



Metricooler, September is always a month of new beginnings and goals: it's back to the gym, creating new business initiatives, and it **makes you want to start again from scratch, right?**

Even Instagram has started to fill their *back to school* backpack with new novelties.

I'll give you a spoiler, **if you loved Instagram notes, you're in luck.**

### Instagram enhances notes

Surprisingly enough, even though we didn't know if they would last, Instagram is determined to make notes its star format.

For a bit of context, **notes are a way to share "post-it" type messages that you can only access in the private messaging section of the app.**

Initially, these were text-only updates, but the network is working to make this a grand feature for creating content.

- **Video notes:** Videos will now be part of Instagram notes, including more information such as their duration.
- **Note locations:** Similar to feed posts, you have the option to add the location of your note.
- **Private notes:** If you want a group of specific users to see your notes, you can mark them as private, just like Stories.



### Instagram feed under scrutiny

It's been a while since Instagram has changed the feed, but they are coming back loaded with new changes.

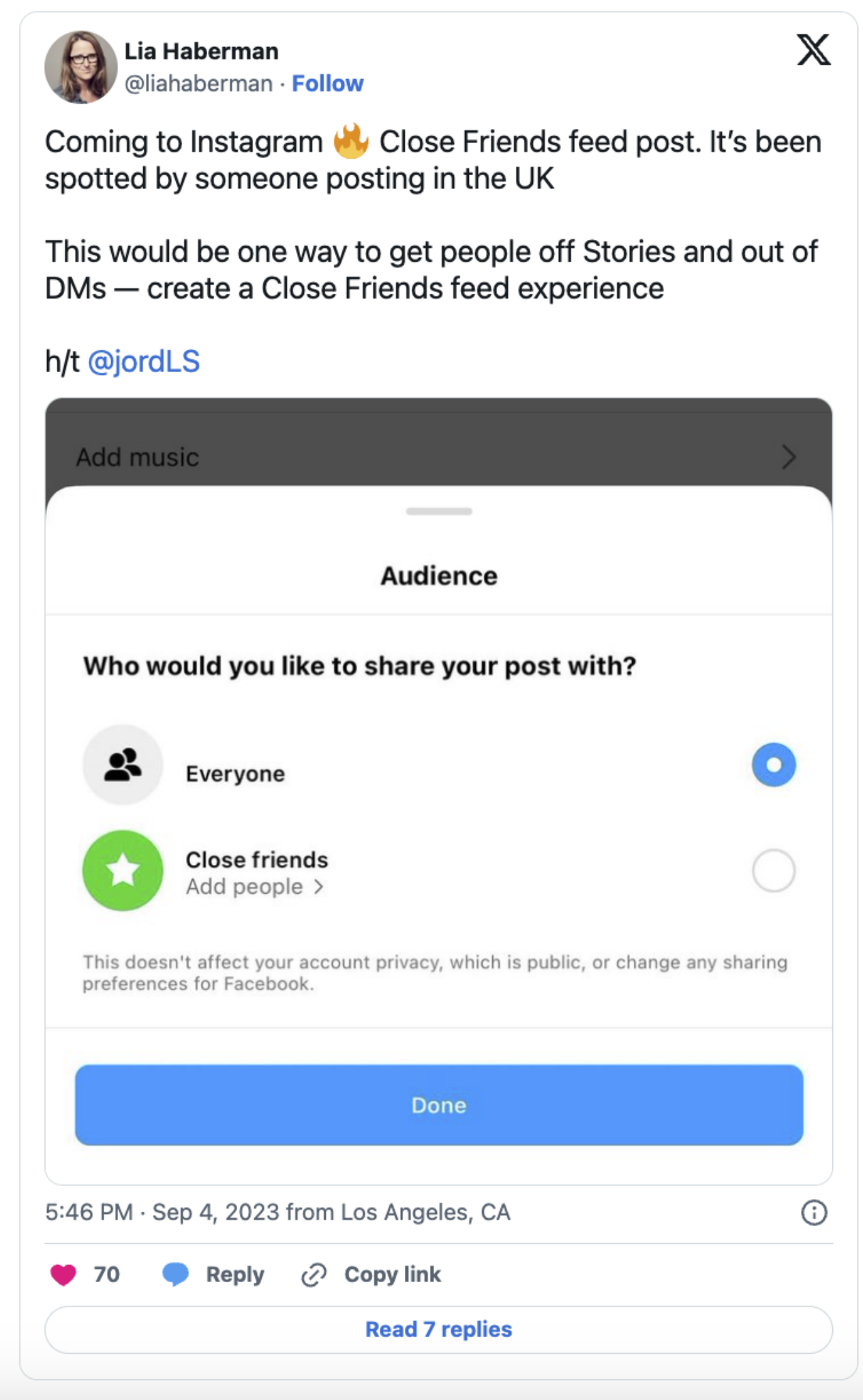
One of my mottos is: if it ain't broke, don't fix it! However, Instagram doesn't usually hold back much, so they have **included feed filters, such as viewing only your friends feed, only from verified accounts you follow, etc.**

Also, posting to "Close Friends" on the feed is available. **Of course, this is already a Stories feature.**

However with this, you can choose which users can see your posts in the feed.

