

Metricooler, you know that a real magician never reveals his tricks, right?

There was a time when Instagram allowed users to "hide" the number of likes. The reasoning behind this feature was never confirmed, but everything pointed to users not wanting to look weird, (?) to have a lot of followers, but few likes.

It's here where your suspicions of possible bots and bought followers are alerted... 🤖

But to resolve this, Instagram has completely changed its hand of cards, and now you have quite a bit of information at a glance.

Keep in mind that this isn't the only thing, so get ready for what's coming.

Visible metrics on Instagram

The main new feature that I bring from Instagram is that the top interactions of posts will be visible to any user.

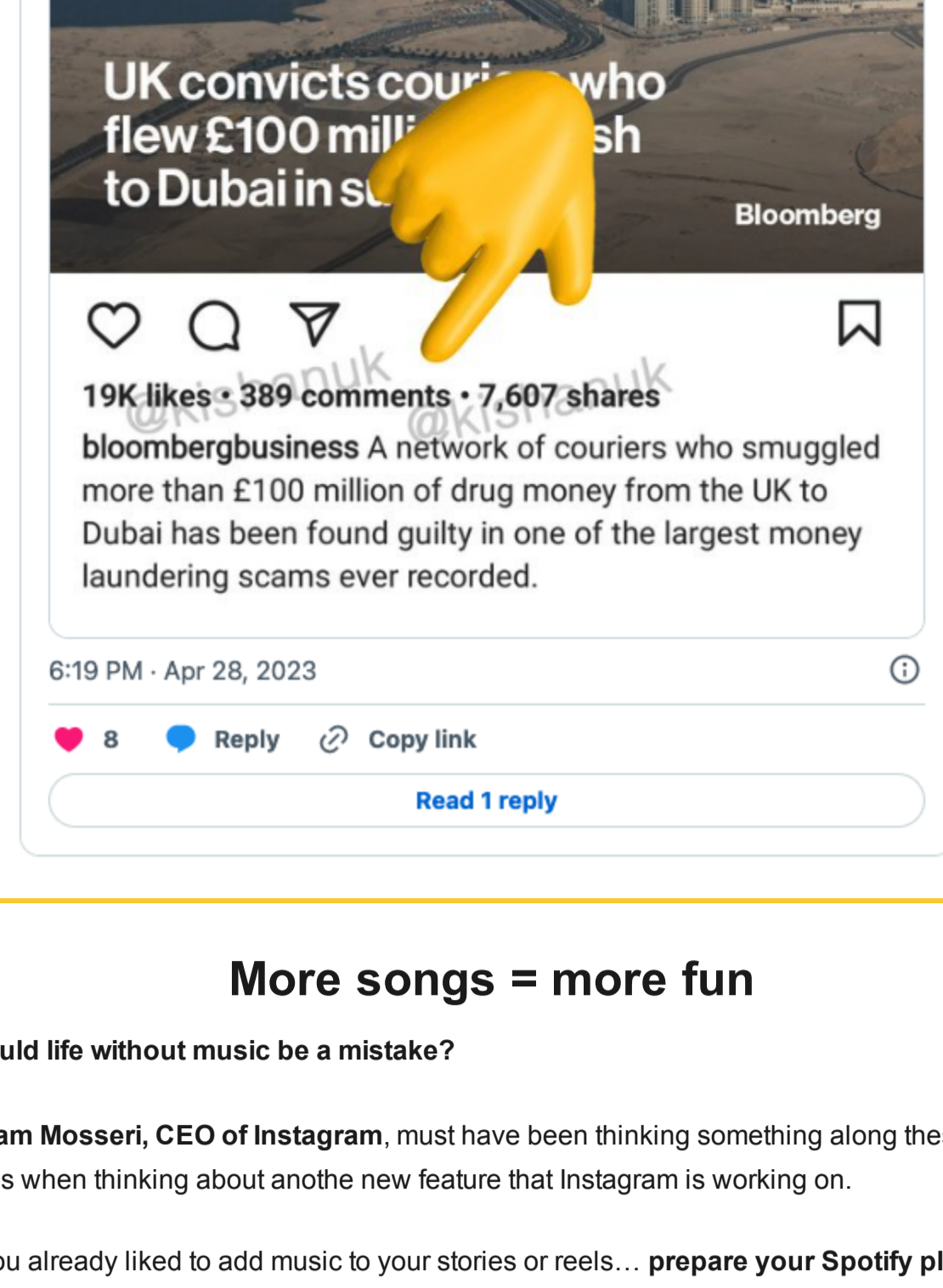
Hold on, yes or no, should you leave all your cards out in the open?

