



Yes, that's right, Twitter has added a new tab, and it's once again copying Instagram.

Oh! And hello Metricooler, I didn't even give you a warm hello. 🐶

Of course, this idea of copying isn't limited to just Twitter. Without going all into it, Instagram created Reels after TikTok's short form videos, TikTok has mirrored Instagram's stories... **so it's no secret that social networks feed off each other.**

I think it's a good option, as long as you know who you're targeting. **Would a feature like stories be a hit on Twitter?** It's complicated.

And why am I saying this? **Because Twitter is working on a feature that you will be very familiar with...**

Twitter releases highlights

Elon Musk's (now) social network is preparing a revolutionary change in its feed. It is **testing a new tab: highlights to emphasize certain tweets.**

Sounds a lot like Instagram featured stories, doesn't it? 🐶

Similar to the way it works on stories, in each tweet you'll have the option to **add or remove the post from the highlights section.** Not only will this "highlight" a tweet that you liked or has received a significant amount of interactions, but also make it easier for users to find the tweet.

Unlike featured stories, **there is a disadvantage at the moment, which is to organize these tweets by folders,** as you can do in Instagram.

It's true that this is what **Twitter Moments** are for, where you can create a collection of tweets on the same topic. But, it doesn't have direct access as it seems like the highlights section will have.



Goodbye inactive accounts

After more than 10 years as a social network, there have been many users who have stopped using Twitter and sharing content... **but what happens to those accounts?**

These could be usernames that now cannot be utilized by new users coming to the network... **this idea follows what Twitter is preparing next.**

It seems this concept will become a reality soon, because even **Elon Musk has published it on his Twitter account.**

What will happen to published content by these inactive accounts and the content they've published?

This question was answered by Twitter CEO in a thread, **confirming that the accounts will be archived, not deleted.**

However, the question is, if these accounts are archived, it's unclear how these older tweets will be accessible. **And if you can view them, how will you know it's from an old account and not a current user?**

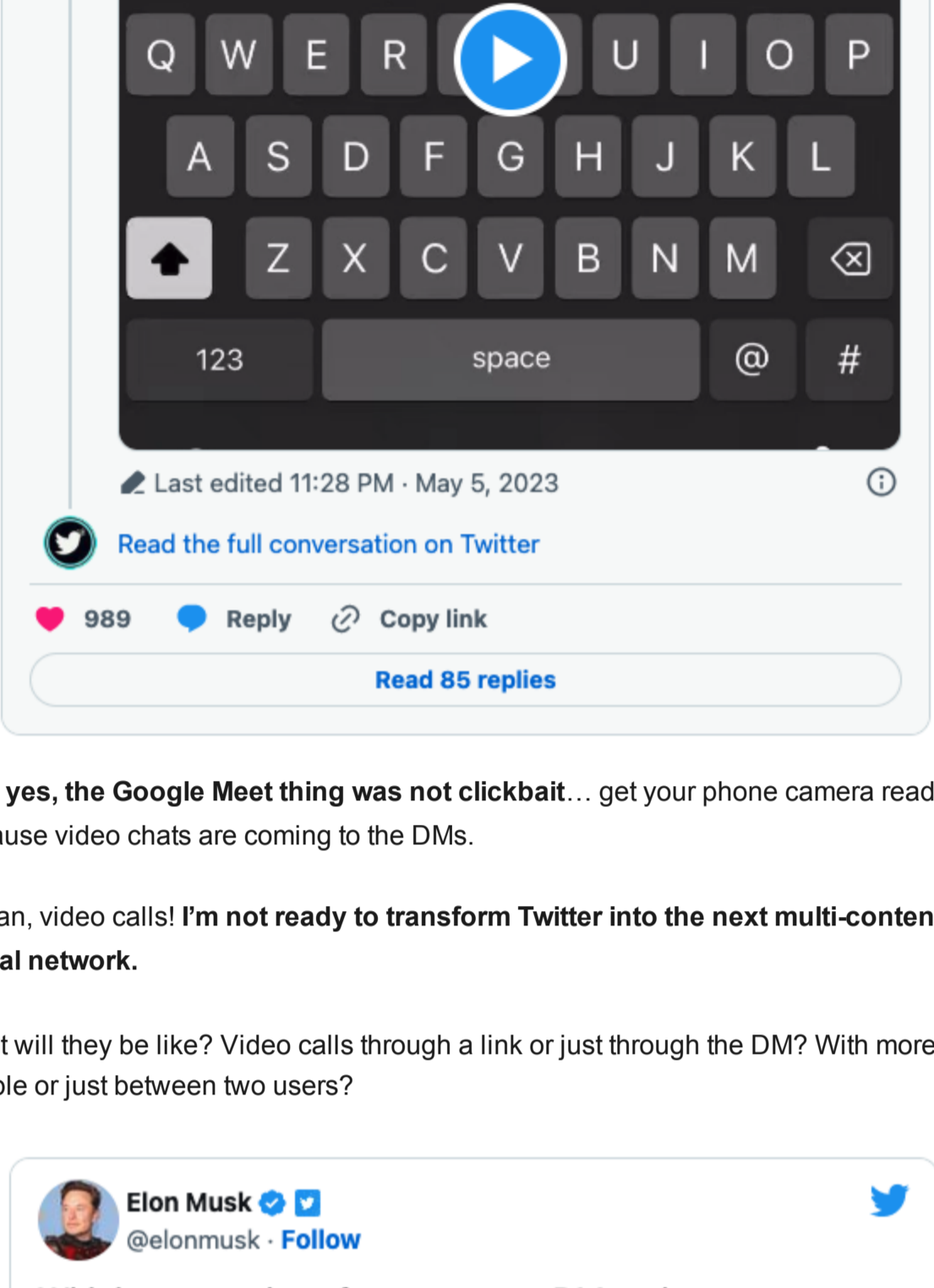
Elon, I think it's time to give this another thought.



