

Hi Metricoolers,

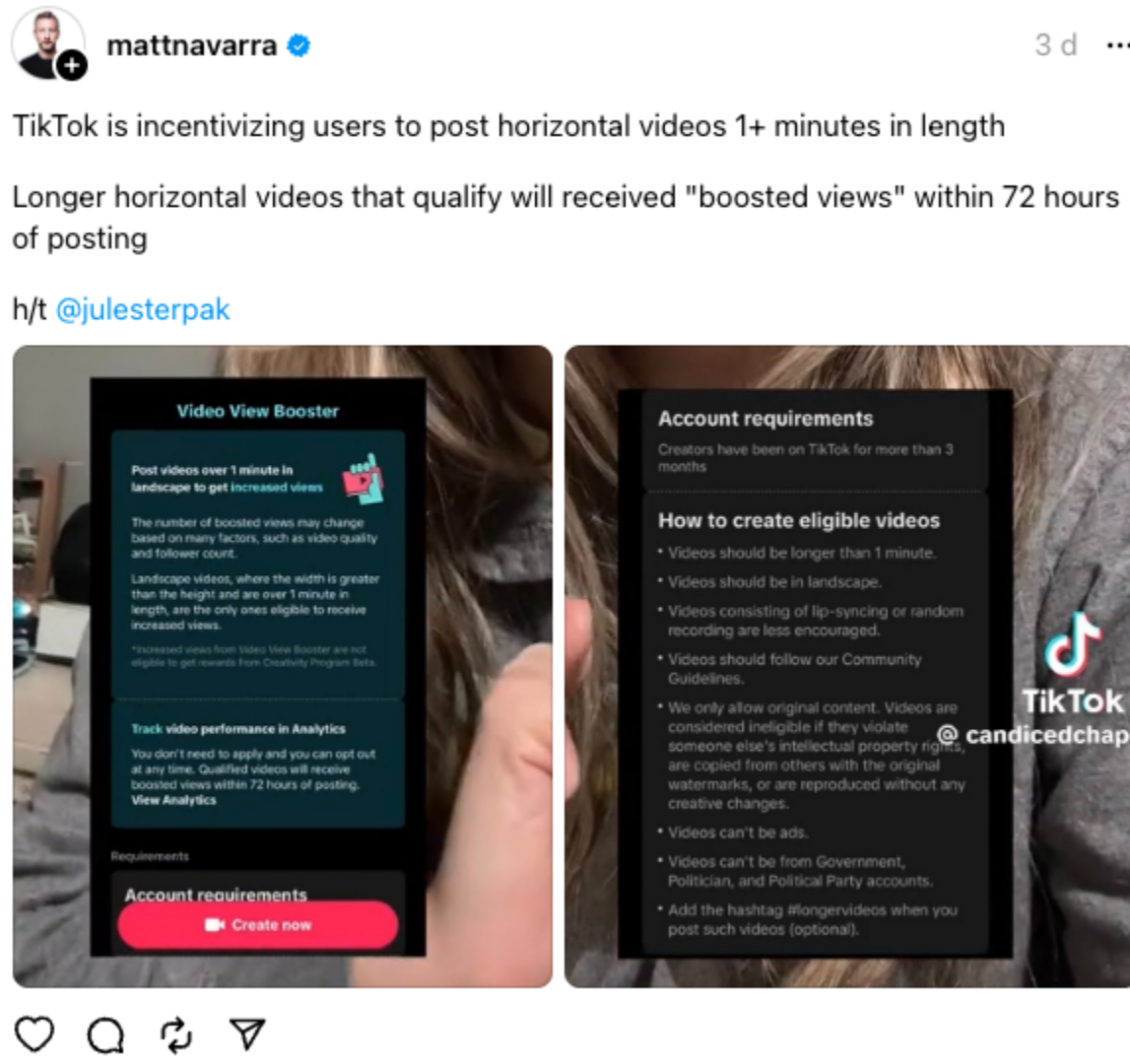
It is our favorite day of the week already! Happy Sunday, AKA Newsletter Day! Last week was crazy, in fact, TikTok announced that they will be removing some of their music?!

Let's dive right in shall we?

Horizontal videos on TikTok?

TikTok has been known for its short-form vertical videos ever since it began, but now there is a **push for horizontally filmed videos**.

The incentive to post these videos is for 'increased views' which is one heck of an incentive for most TikTok creators. To receive this incentive, you must create a horizontal video that is at least a minute long or longer.



