

That's right, get ready for these trend alerts because we have come with lots of news... Because if something has happened this week, it's on SOCIAL MEDIA, Capital S, a non-stop.

So I hope you've rested this weekend.

Grab a snack, because it's time to dive into this week's social media news.



Rihanna wins the Trending Topic award

Can you imagine what life would be like without Twitter? Roll the black and white film...

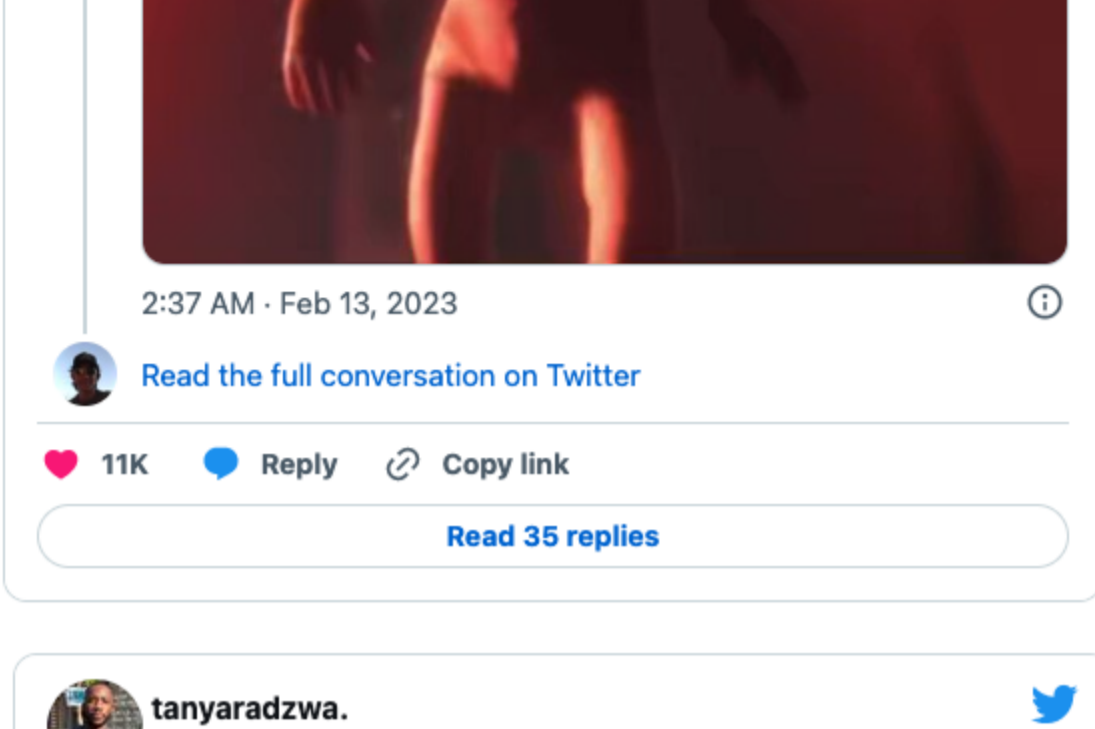
If you didn't know, last Sunday was the Super Bowl... and as usual, Twitter blew up.

Rihanna was the MAIN character because she stole the trending topic, the show, and the news... yet they still didn't give her the Vince Lombardi Trophy (Did anyone else know that this is the name of the cup they give the winner? I sure didn't).