Twitter is the new Google Meet...

Or the new WhatsApp, **because it seems that the next thing to come are voice messages in Twitter DMs.**

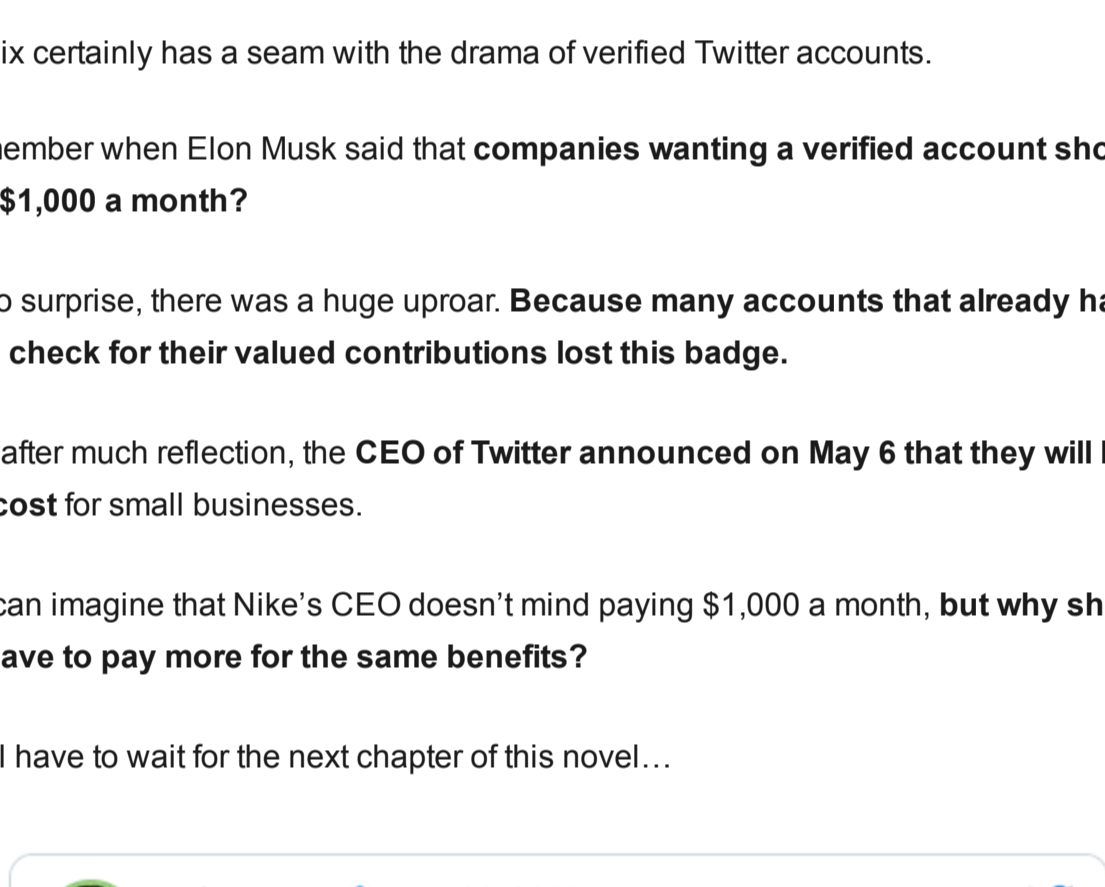
Will it work on a social network where private messages are usually between a user and a brand/service? **I personally don't quite see it, but let's see how it will go on this "new" Twitter...**



And yes, the Google Meet thing was not clickbait... get your phone camera ready because video chats are coming to the DMs.

