



The social network of photographs...

And Stories, Reels, LIVES, and well every type of content, **has been trending this week!**

You know that feeling when you think it's going to be a chill week... and then it's not? Well, we were surprised this week, **seeing this network is blowing up on social media.**

Anyway, the big news this week is this: **INSTAGRAM META VERIFIED.**

### Instagram switches to the subscriber side

Okay, **Instagram Meta Verified** sounds like the title of a multiverse, futuristic film (Hello Morpheus)

All jokes aside, from now on this will be the network's name for **Instagram's paid subscription program.**

Do you have to pay to use Instagram now?  
**NO!** 🚫

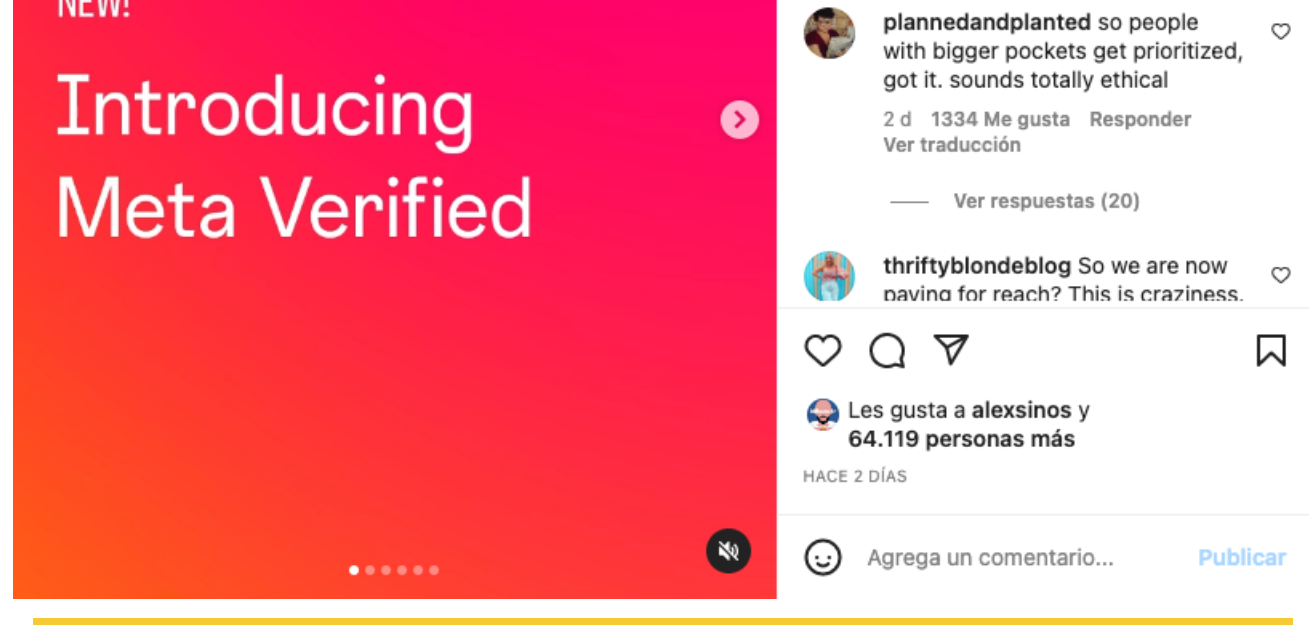
But... if you subscribe you can unlock juicy advantages, notice to users, and let's just say more than one account will cave into paying for Instagram Meta Verified because:

- ✓ **You receive the official verification badge**, showing you are an authentic Instagram account.
- ✓ **You receive personalized attention** with an Instagram team member.
- ✓ **You increase visibility and reach** in new areas of the network: recommendations, searches and comments.
- ✓ **You have exclusive access** to new features.

At the moment, this option is available in **Australia (\$11.99)** and **New Zealand (\$14.99)**. It seems the price will vary per region.

**Obviously this does not go unnoticed in the social networks:** there are those who think it is good to have access to the coveted blue badges and others who understand that it is a "gift" in reward for paying.

