



Raise your hand if you too have used social media to shop in the last month.

Then you are part of the 43%, because...

According to Google's consumer insights, 43% of internet users in the U.S. are classified as "social media shoppers" (link to data).

The news is about TikTok, because when you find out what they have prepared... it will leave you speechless.

TikTok tests how to discover new products

Perhaps the weakest link of TikTok, being able to purchase products directly from the app, as they don't have an internal buying/selling gateway as Instagram does.

However they are working to improve this feature, and there is one thing in particular that is continuing to grow...

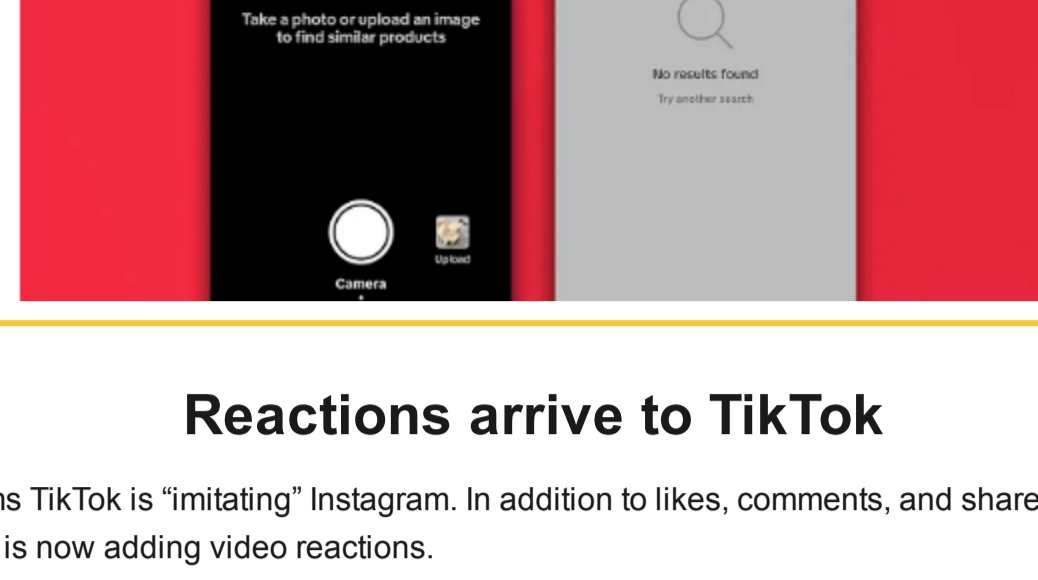
The option to find new products through the network. And here comes the most interesting part:

This feature will allow users to take a photo of an item and then, within TikTok, find similar products in TikTok Shop.

The network is in the process of building this option, so we will have to see how TikTok prioritizes this in aspects such as SEO, awarding popular accounts, and how this new feature will perform.

What is clear is that TikTok is evidently focusing on boosting its online store within the app, and encouraging participation of e-commerce.

(Image Source: SocialMediaToday)



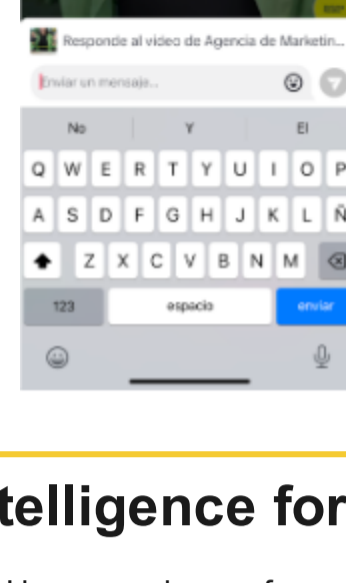
Reactions arrive to TikTok

It seems TikTok is "imitating" Instagram. In addition to likes, comments, and shares, TikTok is now adding video reactions.

They probably sound familiar, and it's true, these are the same reactions that Instagram has with stories, and private messages.

The same that happens in Instagram will happen on TikTok: As you can see in the image, reactions seem to be limited to emojis that the social network offers to you by default, and you can't use other elemental graphics.

Also, TikTok adds in the comment box, "Send a message", indicating that these reactions will go straight to private messages.



Artificial Intelligence for TikTok Ads

If TikTok Ads aren't your forte... I have good news for you.

TikTok has incorporated a new tool to help you succeed with your video ads. A "Script Generator" will now be available in the TikTok Creativity Center.