I mean, video calls! **I'm not ready to transform Twitter into the next multi-content social network.**

What will they be like? Video calls through a link or just through the DM? With more people or just between two users?



Twitter backs down

Netflix certainly has a seam with the drama of verified Twitter accounts.

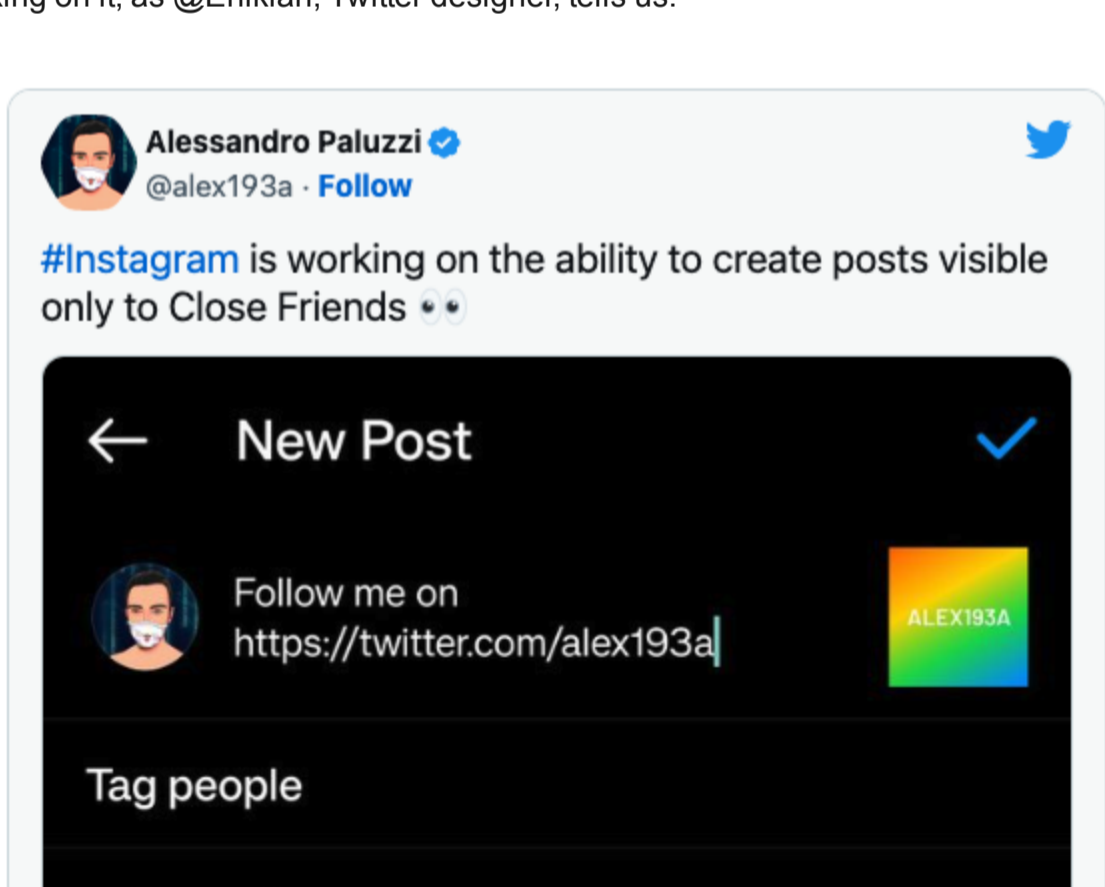
Remember when Elon Musk said that **companies wanting a verified account should pay \$1,000 a month?**

To no surprise, there was a huge uproar. **Because many accounts that already had a blue check for their valued contributions lost this badge.**

And after much reflection, the **CEO of Twitter announced on May 6 that they will lower the cost for small businesses.**

We can imagine that Nike's CEO doesn't mind paying \$1,000 a month, **but why should he have to pay more for the same benefits?**

We'll have to wait for the next chapter of this novel...

