



If there's one thing that has been missing on LinkedIn, among other things, it was a **lack of communication between users and brands**.

The fact is, LinkedIn messages are a little unorganized. With the confusion of **first, second, and third level connections**, it's hard to know who you can and can't message. It's still a little messy but... 😞

The professional social network has **taken the extra step for "Linkeders" to connect and communicate** within the app.

How?

Messages available for LinkedIn Pages

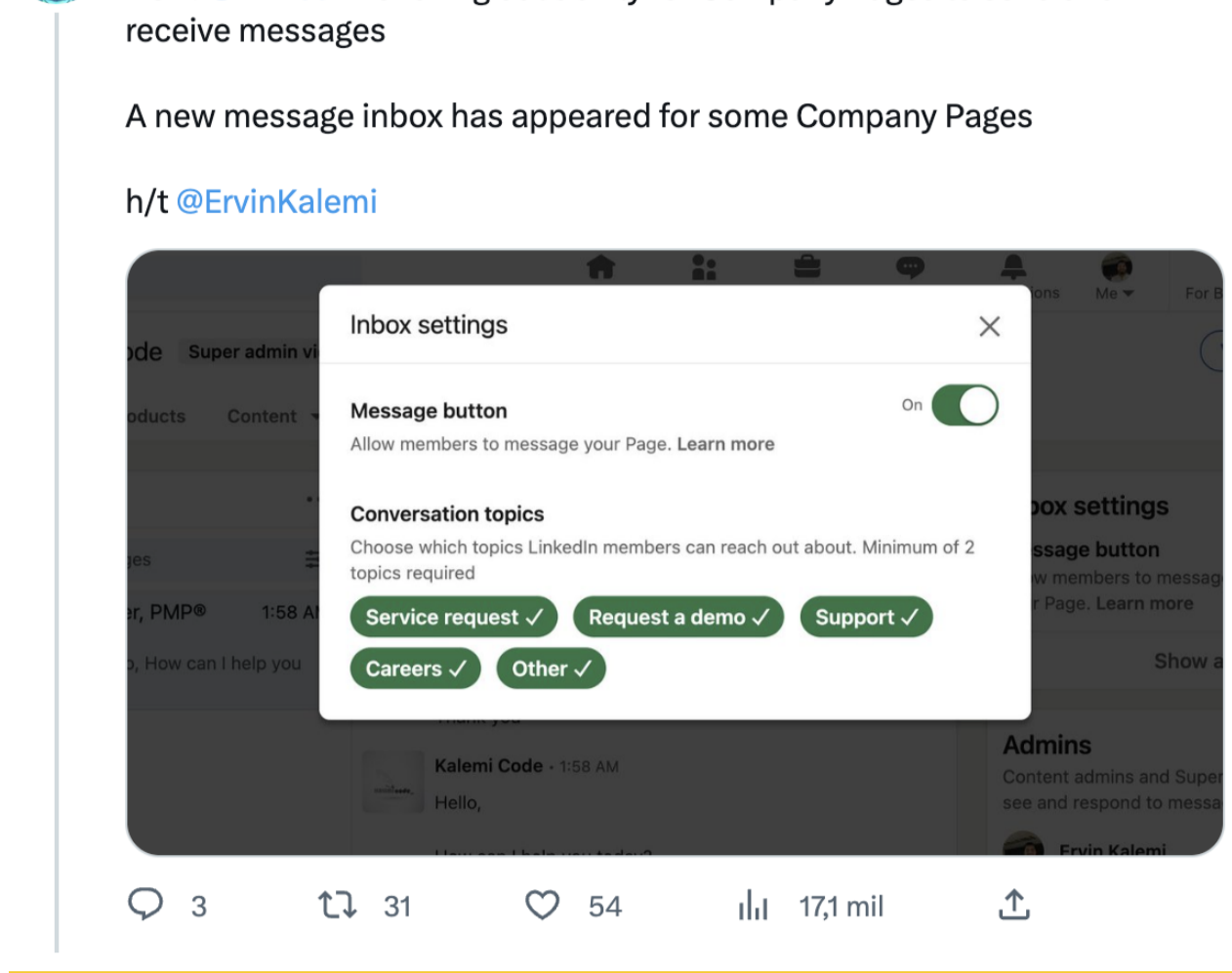
Many professionals who use LinkedIn were clamoring for it.

The social network is working on including a **two-way conversation to improve communication between LinkedIn users and companies**. So you could say, to make this network more social.

Now it will be easier to contact companies to ask questions, resolve problems, or propose an offer through private messaging.

