



Metricooler, short videos are the hit of social media networks.

If they aren't on TikTok, they are on Reels, and if not... on Shorts. **Have you ever uploaded a Short?** The truth is I'm GUILTY of spending hours on YouTube watching these videos, plus the algorithm has me hooked because it shows me exactly what I want to see.

In Metricool we have this content in our YouTube strategy and with **these new features, it has us jumping for joy.**

But Anniston, what happened?

Well, Shorts is determined to make you forget about TikTok by giving more power to these videos on YouTube.

Shorts strikes back with new features

Google has gone all out, which could be the whole summary. **And I'm not lying, glue yourself to the chair because Shorts is going all in:**

The standout novelty is the possibility to turn a YouTube video, **which is usually in landscape, into portrait, the Shorts format.** I mean, wow, right? To me, I think this is pretty amazing.

Instead of having to edit the video with an external app, **which you almost always have to pay for, or worse, record the video again,** this option will be your savior.

This is the hottest feature that Google has brough... but the others aren't far behind:

- **"Collab" arrives to "imitate" the 'Duo' feature,** and thus activities the ability to record yourself reacting to another Short, while sharing both screens.
- **Stickers will be available for Shorts, as they work on IG Stories,** including the question sticker: users can ask any question and you can answer this with another Short.
- **Lastly, the grand 'hit' on YouTube is that you will be able to broadcast live in Shorts,** as TikTok Live allows: vertical format and reactions via a chat.

It's going to be difficult to take away TikTok's throne from short videos, and the again there's Reels. However, it's certain that Shorts is doing a good job of choosing standout features for content creators.

But, will youtubers like it? We'll keep our eyes peeled!

YouTube Works with AI

The social network is working on creating text summaries for videos by using Artificial Intelligence to auto-generate the text.

The truth is that this news leaves me a little cold. **Has YouTube realized that the retention time is better in videos?**

Although, according to the platform themselves, it takes another route. **According to the statements on their website, the goal is that you would quickly read the summary and decide if you want to watch it or not.**

At the same time, they have confirmed that these summaries will not replace the descriptions, which will continue to be provided by the content creators and help the SEO of the video.

What do you think? **Will this be good for content creators if a user can just read the video summary without needing to watch it?**

Elon Musk continues to move forward with 'X'

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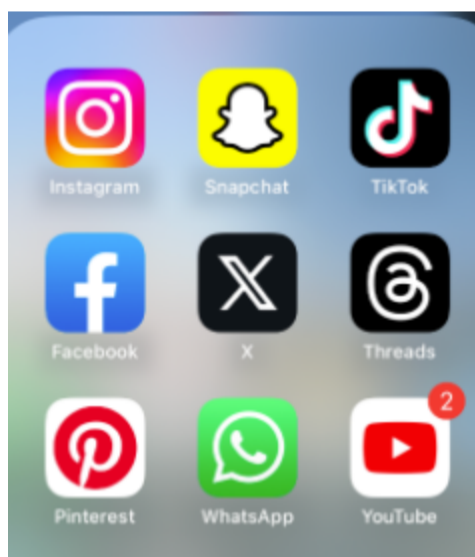
This week Twitter users **have said goodbye to two of the most classic features from the social network with the blue bird.**

Per usually mentioned in our weekly newsletter, the person behind all of this is Elon Musk, **that continues with his goal of leaving Twitter's identity to oblivion and transform everything into 'X'.** His life-long dream.

What has changed this week?

The first was at the beginning of the week, when the app was changed across all mobiles and portable devices. The original logo with the blue bird and the name no longer appear. The nice, nostalgic Twitter app as we've known, has now been replaced with a loud 'X' symbol.

Of course, **if you are as nostalgic as me, you have the option to switch it back to the old logo and name on the app, available for iOS and Android.** (Link on how to do this in the bibliography).

