



Metricooler,
Everyone is feeling the September rush, and trying to settle back into their routine.

Some are getting back to the gym, others recovering from Saturday college football games, and others, like Instagram, are launching features like there's no tomorrow.

But Anniston, **is that real or are you exaggerating?** 🤔
Well, get out the popcorn because this week has been crazy.

Stories on someone else's account?

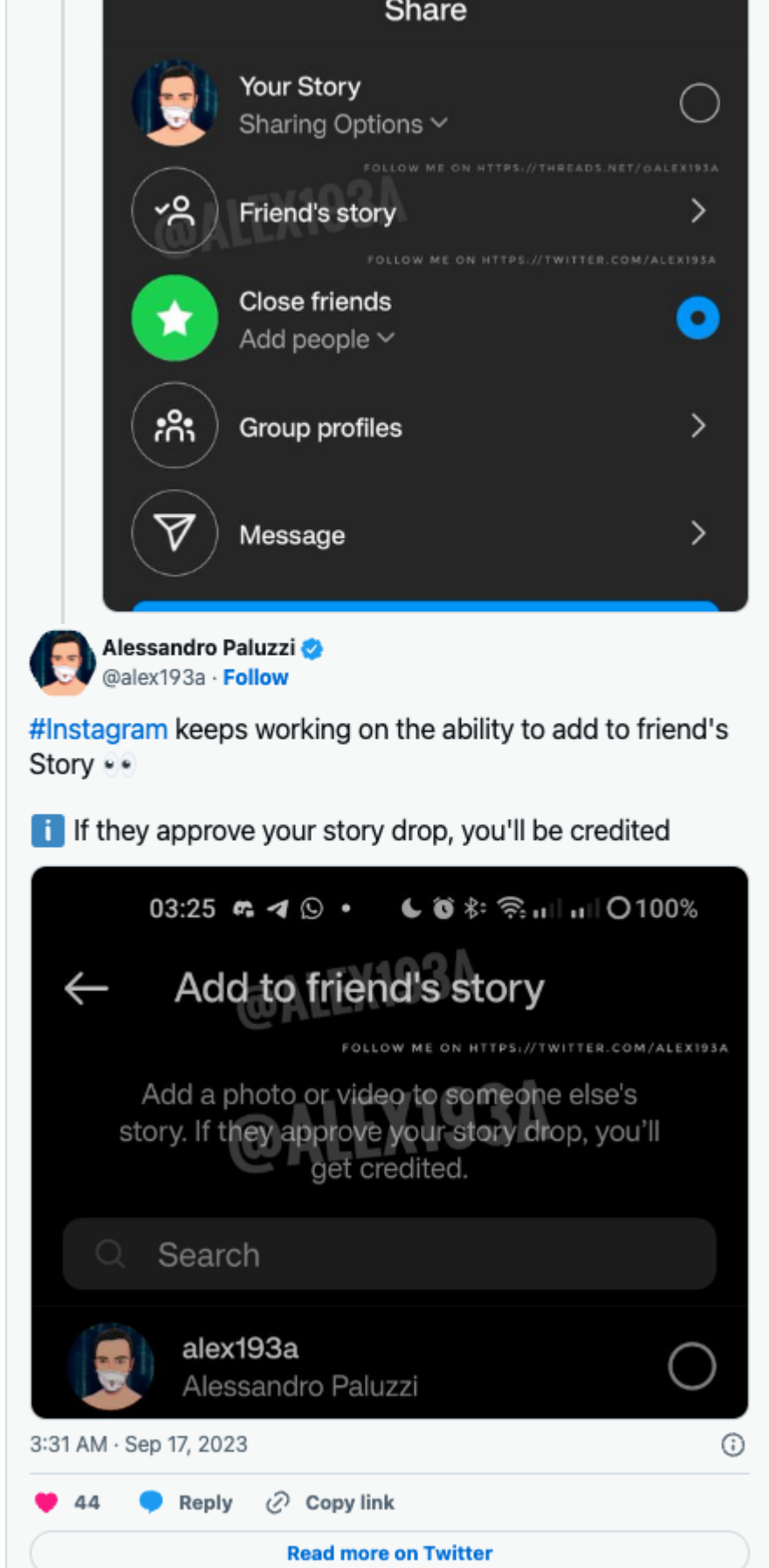
Reading this back, I'm not referring to when as a kid, everyone would "hack" each other's social media accounts and post a selfie with #HACKED...