TikTok 🧡 Generative AI

The new Generative AI on TikTok is hosted by its parent corporation, ByteDance. They are implementing an **AI feature that can replicate anyone's voice**.

With this feature, you can replicate anyone's voice in real-time while saying anything that you want. The tests have proved to be scarily accurate!

This scared me at first since people could misuse this feature in terms of impersonation or fraud, but Meta states the reason for this feature is to "lower the barrier of accessibility for audio creation".

Goodbye to Universal Music on TikTok 🗿

Yep, you read that correctly. TikTok and Universal Music failed to reach an agreement in terms of usage rights. This led to **Universal Music pulling their music from TikTok on the 1st of February**.

Universal Music is where a lot of the very popular artists belong. Are we ready to say goodbye to the amazing tunes by Queen Taylor Swift, Adele, Bad Bunny, Post Malone, and so much more??

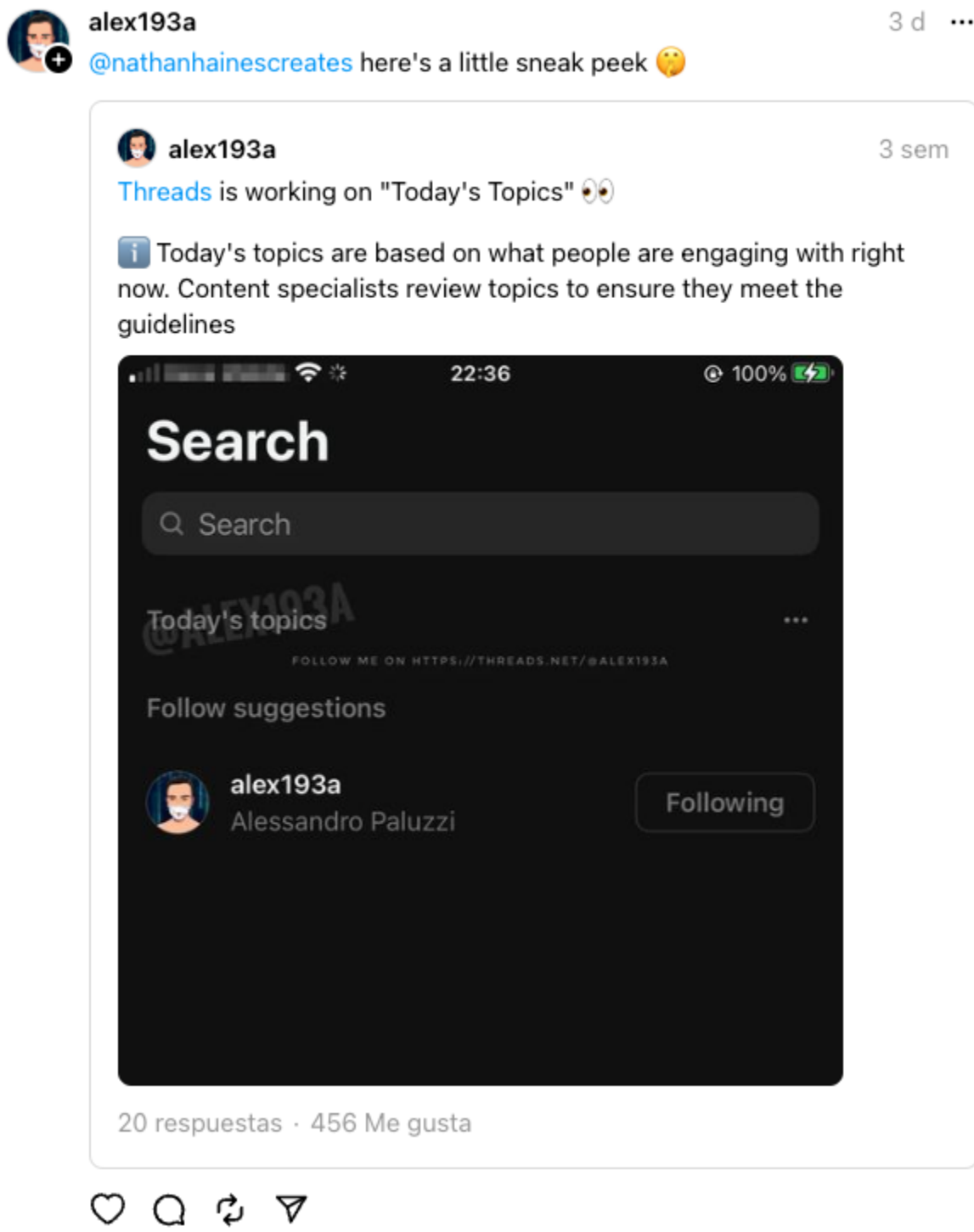
Looks like we do not have much of a choice. 🙄

Trending Topics loading on Threads

As we are all aware, Threads is an extremely similar app to Twitter (X). One of the very popular features of X is its Trending Topics feature.

