



Hi Metricoolers,

Happy Sunday, we're back with your weekly social media updates. And boy do we have a lot of them this week....

But before we dive in, can you believe it's our 50th newsletter?? Thank you all for staying with us each week to hear about the top news in social media. ❤️

So without further ado let's see what's up this week.

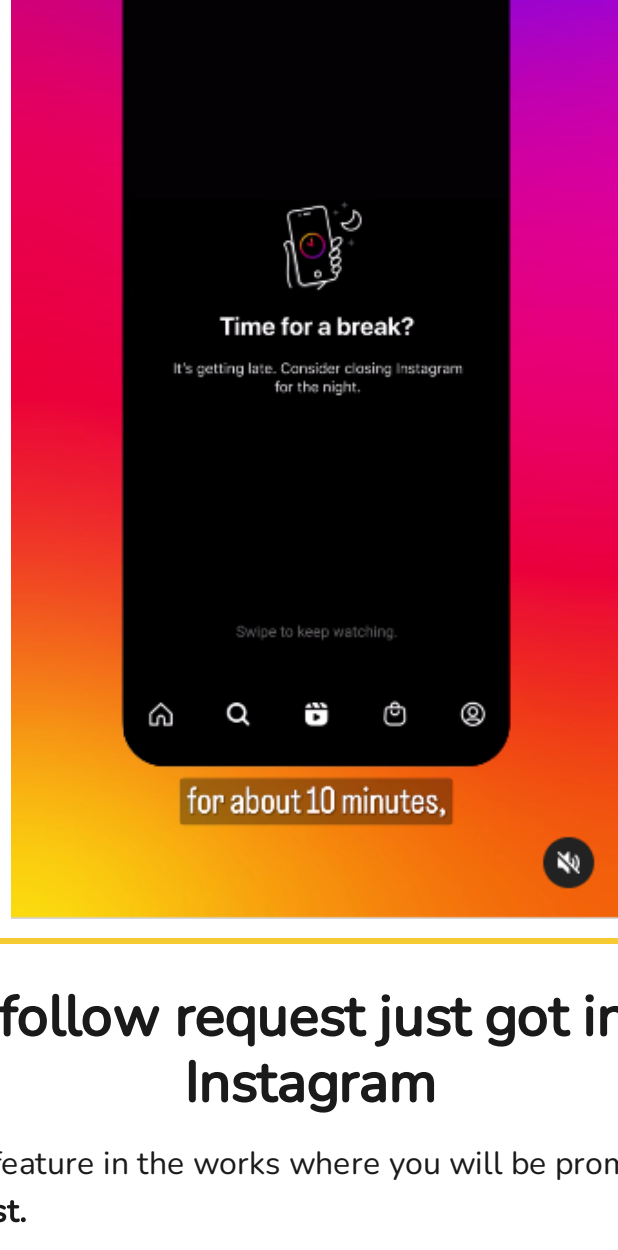
Instagram says it's time to get some sleep! 🌙

Instagram has just launched a feature known as Nighttime Nudges.

This feature pops up and takes up the entire screen on a teen's phone late at night after they have been scrolling for at least 10 minutes. The text urges them to exit out of the app and get some rest.

I don't know about you, but when I am going through a deep dive on the Reels page, I don't know if a nighttime nudge is enough to get me off the app. 🙄

Hopefully, it helps the teenagers!