What do you think of this Instagram feature? It's definitely not similar at all to **Twitter Blue**... 🤔



### Instagram comments come to life

As if that weren't enough, now the options to respond to comments on Instagram are endless because... (drum roll please) 🥁

#### ADD GIFS TO YOUR COMMENT WALL!

If a picture is worth thousand words, a **GIF has to be twice as much.**

GIFs are great to use for interacting with your community in another way than simply saying:

- Okay, great.
- Thank you so much!
- A simple emoji.

I personally loved to respond to comments, as you encourage other followers to comment and **you can engage with your community, while also putting a smile on their face.**

OFF TOPIC: You're already imagining how you can respond to a comment, **using a GIF from The Office**. 🤔



### More "Real" Music on Spotify

As I was writing this, I was thinking about **how much BeReal has become an integral part in our daily routines** and in return, has made the larger social networks uneasy...

So what would the next step in this platform be?  
The news I read has left me a little on edge: **BeReal and Spotify? What can they possibly come up with?**

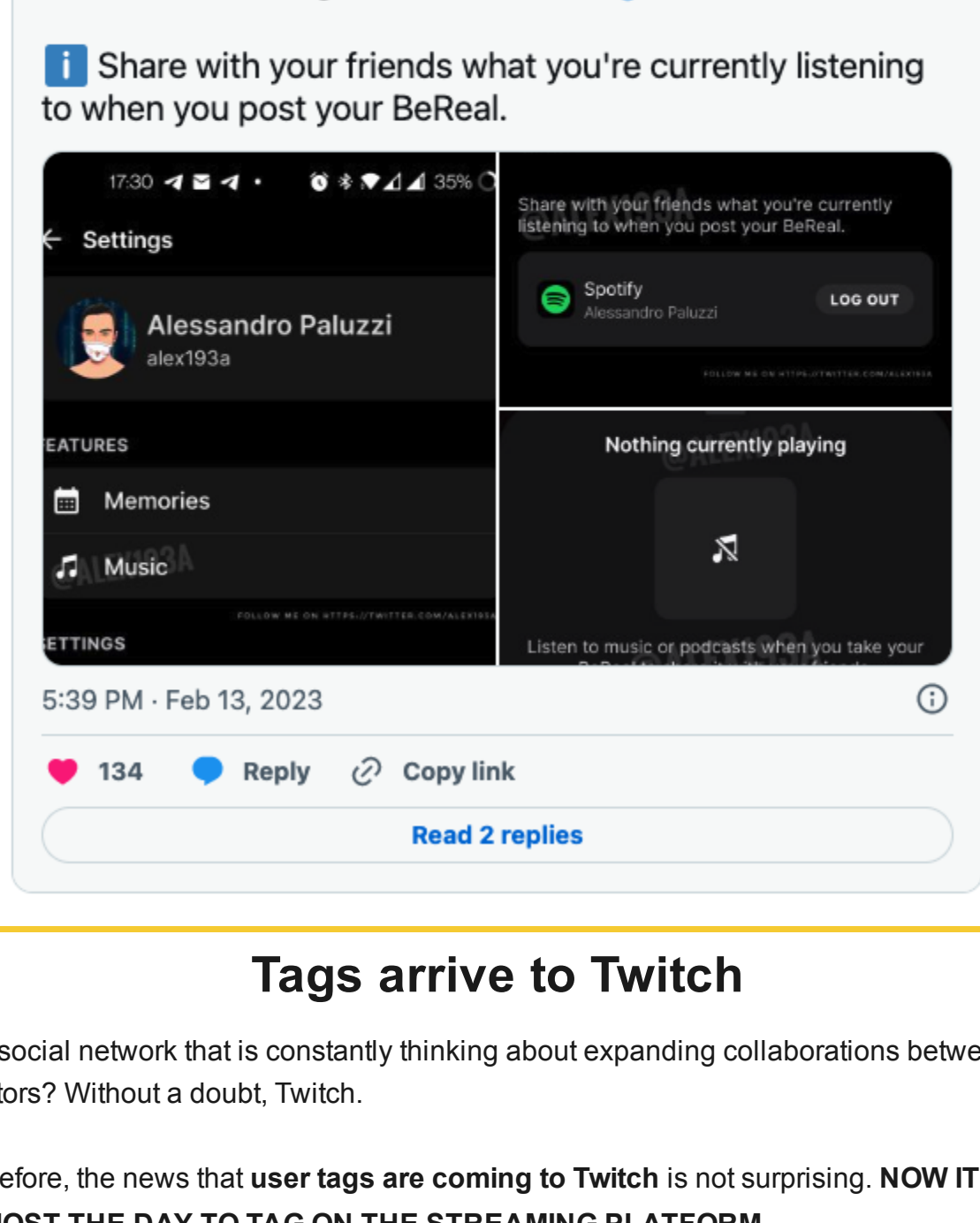
If you are familiar with how BeReal works, you can imagine where this is going.