I think this advances information inside posts, but also content creators can compare their content, to see if it's a one-off or a regular thing.

In this case, if you scroll through your feed Instagram will display this information on posts:

- Number of likes.
- Number of comments.
- Number of shares.

As you can see in the screenshot from user @Kishanuk, the data is completely visible on the screen.



More songs = more fun

Adam Mosseri, CEO of Instagram, must have been thinking something along these lines when thinking about another new feature that Instagram is working on.

If you already liked to add music to your stories or reels... prepare your Spotify playlist, because they are coming to posts in carousel format.

That is, the super gallery of photos or videos, which appear in your account feed.

This feature is still being tested, and is expected to reach all locations and account soon. For the moment it's only available in Brazil, Japan and Indonesia.

Are you ready to add a fun, musical touch to your posts?



Polls are coming to the comments

I already see polls everywhere... on Facebook, Twitter, even WhatsApp! And now they are arriving to Instagram.

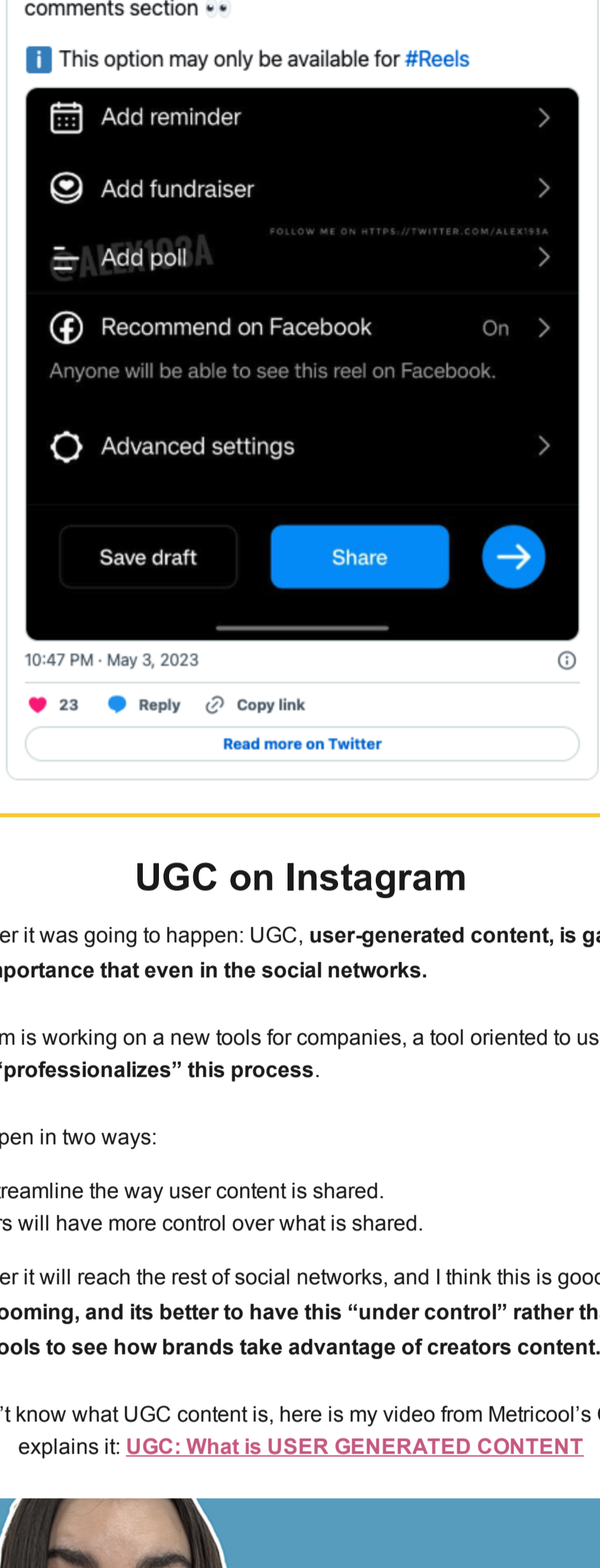
Then I asked myself the big question, how did we decide on anything before polls?