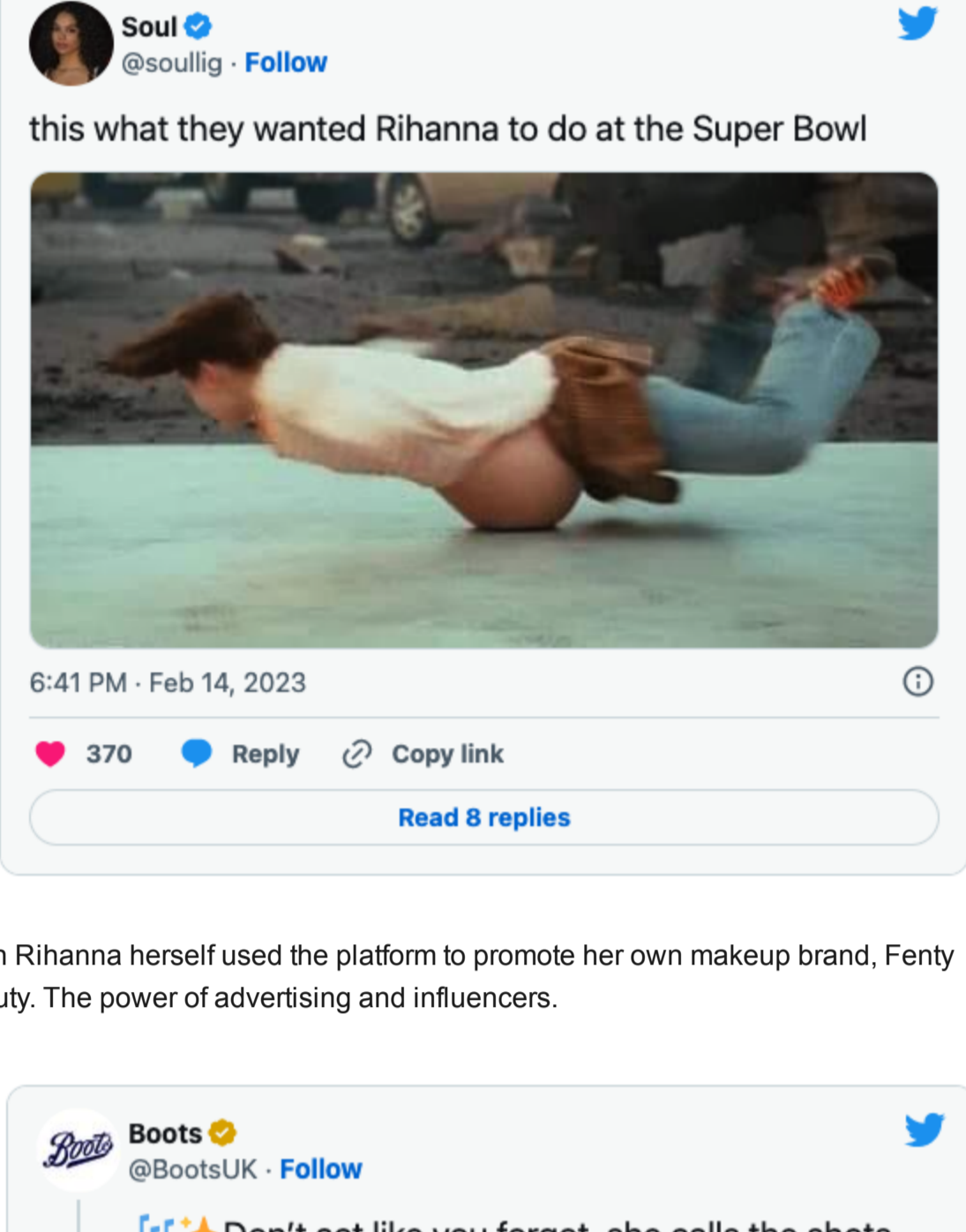
The Barbados singer gave her all during those 13 minutes...

Memes? Viral Tweets? If Netflix crashes, at least we will still have Twitter for entertainment.

Just a little ingenuity and creativity is enough:



Even Rihanna herself used the platform to promote her own makeup brand, Fenty Beauty. The power of advertising and influencers.



Don't forget anything. Instagram makes it easy.