But... this is making me think, **won't it be crazy if all users' inboxes are open?** 🤔

More or less, yes, so just in case, **LinkedIn is adding a disable option**, for users who prefer to keep their inboxes private.



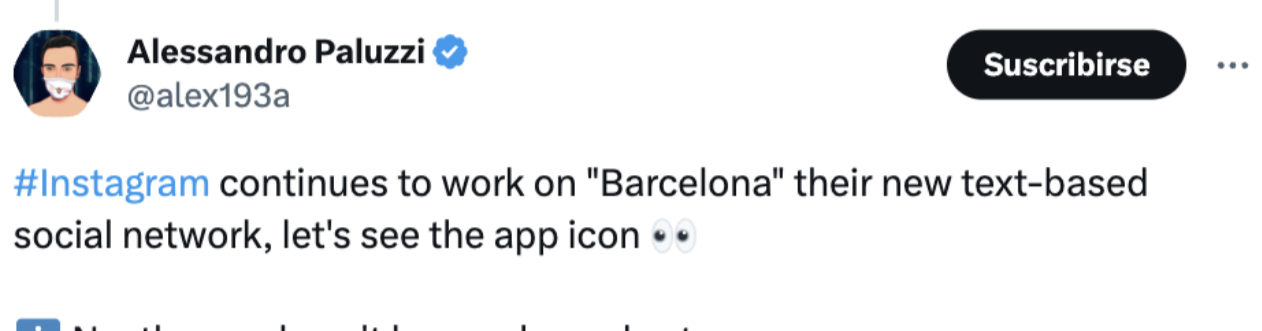
First look at the 'Barcelona' logo

We have already seen the first feed images of 'Barcelona', **Meta's new social network that will face off against Twitter**.