Don't worry, this won't cause a debate with your friends. ^^

At the moment, there's a lot of unknowns about this feature. User @Alex193a, has "leaked" this information and confirms that they will appear in the comments sections, and probably in Reels too.

The latter makes perfect sense, considering it's Instagram's star content type.

What will be the first poll you launch in Instagram comments? I already have a few ideas 🤖



UGC on Instagram

Sooner or later it was going to happen: UGC, user-generated content, is gaining more and more importance that even in the social networks.

And Instagram is working on a new tool for companies, a tool oriented to user-generated content that "professionalizes" this process.

This will happen in two ways:

- It will streamline the way user content is shared.
- Creators will have more control over what is shared.

Sooner or later it will reach the rest of social networks, and I think this is good, since this content is booming, and its better to have this "under control" rather than not having the tools to see how brands take advantage of creators content.

👉 If you don't know what UGC content is, here is my video from Metricool's Channel that explains it: UGC: What is USER GENERATED CONTENT



New feed for videos on Twitter

Being fair, videos have never been the favorite content type on Twitter.

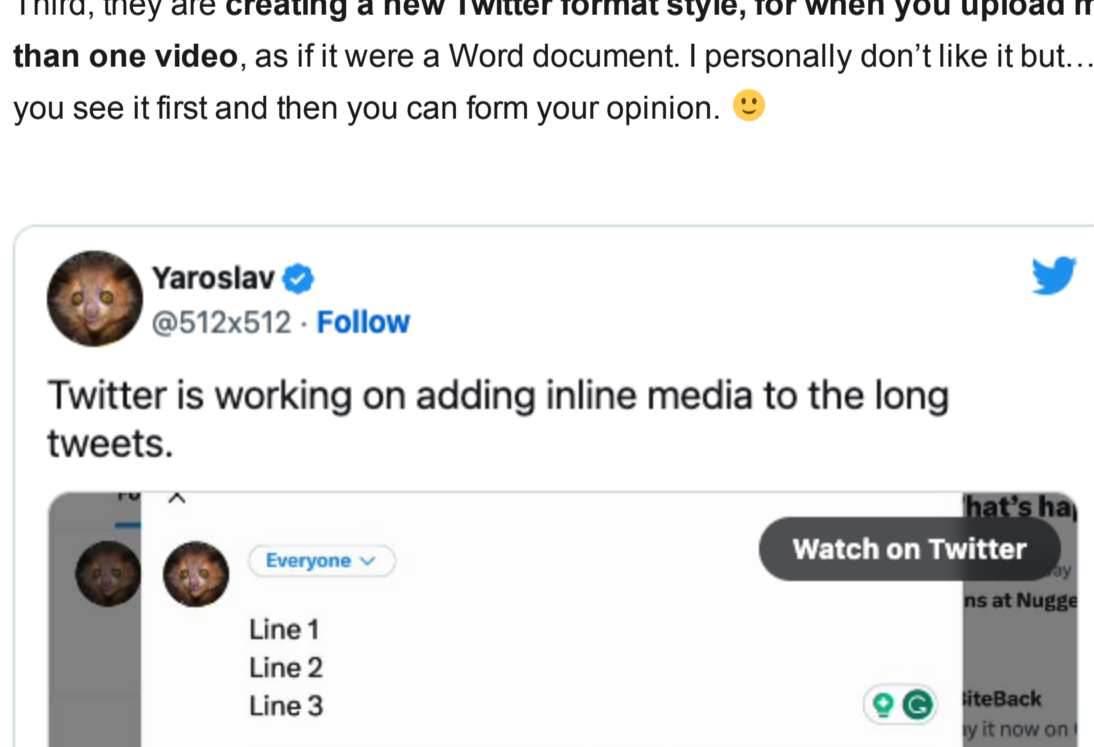
Sometimes it was problems with the length, sometimes they didn't generate as many interactions as we thought, not to mention the quality of the videos.

