



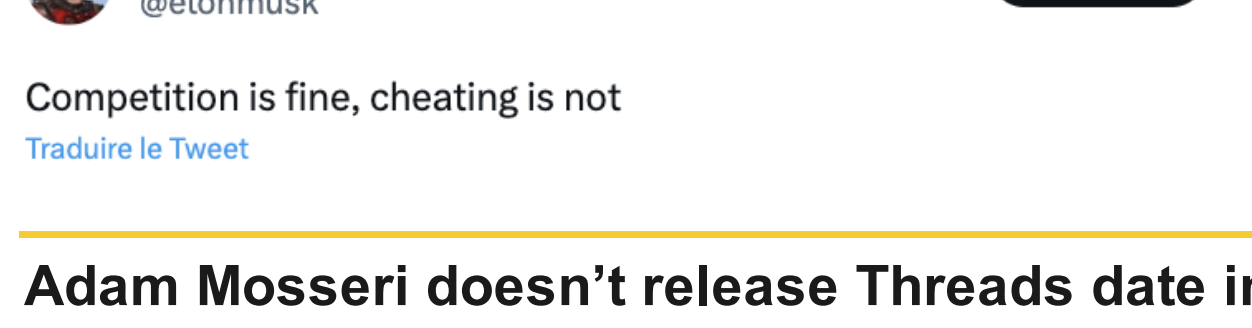
After we saw a record-breaking number of users download Threads, the spotlight continues to be on the new network, while Twitter is left out in the dark.

Unsurprisingly, Elon Musk won't go down without a fight.

Only hours after Threads was released, Twitter threatened to sue Meta, accusing them of stealing their intellectual property, and hiring ex-Twitter employees to create a "copycat" app.

Zuckerberg was quick to squash this, and reported that no one on the Threads engineering team is a former Twitter employee.

The drama continues! And it what we thought was the end, just might be the beginning...



Adam Mosseri doesn't release Threads date in the European Union

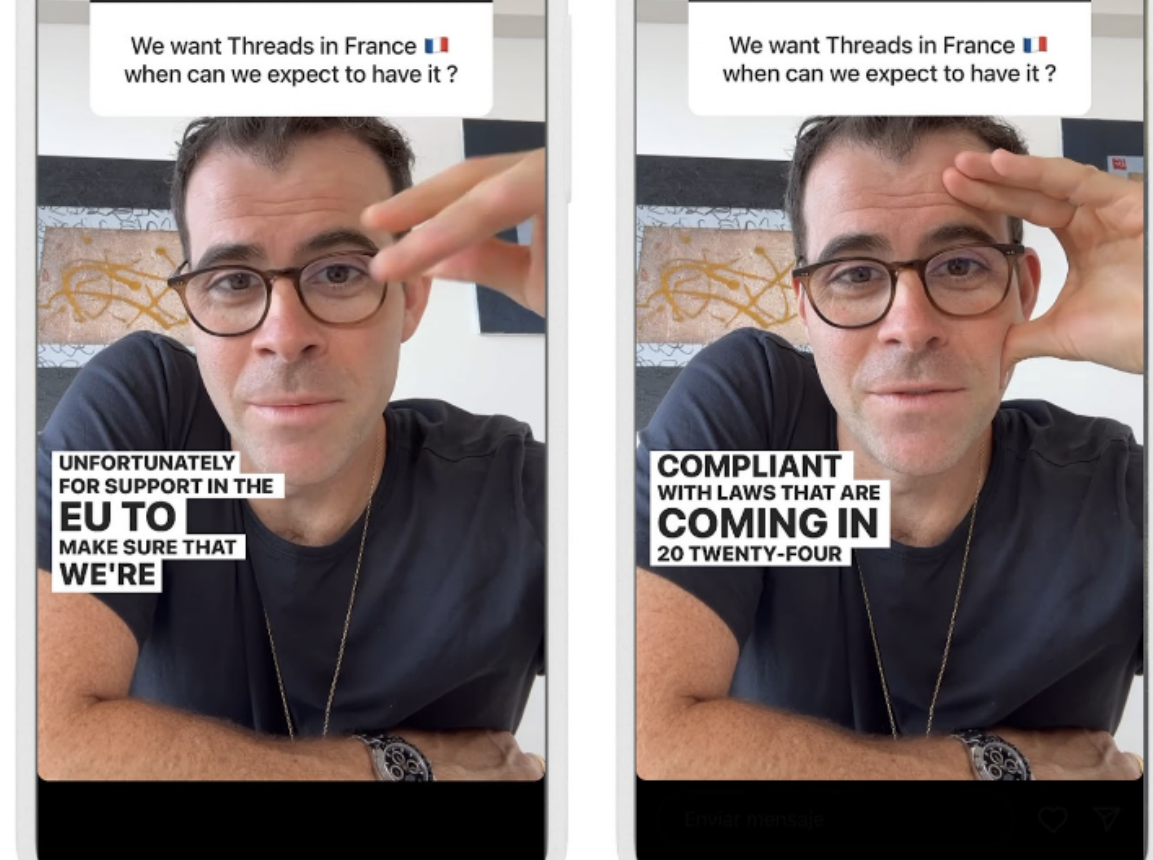
While the US racks up millions of users, the EU still doesn't even have a concrete release date.