And that is, with this new alliance, **you can share what you are doing at that moment** (capturing a BeReal photo) **as well as the song you are listening to** (enter Spotify).

At a business/company level, the advantages Spotify can bring are slightly ambiguous, **but I do think it is a great idea on behalf of BeReal:** in the end, it is a social network that **is quite limited by its nature which is precisely, to just be real.**

Spotify 🍷 BeReal

What do you think? Do you think it's a good deal or does it sound like a desperate cry from BeReal to stay noticed in the world of social media?



### Tags arrive to Twitch

The social network that is constantly thinking about expanding collaborations between its creators? Without a doubt, Twitch.

Therefore, the news that **user tags are coming to Twitch** is not surprising. **NOW IT'S ALMOST THE DAY TO TAG ON THE STREAMING PLATFORM.**

Come on, Twitch's motto not **"You'll never walk alone"** because it hasn't occurred to them yet (you're welcome for the idea 🤔 although we all know it's also Liverpool's anthem).

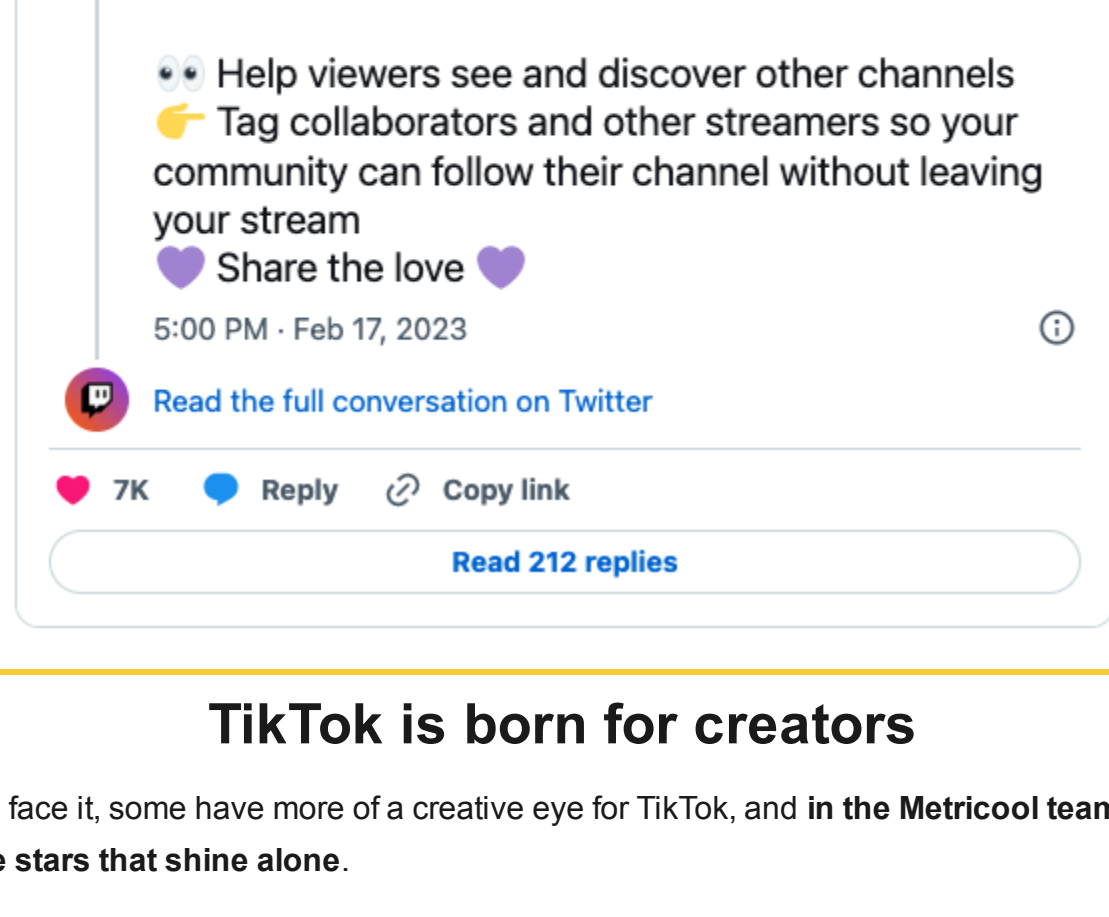
These tags are **placed in the title and work just like in any other social network.** The viewer who arrives at your channel can **click on the label you've placed and the platform will take them to the mentioned channel.**