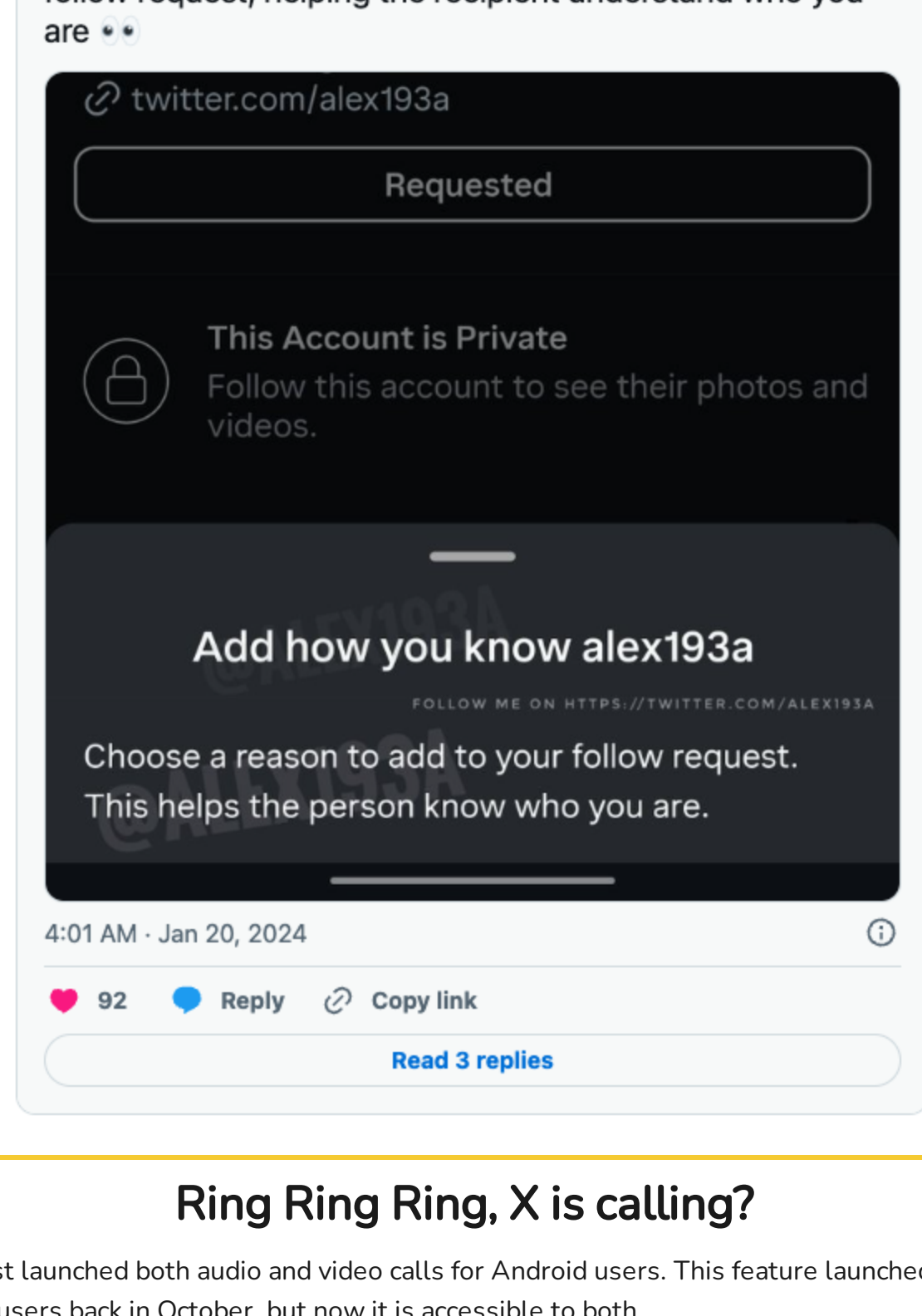


Dropping a follow request just got interesting on Instagram

Instagram has a new feature in the works where you will be prompted to give a reason for your follow request.

It is still unsure if you will select a reason from a drop-down menu of choices or if you will be able to type your reason in a text box.

Let's say you just found your high school crush on Instagram and want to give them a follow, now you will be asked to give a reason. 🙄



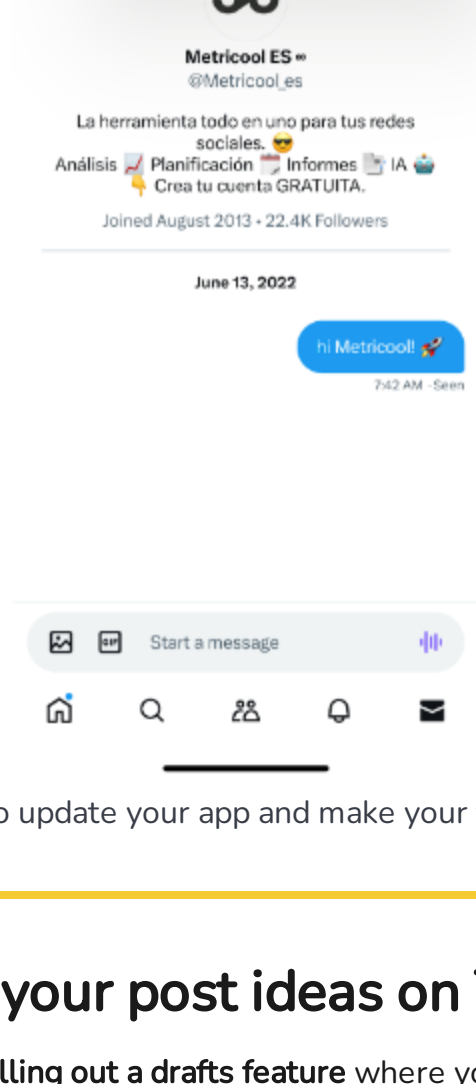
Ring Ring Ring, X is calling?

