

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

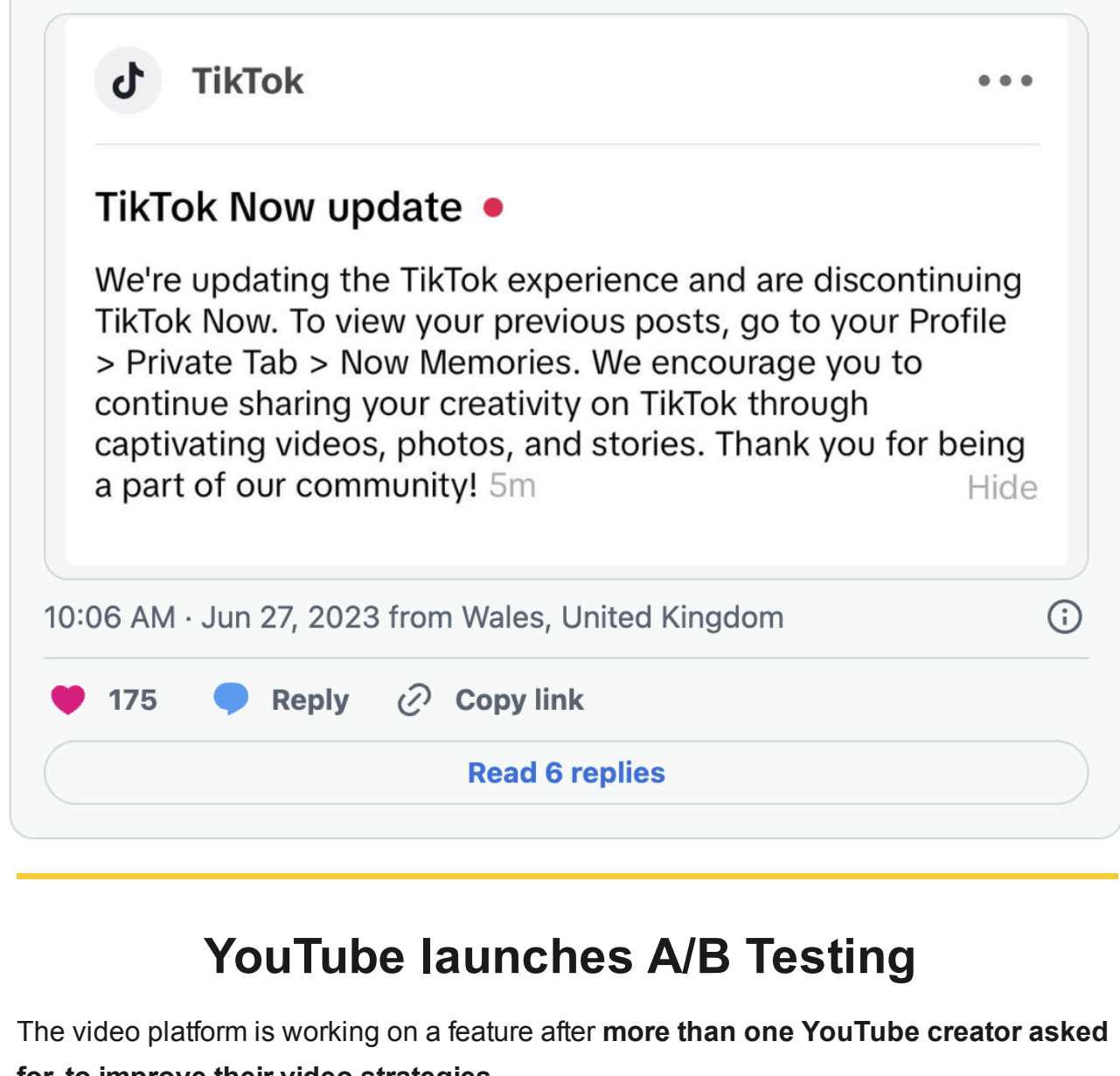
TikTok Now was the feature that the Chinese social network launched last September, in response to the success of BeReal.

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?