The main feed is still in the spotlight, and now **live videos are even being displayed on the feed.**

This content has always been located in the Storied feed, but **since they are moving live videos to the main feed, is this an attempt to promote a surge of live videos?**



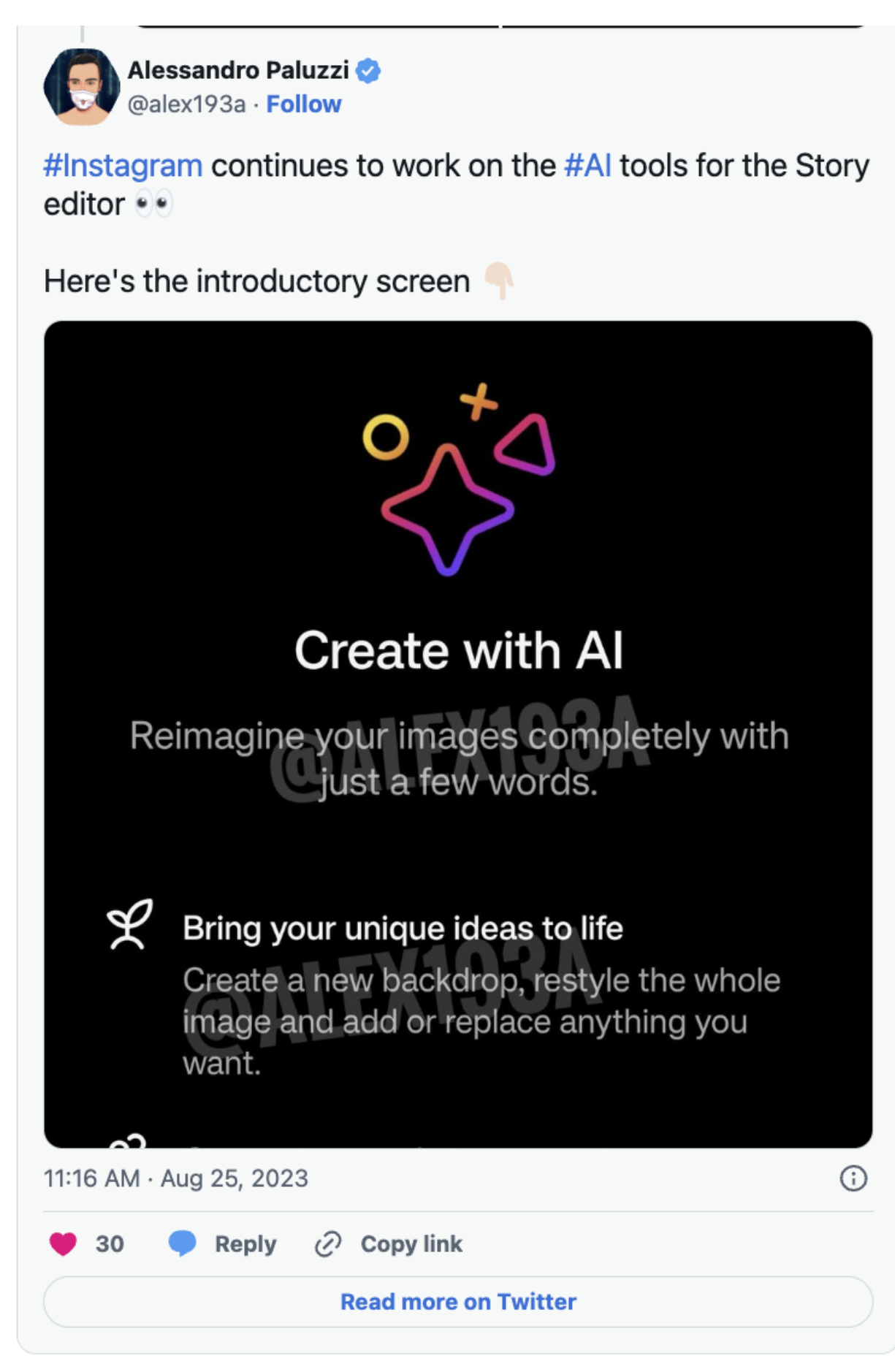
### Stories aren't exempt

Wall of posts, notes... and of course, Stories. Instagram has not stopped to rest to kick off the month of September.

And now it's Stories turn to tell its updates:

- First of all, the **app is working to improve artificial intelligence tools for editing Stories.**

As you can see in the image below, you can connect with other users, see their content, and then create your own designs to your liking.



### X is not far behind

We haven't heard much from Elon Musk in the last few weeks, have we? It's been so quiet that I missed the chaos!

The first news is that Twitter Blue is still on the rise and will now allow users to edit a published post up to 5 times within the first hour of being posted.