X just launched both audio and video calls for Android users. This feature launched for iOS users back in October, but now it is accessible to both.

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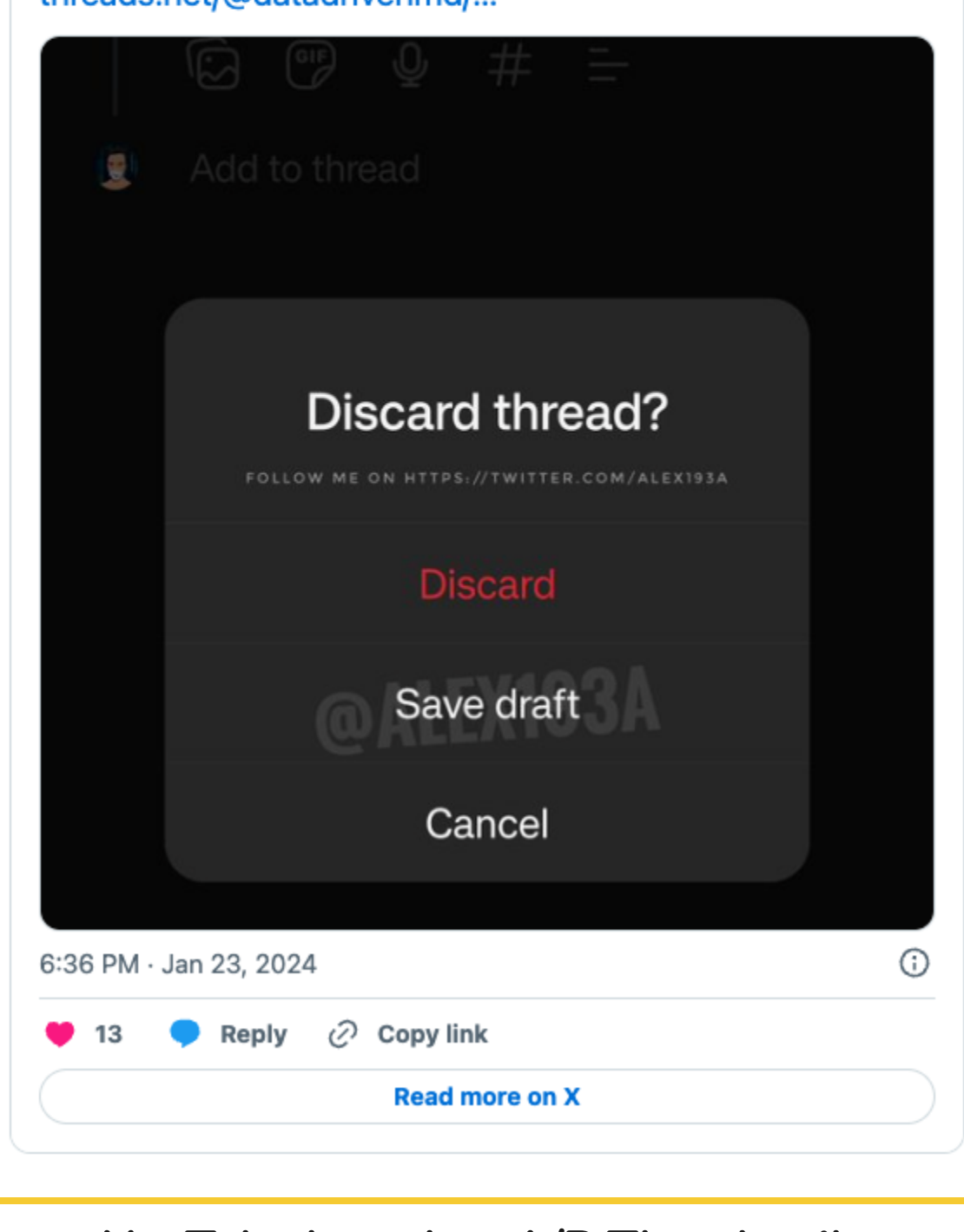


So Android users, be sure to update your app and make your first call! Who are you calling first?

Revisit your post ideas on Threads

Now you can, threads is rolling out a drafts feature where you can type out your post and save it for later. This will help users save content to post later.

This feature has been in the works for quite some time now, but now it is officially on the horizon. What do you think of this feature? Will you be utilizing it?

