



The social network has always been known for saying, "what's mine is mine and no once else's."

And that is, if you want to share a video that you uploaded to TikTok across other platforms, you need to do so with the watermark from the social network. As you probably know, the username and the TikTok logo appear in the video.

This meant two things: If shared to say, Instagram, they would reduce the reach of the Reel and also, seeing the TikTok logo on the screen took away from the video.

The solution has been to use external sites to download videos without the watermark, until now...

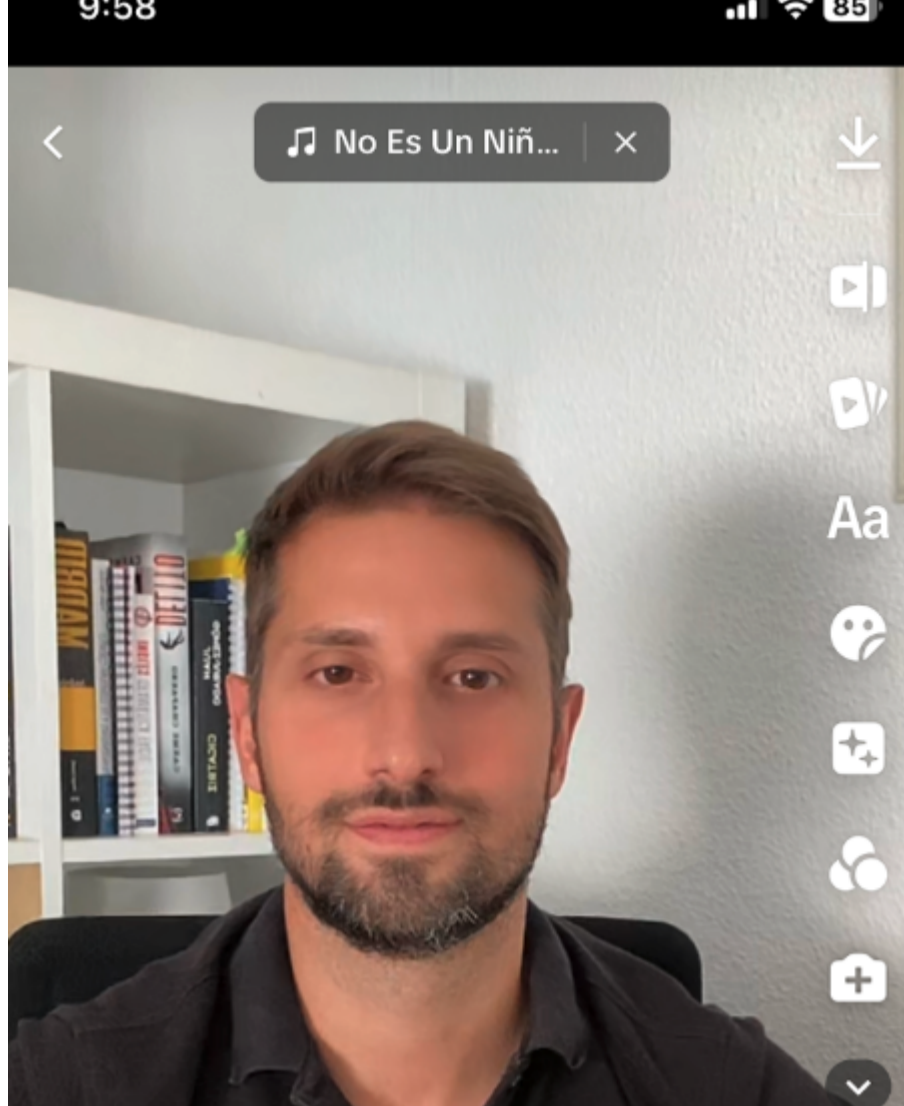
TikTok activates downloads without a watermark

Hallelujah! Said all the social networks in unison.