Now, thanks to insider Alessandro Paluzzi, we have the first image of the logo... **at least when we have the option to download it**.

As you can see, it's a rather basic logo, with a clear emphasis on the '@'. This is possible a reference to **what will be the main stars of the network, account handles and mentions**.

I can't wait to have it on my phone and try it out... 🤞



No, the app hasn't been released yet.



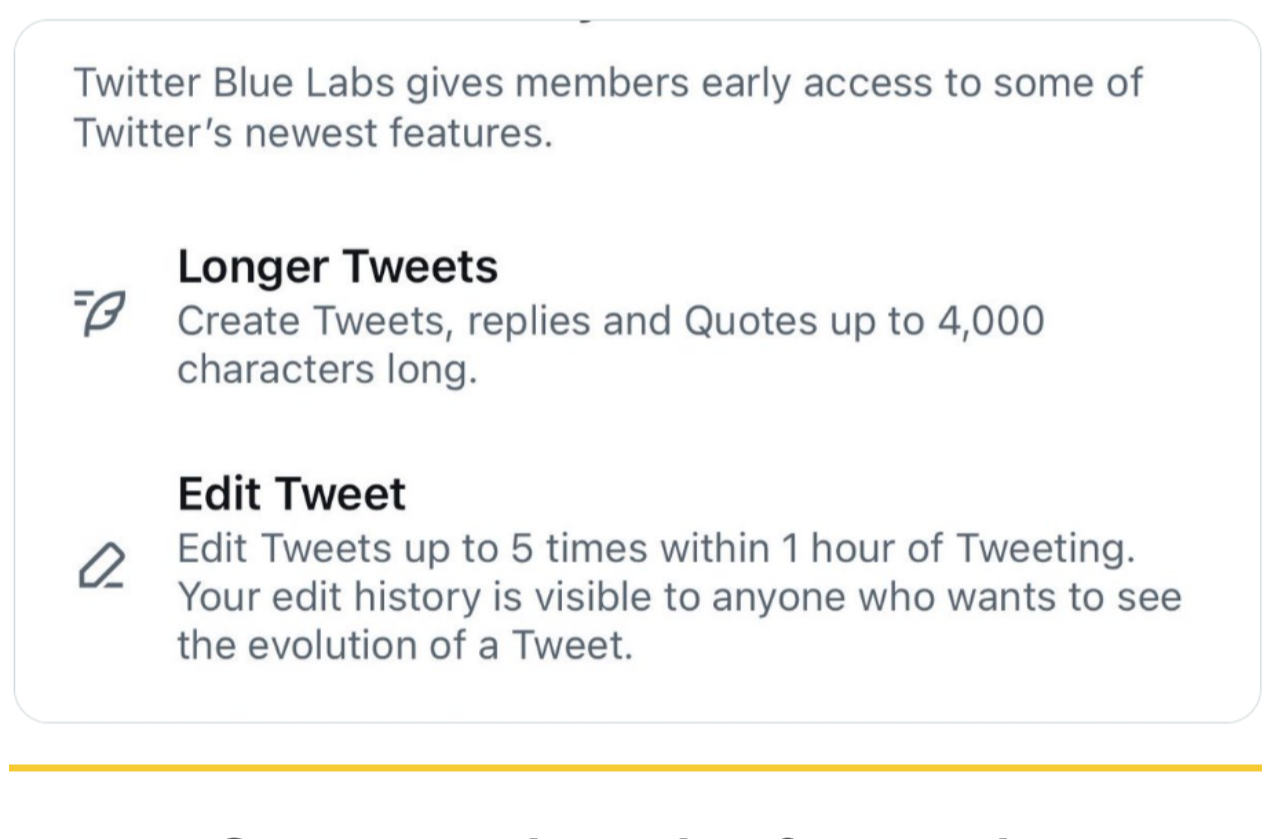
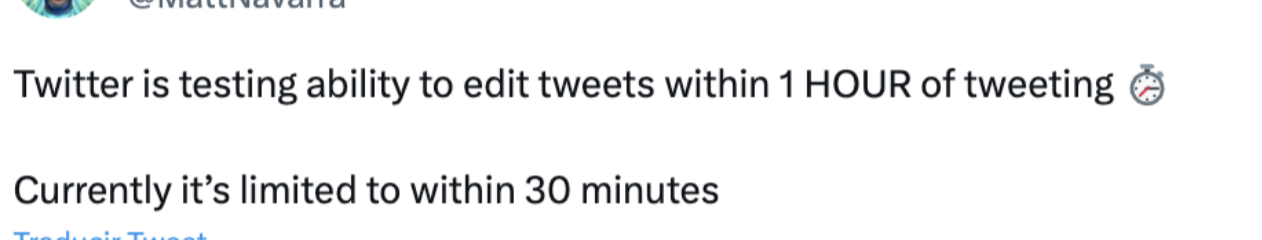
The one with the mouth (Twitter) is mistaken...

