



Metricooler, I can assure you that this isn't a competition or lottery...

But, I needed to tell you about is 10,000 characters on Twitter. If you have received the previous Metricool newsletters you already know that if you aren't on Twitter Blue you aren't considered worthy...

Now comes a gazillion characters... and if you can imagine my annoyed face, it's because I'm more about threads than "more text"... which I'll tell you about later in this weeks newsletter.

What's new for Instagram Reels

Instagram continues to work on improving user experiences with Reels. Which makes sense, as we published in our Instagram Study, Reels are the star format.

To follow in TikTok's footsteps, it is necessary to include new features that help creators be successful on the app...

So if your trusted format is Reels, I have good news for you:

- A new "What's Trending" tab, for popular songs and hashtags in Reels.
• Editing improvements, combining video, audio, stickers and text on the same screen.
• New statistics to understand the performance of your Reels: total display time and total viewing time.
• Updates on gifts that fans can give to creators.

Well, there's work underway, isn't there?

It's clear that they got it right by adding more editing options, especially with the addition of the trending tab. Now, it's easier to find trending sounds and hashtags.



One more verification for Twitter

Of course we can't say that Twitter isn't giving importance to verified accounts. In the beginning it was simply filling out a form to receive the blue check, then it was only for Twitter Blue subscribers...

And now what?

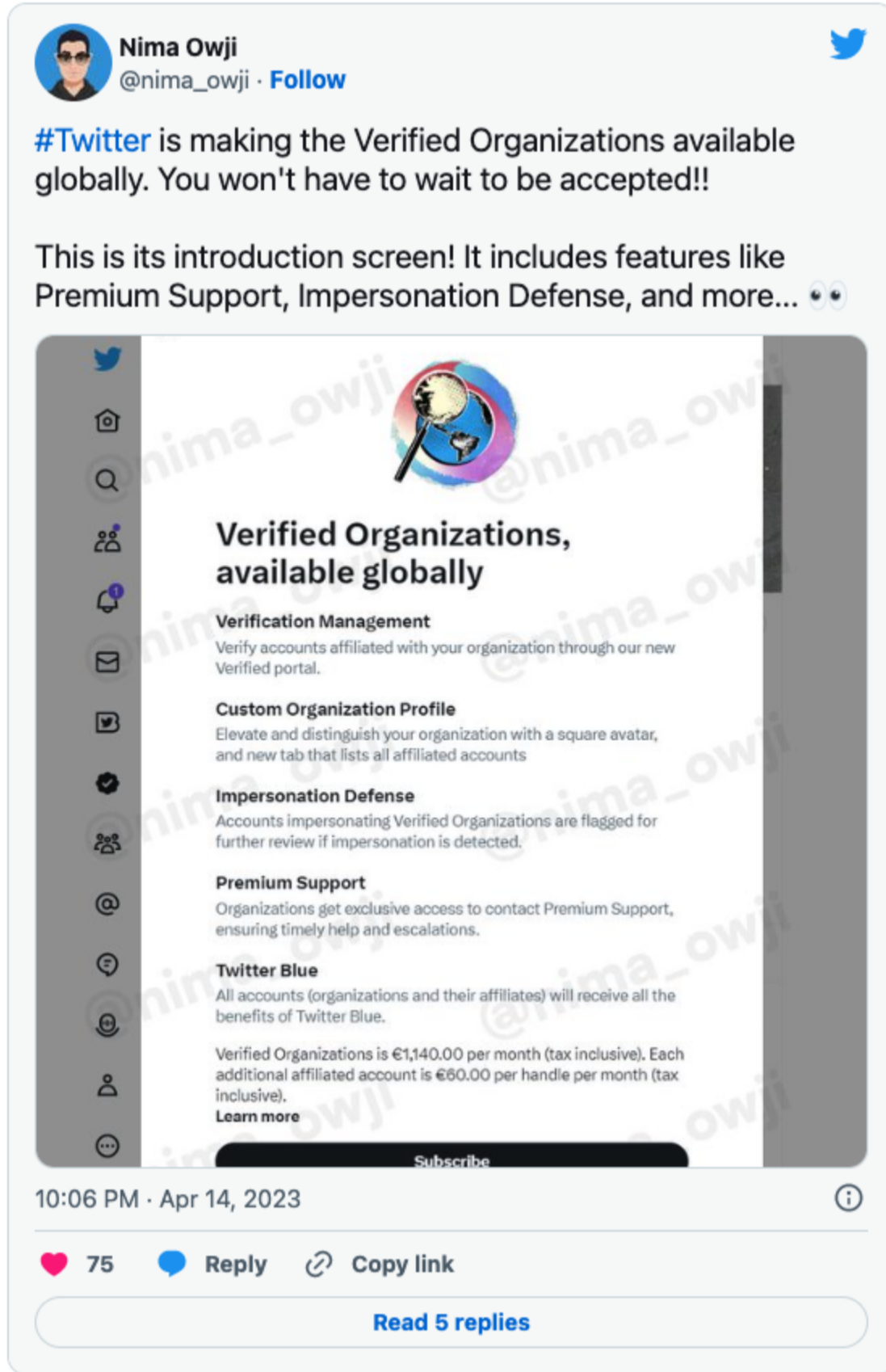
Well, the news is that Twitter has launched a new form of organizations to obtain the verified account mark.