Threads is now rolling out its version of Trending Topics. Although the Chief of Instagram Adam Mosseri does not see the need for this feature, they are adding it anyway along with some other important features, asked for by several users.

Being able to follow trending topics on Threads and get real-time updates seems like a win to me!



New Agency Guide on Pinterest

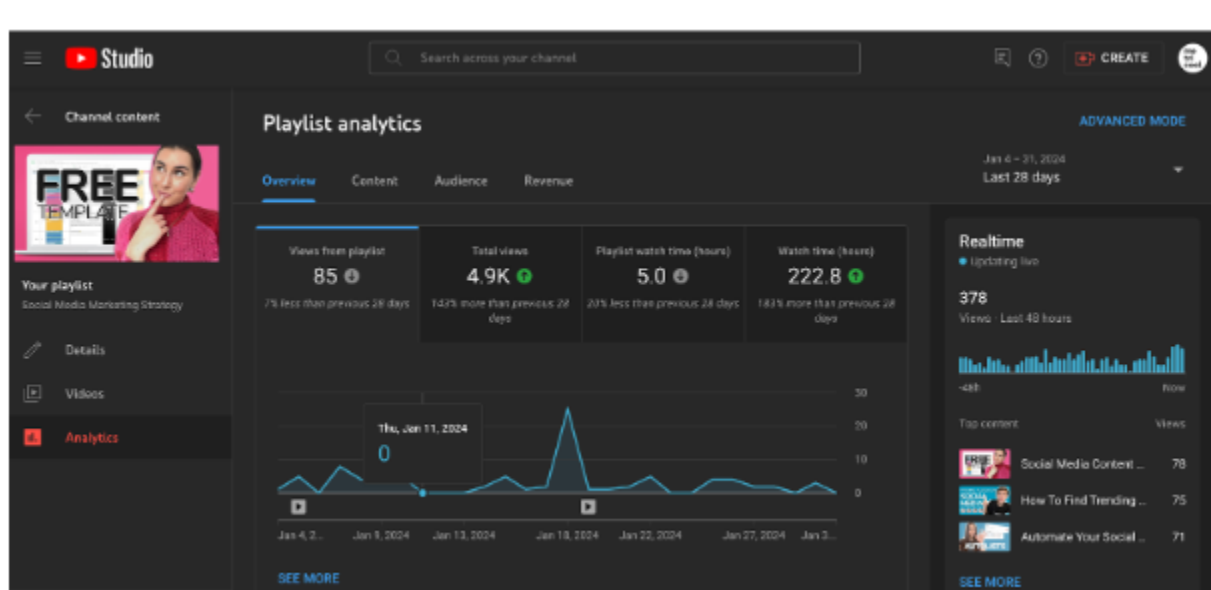
Pinterest just launched a new guide titled "Pinterest Predicts Agency Insights Guide". With this, you can see more specific insights related to your brand in terms of tips and trends your specific business should try participating in.

With trend ideas, clear examples, and statistics-backed trends, creating a Pin campaign is a whole lot easier. You can access the full guide [here](#).

Introducing Playlist Analytics on YouTube

Huge win for the content creators on YouTube with more insights! **You will now see the 'Playlists' feature when you go into your content tab**. Inside this feature, you will be able to compare your playlists side by side to see which ones are killing the YouTube game and which ones are not so much.

