

Well, it seems like there will be a new sheriff in town. ★

Elon Musk surprised us all with his abrupt announcement, that a new CEO is coming to Twitter, Linda Yaccarino, an American executive with extensive experience in large companies.

But what will the consequences be for this decision?

For the time being, and in the words of Elon Musk himself, Linda will focus on business operations, while the tycoon will focus on product development and technology advances.

The goal is to turn Twitter into X, the application for everything... and hopefully for everyone, although at this rate... **we'll see!**



I wasn't planning on opening with this news, because there's other substantial news, but in the end it seems like Elon and Linda are going to decide the future for a social network that is very dear to all of us.

And what is this news, Anniston?? I need it right now...

GIFs in comments, Oh yeah!

I have to admit, I am **addicted to GIFs**, so I am overjoyed with this news. For all those times that I wanted to reply on Instagram with a GIF but couldn't... are now over!

It's now possible to **reply to a post in Instagram comments with a GIF**.

The library that the social network will use, as you might have already guessed, is the **one from Giphy**. To be honest, if you try to think of another one I don't think you could come up with anything... 🐶

To me, regardless of the format, I think this will be very useful to interact with your community. What do you think?



"New" collaborations are coming

Remember in this newsletter when we talked about **Instagram's Broadcast Channel**? This new feature allows creators and followers to connect through messages, in a private channel.

Well, it seems that Instagram wants to give this feature a boost... **maybe because they've noticed it didn't quite hit the ground running, or maybe to simply give creators more options**.

From now on, collaborators in these channels will come into play. **They will be part of the chat channel, have sharing options, be able to post photos, and receive notifications**.

What do you think of this new "addition"?

KEEP AN EYE OUT because if the social network decides to focus in this feature, we may need to start paying closer attention, and maybe start using it. **



More options to edit Reels

Instagram continues to provide new solutions and tools for editing Reels before they are posted.

In all honesty, there are already a sufficient number of options available to customize content. But the goal is to get even closer to TikTok.

So, what are these new features?

- **Split a clip** into two parts.
- **Increase the playback speed**.
- **Switch from one reel to another**, without disturbing the synchronization.

These will be the next features to reach users around the world, but at the moment is only available in certain regions.

As a reminder, if you are more into **scheduling your reels, you have the option to do this with Metricool**. Upload your video to the platform, edit your reels and schedule them up to a month in advance! 🐶

New playback speed on Twitter

A few weeks ago, we mentioned here that **Twitter wanted to focus on making video content more prominent**. I think this is a good idea, considering this content continues to grow...

One of the improvements was **including longer videos on the network**.