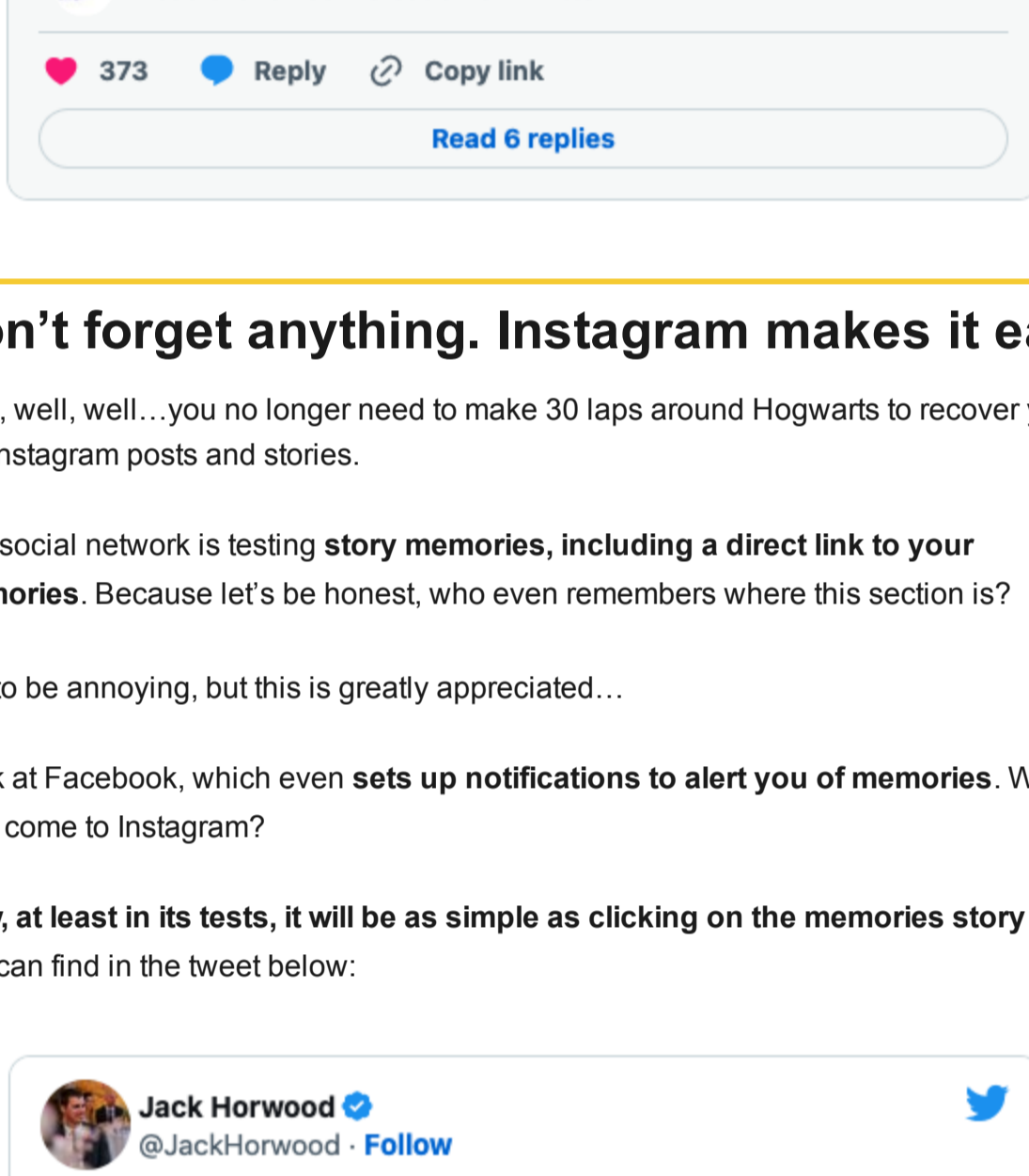
Well, well, well... you no longer need to make 30 laps around Hogwarts to recover your old Instagram posts and stories.

The social network is testing story memories, including a direct link to your memories. Because let's be honest, who even remembers where this section is?

Not to be annoying, but this is greatly appreciated...

Look at Facebook, which even sets up notifications to alert you of memories. Will this ever come to Instagram?

Now, at least in its tests, it will be as simple as clicking on the memories story, as you can find in the tweet below:



Improvements in TikTok repost

Raise your hand if you have reposted a TikTok video, to then not know where the video went or how to delete it... my hand is raised. But I know I'm not the only one.

So this feature, which has been highly talked about, had some drawbacks: Previously, if you shared a video with the repost button, you could not undo the action until you found the video, that is if you actually found it.

