Unlocking Instagram's secrets

Will reels continue next year as the top or will there be a new functionality that will take their place? Instagram pushed them like crazy. It is something I did not expect, but it is also true that last year reels were the novelty and Metricooler, there is still a tremendous emphasis on reels!

New option to privatize your Instagram account

Instagram broadcast channel

Now, for the most surprising news of the week: Instagram has added a new feature to its broadcast channel. This feature allows users to stream live videos in portrait orientation, which could be a game-changer for creators who want to reach a wider audience.

Is YouTube taking on TikTok?

X splits the follower feed

We have been talking about the impact of the X app on the followers feed, but what about on the follower count? Well, it seems that X is taking on TikTok by splitting the feed into different categories based on user interests.

A reply on the Schrems test

While we're on the topic of privacy, it's worth mentioning that the EU's Schrems test has been ruled against. This means that companies will have to comply with strict data protection regulations.

Unlocking Instagram's secrets

As we have seen, Instagram has been making some big changes recently. Are you excited about the new features? What do you think about the Schrems test ruling? Let us know in the comments!