Finally, TikTok accepts defeat: there will no longer need to be any more intermediaries or external pages to download your videos without a watermark.

From now on, within the app you will be able to save the video directly to your mobile device, both videos in your drafts, and those that you have recorded and are about to upload.

Take a look at the screenshot. On the right side of the edit screen, you will see a down arrow icon to save the video to your mobile device, with yes you guessed it, no watermark.



YouTube changes all links

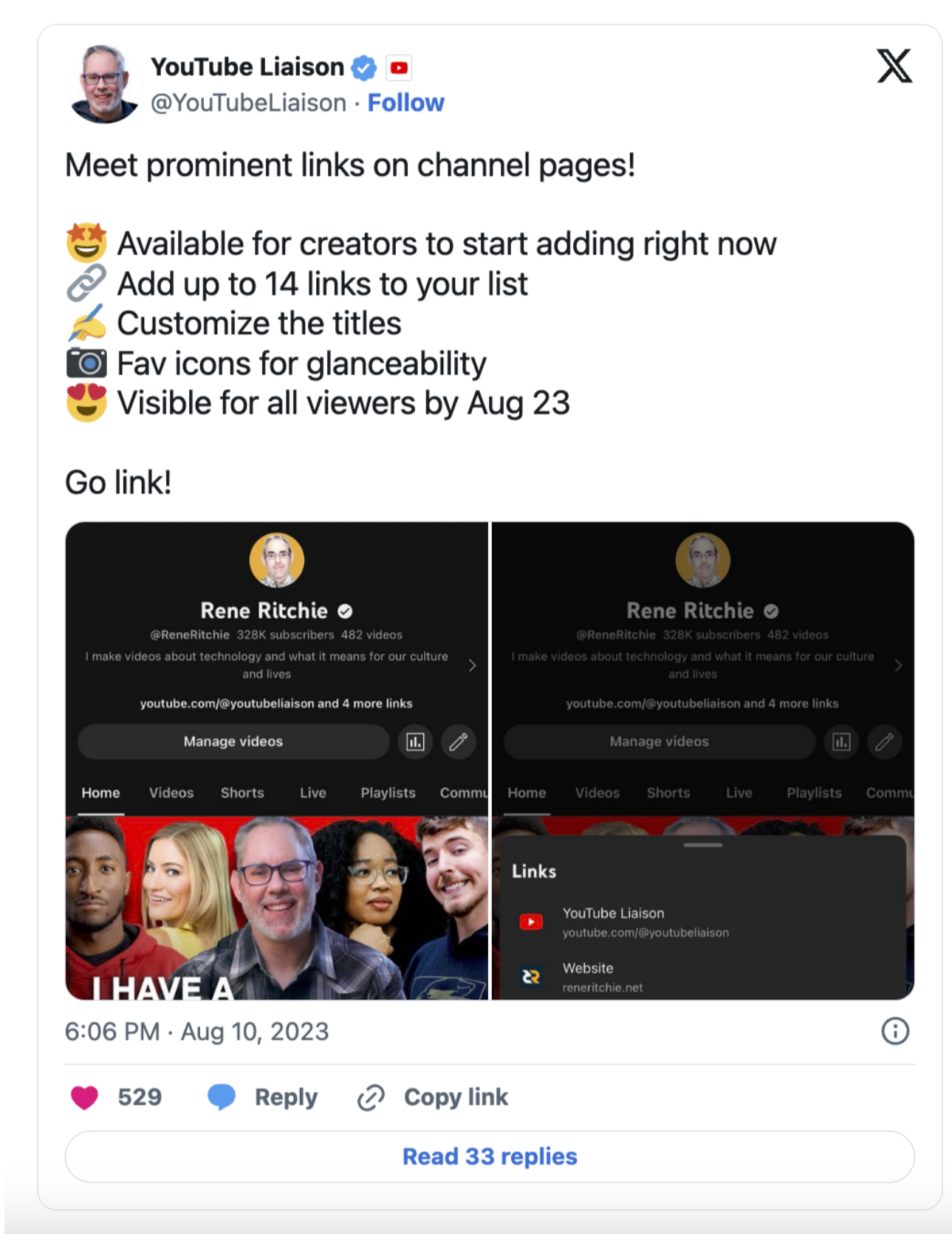
Now that are clear about links on YouTube, the platform has decided to make a big change.

