



Well, Metricooler, if Twitter had an exclusive newsletter, we would have content for the rest of the year.

Between what Elon Musk changes, what he doesn't, and the other social networks that are emerging as alternatives to Twitter... It's non-stop.

Speaking of non-stop, Coachella also experienced a lot of changes in the past few weeks... (cough, cough Frank Ocean).

Keep reading because this week's news borders surreal...

Meta prepares their alternative to Twitter

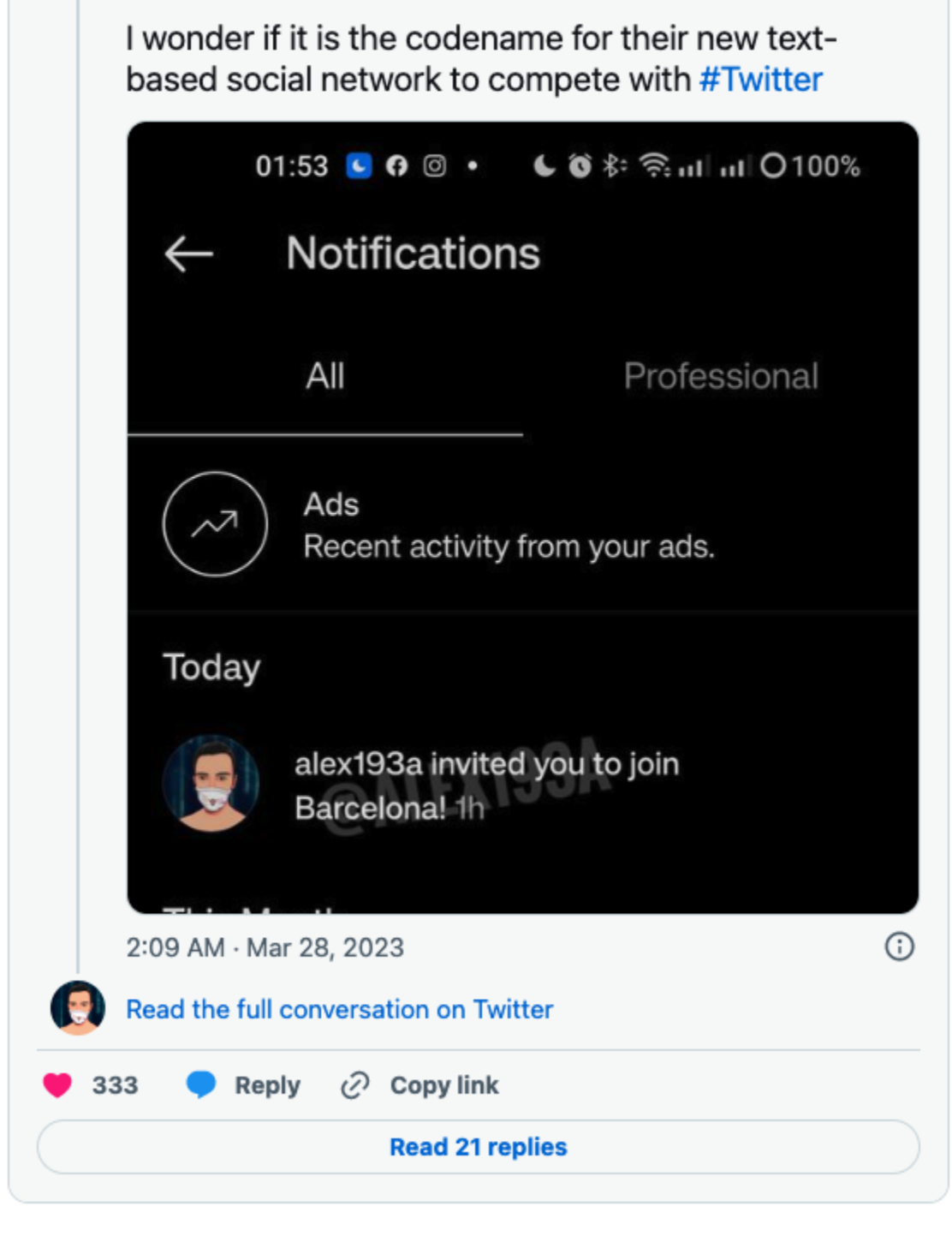
A couple weeks ago we talked about an alternative to Twitter... and it seems that the streak continues.