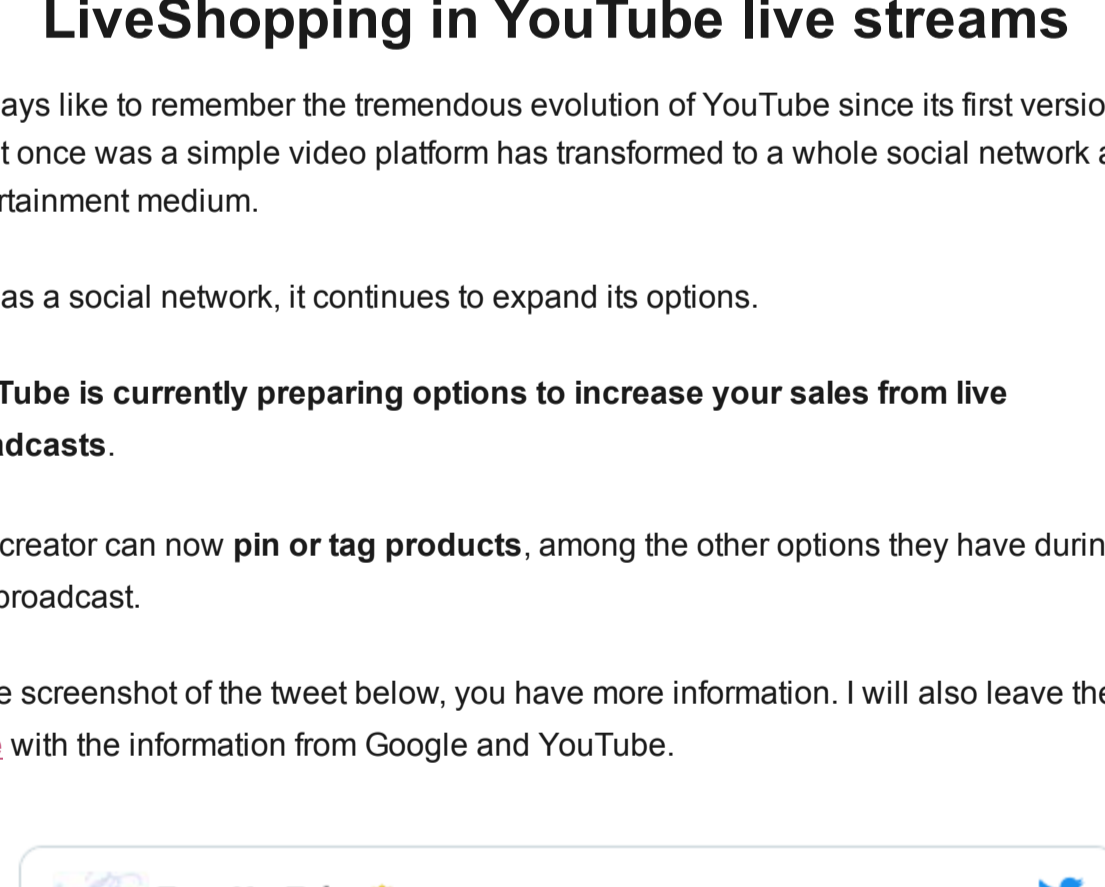


A million friends on Instagram

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.