It seems that everything is going to change, and in a new maneuver by Elon, (how many times has this happened now?) video content is going to take center stage on Twitter.

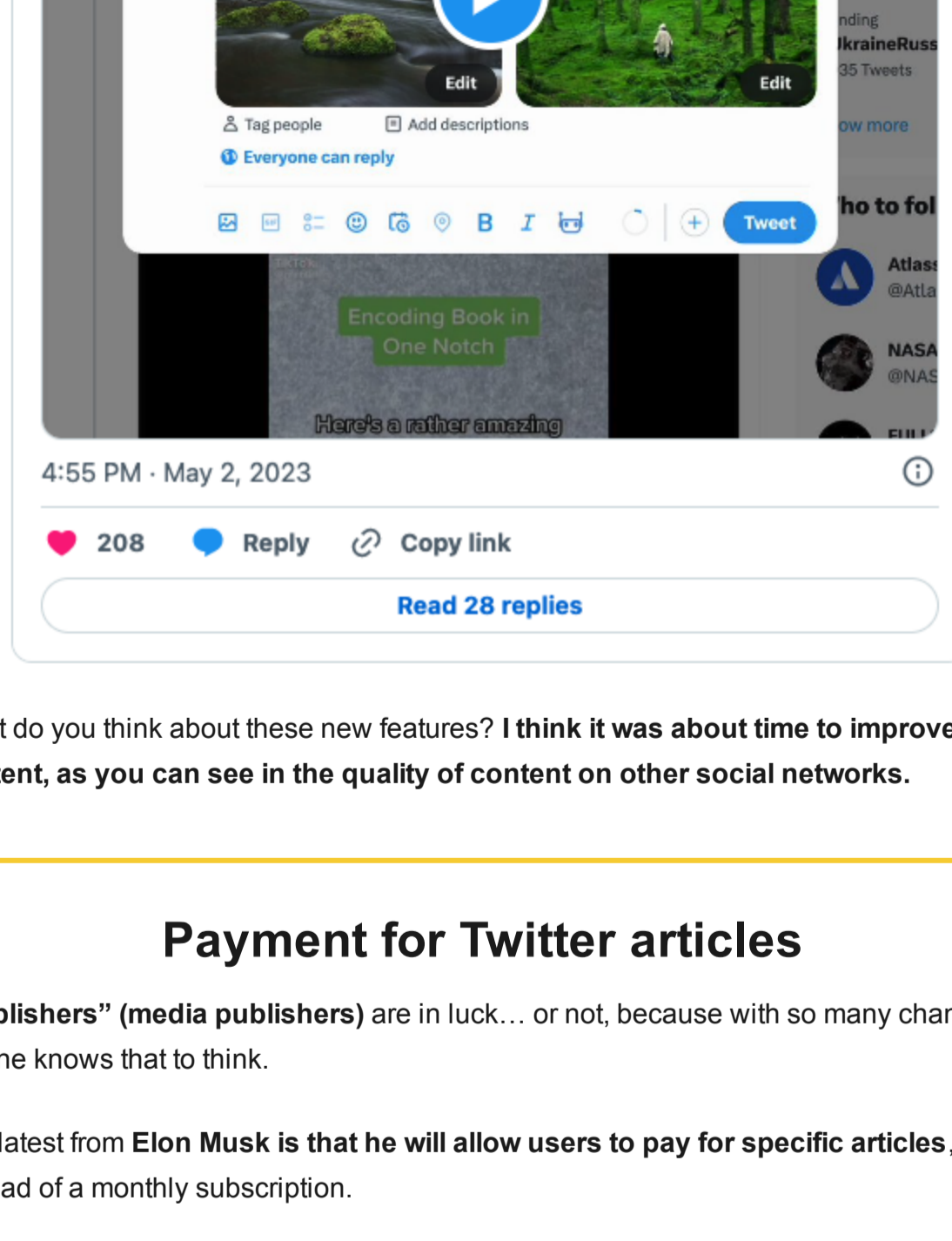
- First, with an Instagram feed-like format to preview videos. It seems that they are already working on it, as @Ehikian, Twitter designer, tells us.



