



Yes Metricooler, Elon Musk has finally done it. He has completed his plan, and Twitter is on its way to making history.

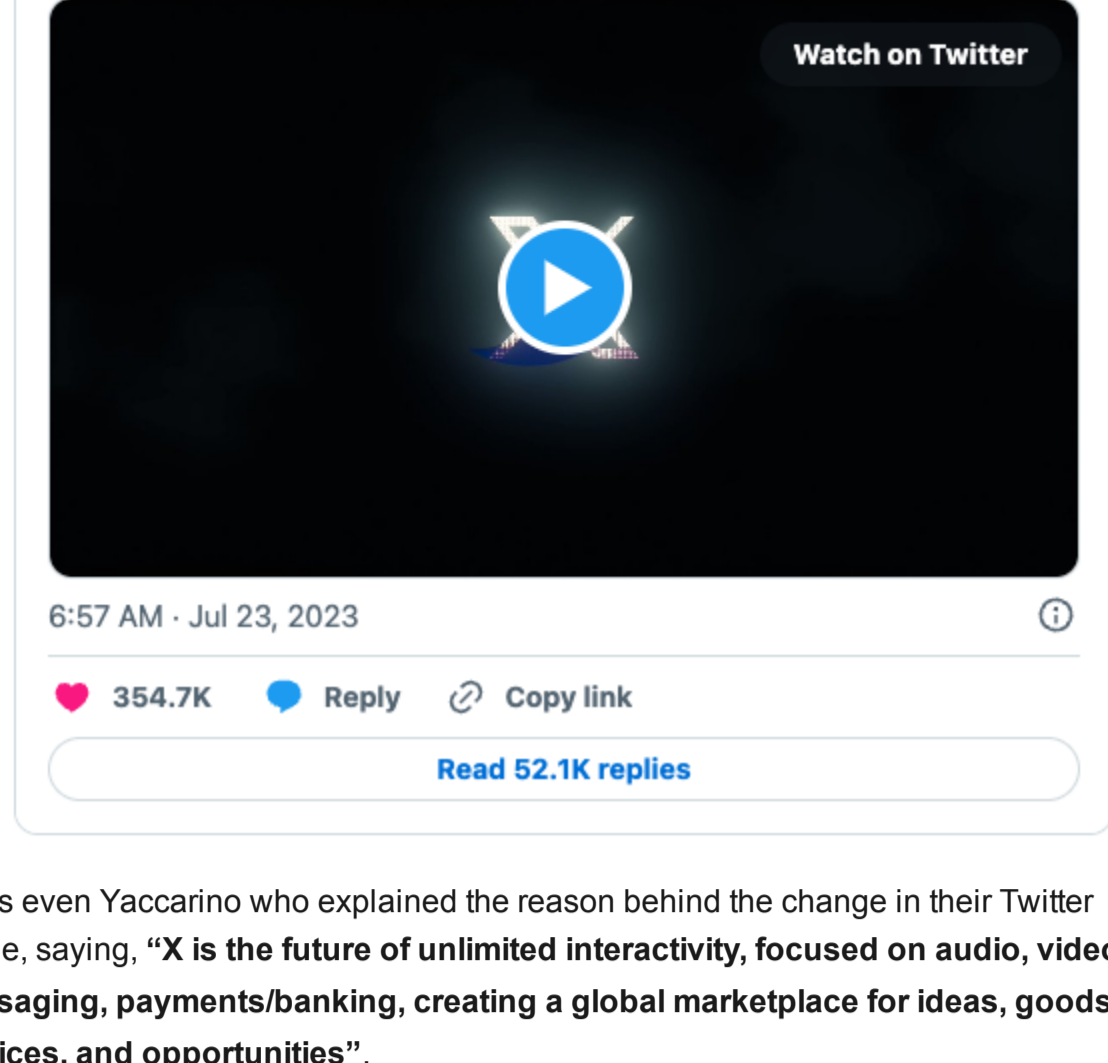
Is this really the end of Twitter? Only the future will tell, but it seems that the epilogue of the social network is being written, as we speak.

A story that has been, without a doubt, the main character of the week and I fear it's going to be a long one...

Elon Musk replaces the Twitter bird with "X"

New image for Twitter! This could be the headline of the week, or month, if it weren't for Threads launch in July.