The process is simple, just fill in the required information by the network such as the product name, description or keyword, and length of the video.

The result will be a variety of scripts for you to use including a hook, a scene, and a call to action.

Once again, AI is swooping in as the "savior" tool for social media when you're staring at a blank page wondering how to start...

And although it's not in TikTok, in Metricool we have an AI text generator for your video scripts, or the copy of your content.

Try it out and let me know what you think! 😊

Twitter sets limits

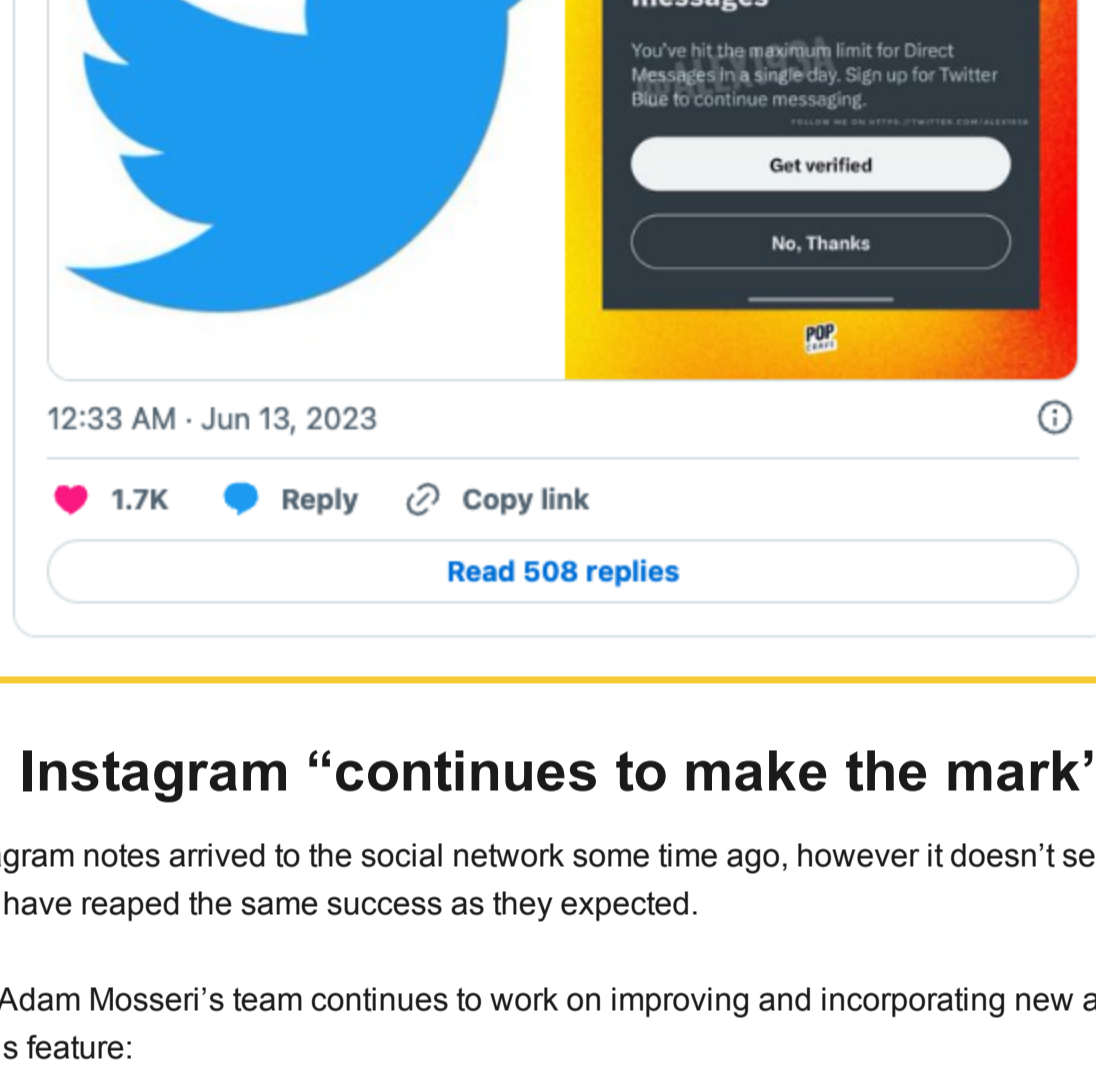
Elon Musk's social network continues to work on adding value to Twitter Blue, the network's subscription service to access exclusive features on Twitter.