Or when you would tell your friends your login and password for fun, only to see the infamous #HACKED posted to your timeline once again.

Now, Instagram wants to implement this idea into Stories, but thankfully without giving out your password.

This feature allows you to share a story on another user's account, be it image or video. The user has to accept the content, and if they approve it, it will appear in their Story with their tagged handle.

I'm not sure if this option will be of much use, but maybe it could avoid the classic, **"Come on, share the story I mentioned you in"**.



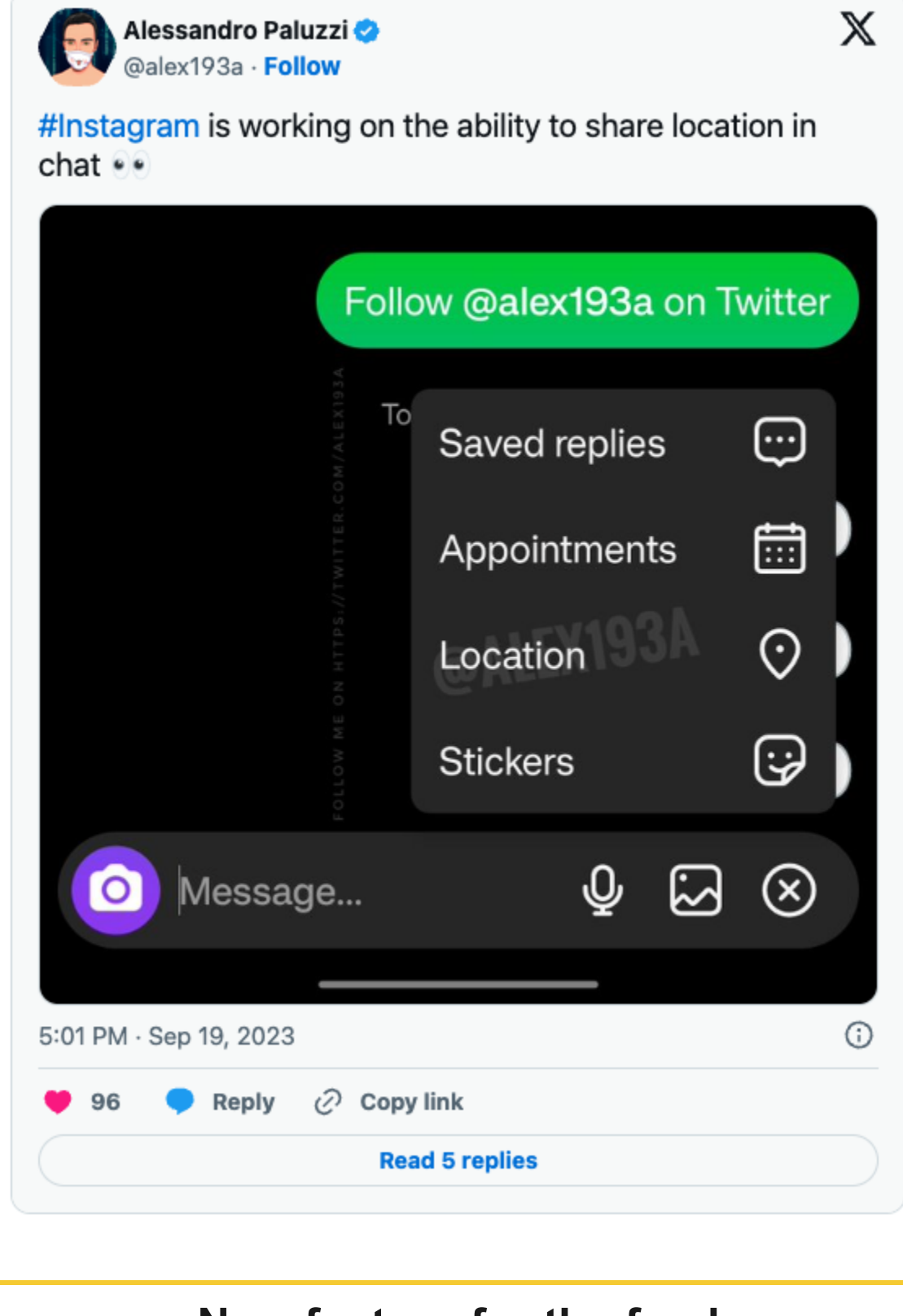
Always reachable

Instagram has continued to improve private messaging since it first arrived on the network.

One of the most interesting features was the ability to reply to a specific message, iMessage style. **Now, Meta is working on adding the option to share a location in DMs.**

As you can see in the screenshot from insider Alex193a: **save replies, quotes, stickers, and location.**

What do you think about this new feature?



