

Ever since Threads launched, it has been one bumpy rollercoaster.

In the first week, it reached **100 million registered users**. But, after that, it has been progressively losing its active users.

However, the reasons are pretty clear: **first the product launched with minimal features and then there's the battle of keeping people actually interested**. Many users flocked to sign up because it was simple and easy, but staying on and active is a completely different story.

But surprise, neither Mark Zuckerberg, nor Adam Mosseri, nor Meta have given up and they are continuing to work on improving the app...

Threads prepares to launch their web version of the app

Many users were waiting for it... **Meta announced that the desktop version of Threads is almost a reality** (it may have already launched by the time you are reading this too!)

This was confirmed by Adam Mosseri, CEO of Instagram in a post on Threads. Something that would later be reaffirmed by the Threads Instagram account.

Not much was spilled about the web version. Instead we were given a teaser video.



What we do know? The first version will have the options to create content: **publish, interact and view posts**.

Do you think this launch will be enough to regain the lost momentum?

Personally, I do think it will help in some way! It will atleast allow for businesses to get a better grasp on the platform and for people, especially marketers, to be able to use it on their computer as they work.

Overall though, we just have to wait and see how this plays out.

Twitch joins the For You trend

It happened with Instagram, Facebook with Reels, YouTube with Shorts and now another platform is hopping on the **trend train**.

Twitch, the streaming social network is working on a **'For you'** feed that recommends clips shared by streamers.

As you can see in the tweet below, **this Discovery Feed will be available in the Explore section and all you need to do is swipe up to enjoy the next video**.

It is still in testing, but it seems that eventually, it will reach the devices of all users. What do you think of this new addition to Twitch?



Twitch @Twitch · 1 août
 Rolling out to all streamers & editors today!

Mark Clips as "Featured Clips" today to be prioritized across Twitch discovery publishing starting next week, including Discovery Feed experiments.

You can feature your Clips in Clips Manager & when viewing Clips on desktop. [twitter.com/Twitch/status/...](https://twitter.com/Twitch/status/1644444444)

Starting Today	Starting August 8th
Streamers and editors can start Featuring Clips in the Clips Manager or when watching Clips of their own channel on desktop.	The first Mobile Discovery Feed experiment begins and prioritizes Featured Clips.
The Clips section of your channel page will default to showing only Featured Clips. Viewers will still be able to see all Clips by switching the new "Featured Clips only" toggle off.	We'll be rolling out two new Featured Clips shelves: <ul style="list-style-type: none"> "Featured Clips from Smaller Communities" shelf on the Twitch homepage "Recently Featured Clips" shelf on the mobile Following tab
The "Popular Clips" shelf on the Videos tab of your channel page will be replaced with a new "Featured Clips" shelf.	Existing Clips shelves on the Twitch homepage will be replaced with exclusively Featured Clips.
A new "Featured Clips" shelf will automatically be added to the top of every off-site channel page once you start featuring Clips.	Category Clips pages in Browse on web will prioritize showing Featured Clips.