Now, Twitter proposes to limit the number of direct messages sent per day, to those users that aren't part of Twitter Blue.

That is, non-subscribers would have a limit on their DM's, the main (and only) private communication that exists on Twitter.

It's true that DM's on Twitter have a more corporate feel, than on other social networks, such as Instagram, where these are more intended chat and instant message more casually.

This is yet another obstacle in the way, to try to get you to pay for this subscription.



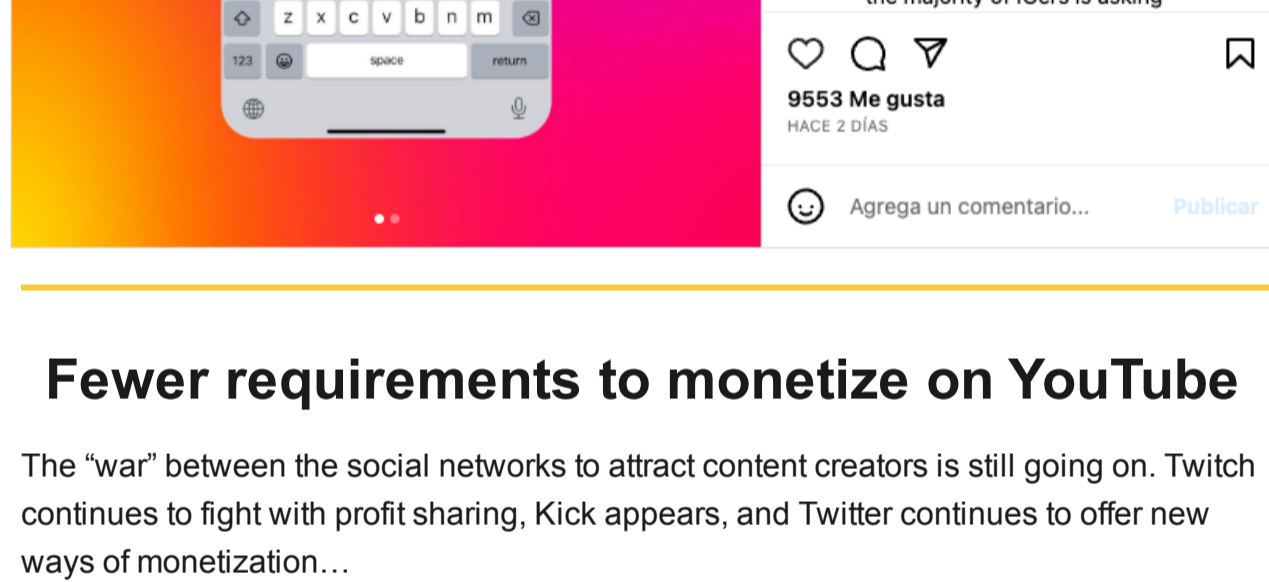
Instagram "continues to make the mark"

Instagram notes arrived to the social network some time ago, however it doesn't seem they have reaped the same success as they expected.

But, Adam Mosseri's team continues to work on improving and incorporating new aspects to this feature:

- Add music to your notes: 30 seconds of any song clip from Instagram's music library.
- Use translations for any note that is written in another language, without leaving the app.

What do you think of these two new extras?



Fewer requirements to monetize on YouTube

The "war" between the social networks to attract content creators is still going on. Twitch continues to fight with profit sharing, Kick appears, and Twitter continues to offer new ways of monetization...

But the latest to jump in is YouTube.