Now it is the almighty Meta that is joining the trend of a "new" Twitter. The project, still in its beginning stages, already has a name (at least for now, Barcelona).

Is there a reference I'm missing for this name? Well, right now I am totally caught offguard.

The goal is to create a social network that communicates via text, following other users, create content with maximum 500 characters in each post... it all sounds very similar to Twitter, right?

The truth is that we should be wary about the future of this project, which is still in development. However, it's true that with so many changes to Twitter, any alternative seems attractive...



The return of Twitter's old acquaintances

If you have been part of this newsletter for a while, you already know my thoughts about Twitter features, I am from the "old" Twitter, just as preference...

In fact, the fleets, or Twitter Stories, is usually the example I always set, as these has a short life on the social network.

However, it seems that Elon disagrees... So, they are preparing the return of the fleets / Twitter stories. Although, in the words of Elon Musk himself, they will appear in a different format than the previous one.

Will it be better? Worse?

The fact is that it's not the only surprise. The return of a classic, Vine, and Periscope, the broadcast feature inside Twitter, are also coming.

I don't know if Elon Musk has the power in his hands to recover the success of older features, that no longer dominate the industry...

What do you think?

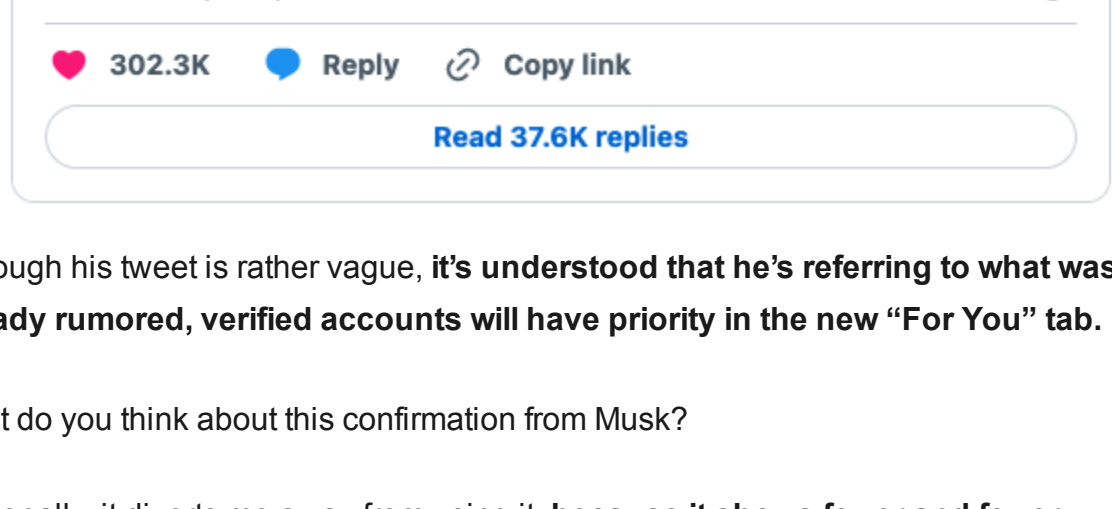


But not in the way it was done last time

Verified accounts more important than ever

This was already an uncovered secret, the fact that you're hardly anyone on this app without the verified account mark. However, we have been missing the official confirmation.

Since the integration of paid subscriptions, the advantages of this have only increased... and now, Elon Musk himself confirms:



Although his tweet is rather vague, it's understood that he's referring to what was already rumored, verified accounts will have priority in the new "For You" tab.

What do you think about this confirmation from Musk?

