

Last week was turbulent and this week was well...more turbulent. Let's dive into what's been happening this week, Metricooler!

Is it called Threading?!

The Threads **hype** isn't stopping and it's looking like the app may be sticking around!

In just one week, Threads reached over **100 million users**, making it the **fastest growing app of all time!** Five days are what it took to achieve this figure. For comparison, **how long did it take other networks to hit 100 million?**

- **TikTok:** 9 months.
- **Instagram:** 26 months.
- **MySpace:** 36 months.
- **Facebook:** 54 months.
- **Twitter:** 65 months.

Threads, against the expectations of many users, has been a resounding download success. But like everything, we'll have to wait and see how it continues to grow or flop.

Why this success? A new social network that always attracts, a format similar to Twitter that is already known and, of course, the anger with **Elon Musk** and his latest decisions.

What is clear is that **Meta** wants more and is already working on improving the app, with words from Mosseri himself saying new features are coming - a Following feed, the ability to edit, multiple account access, post search, hashtags, a web version, a like list, and much more!

I mean, we know that **Zuckerberg goes all out**, which is good news for users! They're atleast working to bring some of the features that users are already needing!



TikTok tests downloads!

The social network of short form video seems to be **finally giving the people what they want** and are going to solve one of the classic problems that users face!

Remember TikTok's watermarked video downloads? You probably know them well.

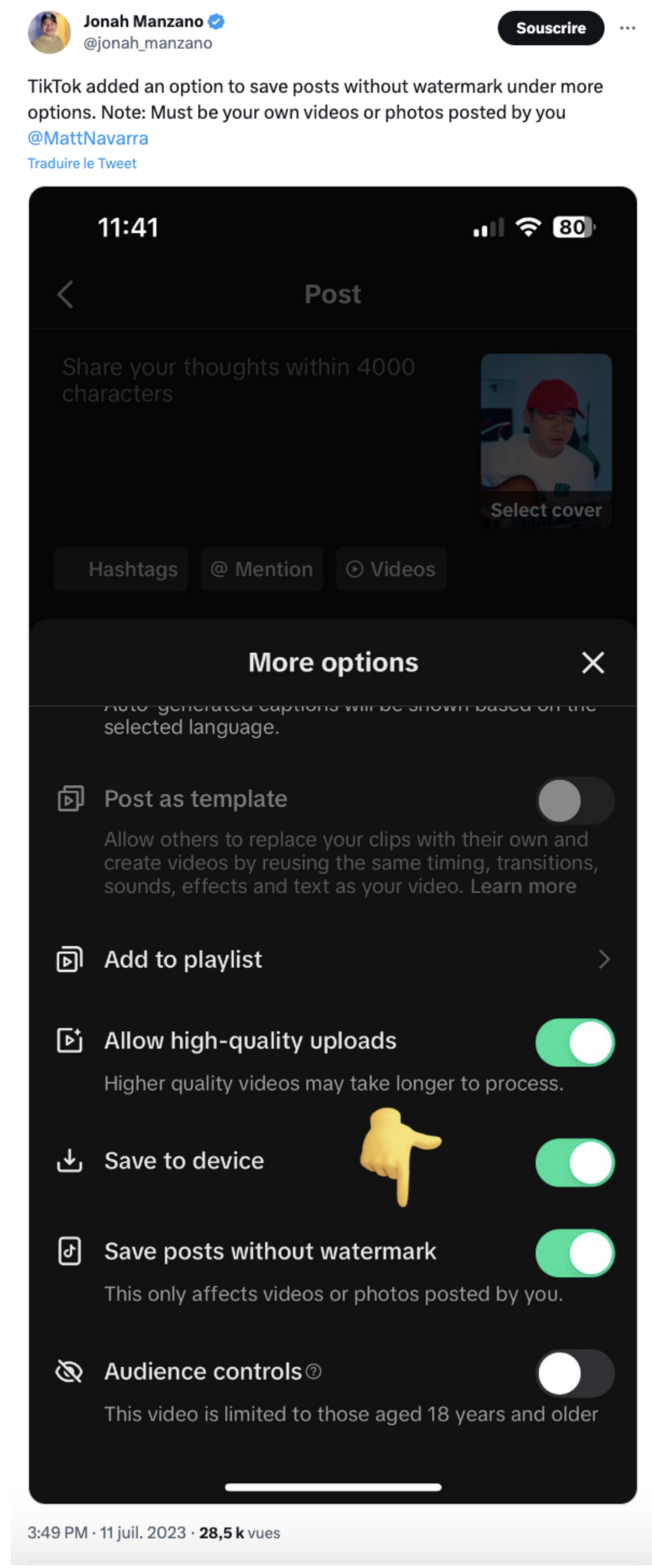
You probably are always on SnapTik or one of the many other websites removing that detail. It seems that this is something that is going to change, because **TikTok is working to include an option to download videos without their watermark!**

But of course, there are exceptions!

Logically, this option will only be available for the videos that you upload, not the ones from other accounts.

As you can see in the screenshot of the accompanying tweet, **posted by Jonah Manzano**, it will be simple: click on options before uploading and save it **without a watermark!**

It remains to be seen if it will also be possible for previously published videos or only at the time of uploading.



Twitter goes after LinkedIn...

LinkedIn has always been the social network for professionals and job opportunities. But it is possible that it has found a competitor... **which is none other than Twitter.**

The social network of the little bird, eager to bring out new features, week in and week out, is working on a feature to publish job offers on profiles. **A feature that has always accompanied LinkedIn!**

While it is true that on any social network you can publish a link to a job offer... But having a section dedicated to this? **That's been LinkedIn's area of expertise.**

As you see in the tweet, it seems that these job offers will **appear just below the profile picture including information** such as the job name and the location of the position.