LiveShopping in YouTube live streams

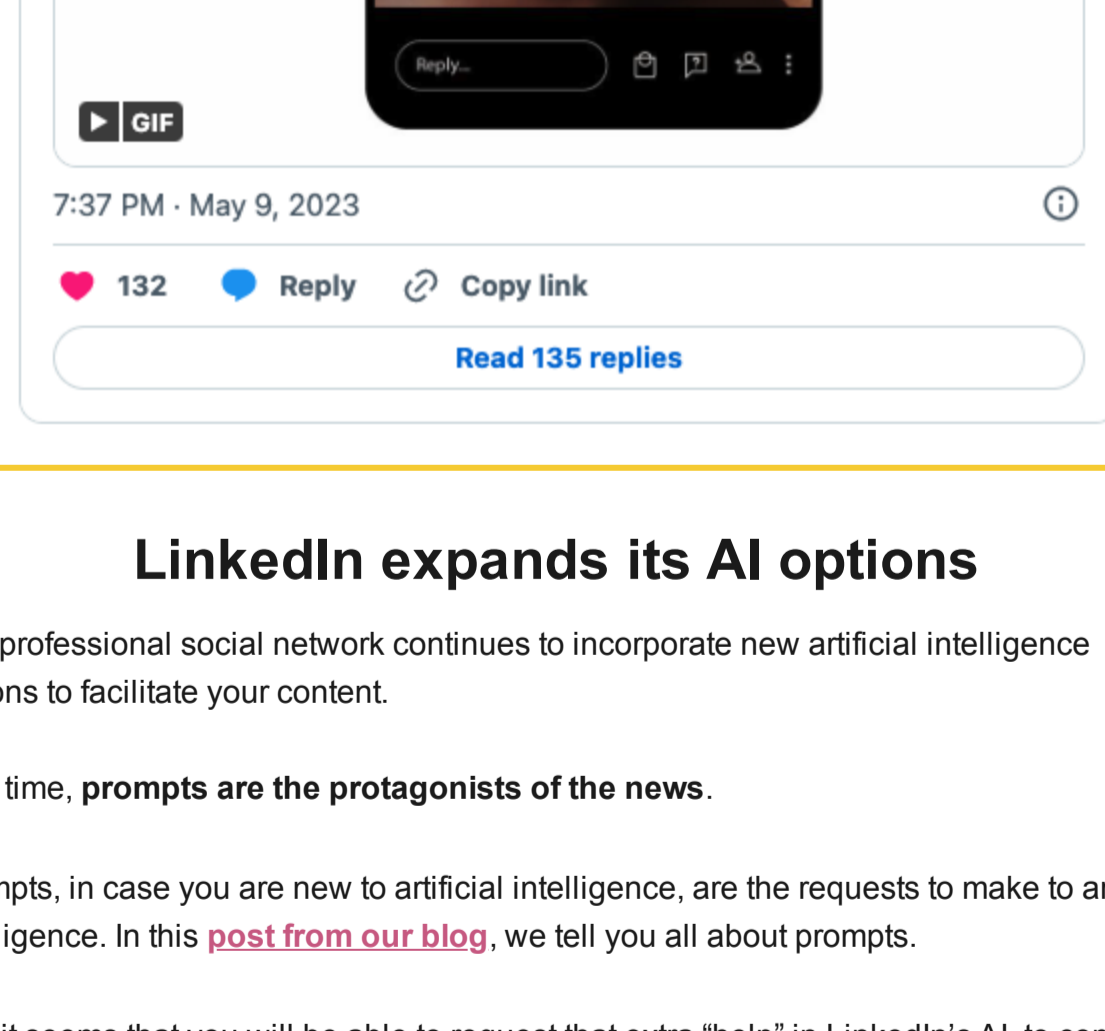
I always like to remember the tremendous evolution of YouTube since its first version. What once was a simple video platform has transformed to a whole social network and entertainment medium.

And as a social network, it continues to expand its options.

YouTube is currently preparing options to increase your sales from live broadcasts.

The creator can now **pin or tag products,** among the other options they have during the live broadcast.

In the screenshot of the tweet below, you have more information. I will also leave the **link here** with the information from Google and YouTube.



LinkedIn expands its AI options

The professional social network continues to incorporate new artificial intelligence options to facilitate your content.