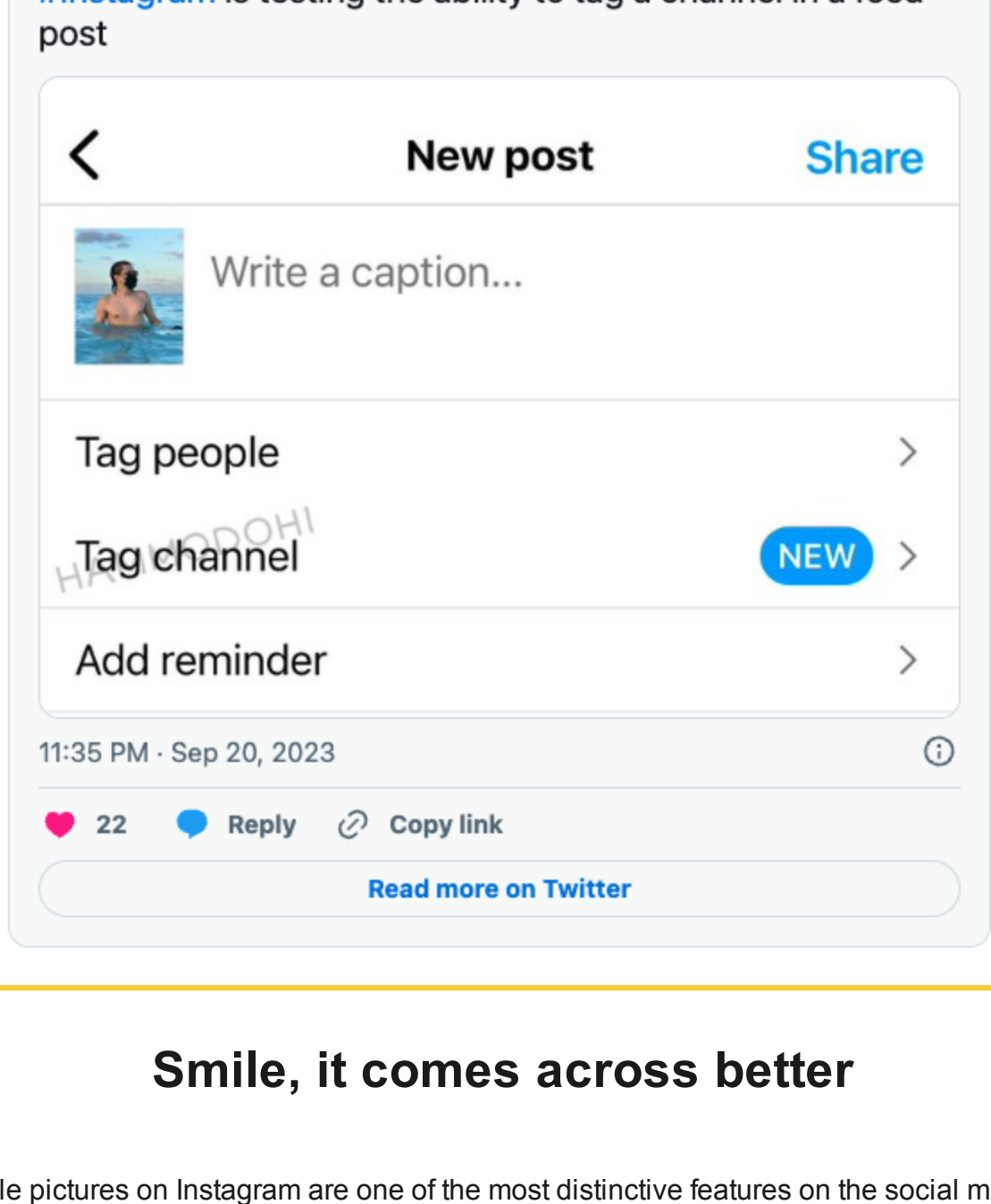
New feature for the feed

Do you use Instagram broadcast channels?

If so, you're in luck, **because Instagram is working on a feature to help you gain visibility and make it easier for users to find you.**

Meta will include the option to tag broadcast channels in a feed post. **This tag links both the user and product tags, if there are any.**