This is a **very useful option to continue growing on Twitch** alongside other streamers, and create new opportunities such as:

- **Channel suggestions** (formerly known as Host).
- **The raid**, which it to take your viewers to another channel when you finish your live.
- **Group streams.**

Also, it's true that streamers on this platform are **very transparent and when they collaborate live with another streamer, on the screen usually appears: their channel names, channel details, etc.**

Of course, banners are not clickable, but the tag option is.



### TikTok is born for creators

Let's face it, some have more of a creative eye for TikTok, and in the **Metricool team, we have stars that shine alone.**

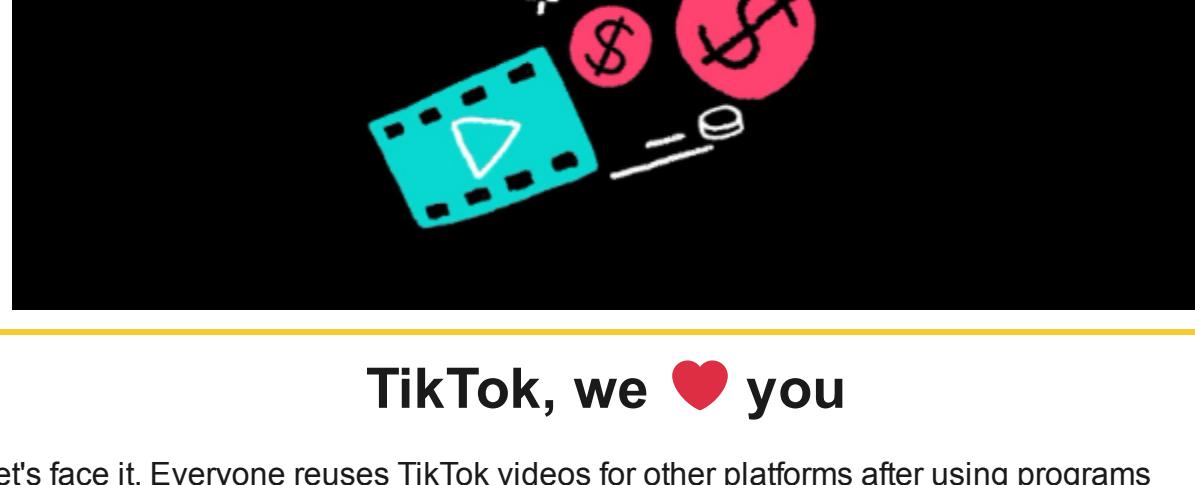
If you are one of those stars on TikTok this will interest you: **the TikTok Creativity Program.**  
This is yet another feature on the app to **generate income with your content.** In this case, the goal is to reward **creators who share longer videos, more than a minute long.**

What do you think of the TikTok program? 🚀

For me, if I am interpreting correctly (good dedication, Sherlock): **TikTok is differentiating itself, by a long shot, from the other social networks in terms of benefits for creators...**

They continue to add programs (Creator Fund, TikTok Creator Marketplace, TikTok Bonus...)  
**to incentivize creators to upload content, work on it and of course, spend time on the application.**

It is also true that they do not give anything away freely and that the requirements are **demanding**, but with it also comes a great reward for your hard work.

