metricool

What happens in networks

stays in Metricool

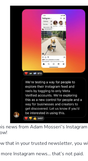
Paying to use social media platforms is something that has gotten a little out of hand.

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.**

Said and done. The latest from Instagram is the launch of a new feed, exclusively for verified accounts content.

This means that those paying for Meta Verified will have a dedicated feed for content. **Is this all positive? Not entirely, since it is in the users hand to look at this feed.**

However, the one advantage that I think will be interesting is that verified accounts will have more opportunities to appear in this feed. **As long as Instagram shows the user content from verified accounts they follow, and recommended content.**



We learned about this news from Adam Mosseri's Instagram broadcast channel, which we recommend you follow!

And you already know that in your trusted newsletter, you will all the latest updates.

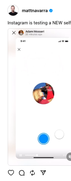
Don't worry, there's more Instagram news... that's not paid.

New stickers and LOOK at Notes

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 include these in the profile itself.

Now, thanks to Matt Navarra's leak on Threads, Instagram is testing selfie videos in Notes.



Adam Mosseri also confirmed this in his broadcast channel, shared from Alessandro Paluzzi on X.

At the same time, Instagram brings another novelty, **which you may have already seen on WhatsApp: the option to crop a photo and turn it into a sticker.**

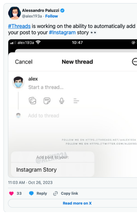
This sticker can be shared in reels and stories.

Share Threads on IG Stories

It seems that Threads is making its way into the narrative, and slowly adds some new features.

And that is, **Threads is working on the option to automatically share your thread on Instagram stories.**

We know that these two platforms are already very connected, and this proves just that. What will they do next?



New video length on TikTok

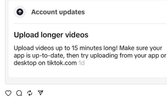
What has TikTok done to you?

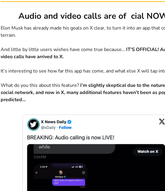
The social network that all of us know for short-form video content is looking to tap into a new format, and reach a new audience: YouTubers.

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.

What do you think about this new video length?





Audio and video calls are of cial NOW

Elon Musk has already made his goals on X clear, to turn it into an app that covers all terrain.

And little by little users wishes have come true because... **IT'S OFFICIAL! Audio and video calls have arrived to X.**

It's interesting to see how far this app has come, and what else X will tap into.

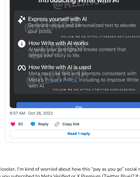
What do you think about this feature? **I'm slightly skeptical due to the nature of the social network, and now in X, many additional features haven't been as popular as predicted...**

Artificial intelligence arrives on Facebook

The veteran social network had yet to make an announcement on artificial intelligence... until now.

Alessandro Paluzzi **has leaked that Facebook is working on adding an AI typing option to the network.**

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 post/content you want to share.



Well, Metricooler. I'm kind of worried about how this "pay as you go" social media thing is going to end. Are you subscribed to Meta Verified or X Premium (Twitter Blue)? If so, what has your experience been?

Let us know by responding to this email!

Have a great week!

Anniston, from Metricool

PS: On Monday, October 30th, we have a "spooky" MasterClass to get you in the Halloween spirit. Join us at 12am to learn about the top 5 social media "horrors" and how you can avoid these nightmares. Sign up here!

Resources:
Instagram Notes
YouTube Premium
Instagram Broadcast Channels
X Premium (Twitter Blue)
Instagram Meta Verified

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Share in on Twitter

Share on WhatsApp via WhatsApp! target="_blank" style="text-decoration: underline; color: #1a1a1a" id="wpsocialsharebtn">Share on Telegram

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