A few days ago, Adam Mosseri, Instagram CEO, was asked if the social network would land in the EU and Mosseri's answer was a blunt "NO" with not even a hint as to when it would arrive. We may be looking at 2024.

The reason being, Meta has to agree to comply with all rules, that will come into force 2024. To be 100% sure of this compliance could take several months.

In short, and even in the words of Instagram's CEO, we don't have a date for Threads arriving in the EU.

What do you think of this news? For me it's a bit disappointing 🙄... and above all: brands, creators, and users in the EU will start at a disadvantage if Threads ends up becoming a major social media network.



Facebook prepares a new section

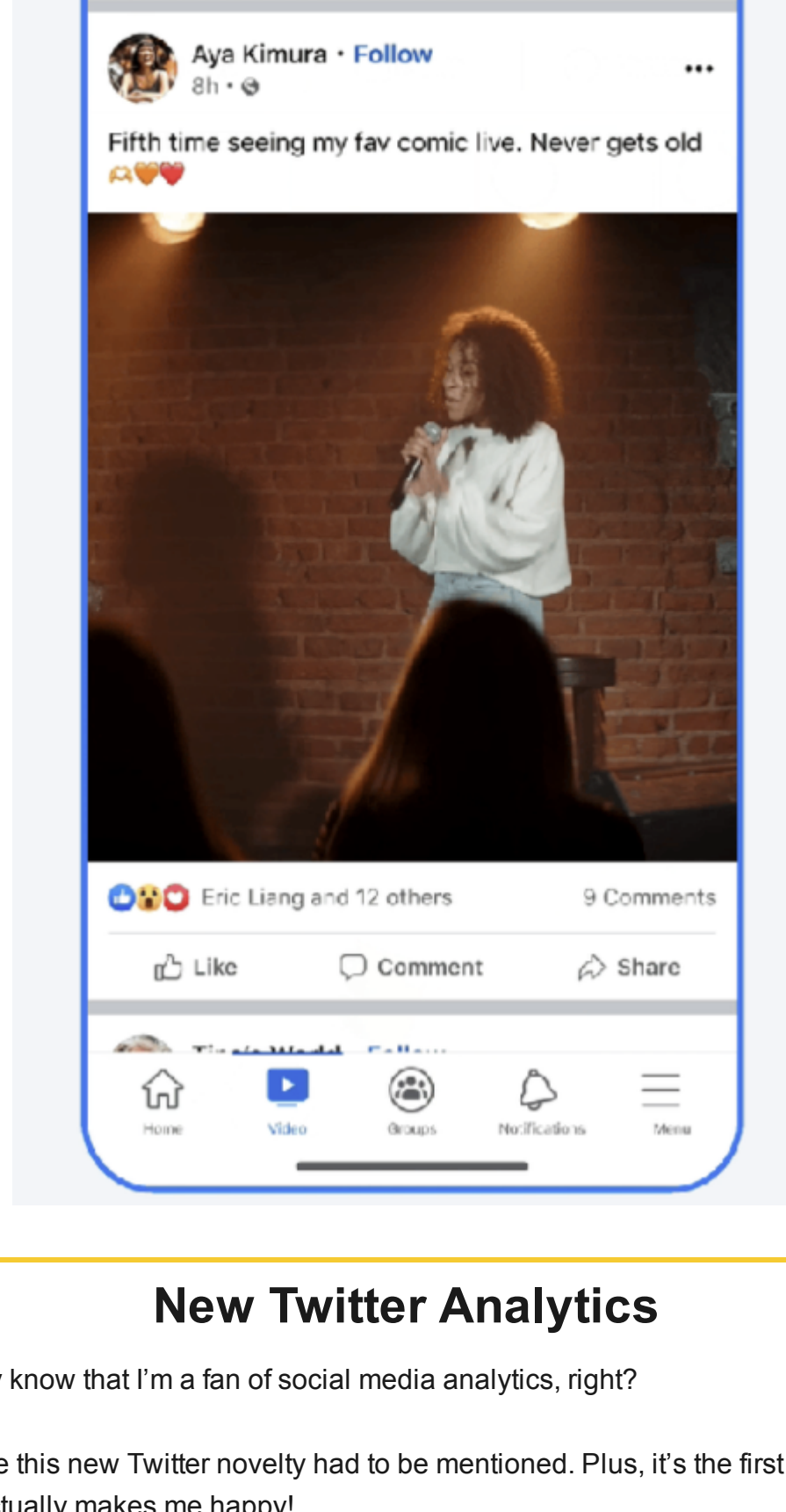
Meta's original social media network is working on a new section on your feed: a video section.

