



Barcelona is closer than ever to becoming a reality. **What do you mean, Barcelona?**

If you have just landed on this newsletter, let me add some context: Twitter has caused a lot of ruckus in the social media world, so **Meta decided to take advantage and create its own social network**, which closely resembles Twitter, but has codename Barcelona (this plot sounds like a spy movie, doesn't it?).

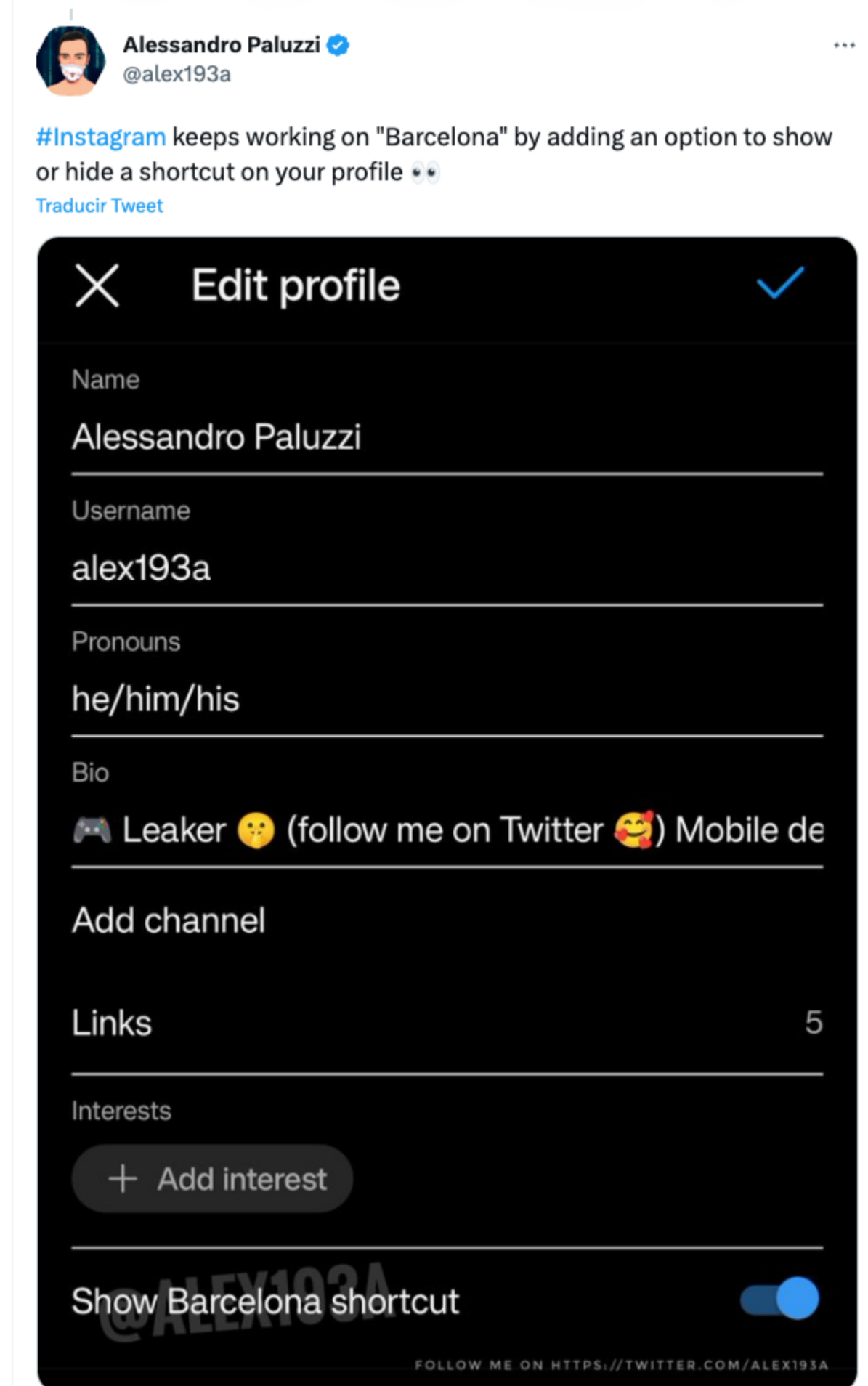
So while we've been waiting patiently, it seems that Barcelona is ready to come out of the oven...

First images of 'Barcelona'

It's so close that it is confirmed to come out in June. **Are you nervous? Eager to try out this new social network?** Well, just a little bit of everything.