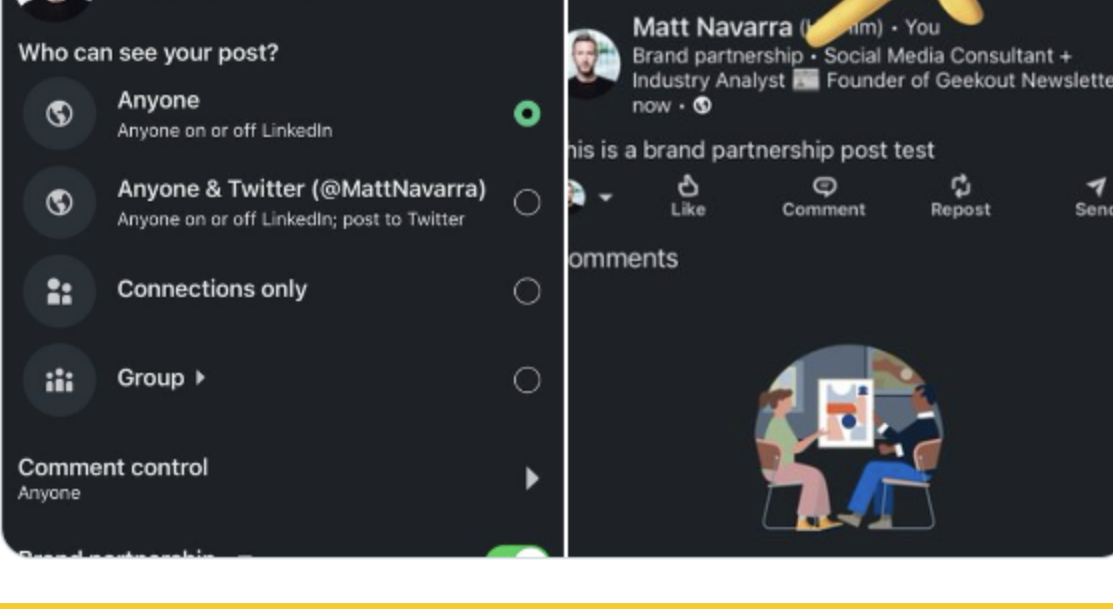
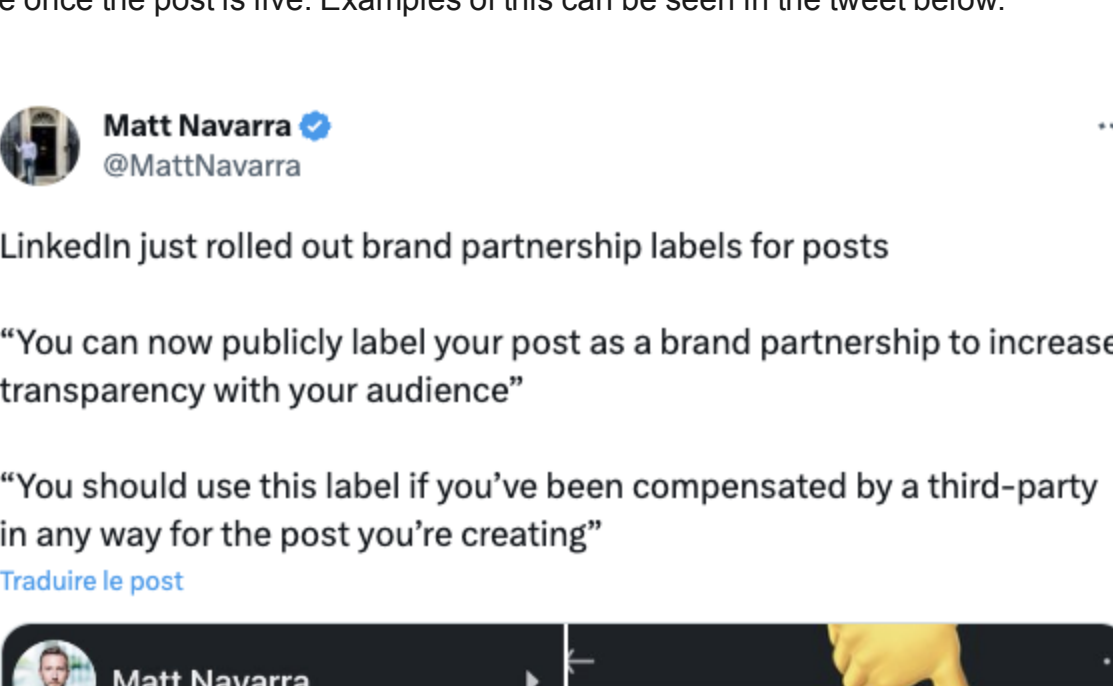
LinkedIn Brand Partnership Labels rolling out

LinkedIn wants to be as transparent as possible with its users and launches the brand partnership tag for posts in the feed.

This tag, which can already be seen on other networks such as Instagram and TikTok, **allows you to show that your post is a collaboration with a brand** that has more than likely paid you for it.

This gives your audience full transparency and is a very **useful feature if it is a post reviewing a product or service**.

To add the tag, you just have to **toggle on the Brand Partnership button** before publishing your content. LinkedIn will include the **'Brand Partnership'** tag under your name once the post is live. Examples of this can be seen in the tweet below.



YouTube launches new feed

YouTube continues to update their platform. Last week was the news on updates for links on content creators' channels; **this time it has to do with the "home" page of the channels**.

Now, **YouTube is testing a "feed" in which you can see the different videos that the same creator has uploaded in a short period of time**.

