As you have already seen more than once in this newsletter, one of the keys to TikTok's success lies in the features they have added: lives, stories, length of videos...

So far! And one of the latest additions to the network of short videos has been bugged... in an

unexpected way.

TikTok "says goodbye" to TikTok Now

<u>TikTok Now</u> was the feature that the Chinese social network launched last September, in

response to the success of BeReal. This new feature was a copy of BeReal: receive a notification at a random point, and

capture with both your front and back camera what you are doing in that moment. And now the social network is going to put an end to TikTok's BeReal... c'est fini!

Although, with a small nuance as this was launched for some markets as an extra within the social network, an others a dedicated TikTok Now app. So, it remains to be

seen if the decision to "cut for good" will be true in both cases. It looks like the BeReal ripple effect is going down (as reported by the New York Times)... along with other networks that have copied this. Candid Stories, the BeReal of

Instagram, has not yet been launched worldwide... How will it end? Matt Navarra 📀 @MattNavarra · Follow

TikTok is killing its BeReal clone TikTok Now TikTok ... TikTok Now update • We're updating the TikTok experience and are discontinuing TikTok Now. To view your previous posts, go to your Profile > Private Tab > Now Memories. We encourage you to continue sharing your creativity on TikTok through captivating videos, photos, and stories. Thank you for being a part of our community! 5m Hide (i) 10:06 AM · Jun 27, 2023 from Wales, United Kingdom **⊘** Copy link 175 Read 6 replies YouTube launches A/B Testing The video platform is working on a feature after more than one YouTube creator asked for, to improve their video strategies.

This feature is the classic A/B testing that you've probably seen on other platforms

like Facebook Ads, where you launch two versions of the same ad, to see which one worked better.

It's actually **two different cover images for the same video**. And the thumbnail is key to attract visits and video views. As you can see in the screenshot, you can see the test time, the different covers, and the

viewing time of each.

Test finished running on June 20, 2023 at 2:17 PM

But for YouTube, this test isn't two different video versions...

What do you think of this feature, do you want to try it?

Your test report Running time

Thumbnails Watch time Thumbnail 1 Winner 43.2% Now visible to all users

WEEKLY CREATOR Thumbnail 2 27.9% NEWSFLASI Thumbnail 3 28.9% **NEW TEST** DONE **New metric on TikTok** If you are a fan of social media metrics, you already know that here we are huge fans, then you are in luck...

comments, and the number of times it was repeated.

If you click on "Analytics" of the video, you can see the most-used words in the

TikTok now shows a new video statistic, for the videos you upload to the platform.

Look at the example below: 'remote job' is the word used the most times in the comments, with a total of 10 times.

''II 🍮 🔳

Viewers

Video analysis

06/03

Performance

09:30

597K 512K 341K 170K 0 2 0 5 7d Top words used in comments (1) centro comercial recién nacido 3 > plaza norte 3 > lil bro 3 > da igual Retention rate (i) 100% This new metric is very useful for: Finding insights. Understand preferences, if you asked a question in your video. Identify keywords that you can use in your videos.

Snapchat invented them, Instagram turned them into a great resource for content creation, Twitter tried and abandoned them, TikTok is giving it a go... and now Telegram joins.

what it was missing.

This new feature will be the same as on Instagram, or like on any other social network: content posted to your profile that lasts for a certain amount of time. Normally it's 24 hours, at least in the networks that currently have them. However, in

Telegram the user can choose between 6 and 48 hours.

Saadh Jawwadh 🗏

Edit

 $@SaadhJawwadh \cdot \textbf{Follow}\\$

#Telegram announced the stories; similar features to WhatsApp status. As usual @telegram is adding their own touch to it by

giving users the option to choose the expiring time to

story (6 - 48hrs) and Dual camera support.

Saved Messag Photo

Jessica

What do you think about stories in Telegram? Do you ever use this social network?

Stories land on Telegram

One of the star formats across all social networks, Stories, arrives to Telegram. Probably

Watch on Twitter 9:41

Q Search

Chats

W 9:40 wallstreetbets Collection Stocks Memes. 9:38 Digital Nomads Jennie ① 10:13 PM · Jun 26, 2023 Read 2 replies **Facebook expands Meta Verified** Do you remember Instagram's Meta Verified program, to have your account verified? I'll leave you with all the information here With this feature, similar to Twitter Blue's benefits, you can receive verification badges for Instagram or Facebook. That is, after paying for the subscription service. As everything else that comes to Instagram, it usually lands in certain locations first (USA, baby!), Meta Verified has not yet reached all regions. But, as reported on Meta's website, the team is working to bring Meta Verified to all markets. Conclusion? This way of verifying your Instagram and Facebook account is a winner. What do you think, will you buy this verification? We have a date for the "new" Twitter The "war" that Mark Zuckerberg started, with the launch of a social network based **off Twitter,** seems to be solving its equations.

Mark the date on your calendar! Although you already know that in your favorite newsletter you'll have the news... and in our Twitter profile you can find all the information. At least that's what Alex Heath said, editor of The Verge, one of the largest multimedia

We saw the possible name, or at least the name of the project, some screenshots that

And now it seems that the launch date is just around the corner, which will be in mid-

were leaked...

technology news sites.

Alex Heath 📀

competitor

1:49 AM · Jun 24, 2023

@alexeheath · Follow

July, I'm told. It will eventually hook into

Mastodon/ActivityPub but not at first.

theverge.com/2023/6/23/2377...

July.

The Verge Menu +

Now for an update on why Musk and

Zuckerberg readies his Twitter

Zuckerberg are wanting to fight in the first

place: Meta is gearing up to release its Twitter

Meta is planning to release its Twitter competitor in mid

competitor very soon, I'm told. The new, textbased app, dubbed Project 92 internally and potentially Threads externally, is currently planned to come out in mid-July, according to people familiar with the plan. Meta has been courting big-name celebrities and creators to join nitching them on a

(1)

My goodness, Metricooler, lot's of news. I was a bit disappointed with TikTok, because I was one who defended them to lengths end, believing that anything they touched turned to gold.

Read 20 replies

I still don't know what to think about this new social network, what do you think, will it really be a competitor to Twitter? 🤔 🤔. The next few weeks will be exciting. And we'll be here to tell you all about it!

While we are recovering from this setback, I'm already nervous to see (and test) the Meta's

Anniston, from Metricool. P.S.: Even though summer is here, in one part of the pond, the newsletter is still on fire! By the way, do you want me to include a part with references and links of interests? Reply to this email and let me know!

First failure...

new Twitter.

With w metricool

Share it on Twitter Share on WhatsApp via @metricoolapp" target="_blank" style="text-decoration: underline;

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