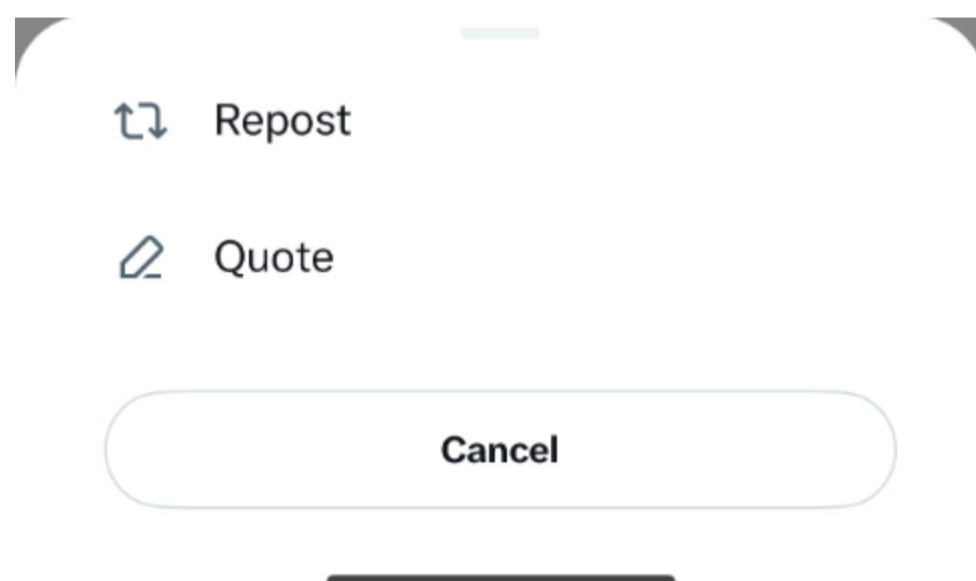


The second change is that we no longer have Twitter's classic, **"retweet"** and **"quote tweet"** buttons.

Two Twitter foundations, with which you could share another persons tweet on your timeline, or quote another tweet adding your own ideas.

He's not trying to fool us, it's just that Elon wants to eliminate all traces of Twitter.

"Retweet" has been changed to **"Repost"**, just as on Instagram, (the copying in social networks is too much) and **"Quote Tweet"** is now just **"Quote."**



No date for Threads web version

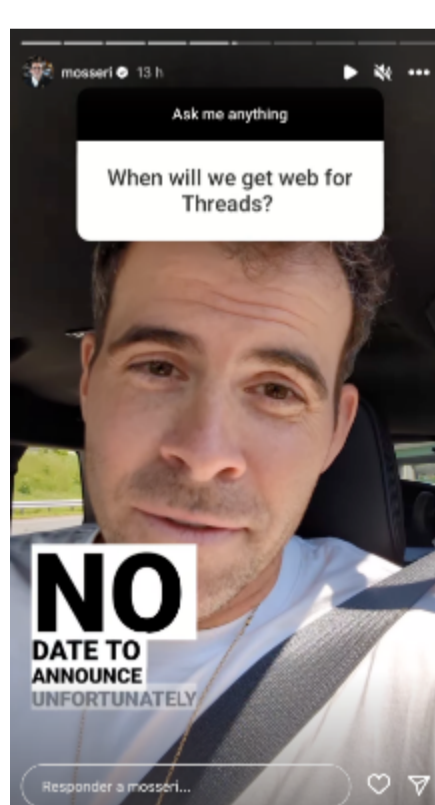
After an **unprecedented start in which they reached 10 million subscribers in just a week,** the ripple effect has slowed down tremendously. Now Threads is in some trouble.

CNN reported that their **daily user count has dropped by 82%,** and when people are on the app, they are spending less time on it. What once was an average of 19 minutes spent scrolling on the app has **dwindled down to just under 3 minutes.**

It also doesn't help that the web version is on standby.

CEO of Instagram, **Adam Mosseri, confirmed in his stories that they still don't have a release date for Thread's desktop version.** With no date for threads to launch in the EU or the website version, and no information about API use for third parties... this continues to limit the apps possibilities.

We will have to see how many users react in the coming weeks to reach a conclusion about the future of the social network. **Will it be the definite alternative to Twitter or a new ClubHouse case?**



Metricooler, I'm not kidding when I say I can't wait to try out the new Shorts features. **Will it manage to take content creators away from TikTok? Or even Reels?**

The only thing that's certain right now is that we've already passed July... the year is flying by!

I'm going to miss the retweet button... Elon, stop please!!

Anniston, from Metricool.

P.S: And to leave off, a little bit of self-promotion, with love. Along with with newsletter, we are also keeping up with social media news through our [Social Media Blasts](#), found on our blog. Check it out!

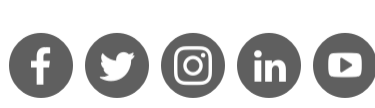
Bibliography:

- [New features on YouTube Shorts](#)
- [How to change the Twitter logo back to the classic blue bird](#)
- [New Threads features](#)

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