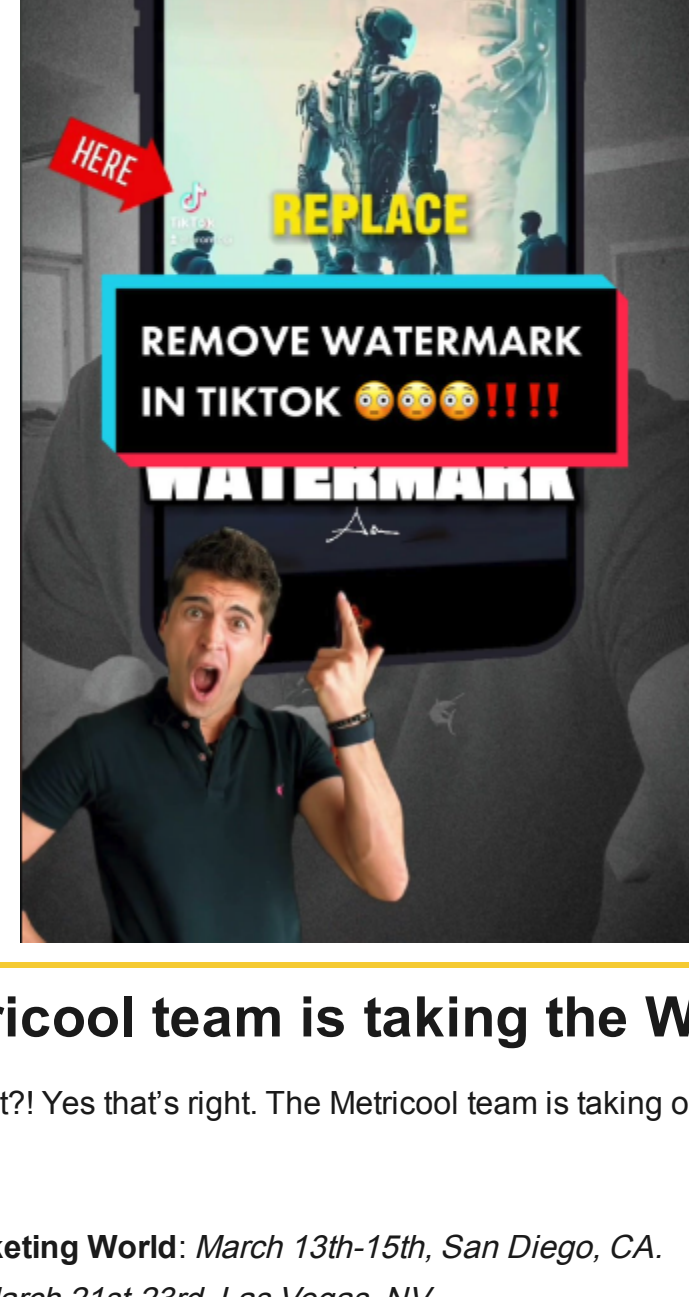


### TikTok, we ❤️ you

Let's face it. Everyone reuses TikTok videos for other platforms after using programs like sstik.io to remove the "watermark".

Well, this is about to end because TikTok is adding a button to download videos without a watermark in your drafts, which is only available in the USA now. We hope it will soon arrive in other parts of the globe.

For this great news, that's why the headline had to be: **TikTok, we love you.**  
Don't you think?



### The Metricool team is taking the West Coast

Hold on... say what?! Yes that's right. The Metricool team is taking on the following events:

**Social Media Marketing World:** March 13th-15th, San Diego, CA.

**Adobe Summit:** March 21st-23rd, Las Vegas, NV.

**Metricool x Rachel Pedersen Content Workshop:** March 25-26th, Las Vegas, NV.

If you're thinking, that's a lot! Imagine how our team feels gearing up for these events 🤔

But the work is all worth it though, because we get to see you **IN PERSON!** And of course, we are **saving the best for last with our very own event, partnered with none other than our beloved US Ambassador, Rachel Pedersen.**

**Want to join us in Vegas?**

[GRAB YOUR TICKETS HERE](#)

You've just blinked and BOOM, 5+1 essential updates from social media. As we said in the previous newsletter, this has only just begun and the truth it, it's NON-STOP.

When you think you have it all there, there is someone in one part of the world clicking on "LAUNCH SOCIAL MEDIA NEWS", and it changes the whole course of the week.

Well Metricooler, we have an appointment next Sunday, at the same time with news of the week.

Happy Sunday!

Carlos, from Metricool

P.S: There is still more. Put a face to the Metricool team and watch this video about SEO on TikTok --> [Learn how to unlock the secrets of TikTok SEO and tips to boost your videos to the top.](#)

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