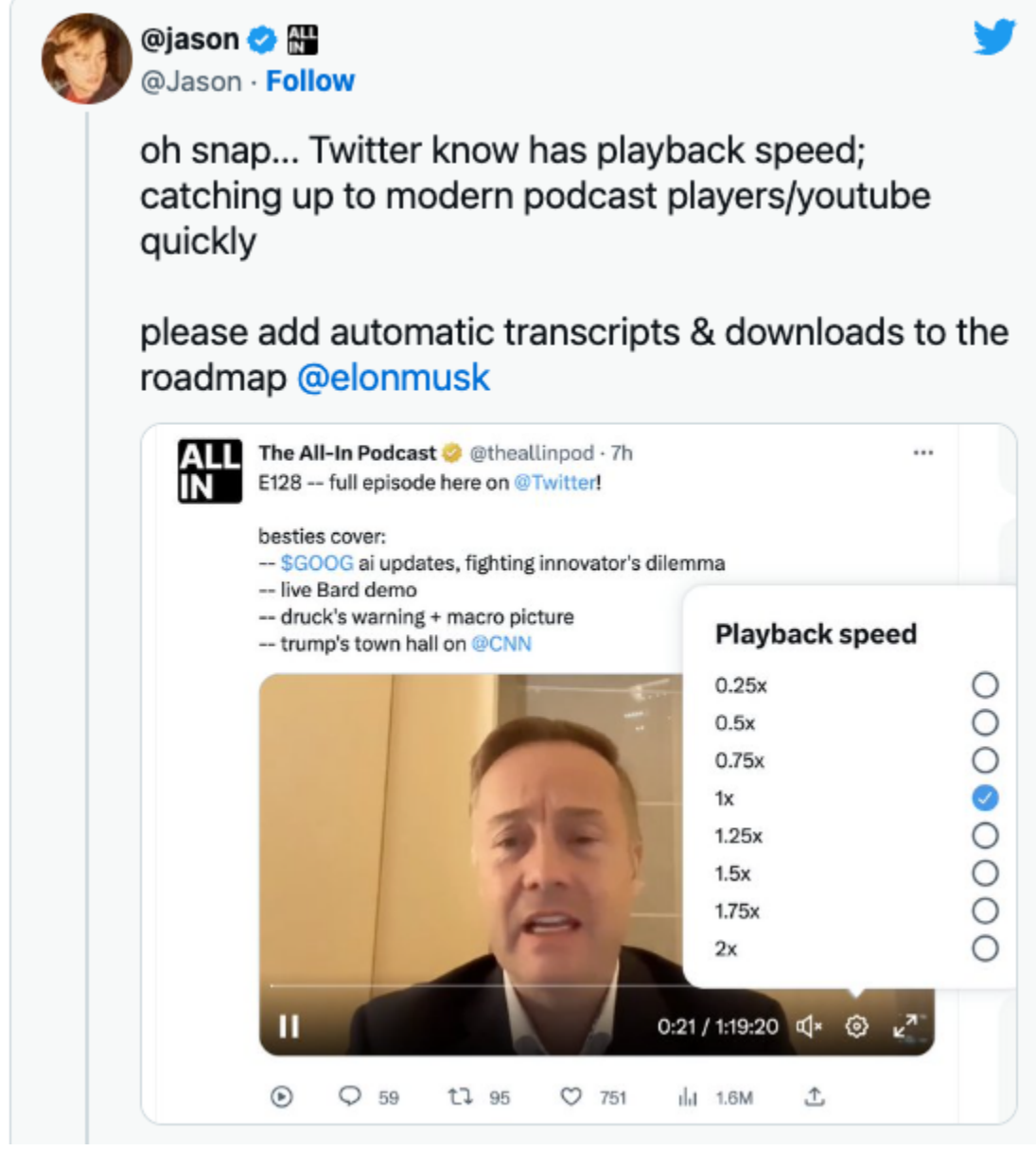
And here is the novelty: the possibility to increase or decrease the playback speed of each video.

Sounds familiar, doesn't it? Yes, like YouTube and some podcast platforms.

So, **users that want to watch any video in "fast motion"** will now have this option.

What's interesting about this is how the user who shared the new feature, as shown in the tweet below, encourages Twitter to add "transcripts and automatic downloads" to videos.

Will it be the next thing to come? 🐶



Autopublishing scheduled Stories is now a reality

I'm writing this while jumping for joy!!!!

I wanted to end this newsletter with the news of the week, month, and almost the year on Metricool. Instagram gave the green light, so now you can auto-publish stories that you schedule with us.

And I don't say this just to toot our own horn.

Because if you manage a brand, you are a social media manager, or agency, you know that time is a precious commodity, and this will help you win hours back in your day. Schedule it and we will publish it for you.

That's why I love sharing this news in my beloved newsletter, because it's as exciting to the Metricool team as it is for you.

By the way, I will leave a video explaining how it works and so you can see my face 🐶

Let's schedule stories!



And that's the week, Metricooler. Looking forward to see how this union between Elon and Linda, Twitter's new hot couple, turns out.

Take care and see you next week with fresh news from the social networks. Let's see what's in store.

Anniston, from Metricool.

P.S.: Reminder to reply to this mail if you have any news that I missed, this newsletter is yours! 🐶

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