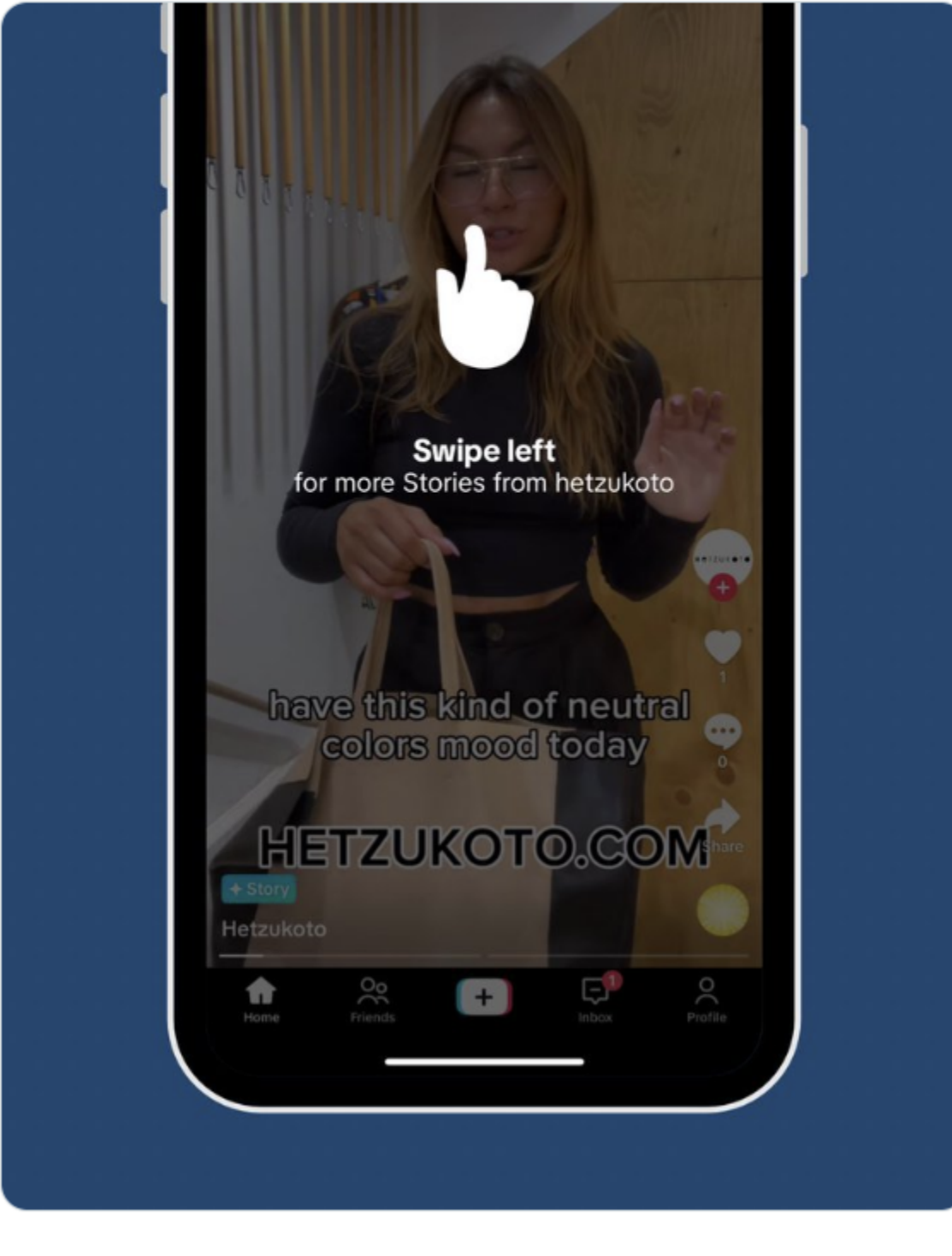
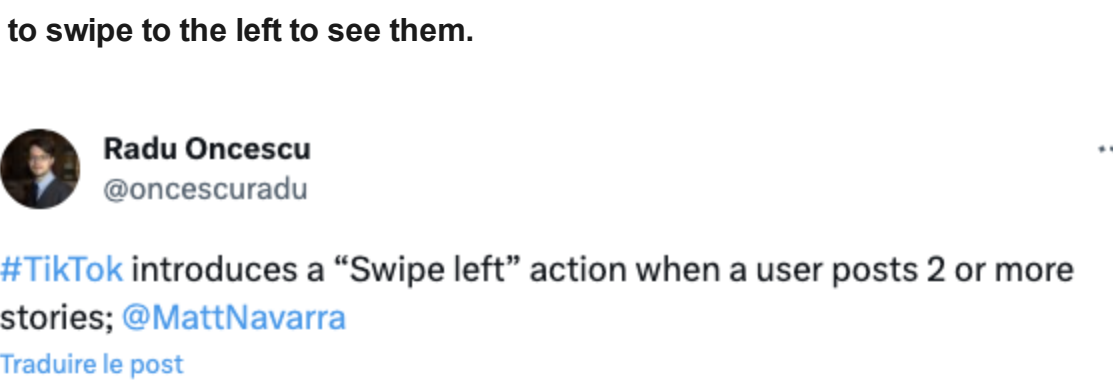
Through this feature, **YouTube wants to help viewers find the content that interests them** and, in some way, **reduce the pressure felt by 'youtubers' when uploading several videos a day and thinking that they won't have views**.

It is certainly a good strategy by YouTube to encourage viewers to visit their favorite channels to find the content they like!

Stories update from TikTok

TikTok launched a new feature this week. **TikTok Stories** (a feature that hasn't quite taken off) currently lets users share photos and videos for a shorter time frame.

They typically appear as you are scrolling your feed or if you go to a user's page and click on their profile photo. **Now if a user uploads 2 or more stories, you will also be able to swipe to the left to see them**.



We wonder if this will **encourage users to watch more stories and even post them!**

So far these are the most important things that have happened in the world of social media this week, Metricooler.

I will continue to keep an eye on Threads to see how it changes! What did you think of these updates? Leave any thoughts, questions or suggestions!

See you next week, Metricooler.

Anniston, from Metricool.

PS: I'm taking over for Anniston the next 2 weeks. She's currently spending time with family and prepping for her big move! 🥰

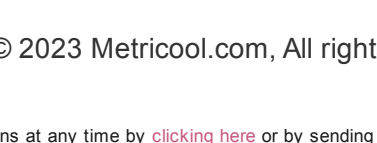
Bibliography:

- [Threads website launching](#)
- [More links on YouTube channels](#)
- [YouTube tests Recommended section](#)
- [TikTok Stories](#)

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