Let's go part by part.

- First off all, your YouTube channel.

While beforehand you could include up to 5 links in your channel, now you can add up to 14 links within your channel, which will appear on your homepage.

The first link will be visible and the rest will appear underneath, which users can access by clicking on "more".

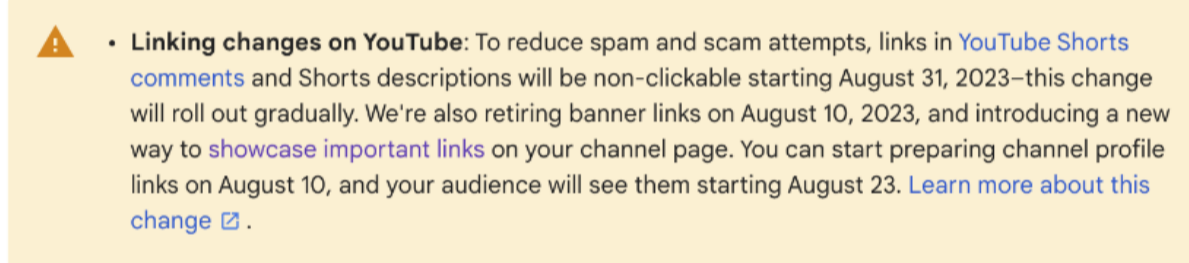


- Second, let's move to Shorts.

In order to protect the YouTube community from bots and spam links, the platform will disable clicks on URLs in Shorts comments and descriptions, starting August 31st.

You will still have the option to add Shorts links to longer videos, to keep your audience engaged on your channel.

Sharing links with your audiences



Creators can share links with their audiences on YouTube, but only certain kinds of links are clickable. Use this page to understand which kinds of links are clickable, and find other helpful resources.

X: New features to eliminate bots

How many times have you thought, "we should ask Twitter users for their IDs" ? And thus avoid bots, spam, or even accounts that register to trick users.

We have to admit, now all the news from X could be bad, right?

It seems that Elon Musk's social network is working to improve an identity verification system.

And these new "rules" seem clear: to know a real person is behind the account and not a robot.

Users will need an updated selfie (hence the image in the tweet below with an image of preparing a camera), an official identity document.

What do you think of this new feature?