Is this an interesting functionality? **In our opinion, we aren't sure because Twitter is not necessarily a corporate social network or intended for a professional purpose...** but in this social media world, you truly never know.



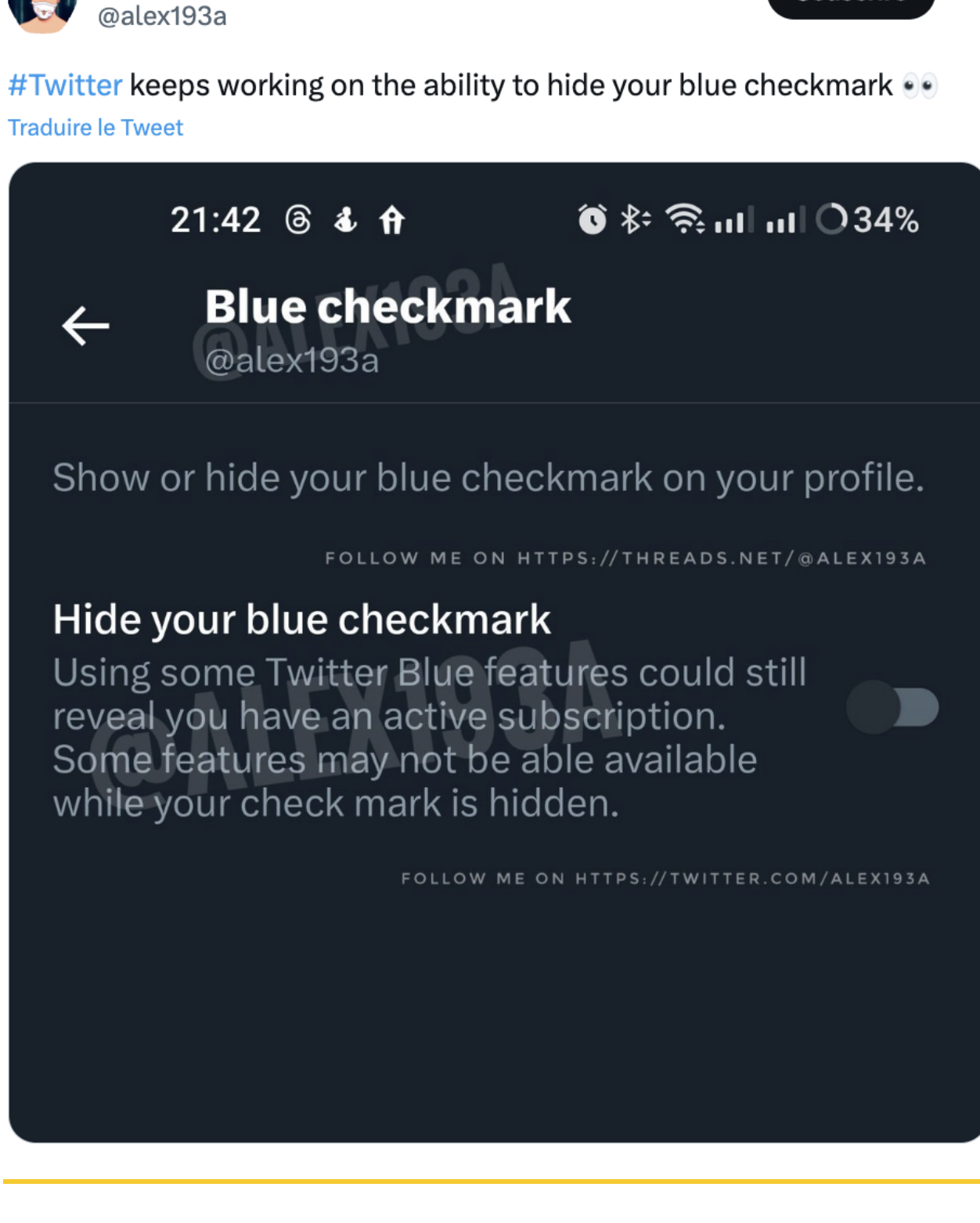
To show or not to show the blue check!

After the debate that arose as a result of **Twitter Blue** and the verification of Twitter accounts, with the latest novelty you won't exactly know whether to laugh or cry...

The social network is working on an option to let the user want to show the check mark on their profile or, on the contrary, hide it.

As you can see in the screenshot of this tweet by **Alessandro Paluzzi**, this option will allow you to hide the check.

Many users wonder what's the point of hiding the check after having paid for it... and honestly I wonder too?



Some quick news before I head out

I know this newsletter covers mainly US news but as our company is Spanish, we also find it important to let everyone know that **Meta Verified** has arrived to Spain!

Big cheers to our Spanish IG account that now has the option to be verified!

And that's a wrap on some of the big news from social networks this week, Metricooler! So much to talk about, and let's face it, even though it's summer, the news never stops.

What do you think about Threads now that it's been out for over a week? Are you excited about the new TikTok feature that could be coming?!

See you next week!

Alex, from Metricool (covering for Anniston this week who's currently park hopping around the National Parks! 🇺🇸).

PS: And in case you miss us during the week, you can visit the news section on our website! Real time information with all the news because not all of them fit in the newsletter.

I recommend you save it in your favorites in your browser!

Bibliography:

- **Threads on iOS:** [Download](#)
- **Threads on Android:** [Download](#)
- **All about Threads**
- **What is Twitter Blue**
- **Download TikTok without Watermark**
- **Meta Verified Instagram**

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