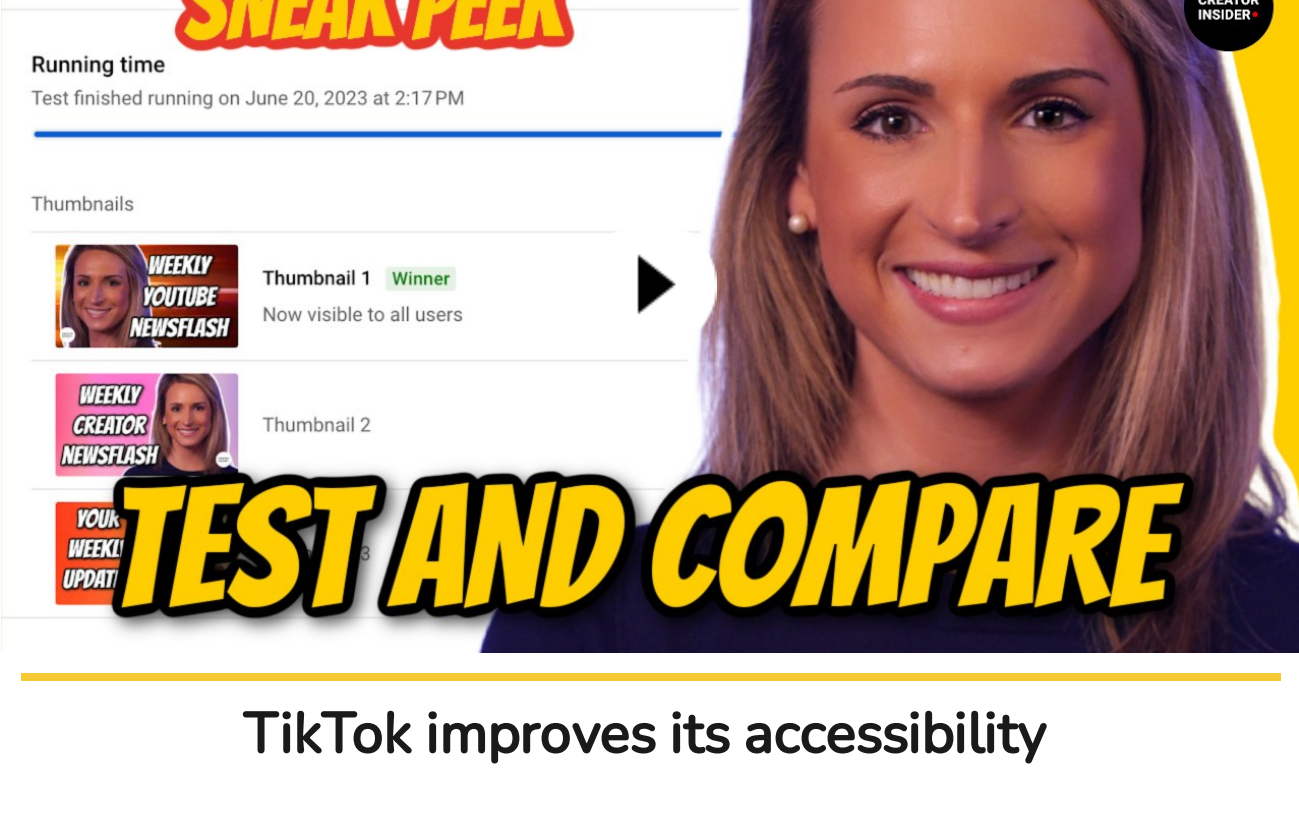


YouTube launches A/B Thumbnails

This feature will be very important for brands and content creators.

You will now be able to upload up to 3 thumbnails and then over 3 weeks they will be able to test the performance on each to best optimize their posts.

Thumbnails are a very important part of a successful YouTube video and now you can test them out and be sure you use the best one possible.



TikTok improves its accessibility

You can leave your reading glasses on your nightstand when scrolling TikTok now.

They have just launched dynamic text size options where you can alter the size of text on your page.

This feature will be available on everything besides the embedded text within the actual clips themselves.



Can videos be too long on TikTok?