This mark will be gold in color, unlike the traditional blue one.

As you can see in the image of the tweet that announces this new feature, with this verification you get premium support, all the benefits of Twitter Blue and impersonation defense.

Looking at the pricing, 1,000 dollars a month implies that this "goldmark" may be intended for large companies, since it's a steep price.

What do you think? 🤔



Paid content on Twitter

Despite the fact that all content on Twitter is free, there was a feature that helped creators monetize their content...

It was called Super Follow, but it wasn't very successful...

Now, Twitter has given it a new spin and wants "Subscriptions", as the new program is called, to be established on the social network.

I hope this catches your eye but, what does this feature consist of?

Basically the content creator on Twitter can set a price for their subscription, which will include exclusive content, access to exclusive audio slots or special badges, similar to Twitch, to mark those users that are already subscribed.

A small difference with Super Follows is that "Subscriptions" are accessible to users with more than 500 followers, while with the previous program you needed 10,000.

However, the price remains the same, \$2.99, \$4.99 or \$9.99 per month if you want access to exclusive content.

What do you think of this Twitter subscription plan?

BOOOOOM 10,000 CHARACTERS

I honestly never thought he would dare us, but he has. Elon has done it, Twitter Blue users will be able to write tweets of up to 10,000 characters...

And I just feel like this...



Maybe I'm very traditional when it comes to Twitter, because I always say that most of the features they've tried to incorporate have fallen on deaf ears (ahem, Twitter Stories) and I'm more of a thread girl...

Than of having to click on "Read more".

And even talking about the classier side of Twitter, I prefer the usual typography, instead of bold and italics... doesn't it look like Messenger?

Anyways, dear Metricooler, not happy with this news. Luckily, at the moment, this is only available to Twitter Blue users.

Links for Instagram bios

Do you miss having multiple links in your Instagram bio?

The social network has always been characterized by having only one clickable link inside the bio, not in the copy of posts.

Mark Zuckerberg announced through his Instagram channel that he will allow you to add up to 5 links in a profile bio.

This will help increase the possibilities for creators to direct users to other destinations outside of the social network.

This is something that many asked for, and I don't think it will take long for the ability to add links in the caption of posts.

Of course, while it is being distributed to all devices, we invite you to use Metricool's SmartLinks, a feature with which you can add as many links as you want, and even add links inside your posts.

What do we do with Twitter, Metricooler?

Of course, those of us old schoolers who started out on Twitter... Where are short tweets and Friday #FF?

Well, I guess we always have other social networks...

Take care.

Anniston, from Metricool.

P.S.: If you want to learn about the best tools for Social Media Managers and Freelancers, join me and U.S. Ambassador Rachel Pedersen for this FREE Masterclass. You can sign up here!

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