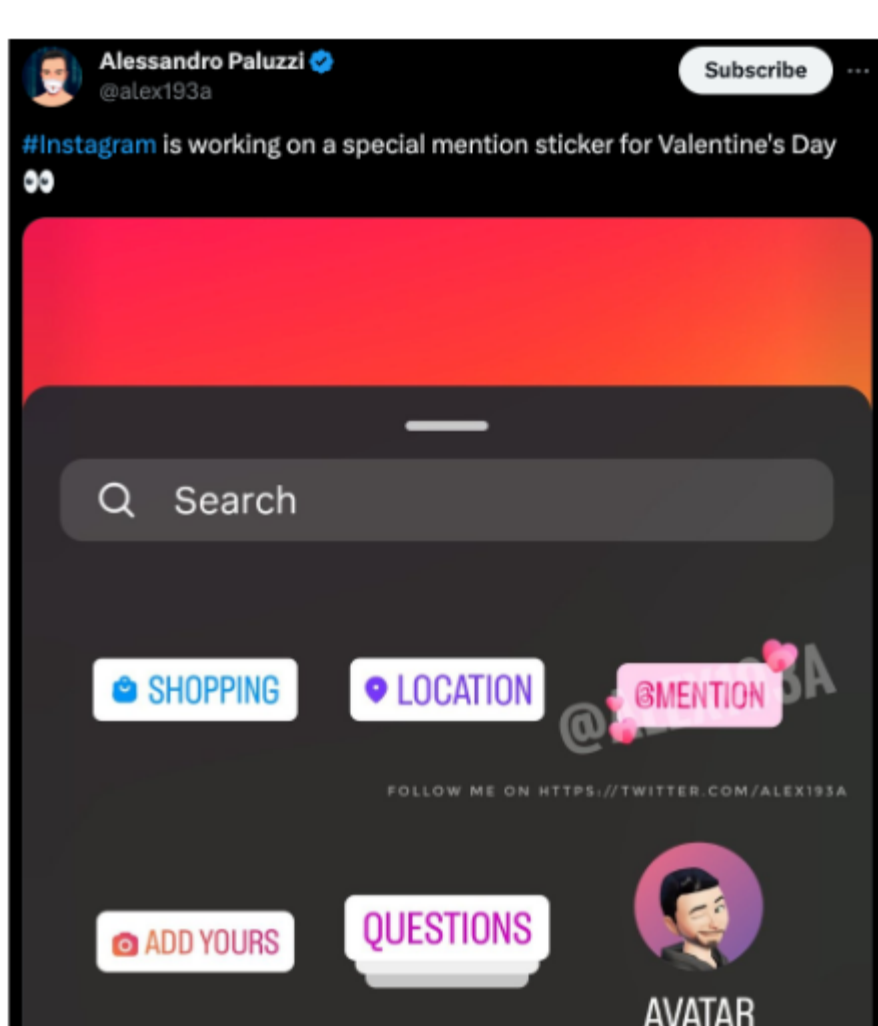
With info like this, creators can easily tweak their playlists so that it is as interesting to their audience as possible.



Show Your Valentine some love on Instagram 🧡

Instagram is working on a way to shoutout your valentine on your Instagram Story. When you click on your stickers inside the Instagram Story, you will see a pink sticker that says "Mention."

Here you can tag your loved ones and give them a shoutout!



Well Metricoolers, I think that is all the important news for this week. Its always our pleasure nerding out on all things social media news with you each and every Sunday.

Only 6 days till next time, see you then!

Lots of love,

Sophie, From Metricool

P.S.

Affiliate Marketing has made an explosion in 2023 and will remain to be an extremely popular and beneficial marketing strategy. We have a complete guide on how to use affiliate marketing on each and every platforms!

Check out our most recent YouTube video below to familiarize yourself with affiliate marketing before our Masterclass we are hosting on **February 8th, 2024 at 3 pm EST**.

Sign Up For the Masterclass Here!



RESOURCES:

[TikTok Script Generator](#)

[Threads Algorithm 2024](#)

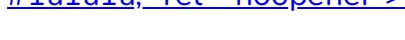
[Pinterest Trends 2024](#)

[Instagram Stories Guide 2024](#)

With ❤️ metricool

Share the Newsletter on Twitter

Share on WhatsApp | Share on Telegram



Copyright © 2024 Metricool.com, All rights reserved.

Metricool Software, S.L., is the data controller of your data for the following purposes: If you have contacted any of its services to maintain the contractual relationship, as well as the management, administration, information, provision, and improvement of the service, and to send commercial communications unless you have objected to it. If you have given your consent for this purpose, to send communications about news, discounts, and promotions. To respond to your request for information.

In any case, you can oppose the sending of commercial communications at any time by clicking on "Unsubscribe or manage your preferences" above. You have the right to access, rectification, ensure, restriction, objection and data portability.

You can exercise your rights at legal@metricool.com. More information is in the [Privacy Policy](#).