This is how the image feed would look like 🤖

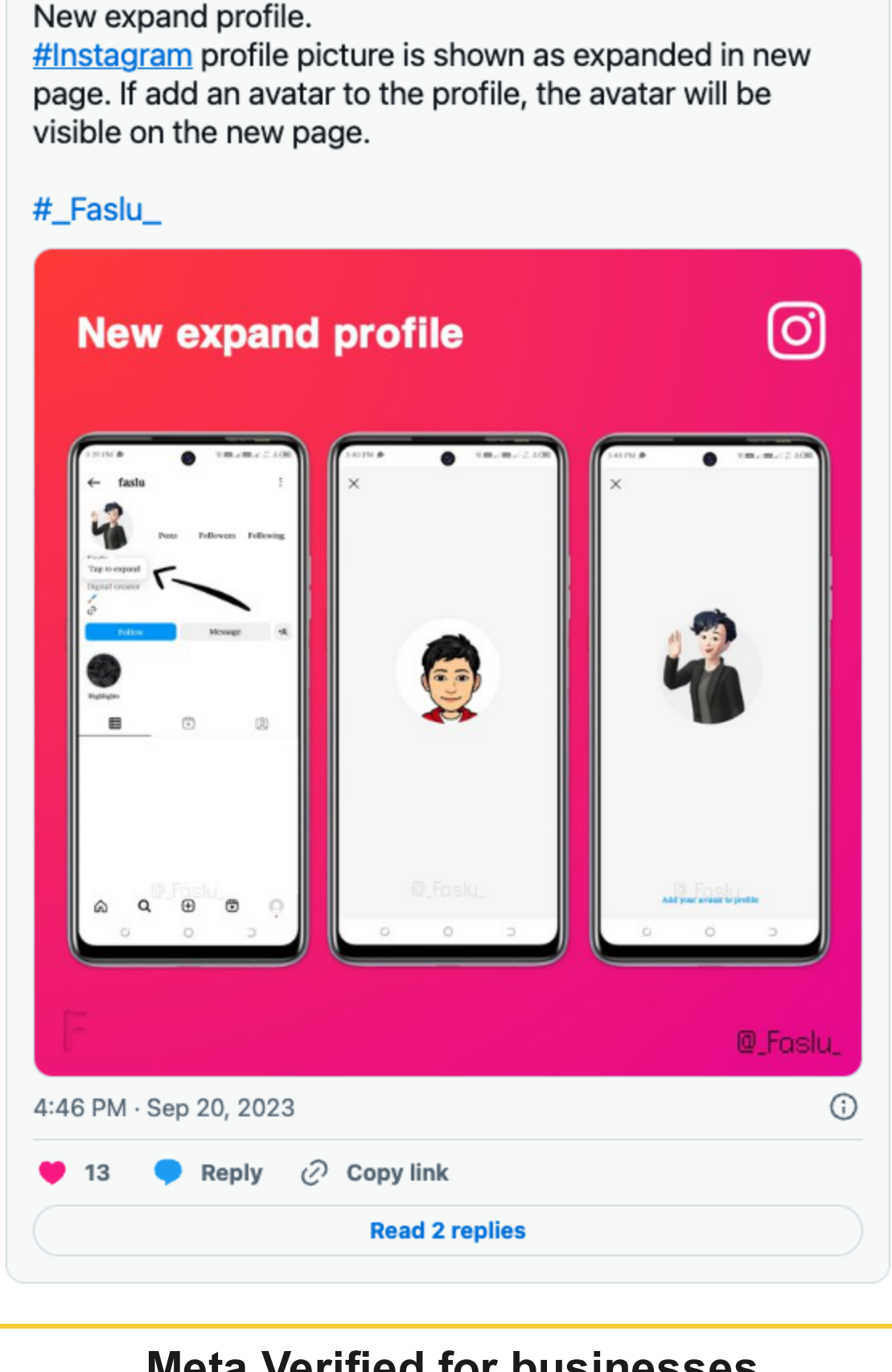


Smile, it comes across better

Profile pictures on Instagram are one of the most distinctive features on the social media network.

Who hasn't tried to zoom in on a profile picture from a private user, or follower request? 🤔

Well, you no longer need to screenshot and view a pixelated profile picture. Instagram is including the option to enlarge profile pictures. **But from _Faslu_, maybe this will only be available for avatars.**



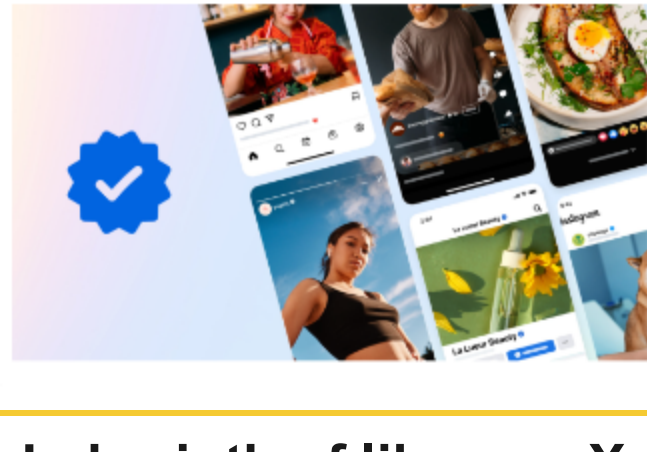
Meta Verified for businesses

Following Twitter Blue, **Meta launched Instagram Meta Verified** giving users the option to subscribe to this program and among other advantages, receive the verified account checkmark.

Meta Verified has taken quite a while to develop, **because for one, it didn't roll out to all locations, and second, because it was only for personal accounts and excluded business accounts...**

Until now!

As you can see in the image next to the news, Meta opens this program to company accounts. You just need a company account on Facebook and can join the waitlist.



Labyrinth of likes on X

Okay, I think we can all agree that X doesn't stop. **Some changes I have liked, and other's not so much.**

And the latest news, I don't like at all.

Because as Elena Ayala told us in this email (Thank you, by the way ^^) now it's impossible to find the interactions on an X post.

Before these metrics were visible, and **now you have to go click on the three dot icon of each post and click on View interactions.** Then, X will show you a page with the metrics: quote, repost, and like.