One of Elon Musk's first Twitter Blue announcements was the **possibility to edit tweets after they have been published**.

Before, you could change it 5 times within 30 minutes after posting, but now there are new features... Twitter (or Elon Musk) **has decided to extend this period of time**.

Now, although the five changes remains the same, you have one hour to make any edits.

Also, the "history" of the tweet doesn't change. Meaning, if someone wants to see the original tweet as well as the changes made, they have access to this.



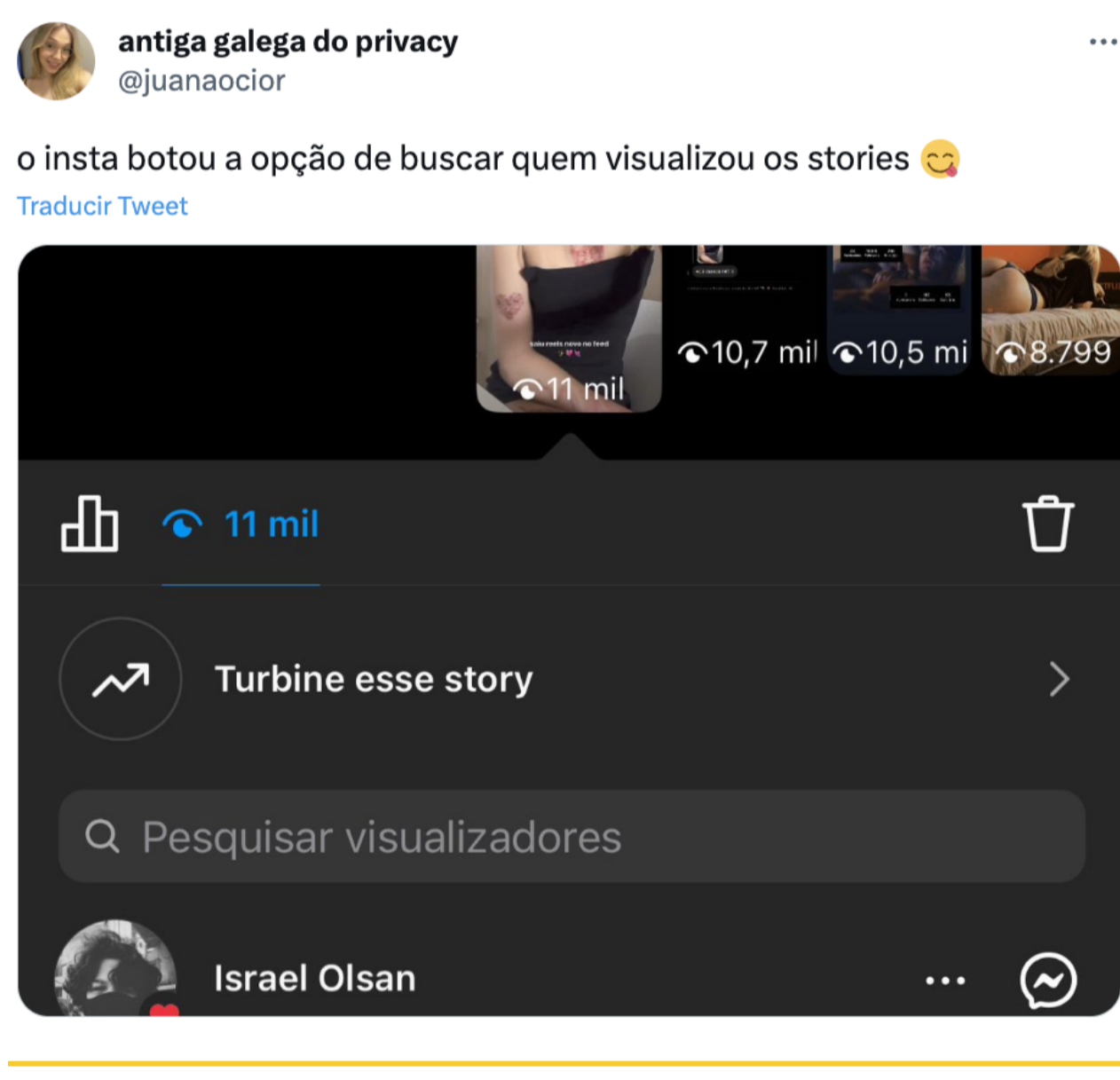
Story search engine for gossip

Even reading it back sounds weird. **A search engine in stories?** Doesn't that already exist?

There is, but I'm not referring to **searching stories to find new content, but an option to find out who has seen your stories** by searching by username.

Forget scrolling through your story viewers to see who has watched your content. As you can see in the image, **at the top of the viewers you have this search engine**.

This is a simple solution for other users who have a large number of followers, or if you are **wanting to see if that one person viewed your story**...



TikTok Series for more users

TikTok Series came as a complement for creators to monetize their content.

However, it wasn't exempt from criticism, since this feature was only available to a few users...

Now, the social network allows users who meet certain requirements to create their own series:

- Must be over 18 years old.
- Have at least 10,000 followers.
- Have three public videos in the last 30 days.
- Have at least 1,000 views on original content in the last 30 days.

If you are wondering what TikTok Series even are, I will leave you with a post that explains everything: [What are TikTok Series?](#)

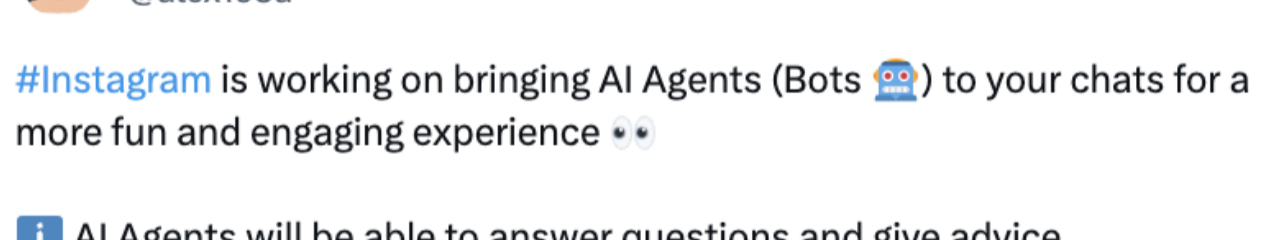
Chatting with AI on Instagram

It's a good year for AI, and so far just about every social media platform has added their own AI features.