In one stroke, Elon Musk has erased the corporate image of Twitter, the famous blue bird, and has replaced it with an X. In addition, this has moved throughout the network: as Musk's personal profile picture, in all of Twitter's accounts (official page, business page, etc.), the logo on the desktop version, and even the cover photo on Linda Yaccarino's profile, the current CEO.



It was even Yaccarino who explained the reason behind the change in their Twitter profile, saying, "X is the future of unlimited interactivity, focused on audio, video, messaging, payments/banking, creating a global marketplace for ideas, goods, services, and opportunities".

And it seems that this is just the tip of the iceberg, because according to Yaccarino's publications, in the coming months we will see new features added to the social network: "We've already started to see X take shape in the last 8 months through our rapid feature releases, but we're just getting started."

Elon Musk has finally got his way. First he bought out Twitter, "inkered" with its features and now has changed its name and logo. Are we facing the final days of the Twitter.com domain?



Twitter (X): New features for Blue

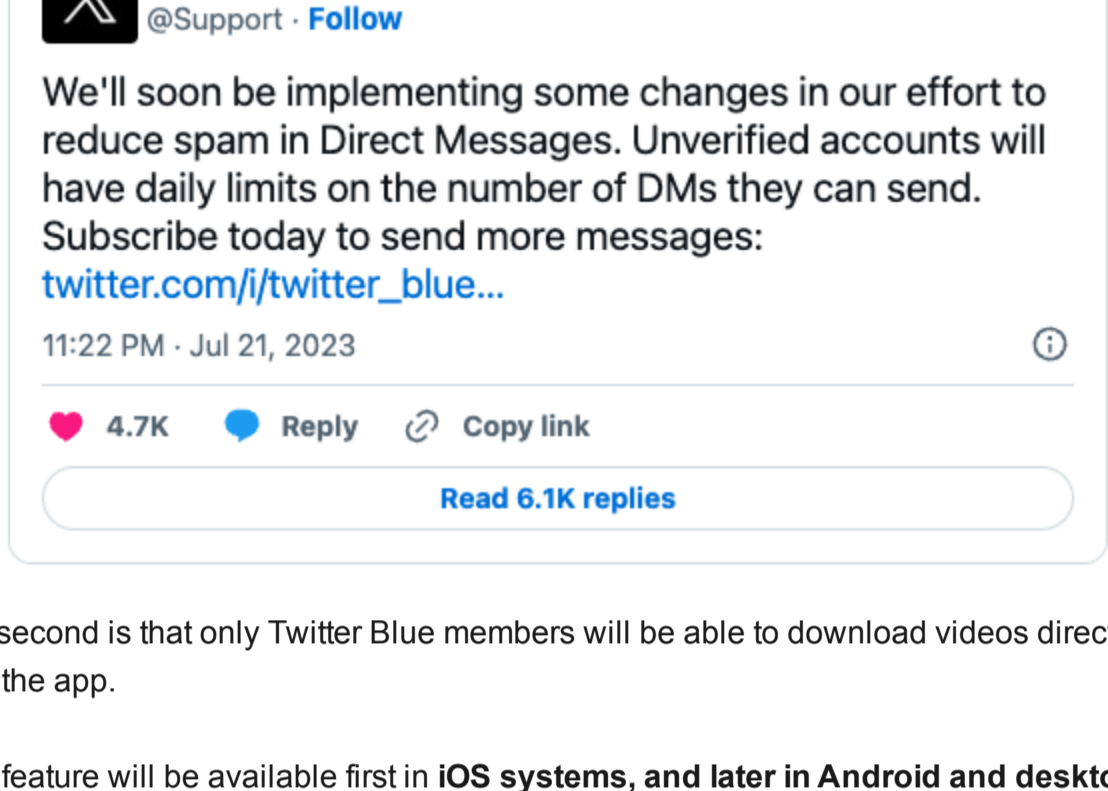
Elon Musk's social network continues with its goal of boosting Twitter Blue memberships. Will it change its name to X Blue? Incorporating new features, the first is that it will limit the amount of private messages that non-Blue subscribers can send.

According to Twitter's Support account, this "solution" aims to reduce the volume of SPAM content.

This limit will be applied on a daily basis to those who don't pay for the subscription.