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.**

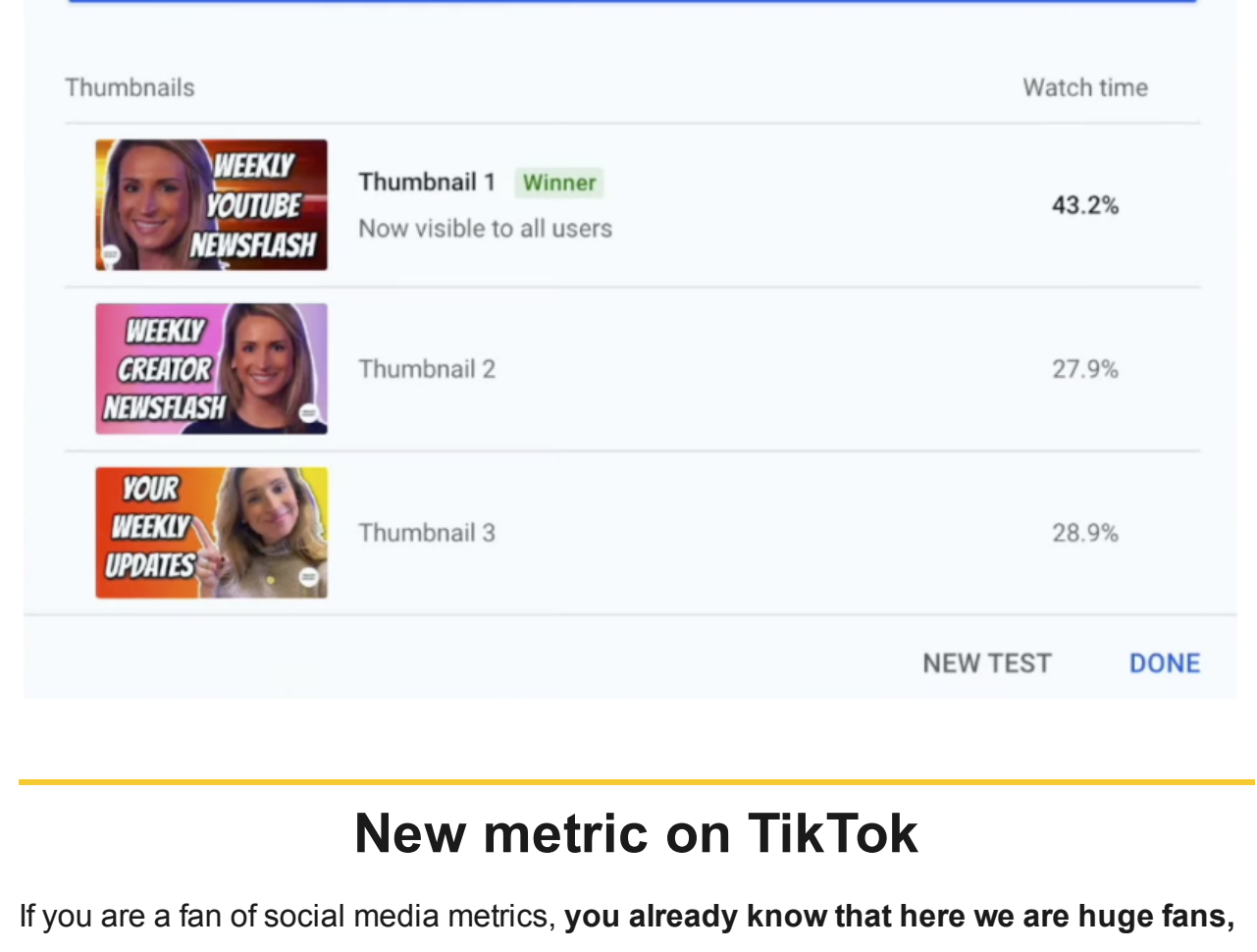
This feature is the **classic A/B testing that you've probably seen on other platforms like Facebook Ads,** where you launch two versions of the same ad, to see which one worked better.

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

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.