- Secondly, they will give importance to native Twitter videos. Elon Musk states that they are working on loading videos to the platform, although he recommends 480p for videos longer than 10 minutes.



- Third, they are creating a new Twitter format style, for when you upload more than one video, as if it were a Word document. I personally don't like it but... I'll let you see it first and then you can form your opinion. 😊



What do you think about these new features? I think it was about time to improve this content, as you can see in the quality of content on other social networks.

Payment for Twitter articles

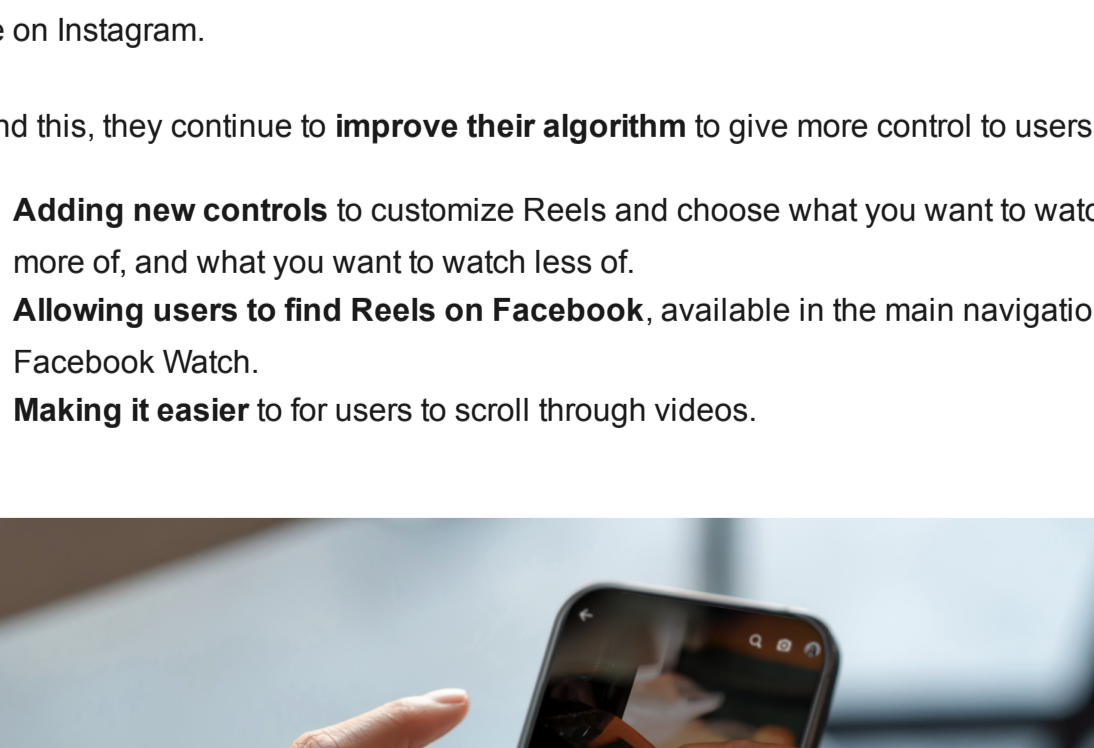
"Publishers" (media publishers) are in luck... or not, because with so many changes no one knows that to think.