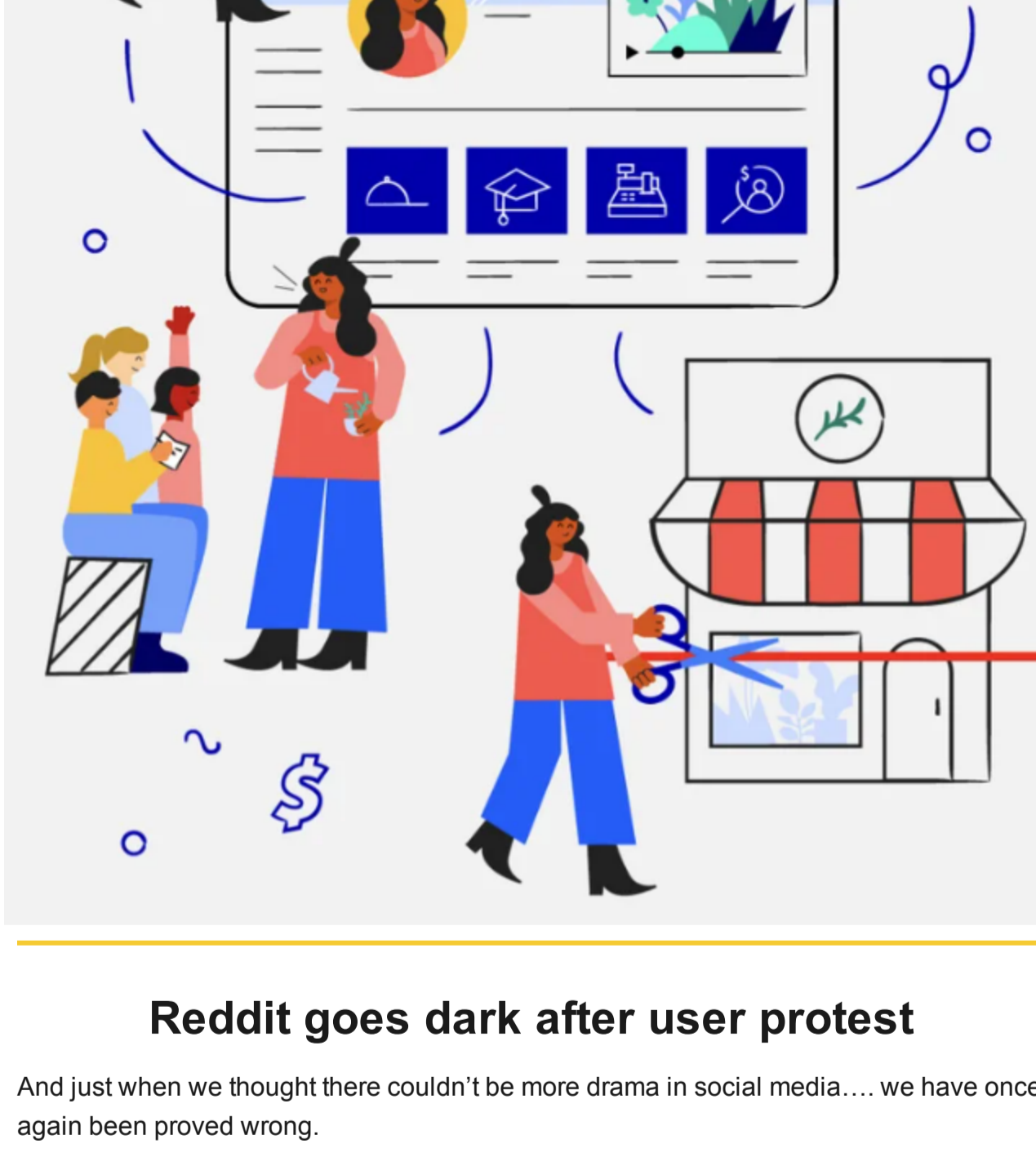
The video platform has announced that it will lower the requirements, significantly, to monetize your content.

Previously, to enter the program, content creators needed at least 1,000 channel subscribers, and 4,000 hour of viewing time.

Now, the requirements have dropped to:

- Minimum of 500 subscribers.
- 3 public uploads in the last 90 days.
- 3000 hours of viewing time in the last 90 days.
- 3 million views to shorts in the last 90 days.

Although these requirements are still difficult, such as those related to viewing time, the rest are more accessible for users to reach the partner program.