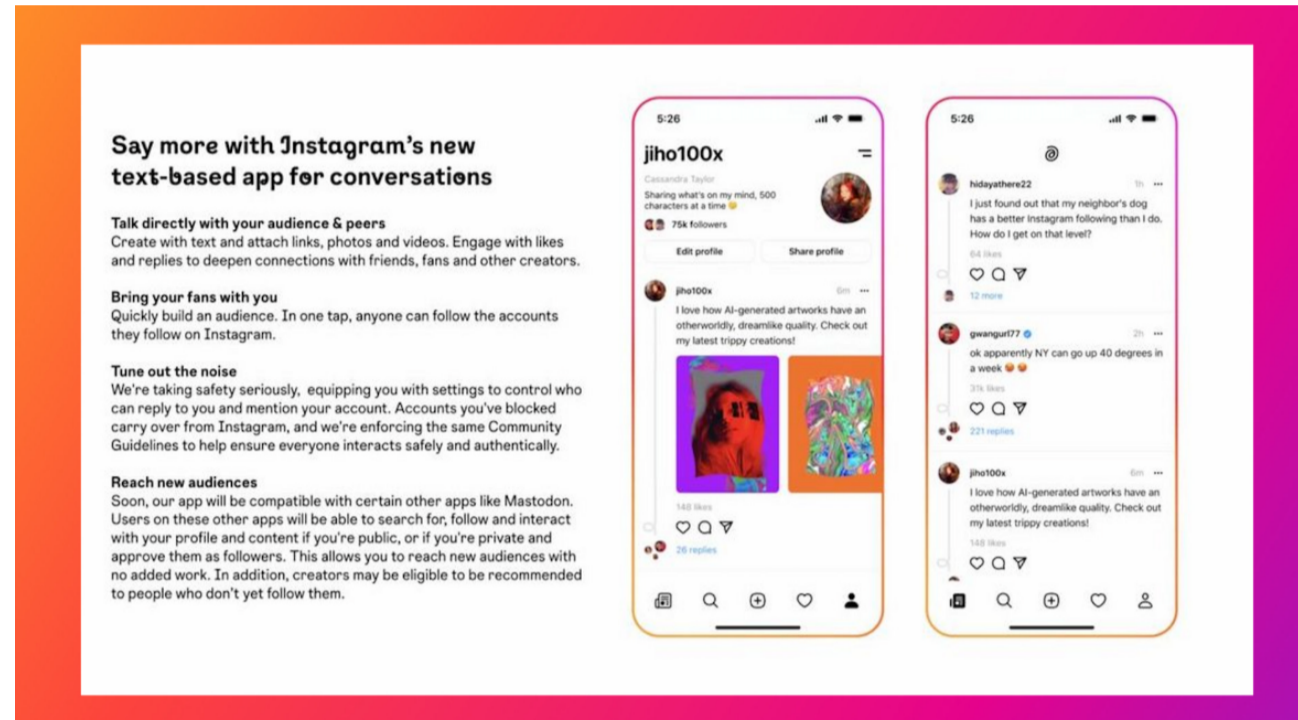
There have been many clues dropped from the **insiders of the network in the U.S.**

Without going into it any further, this week Alessandro Paluzzi shared a tweet, showing what the **editing section of a 'Barcelona' profile page** looks like.



And now, thanks to Lia Habermann, we have the **first feed image**. She shared this in her newsletter, which you can access by clicking the screenshot below.

As you can see, it is **very similar to Twitter (to make you feel at home)**, where **message threads dominate**, with a profile picture to credit the author.



We are getting closer to see, officially, everything about this social network, including the real name... or if it will remain as Barcelona.

And for you, **how do you feel about preparing a strategy for this app?**

Longer videos on Twitter

Twitter continues to reward those accounts that have decided to pay for **Twitter Blue**.

This service includes several advantages, including, of course, being recognized as a verified account: **the wonders of subscription programs**.

One of the latest innovations in this subscription service is that **members will now be able to share longer videos**:

- Up to 2 hours in duration.
- In 1080p quality.

For those accounts that constantly upload videos, they will be in luck. **How many times have you stopped watching a video on a Tweet, because of poor quality, so you missed half of the content?**

Of course, this question I am wondering is, **will users prefer to watch videos on Twitter or on YouTube, where the quality is significantly higher (up to 4k)?**

Brands will continue to invest in Twitter, especially since **Elon Musk said he would prioritize native video content** on the social network, over external links.

LinkedIn verifies job offers

The professionally-oriented social network **announced a few weeks ago that it will allow verification requests** for any account or company page...