Personally, it diverts me away from using it, because it shows fewer and fewer "Following" tweets, and "For You" page recommendations usually don't match what I'm looking for.

First frustration with artificial intelligence

Sooner or later it was bound to happen, the first disagreement with artificial intelligence in social networks.

This came at the hand of Snapchat users. The social network decided to include an AI GPT chat in its application.

A rather basic advance, which allowed users to use a chat to answer your questions.

The problem? Snapchat decided to include this feature inside users' inboxes.

And here comes the fuss... Snapchat users find this action very intrusive as this action can't be removed.

Users were quick to review the app, many rating it with only one star. Even those who had previously given the app 5 stars threatened to leave.



BeReal wants to participate more

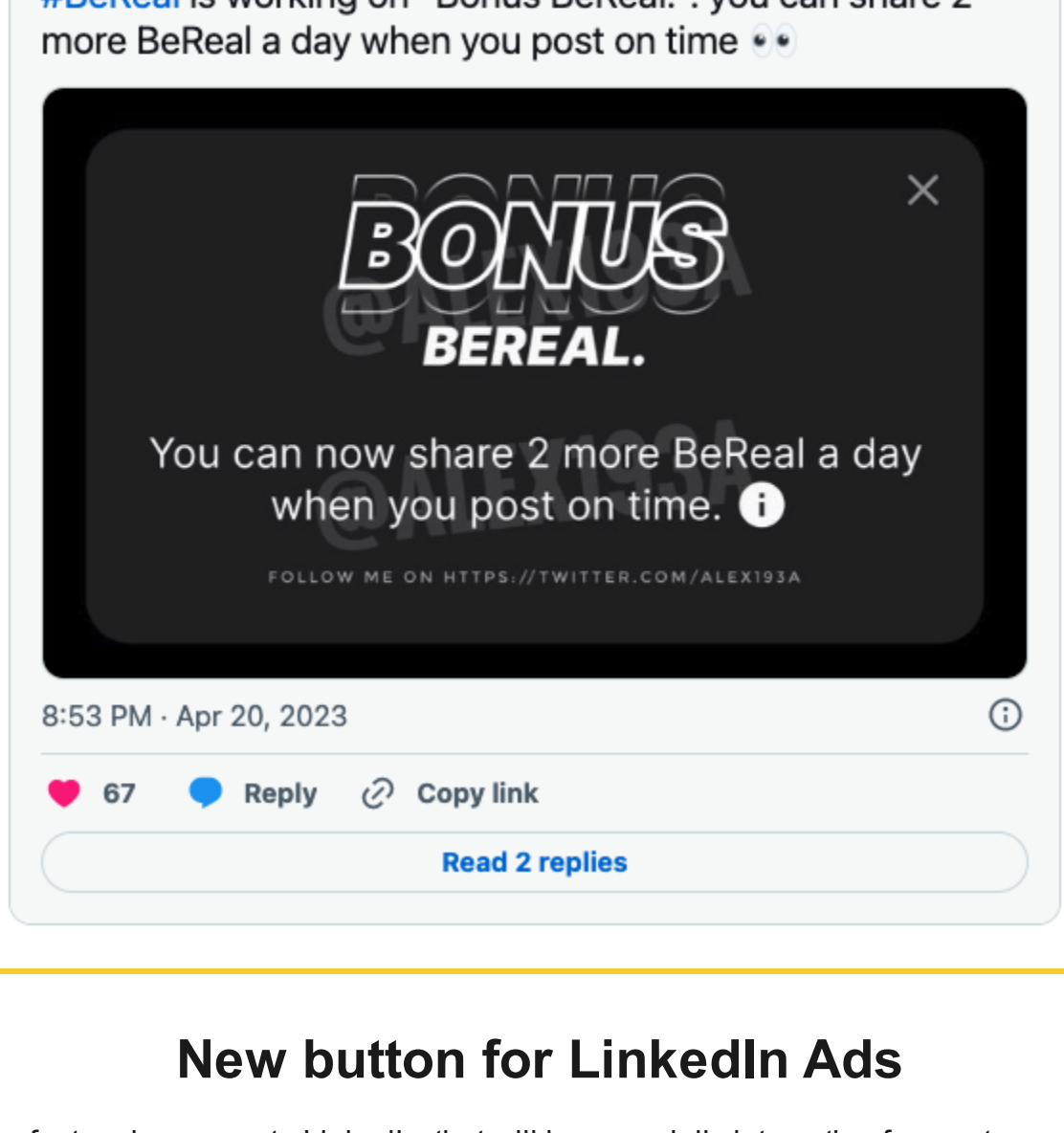
If one of your favorite social networks is BeReal, you're in luck. They are seeking you out so you don't leave them aside.