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



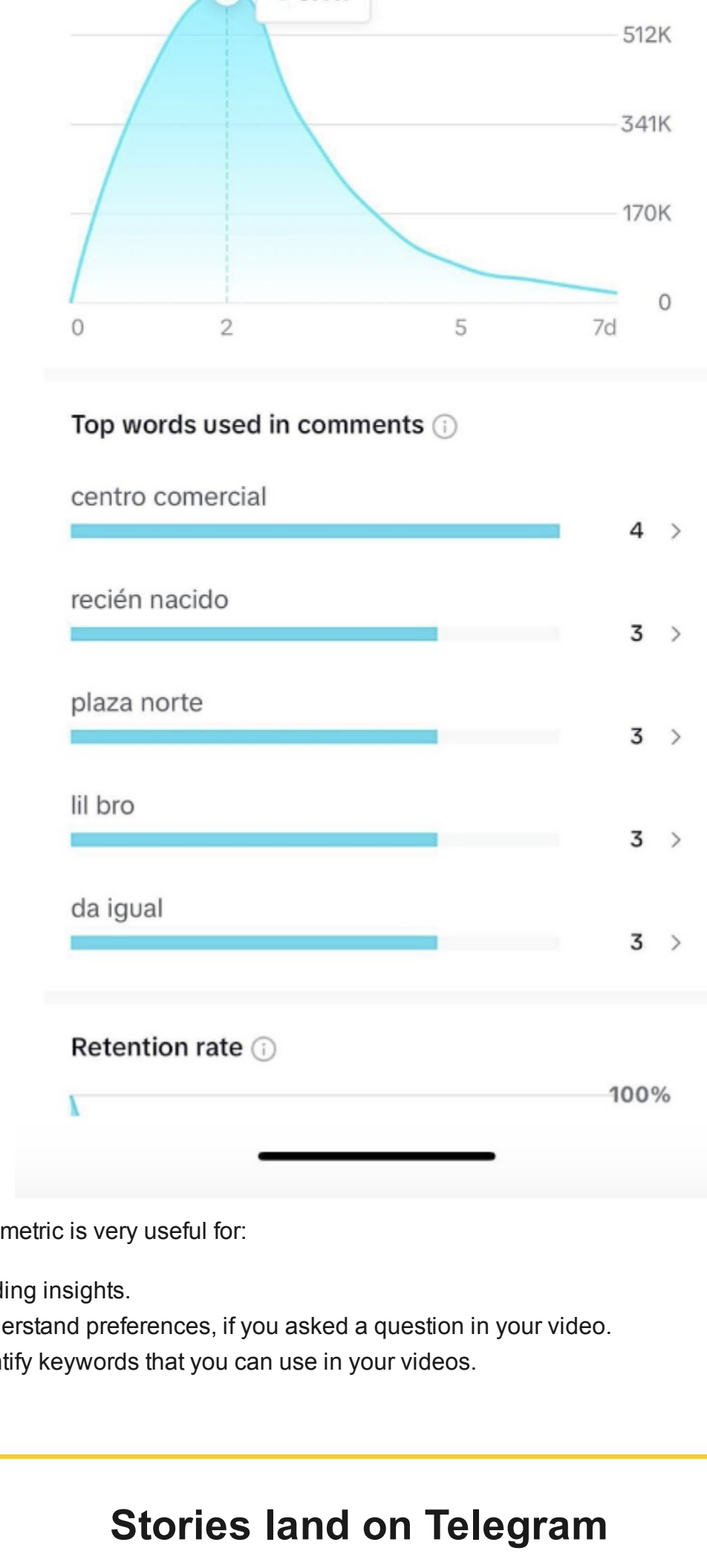
New metric on TikTok

If you are a fan of social media metrics, **you already know that here we are huge fans, then you are in luck...**

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

If you click on **"Analytics"** of the video, you can see the **most-used words in the comments, and the number of times it was repeated.**

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



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.