Reddit goes dark after user protest

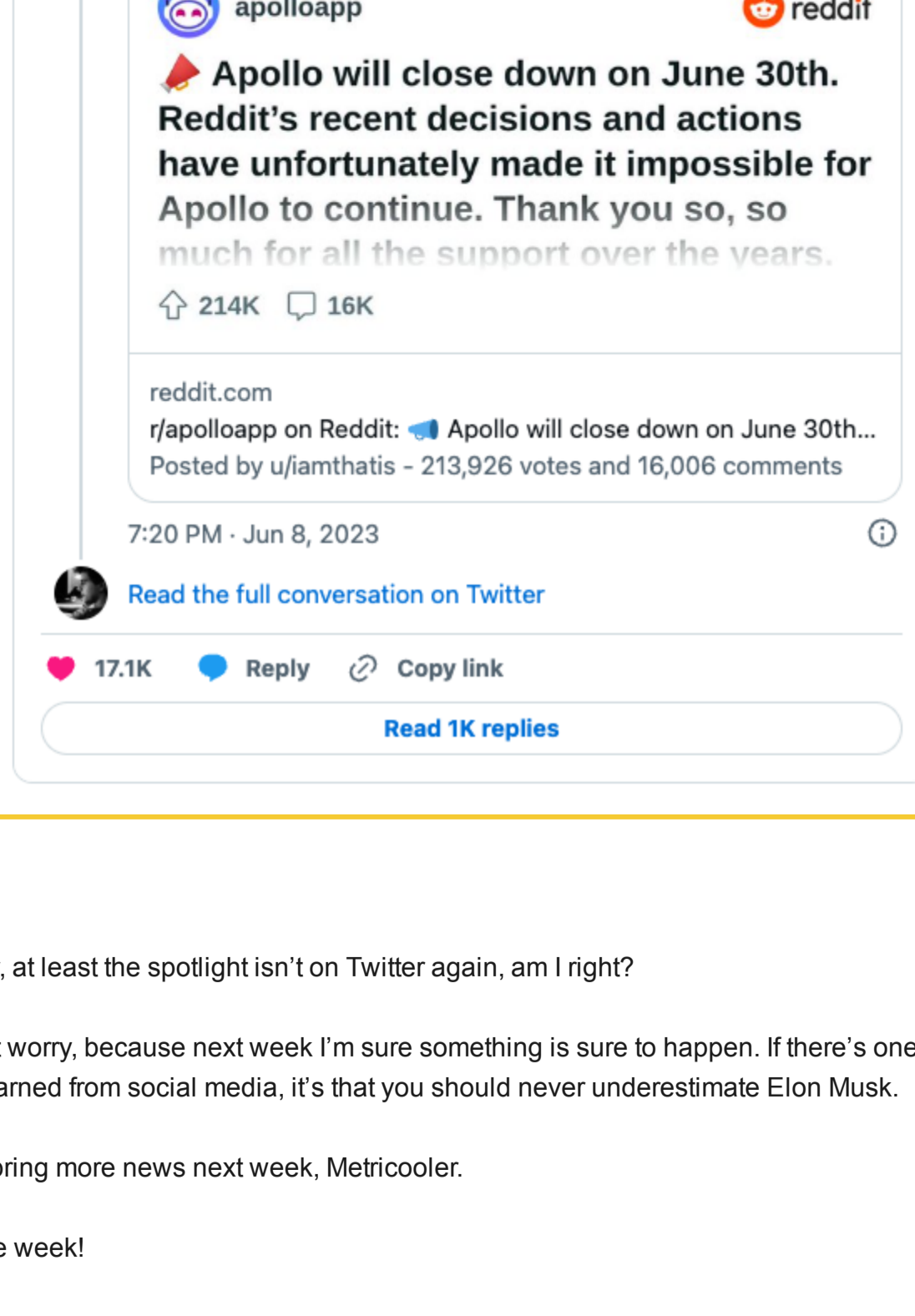
And just when we thought there couldn't be more drama in social media.... we have once again been proved wrong.

Just as Twitter changed its API just a few months ago, Reddit is following suit. They have decided to charge third-party developers millions of dollars for API access.

Even apps like Apollo, that rely on Reddit to exist, have to shut down completely.

Over 7,000 subreddit forums went dark this week, to protest against Reddit's decision. This will take action on July 30.

How will this battle play out? Who do you think will win?



Honestly, at least the spotlight isn't on Twitter again, am I right?

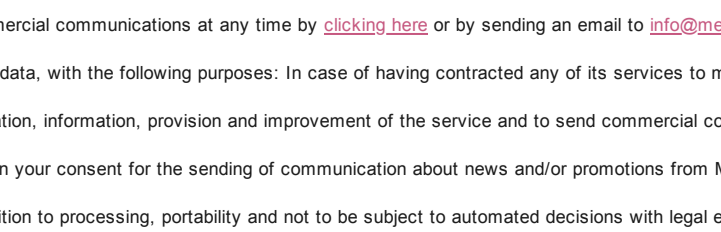
But don't worry, because next week I'm sure something is sure to happen. If there's one thing we've learned from social media, it's that you should never underestimate Elon Musk.

We will bring more news next week, Metricooler.

Enjoy the week!

Anniston, from Metricool

P.S.: Remember that I'm at this email for you to leave any doubts or suggestions of new you've seen 😊



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