BeReal is testing how to encourage users to participate, by uploading content.

The answer lies in BeReal Bonus.

What does it consist of? It's quite simple. If you upload a BeReal at the exact time it notifies you, the app will reward you with an option to upload two more content pieces.

Is this BeReal's desperate move to win back users? What do you think?



New button for LinkedIn Ads

A new feature has come to LinkedIn, that will be especially interesting for creators: a new call-to-action button.

Thinking about it, this option was missing, seeing how the rest of the social networks take advantage of prioritizing the profile for this.

This option, which is available for those with a LinkedIn Premium account, will allow users to add a call-to-action button, with several options to choose from:

These include buttons to: visit a store, website, or portfolio.

At this time, this feature is only available for LinkedIn Premium Business members.

I wish this feature was available for more users... but maybe it will come at some point.

Artificial Intelligence lands at TikTok

TikTok has implemented a new option to create your profile picture using an avatar generated by AI.

Sooner or later, artificial intelligence will reach each social network.

Are you interested in having your own avatar on TikTok?

Matt Navarra added to a thread of tweets, that I'll summarize here:

- It can only be used once a day.
• You have to upload at least 3 photos of yourself, maximum of 10.
• Create up to 30 avatars.
• TikTok will moderate the uploaded images to create the avatar.

As always, whenever new features arrive, it won't be available on all devices at first. Looking forward to it?



New ways to respond to stickers

There is news, that I highly enjoy, which is Instagram has expanded the ways in which users can respond to a question sticker.

I just saw it in Metricool and I ran to this newsletter to share. I think the previous text-only responses cut users short.

If you've noticed, even on Reels you can reply with a video, to a comment.

Now when you share a question sticker, Instagram users can reply to you using text, a photo, or a video.

This will make it easier for them to explain something, or you will even have the option to share it later.

To me, it seems that it will increase the possibilities, such as spikes in interactions. Stickers are the perfect solution, as they already attract lots of users.

What do you think?

What a week of news, Metricooler. Which one do you like best?

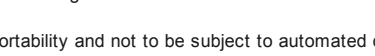
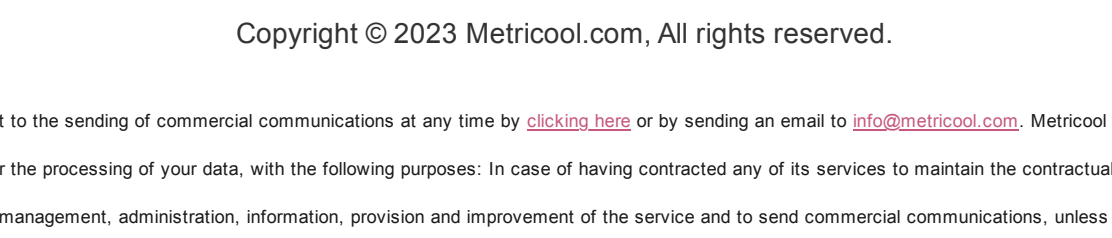
I'm no longer surprised by Twitter, but Meta's "Barcelona" social network was a shock.

Take care and I'll see you next week!

Anniston, from Metricool.

P.S.: Place your bets. What do you think will be the next news on Twitter? Respond to this mail and we can cheer each other on.

With metricool



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