Stories land on Telegram

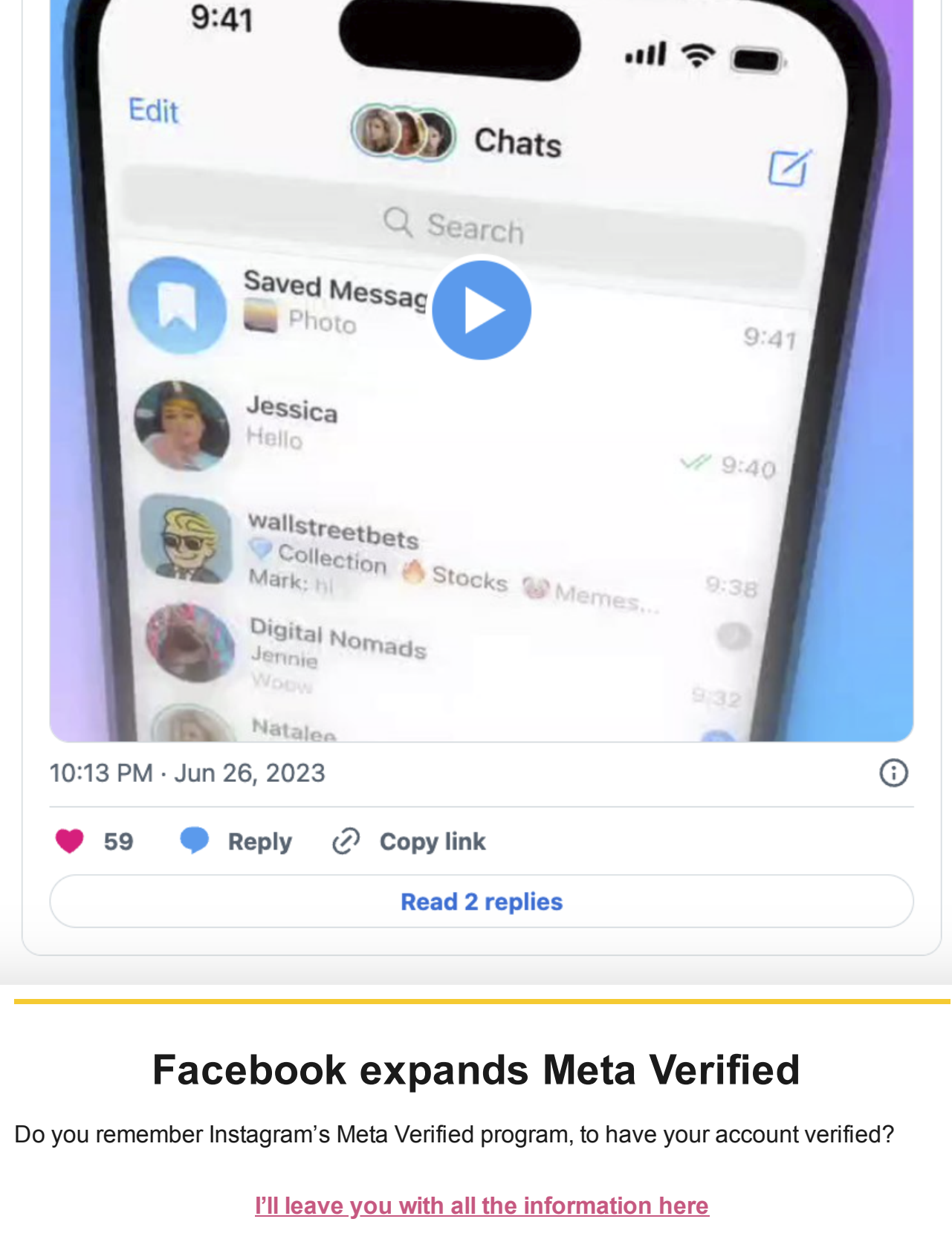
One of the star formats across all social networks, Stories, **arrives to Telegram.** Probably what it was missing.