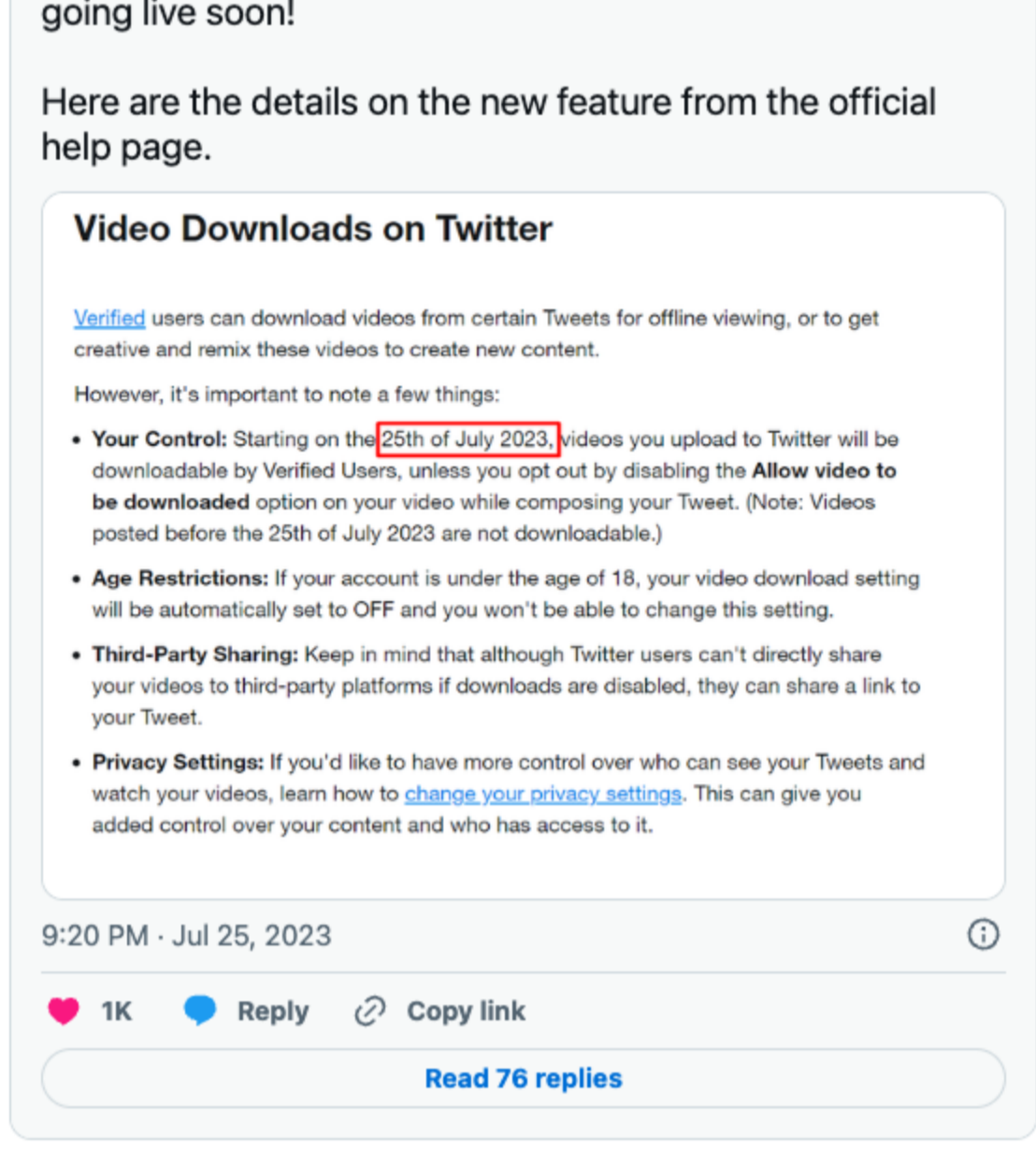
However, as of now, it hasn't been officially announced how many messages they will be able to send, so we still don't know what the limit will be.

It should be noted that Twitter DMs are the widespread form of communication between users and brands. With this limit, we will have to see how this affects the close "relationship" with the community of followers.



The second is that only Twitter Blue members will be able to download videos directly from the app.

This feature will be available first in iOS systems, and later in Android and desktop versions.



TikTok prepares the arrival of text posts

You already that I love TikTok for their clever eye in releasing new features on the social network.