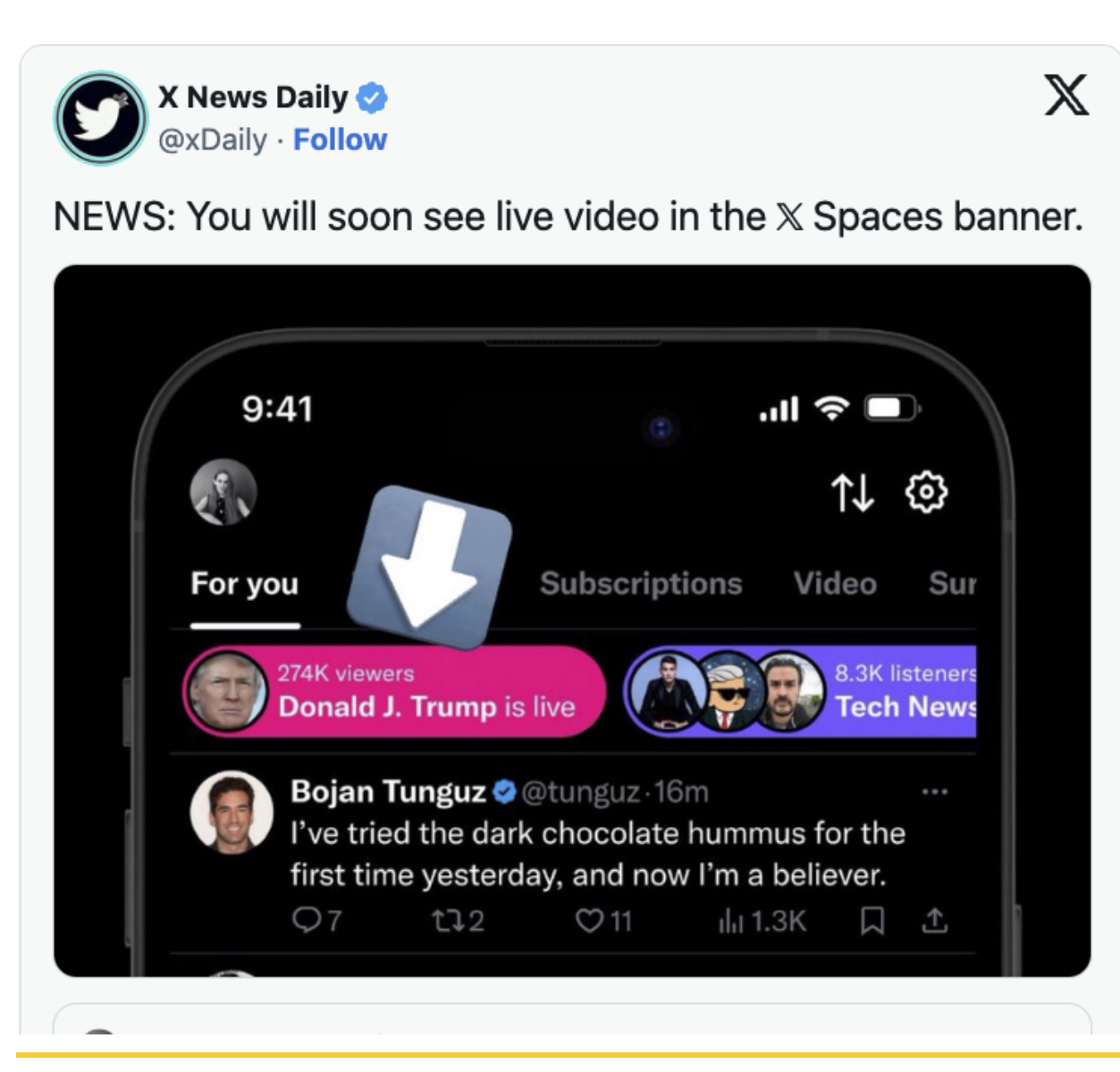
It's funny how one of the most desired features has now become one of the flagships for those subscribed to X Premium.



Remember is a previous newsletter when I told you that X wanted to bring back live video streaming?

Well, they are still on that mission: **now live streams will appear at the top of the feed, a place that Twitter reserved for audio spaces.** For X, audio streams have been moved to another section.

What do you think of this action?



What do you think of this action? suddenly invest in Instagram. Metricool. **Do you think about Instagram's change to suddenly invest in Instagram?**

It seemed that Meta forgot about Instagram for a bit while they were launching Threads. Yet, they have started off September with another curve. We'll have to wait to see if this is popular among content creators.

See you next week!

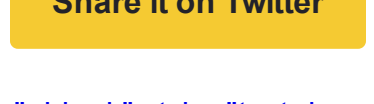
Alex, from Metricool.

PS.: Speaking of Instagram, on Monday, tomorrow we are presenting our 2023 Instagram Study LIVE on our YouTube channel. I'll leave a link [here to sign up](#), and then we can watch it together! 🍷

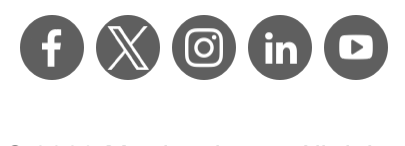
Bibliography:

- [Instagram Notes](#)
- [Instagram Enhances Notes](#)
- [Instagram Feeds](#)
- [Instagram Lives](#)
- [Instagram "Close Friends" Feed](#)
- [Instagram Stories Guide 2023](#)
- [Twitter Blue \(X Premium\)](#)

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