What an October it's been for Meta, Metricooler. They haven't stopped working on Instagram and it continues.

Last week I told you that the Notes were under a full “remodel”, thinking of how they will be included in the profile itself. Now, thanks to Matt Navarra’s leak on Threads, Instagram is testing sele videos in Notes. In the past, these videos were only available in a carousel format. Now, Instagram is testing the option to include these in the profile itself.

We learned about this news from Adam Mosseri’s Instagram broadcast channel, which we recommend you follow! We know that these two platforms are already very connected, and this proves just how closely they are working together.

As long as Instagram shows the user what has more opportunities to appear in this feed. However, the one advantage that I think will be interesting is that verified accounts will have a dedicated feed for content. This means that those paying for Meta Verified will have a dedicated feed for content. Is this all positive? Not entirely, since it’s in the users hand to look at this feed. For users that have already invested.

Elon Musk reinvented the market with Twitter Blue, which has led other networks to follow, such as Instagram. Meta Verified is their own subscription service, that has a few benefits for the user, the most prominent being the verified checkmark on their account. And of course, with the launch of this program, they need to retain those users that have already invested.

The veteran social network had yet to make an announcement on artificial intelligence… until now. According to the image from the X post, this feature will have the same function as other AI tools: request a prompt to the tool, and watch it generate text ideas for the user. It’s interesting to see how far this app has come, and what else X will tap into.

And little by little users wishes have come true because… video calls have arrived to X. Video calls are ofcial NOW. IT’S OFFICIAL! Audio and video calls are official for X. To claim and experience it now.

TikTok is testing 15-minute videos, a 5-minute increase from the last limit, which was 10 minutes. Despite this insistence, it is actually still short videos that are the most successful on TikTok, as shown in our 2023 TikTok study. It’s the same on Twitter too, according to Alessandro Paluzzi. What do you think about this new video length? How long do you think videos should be on TikTok?

And you already know that in your trusted newsletter, you will all the latest updates. Have a great week!

Let us know by responding to this email! PS: On Monday, October 30th, we have a “spooky” Masterclass to get you in the Halloween spirit.