The latest from Elon Musk is that he will allow users to pay for specific articles, instead of a monthly subscription.

That is, if there is an article that you find interesting but don't want to pay for a full subscription, you will be able to "buy" the post and read it.

For the Twitter CEO, this should be an advantage for both media publishers and users.

What do you think? Will this subscription war ever end or will paying for a verification continue forever?



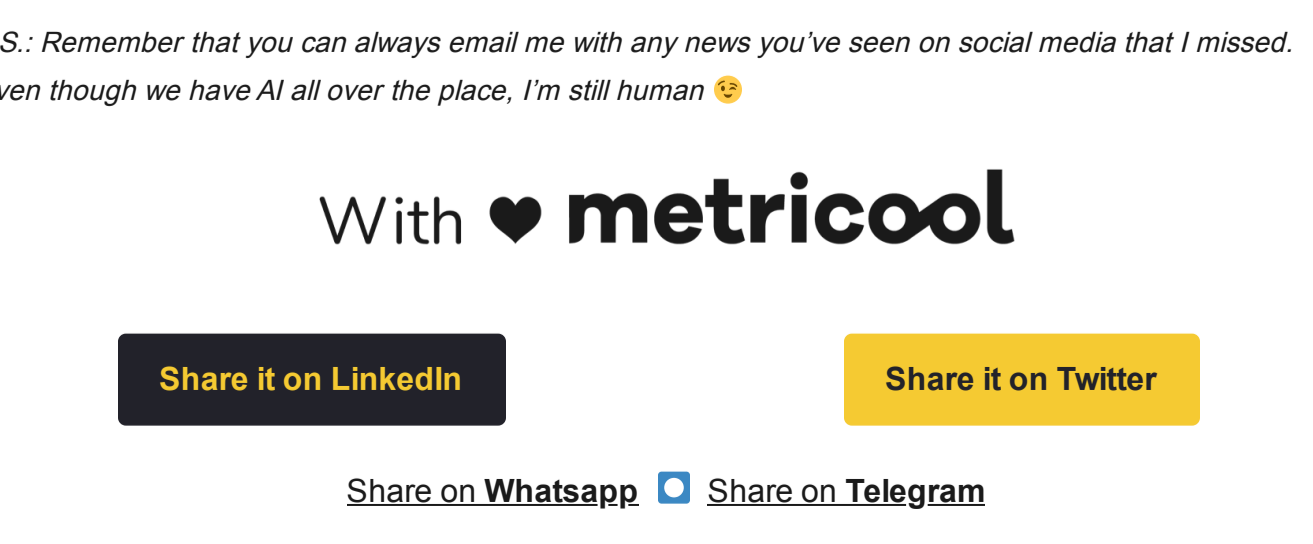
New ways to discover reels

The basis of social networks is to be able to discover interesting content for you, thanks to the algorithm.

And Facebook continues its efforts to turn Reels into its flagship format, as they have done on Instagram.

To end this, they continue to improve their algorithm to give more control to users:

- Adding new controls to customize Reels and choose what you want to watch more of, and what you want to watch less of.
- Allowing users to find Reels on Facebook, available in the main navigation of Facebook Watch.
- Making it easier to for users to scroll through videos.



Well, Metricooler, once again there isn't lack of news, is there? The classic news from Elon Musk's changes in Twitter, and the surprises in Instagram, which have come fully loaded...

The bar is set really high for next week... but of course, we'll be here to tell you all about it.

Take care and see you next Sunday.

Annistar from Metricool.

P.S.: Remember that you can always email me with any news you've seen on social media that I missed. Even though we have AI all over the place, I'm still human 🤖

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