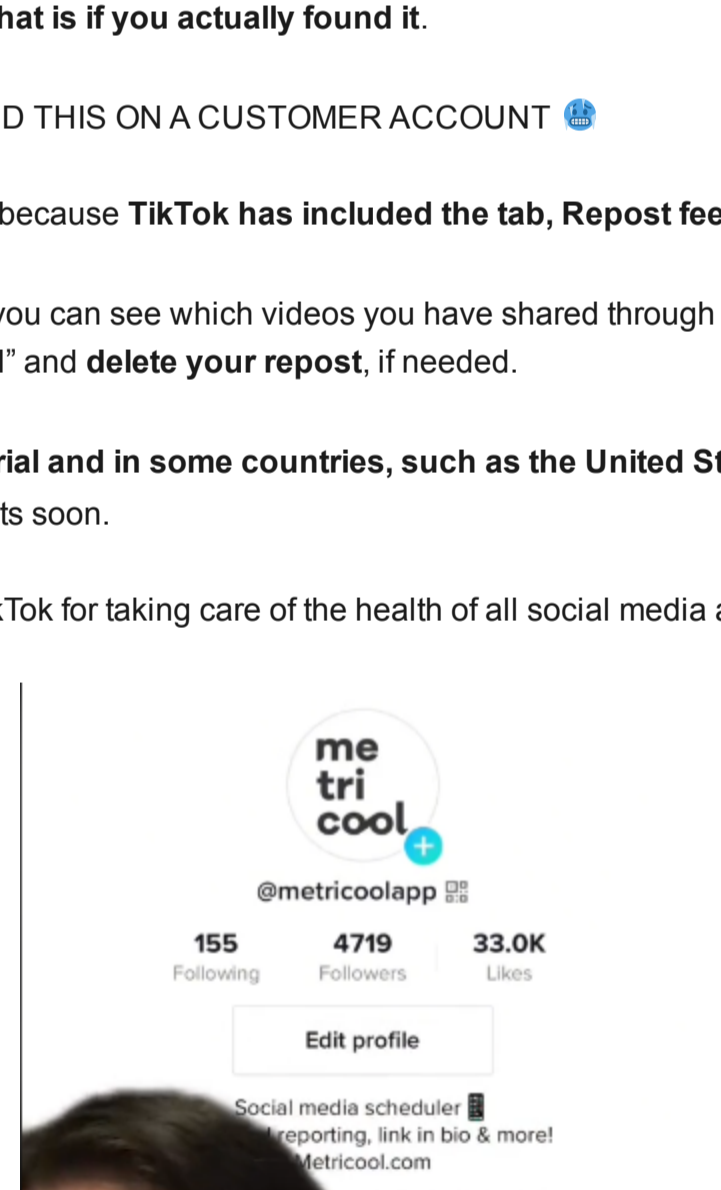
DRAMA IF YOU DID THIS ON A CUSTOMER ACCOUNT

Well, now it's over because TikTok has included the tab, Repost feed.

From here on out, you can see which videos you have shared through this method, have them "under control" and delete your repost, if needed.

It is currently on trial and in some countries, such as the United States, it is expected to reach all accounts soon.

P.S.: Thank you TikTok for taking care of the health of all social media and tiktokers.



More minutes = more fun

Did your 60-second Idea Pin videos feel short? We're in the same boat.