Similar to what they did on Instagram, where both videos and Reels appear in the same section, now the "Watch" tab will transform into the "Videos" tab.

Here users will find all video content of the social network: full-length videos, live broadcasts and Reels.

In addition, in an attempt to 'imitate' TikTok's success, Facebook has even included a "For You" feed in this section. With a similar function: the algorithm will decide what to include in this section based on your interests and engagement.

It seems that the objective is to give more importance to videos on Facebook, to take note if you don't use videos or Reels on Facebook yet!



New Twitter Analytics

You already know that I'm a fan of social media analytics, right?

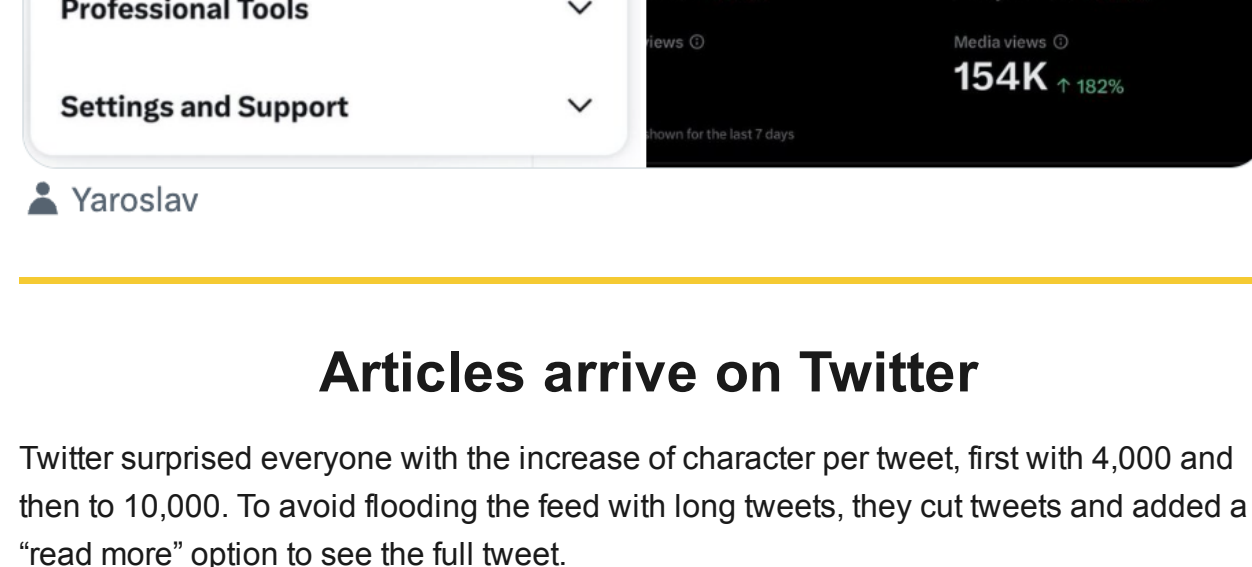
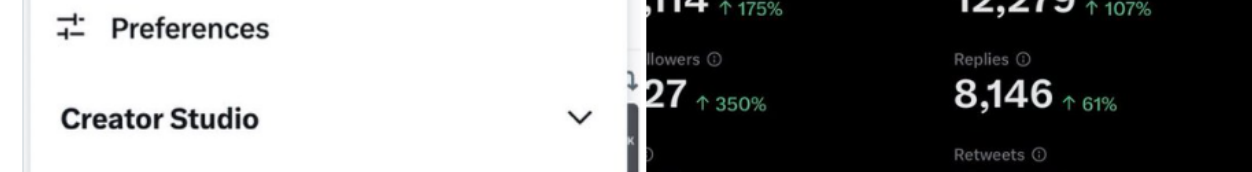
So of course this new Twitter novelty had to be mentioned. Plus, it's the first release from Elon that actually makes me happy!