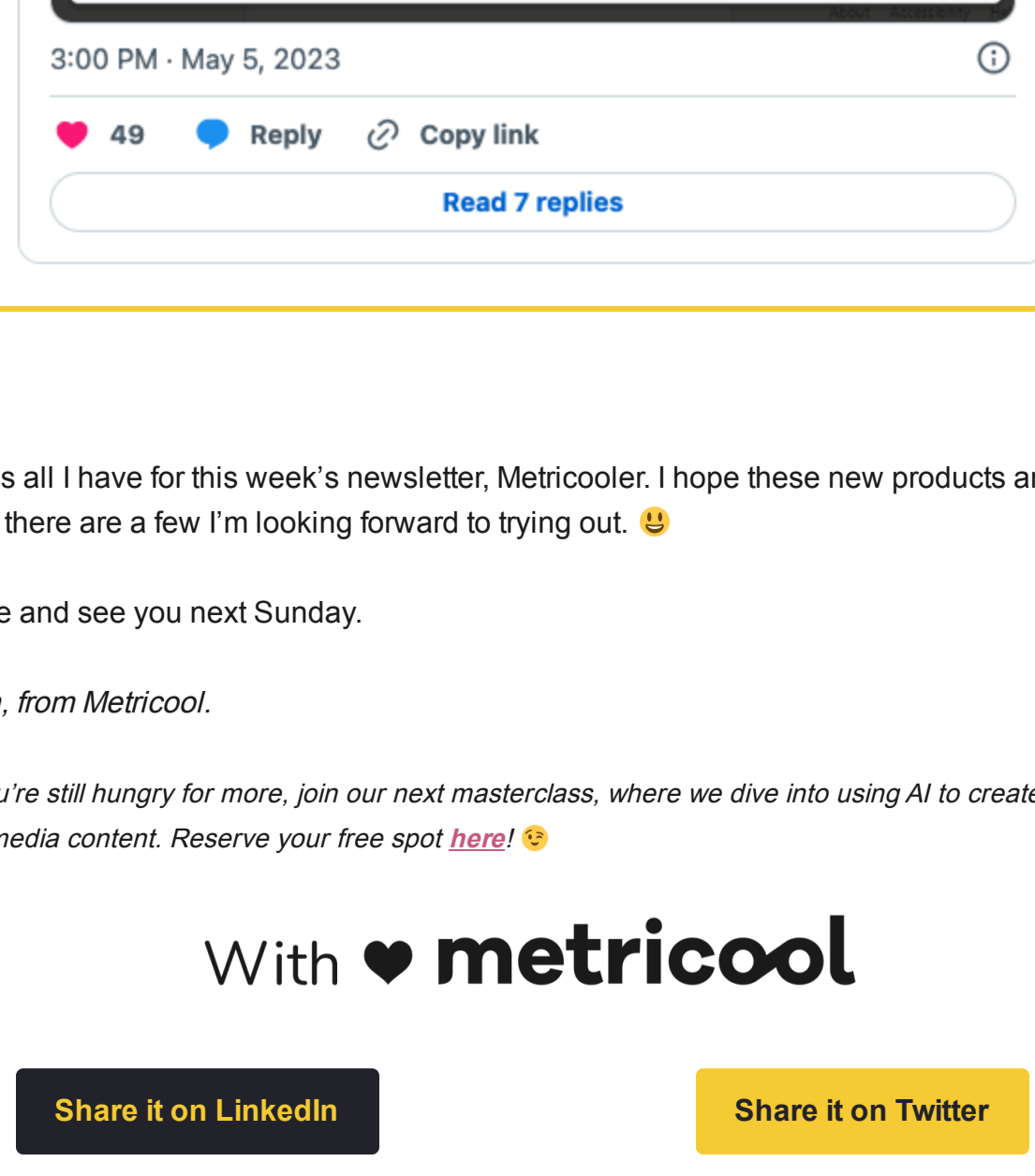
This time, **prompts are the protagonists of the news.**

Prompts, in case you are new to artificial intelligence, are the requests to make to artificial intelligence. In this **post from our blog,** we tell you all about prompts.

And it seems that you will be able to request that extra "help" in LinkedIn's AI, to compose your posts.

It's yet to be confirmed how this feature will be applied, and if it will really be useful.

FRIENDLY REMINDER: You can use Metricool's text generator feature to create and plan your posts. **Read all the information HERE.**



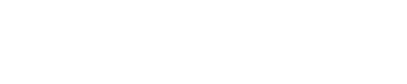
And that's all I have for this week's newsletter, Metricooler. I hope these new products arrive soon because there are a few I'm looking forward to trying out! 🐶

Take care and see you next Sunday.

Anniston, from Metricool.

*P.S. : If you're still hungry for more, join our next masterclass, where we dive into using AI to create authority in social media content. Reserve your free spot **here!*** 🐶

With metricool



Share on Whatsapp [Highlights are here! via @metricool target="_blank" style="text-decoration: underline; text-decoration-color: #1a1a1a;" rel="noopener">Share on Telegram](#)

Copyright © 2023 Metricool.com, All rights reserved.

You can object to the sending of commercial communications at any time by [clicking here](#) or by sending an email to info@metricool.com. Metricool Software S.L. is responsible for the processing of your data, with the following purposes: In case of having contracted 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 decide to object. In the event that you have given your consent for the sending of communication about news and/or promotions from Metricool, you have the right of access, rectification, deletion, limitation, opposition to processing, portability and not to be subject to automated decisions with legal effects or that significantly affect you in a similar way. You can exercise your rights at info@metricool.com. More information in the Privacy Policy.