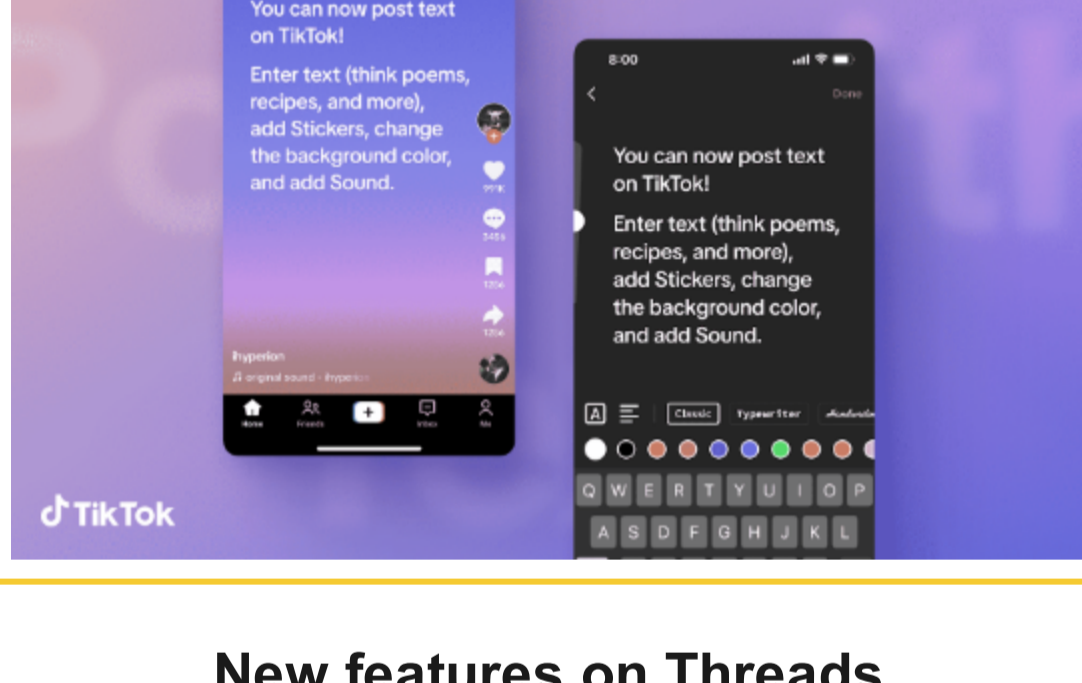
But with TikTok Now, their version of BeReal, it fell off quickly, and now I'm not fully behind this investment.

TikTok Text posts have arrived to the social network, a way to share content to accompany videos, photos, stories, or Lives.

Looking at the images TikTok promoted on its website, this format is very similar to adding text in Instagram stories. You can even add stickers, change the background color, and include music, among other options.

As of now, there isn't any news of how we will be able to interact with these posts. However TikTok will allow user mentions, so it will surely have the same options as a video on the app.

What do you think about this feature? Did you expect this to come one day?



New features on Threads

The rise of Threads in the first week of its launch, expected or not, has caused Meta to work in adding new features to maintain the "hype".

And so, they have gotten down to work. Get ready for some twists to come:

- First: "For You" feed is added.

Exactly the same as it is on TikTok, and of course, on Twitter. Thus, it will divide the content into the "For You" page with recommended posts according to your interests, and the "Following" page will show content from those accounts you follow in chronological order.

- Translated content.