New powerful analytics were added to the data you see in each tweet.

To see them you have to:

Click on *More options* > *Twitter Blue* > *Analytics*

From here you can see impressions, interaction rate, replies or retweets, among others, in the last 7 days.



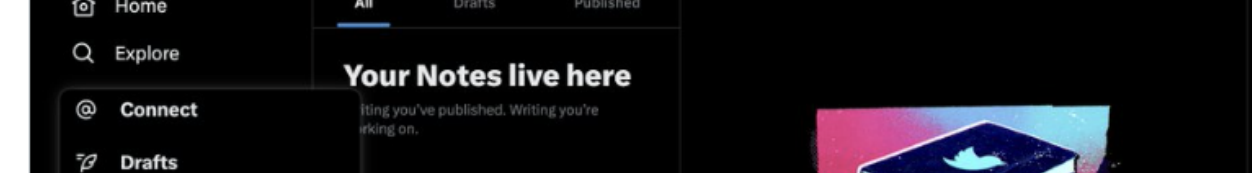
Articles arrive on Twitter

Twitter surprised everyone with the increase of character per tweet, first with 4,000 and then to 10,000. To avoid flooding the feed with long tweets, they cut tweets and added a "read more" option to see the full tweet.

Many users, Blue of course, took advantage of this to create long tweets. And now, Twitter is testing a feature that will be of interest, an article section.

As you can see in the image from Fausto Chou's tweet, it's similar to LinkedIn articles. Long texts that you can create within Twitter and that users can access without leaving the social network.

At the moment, and as shown in the screenshot, it's outside of the Twitter Blue section, meaning it will be available to all Twitter users.



@Twitter quietly renamed #Notes, which was in the experimental stage, to #Articles earlier in the day!

CC to @MattNavarra, @TitterDaily, @TitterTakeover, @jonah_manzano, @512x512, @alex193a, @sarahintampa, @jaypeters



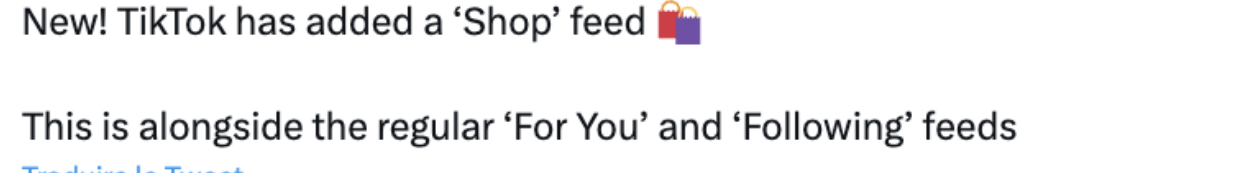
New Feed on TikTok

I never thought this moment would come, but it seems it's closer than ever before: Will it be the end of the "For You"/"Following" pair on the TikTok feed?

TikTok is preparing to add a third member to its feed, TikTok Shop.