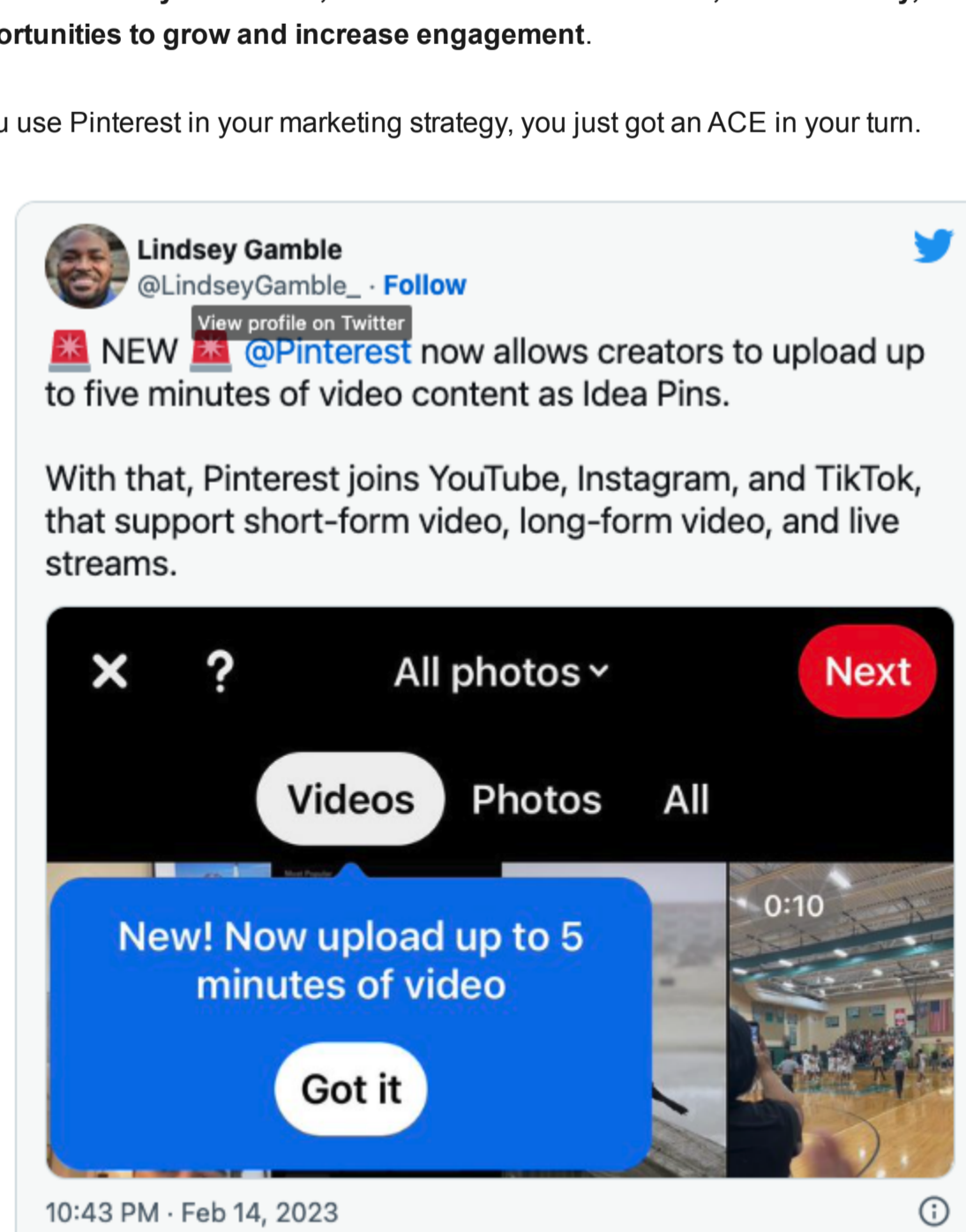
Idea pins are a great solution to sharing content on Pinterest, but such short videos limit the opportunities when it comes to creating.

So, we are celebrating because now Pin idea videos can be up to 5 minutes. Yes, you heard that right. TikTok, Reels, Shorts, get ready because Idea Pins are about to take off.

What does this increase in video length mean for creators?

More time to tell your stories, more seconds to be creative, and ultimately, more opportunities to grow and increase engagement.

If you use Pinterest in your marketing strategy, you just got an ACE in your turn.



YouTube Shorts for everything, even for...

Replying to comments you receive, with a short. BOMBSHELL!