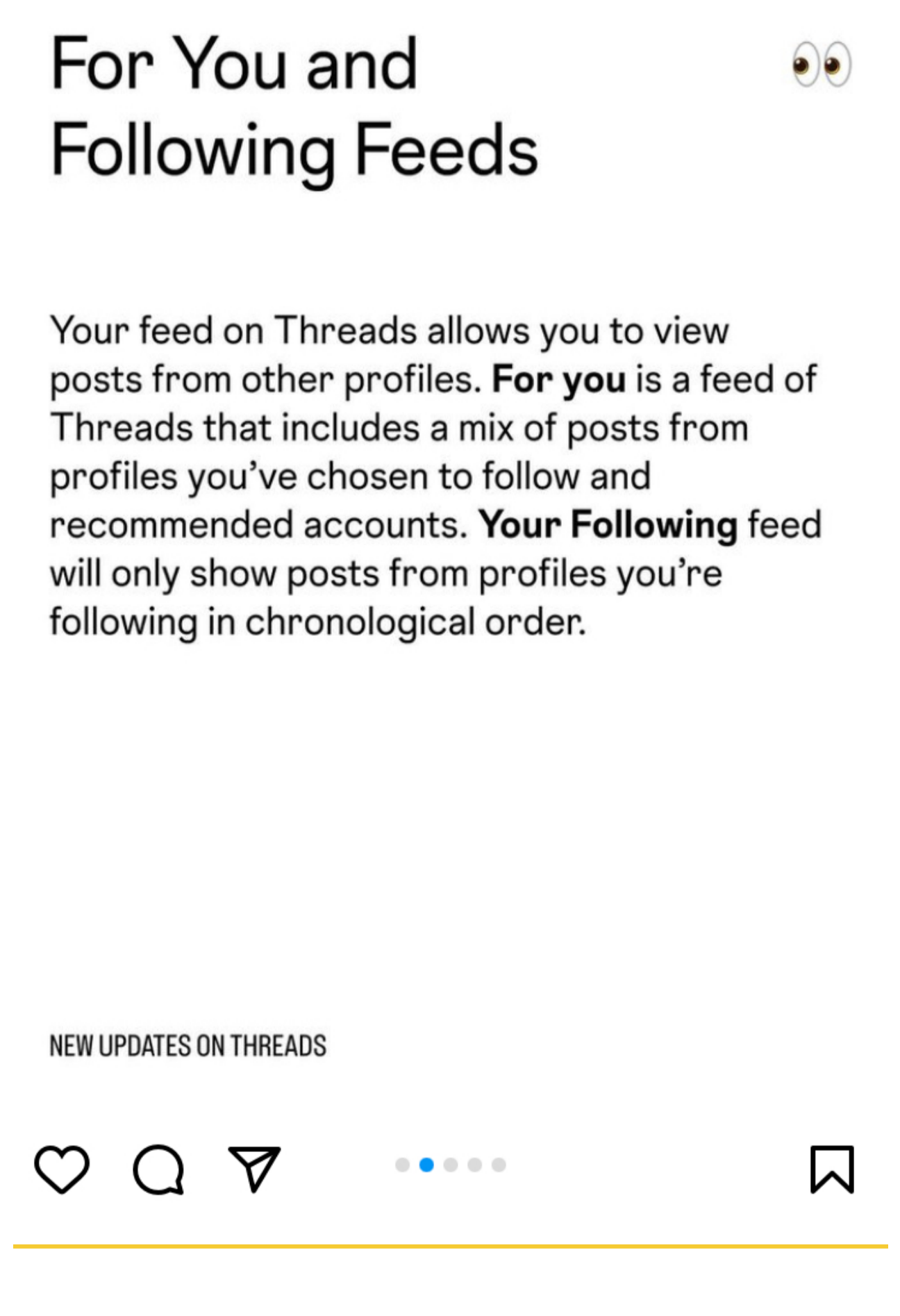
Posts will be automatically translate inside the feed, from the original language it was written, into the preferred language of the user reading it.

- Categories, follows, and private accounts.

Lastly, Threads has news about the notifications, where the user can filter to see followers content, quotes, or reposts.

As for followers, the app will include a follow button in your followers list to facilitate the "followback." Private accounts will also have the options to accept all follower requests at once.

What do you think of these features? I think that Meta is working along the right lines, as these are features that other social networks already have which allows users to adapt to easily.



Well Metricooler, if you thought it was going to be a chill July, the social networks have taken it upon themselves to show otherwise.

What do you think about the Twitter change? Do you think people will continue to call it Twitter or will we adapt to "I follow you on X"?

We will see what he comes up with next week...

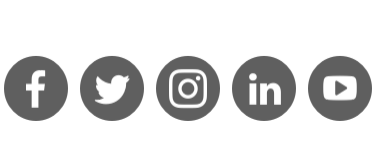
Anniston, from Metricool.

P.S.: Remember that you can respond to this email and let us know news that, I hope, we haven't forgotten. Or feel free to leave suggestions, comments, or just say hello! 😊

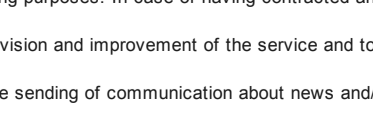
Bibliography:

Statements from Linda Yaccarino, Twitter CEO Direct Messages on Twitter

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