



I have to be honest. I'm a little confused, because in school we were always told that copying is wrong, and you should never do it. :(

And this week, I keep getting motivational posts like: "If they copy you, it means you have found success. If they criticize you, well they don't know how to copy you". I guess they do say that imitation is the sincerest form of flattery!

Relating it back to here, well this week's news is full of copy + paste. Let's see if you know who is copying who, and if it seems right, wrong or just normal at this point to copy.

Instagram copies TikTok feature for Stories

If there is someone who has been "inspired" by other social networks, without a doubt, it is Instagram. At this point, they aren't even discreet about it. If a feature becomes popular, you can almost guarantee you'll see an IG version of it in the future.

Remember when they duplicated (yes, because it was indeed copy and paste) Snapchat's Stories feature to curb the rise of the "ghost" app.

Now, Mark Zuckerberg's app incorporates the feature of sharing comments (as seen in TikTok) in Stories and Reels. We've seen the feature on Reels for a while now but for Stories, the feature is rolling out live to many users.

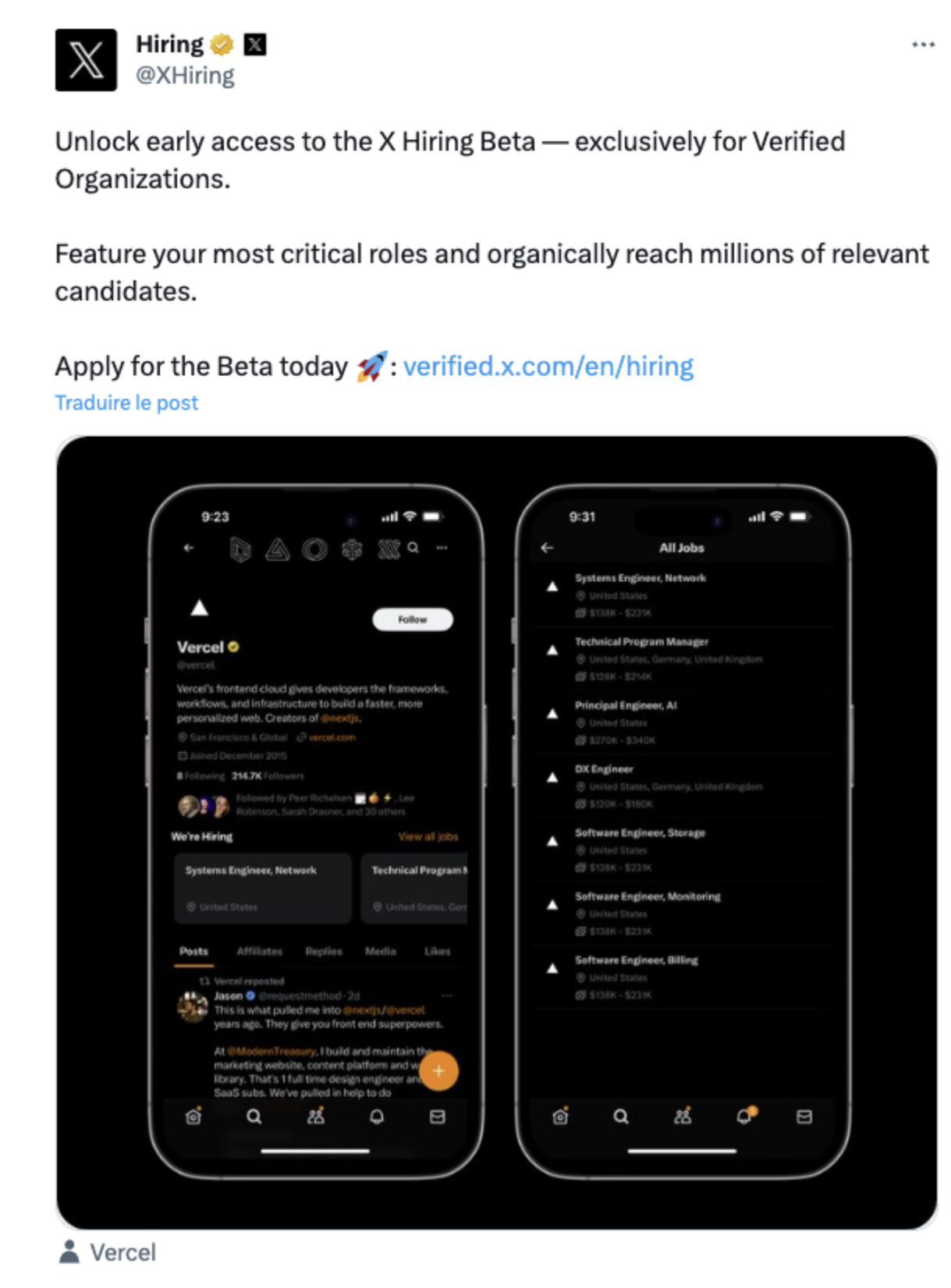
With this "new feature", you can share the comment to your Story and it appears as a sticker to drag and drop wherever you want in the image.