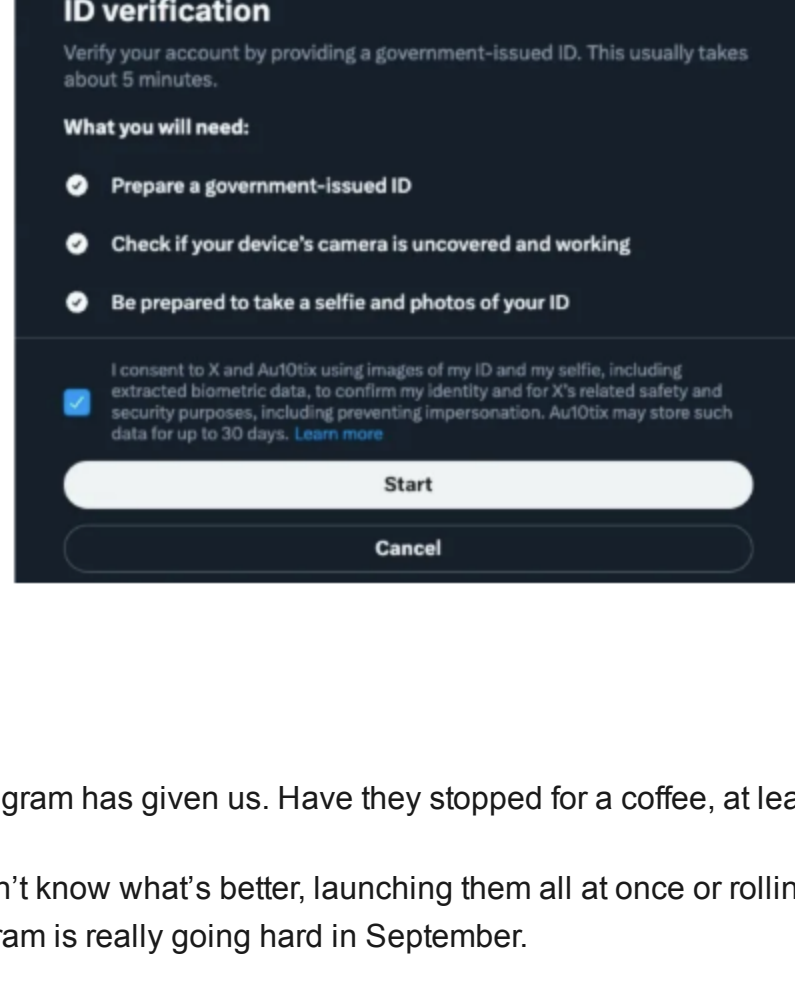


X launches ID verification for Premium users

A few weeks ago, we mentioned in our news section that X was going to start requesting official documentation to verify your identity.

Now, X has launched this process for Premium users.

Paid users will have the option to confirm their identity via a government-issued ID. But only that, you will also have to take a selfie to prove that you are who you say you are. This is a requirement from X that you can see in the image below (source Techcrunch).



Oof, what a gift Instagram has given us. Have they stopped for a coffee, at least?

The truth is that I don't know what's better, launching them all at once or rolling them out one after the other, but Instagram is really going hard in September.

And you, what goals do you have for September? I'd love to know how you've started this new "curse"!

See you next Sunday, Metricooler!

Anniston, from Metricool.

PS: Do you have plans for next Tuesday, the 26th? Well if not, I have a plan for you: join us live on our YouTube channel where we will be presenting our 2023 TikTok Study. [Here's the link to sign up!](#)

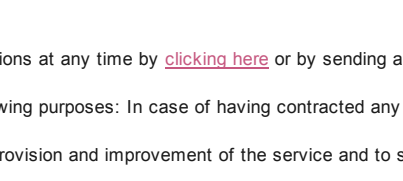
Bibliography:

- [Instagram Stories](#)
- [Direct Messages on Instagram](#)
- [Instagram Profile Picture](#)
- [Meta Verified](#)

With metricool

[Share it on Twitter](#)

Share on WhatsApp [What happened this week on social media? via @Metricool](#)
[target="" blank" style="" text-decoration: underline; color: #1a1a1a" rel="" noopener">Share on Telegram](#)



Copyright © 2023 Metricool.com. All rights reserved.

You can object to the sending of commercial communications at any time by [clicking here](#) or by sending an email to info@metricool.com. Metricool Software S.L. is responsible for the processing of your data, with the following purposes: In case of having contracted any of its services to maintain the contractual relationship, as well as the management, administration, information, provision and improvement of the service and to send commercial communications, unless you decide to object. In the event that you have given your consent for the sending of communication about news and/or promotions from Metricool, you have the right of access, rectification, deletion, limitation, opposition to your processing, portability and not to be subject to automated decisions with legal effects or that significantly affect you in a similar way. You can exercise your rights at info@metricool.com. More information in the Privacy Policy.