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.**

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.**

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



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

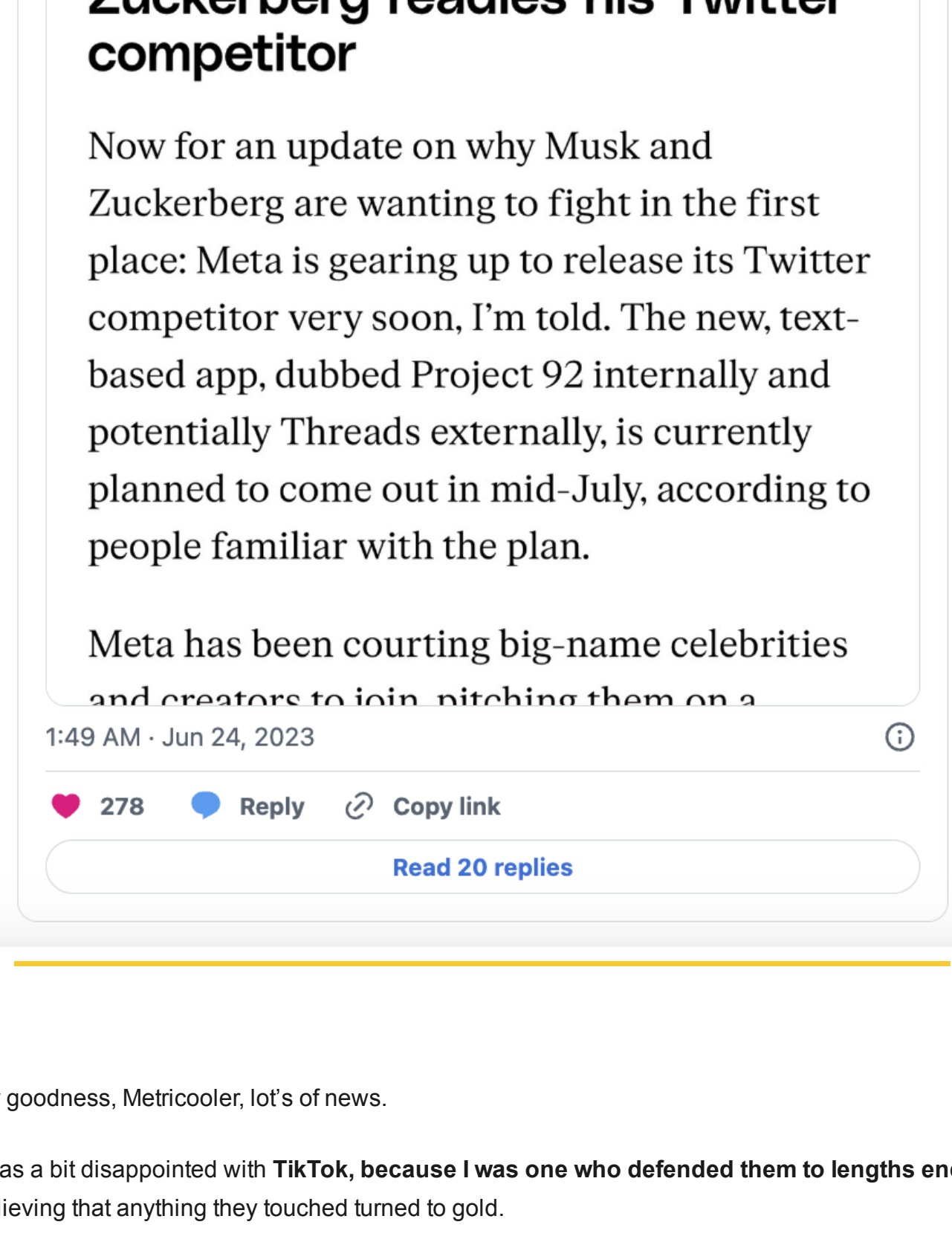
The **"war" that Mark Zuckerberg started, with the launch of a social network based off Twitter,** seems to be solving its equations.

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

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

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 technology news sites.



My goodness, Metricooler, lots 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.

First failure... 😞

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

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!**

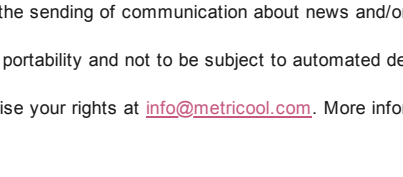
Anniston, from Metricool.

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!

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