It's a good option to share top comments from your followers/clients and generate more authority or interaction. We admit, it may be a copied feature, but we do think it will be popular!

Will X be the new LinkedIn?

It's official: Elon Musk's social network, X or Twitter (call it what you will), is launching "X Hiring", a feature to create job offers and organically reach the future talent that all companies want to find.

However, to benefit from it, your company will have to pay the price, as it is only available to verified organizations.

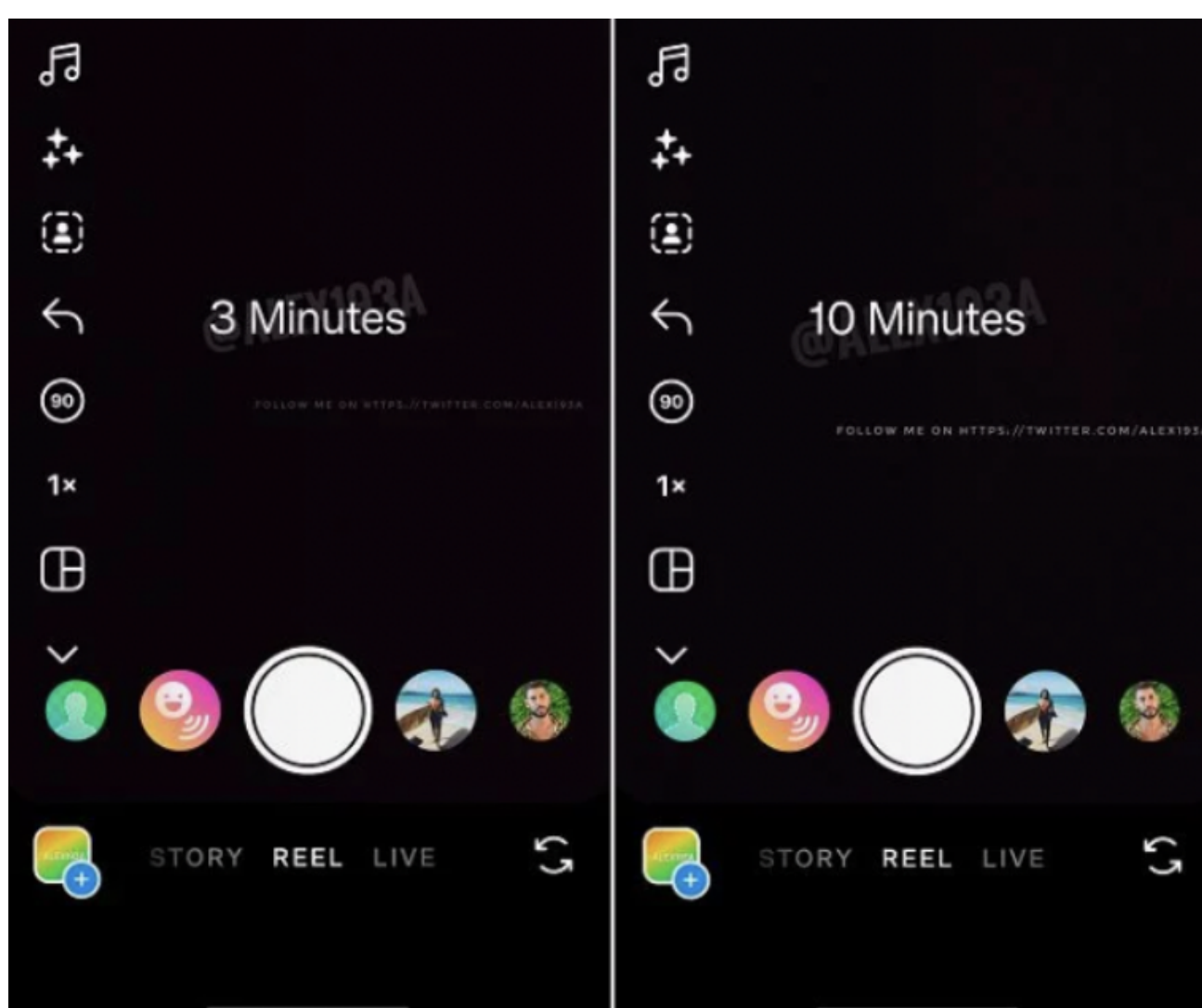


Job postings will be visible under account bios and links will take you to third-party pages, so you can apply. Sounds easy enough right? For the time being, you can forget about LinkedIn's "Easy Apply" option that job seekers love so much.

We wonder if X is looking to be a big competitor to LinkedIn or if Elon Musk is just looking for another opponent to stage a fight. What do you think?

Instagram experiments with 3-minute and 10-minute Reels

Although some TikTok users no longer have the option to upload 10-minute videos, it is still available! And now Instagram is providing a new option to post videos longer than 60 seconds. This was anticipated by Alessandro Palazzi.



This move by Instagram is seen by many as a return to the past, especially after the platform retired its long-form "IGTV" video option. Crazy to think that used to be a thing?!

How much short-form and long-form content we are seeing on social networks has definitely changed over the past couple of years, but the truth is that there is a greater supply (and demand) of longer content on other platforms, such as live streams and classic YouTube videos.