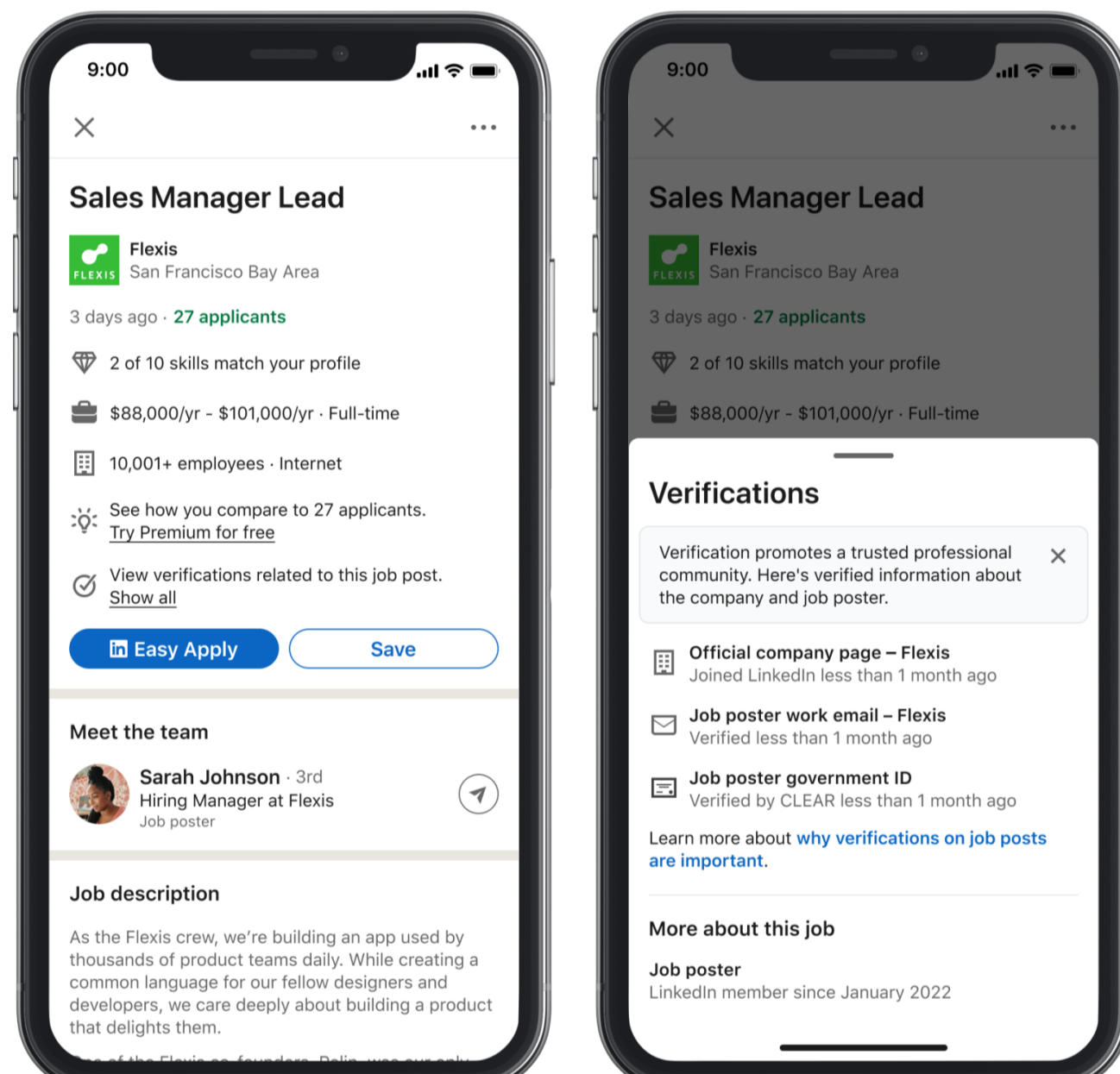
And now, at a fitting time, they will **extend this verification to job offers as well**.

I say at a fitting time, **because job offers are a serious affair and having the certainty that they are legit helps tremendously**, for both companies and users actively looking for a job.

If these offers are verified by LinkedIn, this means that **the information has been authenticated by LinkedIn or one of its partners**.

You will also be able to see if the advertiser is affiliate with one of the companies official pages, if their email is verified, or if their place of work in valid.

Undoubtedly, **this is a step forward for LinkedIn in being transparent as possible**.



YouTube Community for everyone

The Community tab on YouTube was a real revolution, as it was the **first feed on the platform that included text and images, as if it were Facebook itself**.

The problem was that it had a small requirement. **only those channels with more than 1,000 subscribers had access to this tab**.

But now it is open for everyone, and **YouTube will allow any content creator to post to this tab** with the following options:

- Text with emojis
- Images
- Videos
- Surveys

If you have a YouTube channel, this tab can **help you create a community, interact with your subscribers, and drive traffic to your website or a new video**.

PS: I will leave more information about this feature, **in our blog post**.

New option to add a location and appear on the map

How do you get more views on TikTok?

It seems that the social network has it clear: from the location tag that you can include in your videos.

The goal, at least for now, is to **allow content creators to locate their videos, so that users can find them on the map**.

As you see in the image shared from Ahmed Ghanem's tweet, **TikTok suggests to locate the video to get more reach**.

We'll have to see **how the algorithm works with this new option and if it will actually help attract more visits**.



So much for this week's networking news.

Looking forward to meeting Barcelona, or whatever Meta's new social network will be called...

Have a great week!

Anniston, from Metricool.

PS: And, before its too late, we have a Masterclass on May 30th, with Instagram Growth Coach, Brock Johnson which you can sign up for [here!](#)

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