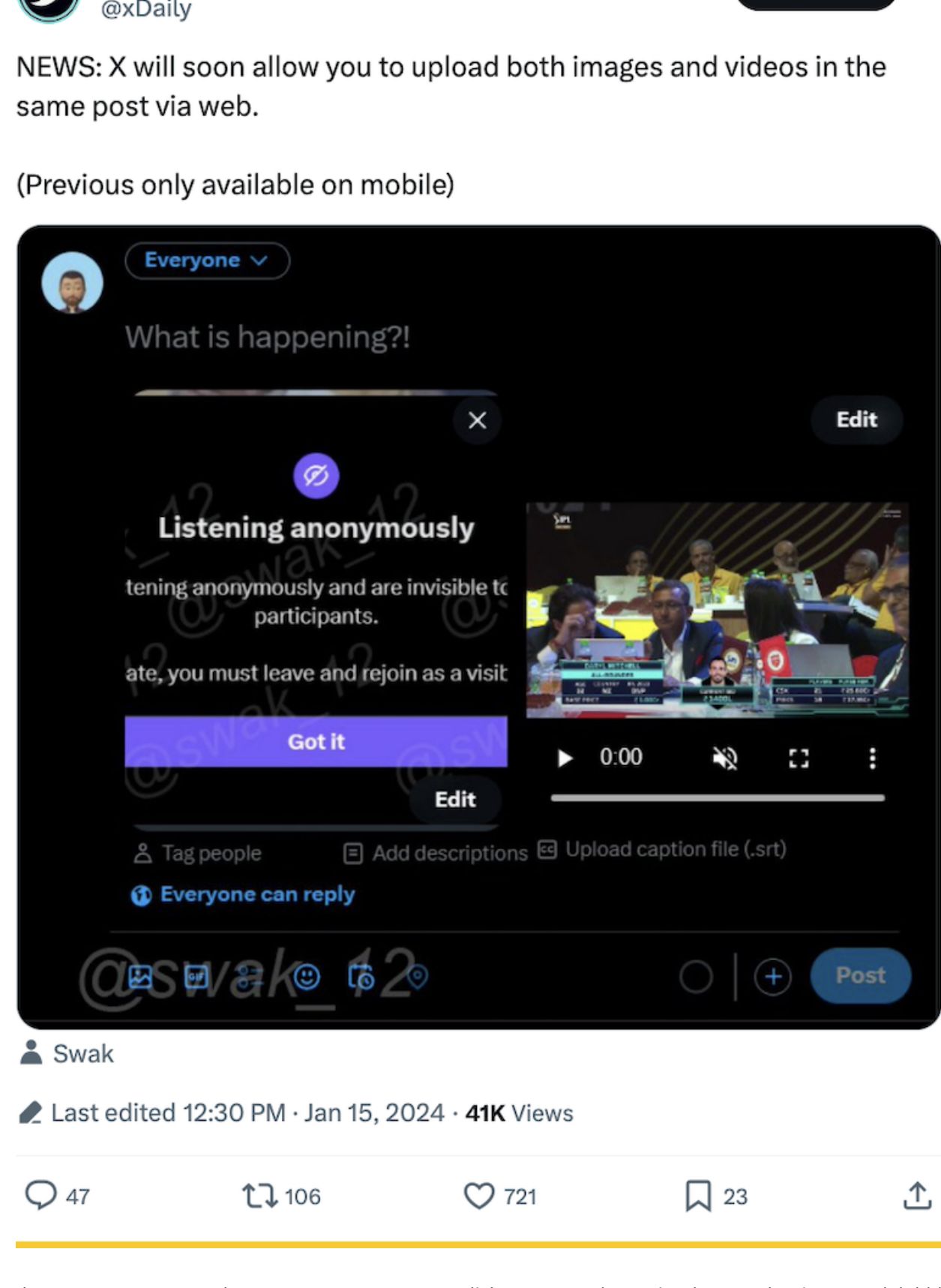
X is updating the web version of their app

If you ask social media users for a new feature to combine images and videos simultaneously in the same post.

Surprisingly, this is a feature that was only available in the mobile version.

Until now, because according to the account @xDaily the social network will soon allow this format in its web version.

So, get your image and video layouts ready for what's coming. **



As you can see as the new year came, so did many updates in the marketing world. We hope you found these updates as useful and interesting as we did.

If you want to stay on top of trends, a good start would be to audio trending audio! Lucky for you we just posted a video on how to find trending audio on both TikTok and Instagram. Check it out:



That is all for now Metricooler, always a pleasure. We will chat next Sunday!

Big hug from our team and happy marketing!

Sophie, from Metricool

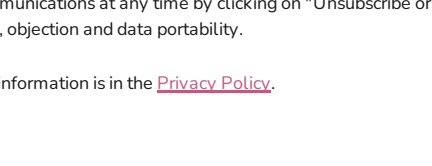
RESOURCES:

- What is Threads?
Prime Gaming
TikTok Live

With metricool

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