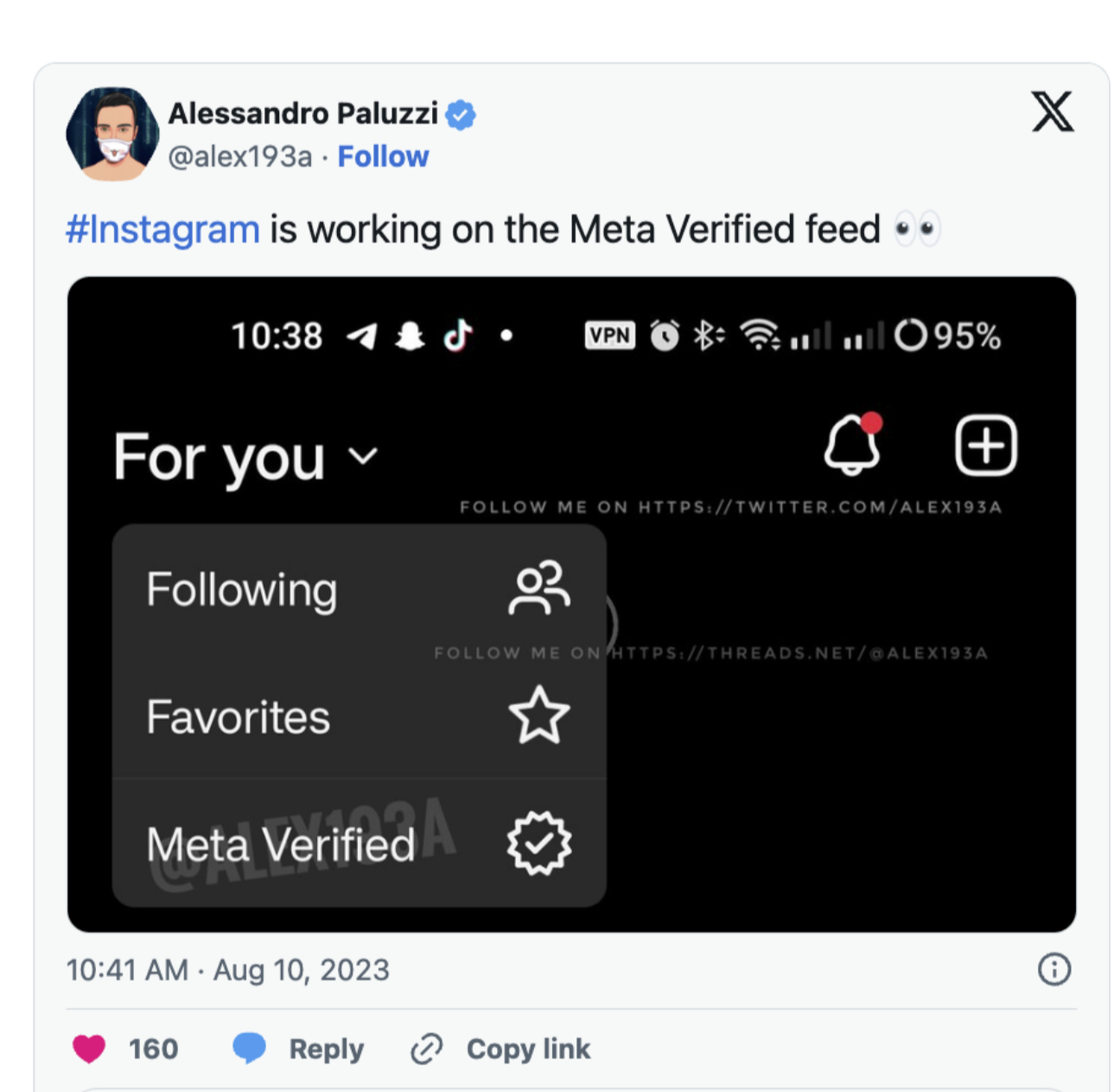
Instagram prepares a new feed

Social networks such as X and Instagram have included their own versions of subscription programs to gain advantages: X with Twitter Blue (waiting for the name change) and Instagram with Meta Verified.

To encourage users to join this paid service, Instagram works in new features. And one of the latest has to do with the feed.

The latest to arrive is the Meta Verified feed. By selecting this option, you can see all the profiles that have a verified account.

