



It's been a turbulent week in social media, Metricooler.

Just when it seems all was lost after another weekend of (bad) decisions by Elon Musk... **Meta and Mark Zuckerberg appear**, who would have thought, to save us all.

And to no surprise, **Elon's latest decision shook the social media world, making the CEO a trending topic on his own social network.**

What happened? Prepare the popcorn, the week ahead is promised to be a long one!

Not Barcelona, Twitter 2.0, or Project X... Threads! 🌟

That's the name of Meta's answer to Twitter and also, to be fair, what many social media and Twitter users were waiting for: **an escape route from the social network that Elon Musk is "killing" little by little.**

Threads is **available worldwide from Thursday, July 6, except in the European Union**, where a data protection issue delays its arrival.

If you live outside the EU you will be able to download the app from iOS and Android.

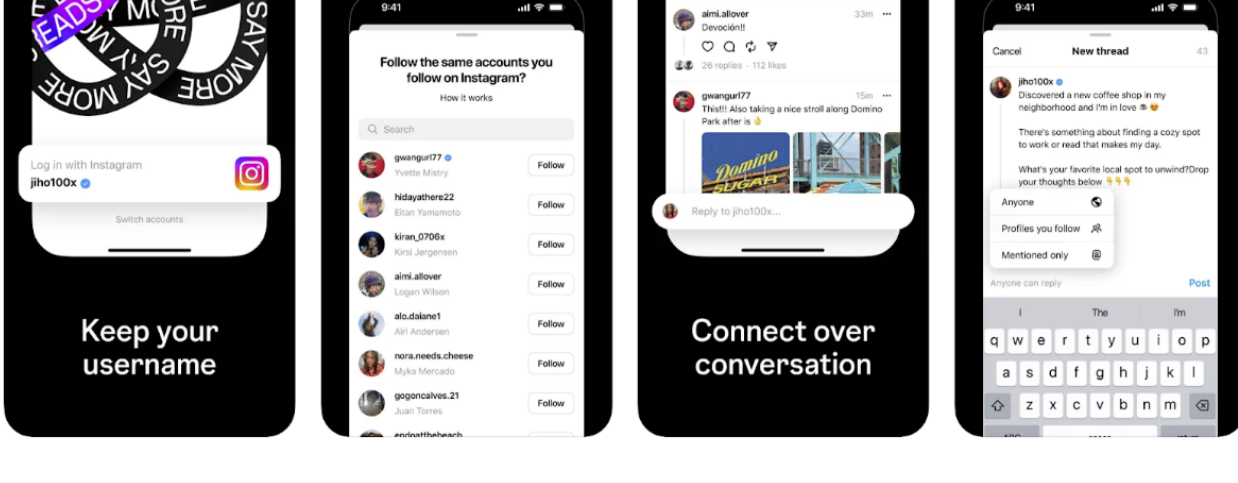
As we have seen over the weeks in this newsletter, Threads is very similar to Twitter: **follow other users, interact, post, share using an icon very similar to the reweet, and private messaging**, that we assume will work the same as on Instagram.

At the moment according to Mark Zuckerberg, **there are already more than 10 million registered users in just 7 hours.**

In my humble opinion, **I think Meta has been perfecting this social network and has held out until the perfect timing.** Meaning, they have taken advantage of the week in which users are most heated with Elon Musk.

And obviously, it has had a very warm welcome. What remains to be seen is if it will fizzle out, or if it's here to stay.

What do you think? Will brands jump on this app?



Twitter sets limits

Metricooler, the rope that holds the relationships between Twitter, or **rather Elon Musk, and its users is more tense than ever.**

So much so that it's about to break.

And it seems to never be enough. After including the paid subscription program, Twitter Blue, and separating the feed using a very questionable algorithm...

Now they intend to apply a limit of tweet reads per day. **Yes, it's true, it has come down to limiting your time on Twitter.**

So the plan is:

- **Twitter Blue** users will be allowed to read **8000 tweets per day.**
- **Unverified accounts** up to **800 tweets per day.**
- **Newly registered and unverified accounts** **400 tweets per day.**



And of course, the reactions have not been slow coming. Although with a somewhat joking tone, it seems that Twitter has its days numbered.



What do you think of this new Twitter update?

Instagram increase number of collaborators

Collaborations on Instagram came to help create collaborative posts on the feed: both accounts and joint posts of influencers have flooded users' feeds.

However, there was a small limit and that was you could only do it with another account, you could not add more than one.

This is going to change from now on: **Instagram expands this number to 3 accounts, that can participate in a collaboration both in feed posts and reels.**

This is good news because if you wanted to make a collaboration with more than one user, someone was left out... and it wasn't really cool.

On Instagram we use collaborative posts to **announce webinars, new features, or other news**, and now with 3 collaborators, this feature will be great for us.



A new Tweetdeck arrives

If you thought we were done with Twitter... **WRONG!**

We have already made note that Elon is going all out to make money, even for breathing on Twitter, and now its Tweetdeck's turn.

Tweetdeck came to the network in **2008 to complement Twitter and so users could schedule content, have multiple accounts, etc.** Little by little the opening of the API has allowed other apps to do the same, as in the case of Metricool.