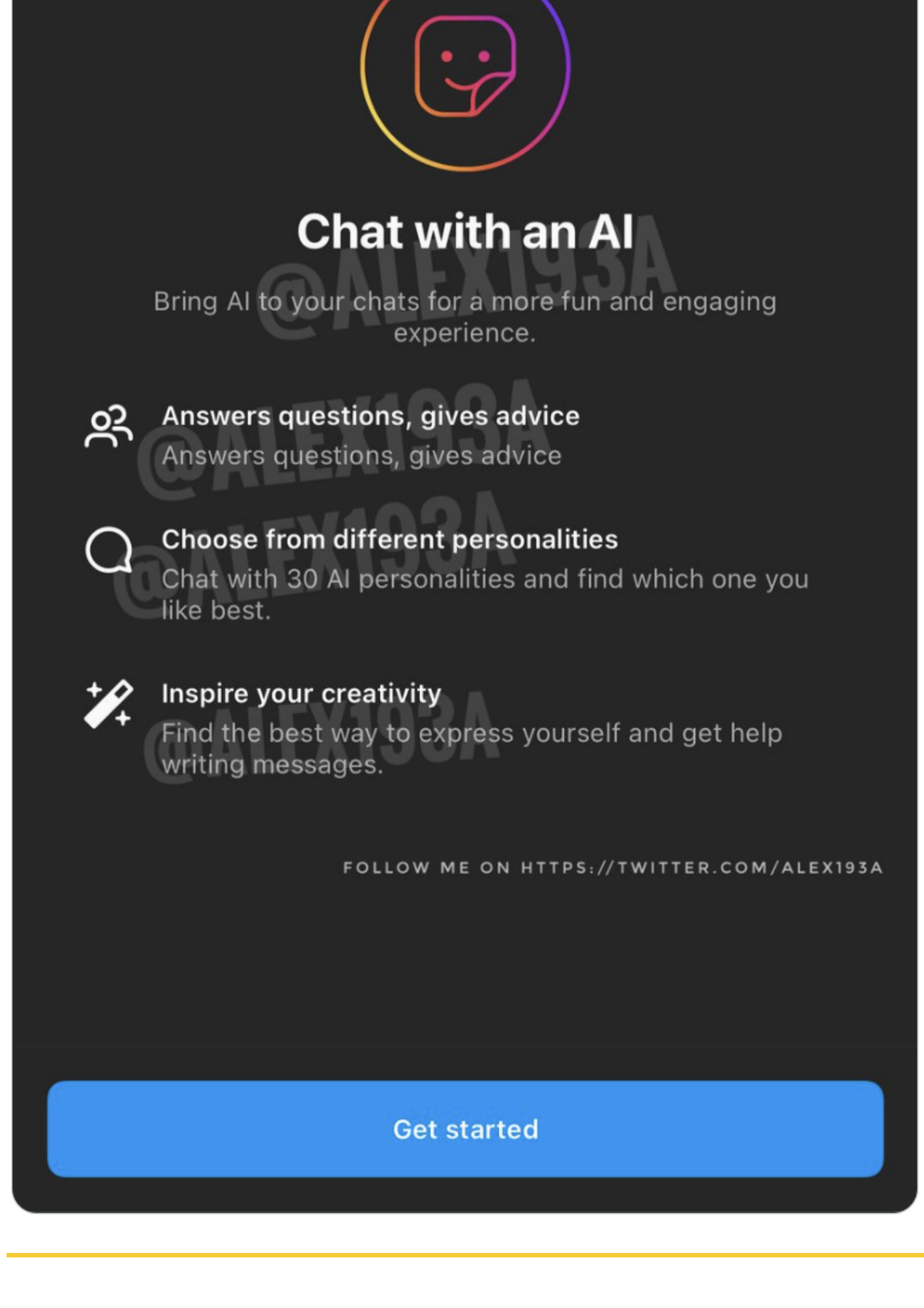
Following suit is Instagram, who is working on **adding AI Agents to your chats**, where you can ask questions, get advice, or simply chat with a bot, choosing from 30 different personalities.

If you remember, when Snapchat added its own AI chat feature, users weren't the biggest fan, as they believed it was intrusive.

So, will it be different on Instagram? We'll find out soon enough!



AI Agents will be able to answer questions and give advice. You'll be able to choose from 30 different personalities.



What a crazy week, Metricooler... has that been all? Not quite yet, because I added a little something at the end for a dose of Metricool SPAM. ^^

Because... we have launched a new feature and, truth be told, I love it! You can now schedule PDF carousels on LinkedIn. But more on this topic, in this post: [LinkedIn Carousels](#).

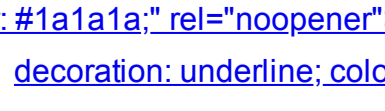
Let me know what you think when you try it 😊🤔 See you next week with a new feature!

Until next week, with more social media news!

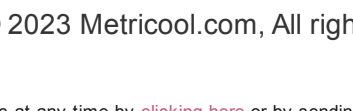
Anniston, from Metricool.

P.S.: I propose a marketer meeting to ask Meta to release the Barcelona app. Or at least to give us clues if that's even the real name... 🤞

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