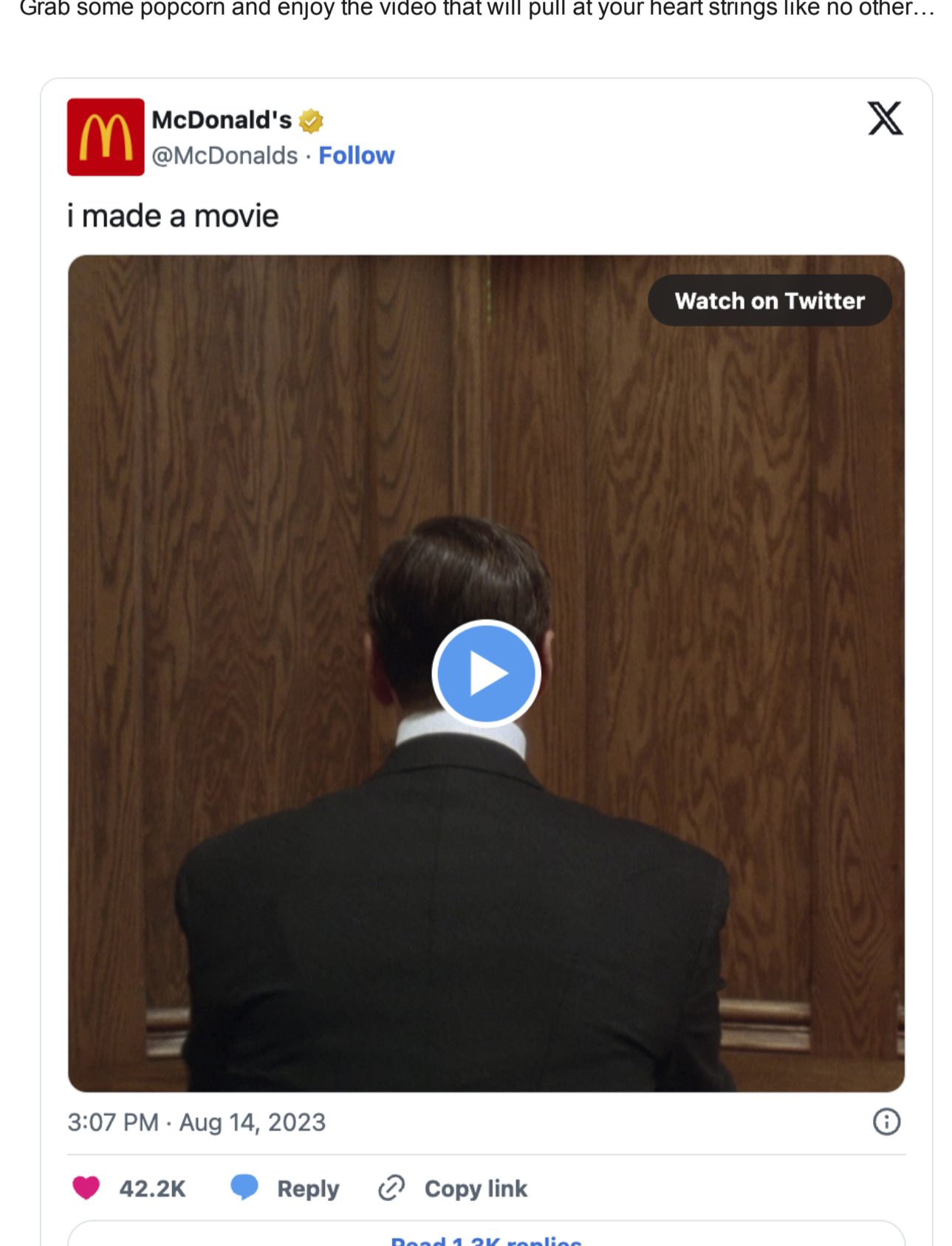
Will this strategy of a verified feed work to make users want to switch to this membership? We will have to wait and see!



Before I say goodbye, Metricooler, I could not overlook the amazing campaign that McDonalds has ran.

In 60 seconds, they have compiled a ton of famous movie scenes which I'm sure you'll remember.

Grab some popcorn and enjoy the video that will pull at your heart strings like no other...



Now, all the fish has been sold for the week. It has been a short but intense week of news. No drama, but tons of interesting news, and useful for social media.

See you next Sunday!

Anniston, from Metricool

P.S.: In today's postscript, I will leave you with a bit of self-promotion, a webinar on Tuesday, for another: In today's Series, going over with a Tik Tok. Learn more and sign up here!

Bibliography:

- Download TikTok Videos Without a Watermark
- YouTube revamps its link policies?
- What is Instagram Meta Verified?
- Meta Verified Feed for Instagram

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Share it on Twitter

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