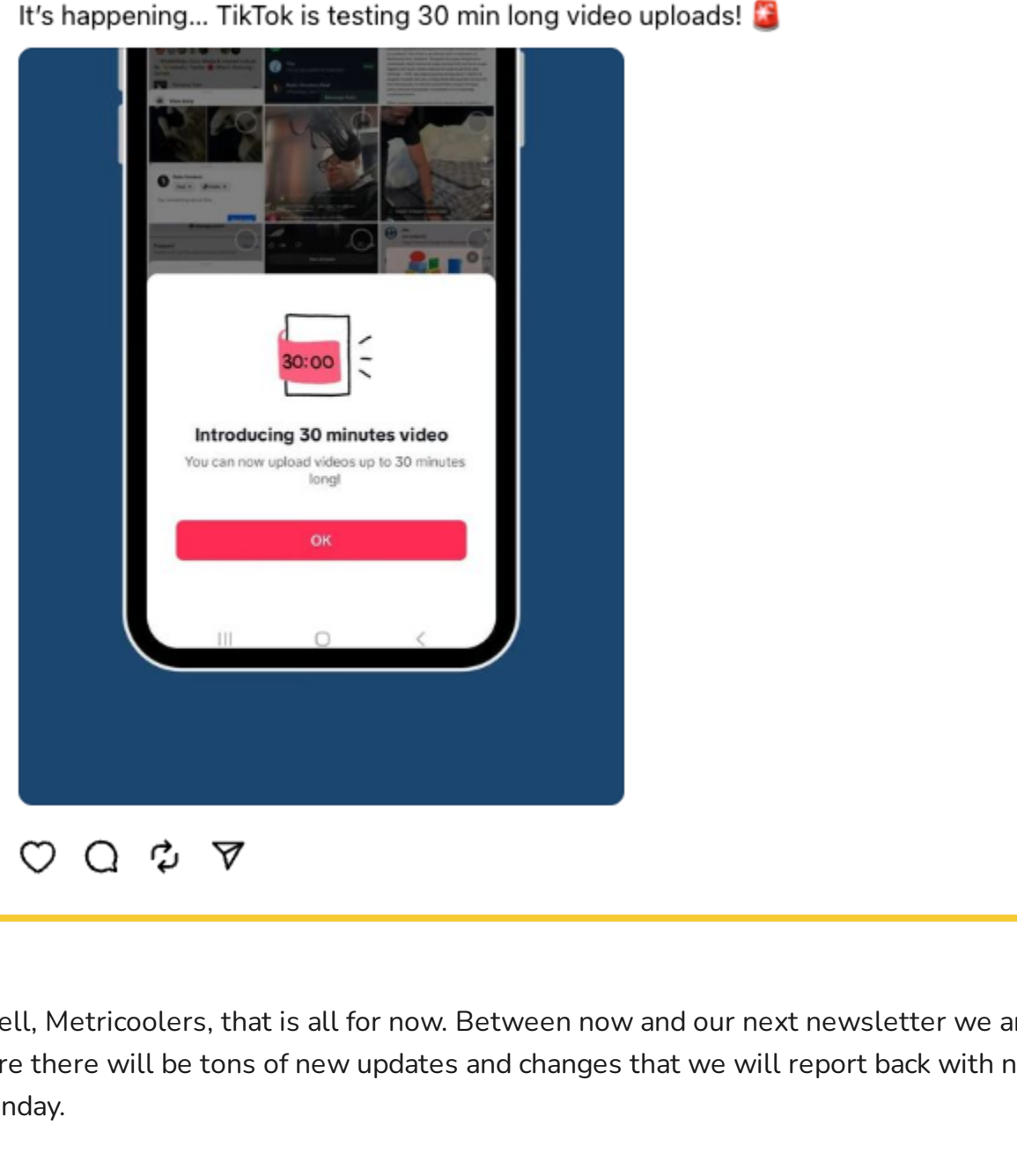
When TikTok launched it was all about the ultra short video content. Filled with funny fails, lip-syncing, and dancing.

Then the 10-minute feature was born and we began seeing daily vlogs, tutorials, and more long-form content.

But now, TikTok is testing a 30-minute upload option!

Could this be a big competition to YouTube? Do we think that other platforms such as reels will hop on this trend?

We are surely interested to see how these 30-minute videos will go.



Well, Metricoolers, that is all for now. Between now and our next newsletter we are sure there will be tons of new updates and changes that we will report back with next Sunday.

Thank you for following along and depending on us to provide you with the fast-changing updates going on in the social media world.

Looking forward to chatting with you next week.

XOXO

Sophie, from Metricool

RESOURCES:

- How To Use Threads
TikTok Study
X (Twitter) Direct Messages

With metricool

Share the Newsletter on Twitter

Share on WhatsApp via @Metricool target=blank style=text-decoration:underline: color:#1a1a1a rel=noopener Share on Telegram target=blank style=text-decoration:underline: color:#1a1a1a rel=noopener



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