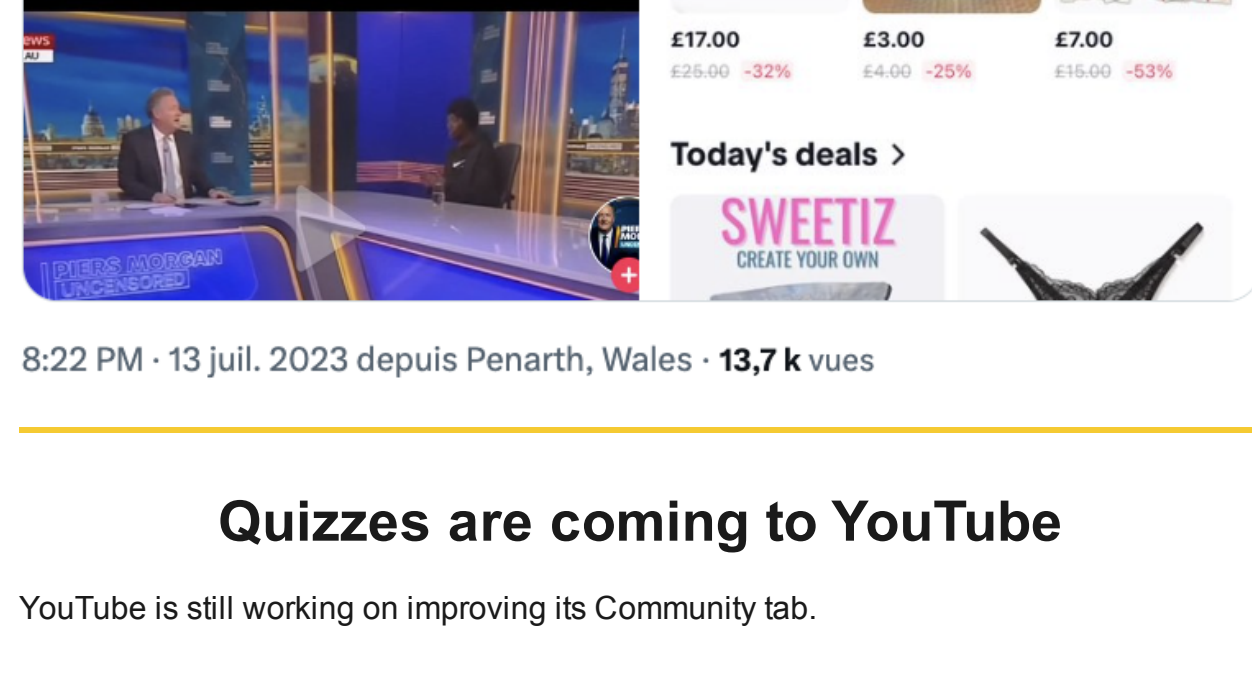
This store already existed in the social network, but perhaps in a goal to attract new content creators, they are making this a priority and testing a new feed.

Seeing the screenshot of the tweet, what we don't know is if the feed will also include videos, or as it shows, a e-commerce platform.



New! TikTok has added a 'Shop' feed

This is alongside the regular 'For You' and 'Following' feeds



Quizzes are coming to YouTube

YouTube is still working on improving its Community tab.

In this section, where you can currently create posts with links, text, images, or videos, users share content that doesn't necessarily relate to the videos, and can be channel information, webinar announcements, etc.

Now, YouTube is going to include "Quizzes", where you have the option to add a question and then up to 4 answers, each with 80 characters maximum.

Finally, you have to choose a single correct answer. If you prefer, you can include an explanation of why it's correct.



BIG news 📢 quiz posts are launching to all devices where Community posts are supported (iOS/Android phones & computers)

creators w/ access to the Community tab can create quizzes & viewers on these devices can engage w/ them!! 🥳

learn more: goo.gle/43kmejP

6:11 PM · 13 juil. 2023 · 56,3 k vues

What another crazy week, Metricooler, Threads just keeps growing, and Elon is getting increasingly angry. Who do you think will win?

Hopefully soon we can have a break from the drama... 🙄

See you in next week's newsletter!

Anniston, from Metricool.

PS: Before I say goodbye, I want to mention that on Tuesday we are launching a new series on YouTube, *Metricool Audit Series!* Make sure to tune in and learn how to best audit your Instagram account, with growth strategist Juan Galán. Sign up [here!](#)

Bibliography:

- [All about Threads](#)
- [How to Use Threads](#)
- [What is Twitter Blue?](#)
- [YouTube Community Tab](#)

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