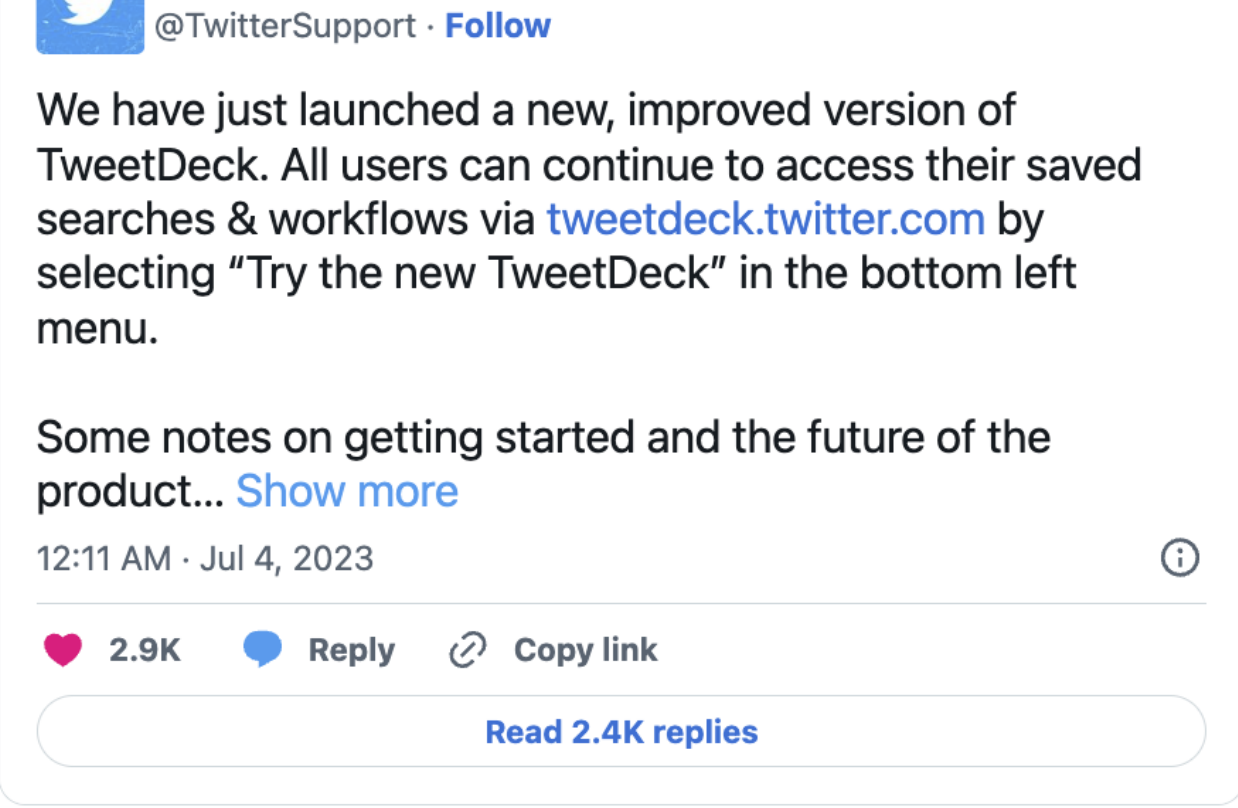
However, in a terrible turn of events (SPOILER: NO), **Tweetdeck is now going to be part of Twitter Blue.** What does that mean?

Effective immediately, if you used this platform to manage Twitter you will now have to pay.

Of course, this "update" include new features on the tool:

- **Save your previous searches.**
- **Allows all types of content** already available on Twitter.

I don't know if these "new features" are worth paying for a verified Twitter account. **But hey, it's Elon Musk's strategies and who are we to criticize them.** 🤡



TikTok gives more money to creators

TikTok Live is one of the most used features on the social network, and **one of content creator's favorite resources.**

And no wonder, because TikTok is working hard to monetize this content in order to attract more creators. **With TikTok gifts**, coins bought by viewers, and a **subscription program**, they are giving full TikTok wealth.

The latest to arrive are exclusive videos for subscribers, which go beyond lives, and allow to interact in a closer way:

- Leave a like.
- Comment on the video.
- Respond to other users.

The social network continues, with the goal of attracting **more content creators to make lives and try to get closer to Twitch.**

Do you think it will be possible or are streamers too focused on perfection for this platform?

This massive week of social media news is over, Metricooler.

Now, the dispute over Twitter users has begun and Meta is going all out. I'm afraid for Elon Musk's reaction, will he back down on his decisions?

He doesn't seem like the type of person that gives up...

What do you think? I invite you to leave your answers in this email and next week we can share it in the newsletter. 🤡

I'm looking forward to reading your thoughts!

Anniston, from Metricool.

P.S.: To watch content creators discuss at first hand their experiences and what they have learned from social media, make sure to tune into this Masterclass next week, which you can find [here!](#)

Bibliography:

- *Threads on iOS: [Download](#)*
- *Threads on Android: [Download](#)*
- *All about Threads*
- *What is Twitter Blue?*
- *Instagram Collaborations*
- *TikTok Lives*

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