In the end, the challenge will remain the same: how to keep the user's attention on your content.

Twitter/X calls? Elon Musk says yes

The two-name social network is about to introduce audio and video calls. Sound familiar?



In a tweet posted this past Thursday, Musk gave some details of this new feature: it will be compatible with iOS, Android, Mac and PC, and no phone number will be needed to use it.



Video & audio calls coming to X:

- Works on iOS, Android, Mac & PC
- No phone number needed
- X is the effective global address book

That set of factors is unique.

There is still no exact date for the launch of this functionality, he simply mentioned that it is "coming soon". Will it only be available for Blue subscribers? Guess we have to wait and find out!

And that's that Metricooler. That was this week's news, although I have my doubts because really, there is not much that is actually "new".

Have a great Labor Day! We hope you're all enjoying the long weekend.

Alex, from Metricool.

P.S.: "Start copying what you love. I keep copy copy copy. At the end of the copy you will find yourself." Yohji Yamamoto, fashion designer. I'm getting philosophical today.

Bibliography:

- Instagram copies a feature from TikTok for Stories
- X launches job listing feature: "X Hiring"
- Instagram testing longer Reel Uploads
- Elon Musk reveals: audio and video calls coming soon to X/Twitter

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Let's dive into the similarities on social media. https://metricool.com/metricools-newsletter/ target=... blank style=text-decoration:underline:color:#1a1a1a:rel=noopener>Share on WhatsApp
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