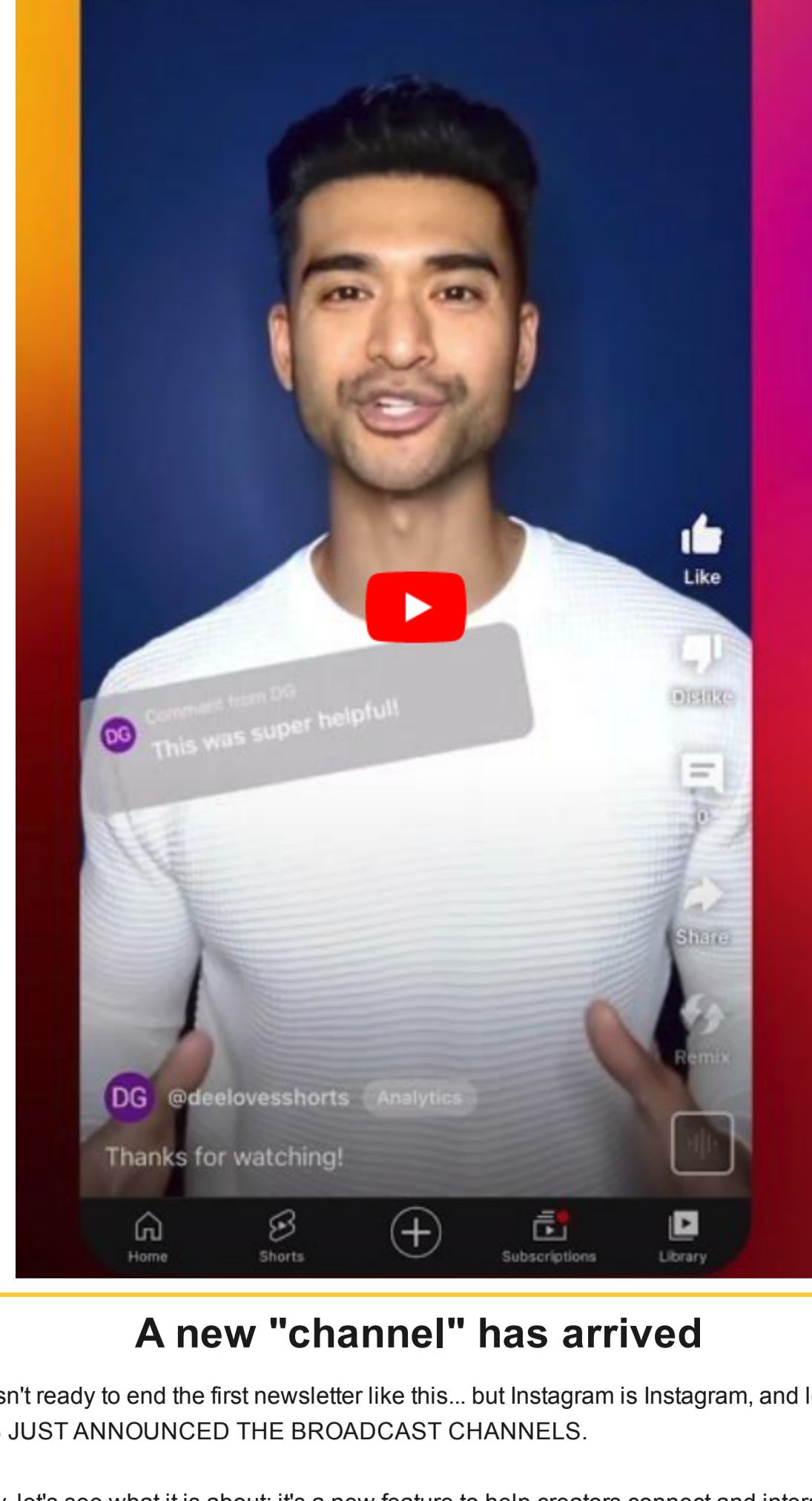
This feature is similar to TikTok's option to reply to comments with videos. Sounds familiar, right?

SPOILER ALERT

YouTube continues to improve Shorts and invest time in rolling out new features. So to clear things up... keep moving forward with your Shorts.

In my opinion, these advantages allow you to continue creating content... and content that REALLY interests your audience. By responding to comments, you can solve doubts and hit the nail on the head.

Come on, if you haven't yet implemented Shorts into your strategy... THE TIME IS NOW.



A new "channel" has arrived

I wasn't ready to end the first newsletter like this... but Instagram is Instagram, and look! IT HAS JUST ANNOUNCED THE BROADCAST CHANNELS.

Okay, let's see what it is about: it's a new feature to help creators connect and interact with their followers in another way.

The content creator enables the channel where they can share everything with their community. Only the creator can share content through the channel, while their followers can react to messages and participate in polls.

It is being tested with some content creators at the moment. Still, this broadcast channel option will probably be available to all users

Any thoughts? Just another feature or a big hit for Instagram?

that's all we have for the first newsletter. As you can see, a week full of news and novelties that have dominated user trends... and it has only just begun.

See you next Sunday with news from the week.

Happy Sunday Metricooler, you're the best!

Carlos, from Metricool.

