I 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 a more engaging way. With the broadcast channels, creators can host live streams, participate in Q&A sessions, and share valuable content with their communities.

In my opinion, these advantages allow you to continue creating content… and content 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.

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

I wasn't ready to end the first newsletter like this... but Instagram is Instagram, and look! It's just the beginning... and there's more to come.

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

More time to tell your stories, more seconds to be creative, and ultimately, more opportunities to grow and increase engagement. So, we are celebrating because now Idea pins are a great solution to sharing content on Pinterest. More pin idea videos can be up to 5 minutes familiar, right?

This feature is similar to TikTok's option to reply to comments with videos. Sounds like a YouTuber feature, but it's a great option to give Instagram creators an edge. What does this increase in video length mean for creators?

If you use Pinterest in your marketing strategy, you just got an ACE in your hand. Idea Pins are a great solution to share content on Pinterest. Did you hear that right. TikTok, Reels, Shorts, get ready because Idea Pins are about to take off.

YouTube continues to improve Shorts and invest time in rolling out new features. What about you? What do you think about this new feature? Is it a hit or a flop? Let me know in the comments below.

If you use Pinterest, you know that this is the name of the cup they give the winner? I sure didn't know that. But I do know that Rihanna was the MAIN character of the trend. If you didn't know, last Sunday was the Super Bowl... and as usual, Twitter blew up.

Twitter was all about Rihanna. If you didn't see it, you missed out on one of the biggest moments of the year. Rihanna wins the Trending Topic award. Did anyone else watch the Super Bowl? Well, well, well...you no longer need to make 30 laps around Hogwarts to recover your beauty. The power of advertising and influencers.

If you didn't know, the Beauty contestants have a beauty pageant. But not everyone is happy about it. The ceremony is set up notifications to alert you of memories. Come on, if you haven't yet implemented Shorts into your strategy... THE TIME IS NOW.