



Metricooler, we are officially in fall season! What does this mean? Yes, PSL's, Halloween, football season... but it also means **change**. And as we know, social networks are notorious for drastic changes.

As we know, **Instagram is the queen of novelties**. But other networks aren't far off. In fact, that's why we are here every week to give you the juicy news!

So, raise your coffee mug and let's catch up on what's happened this past week in social media.

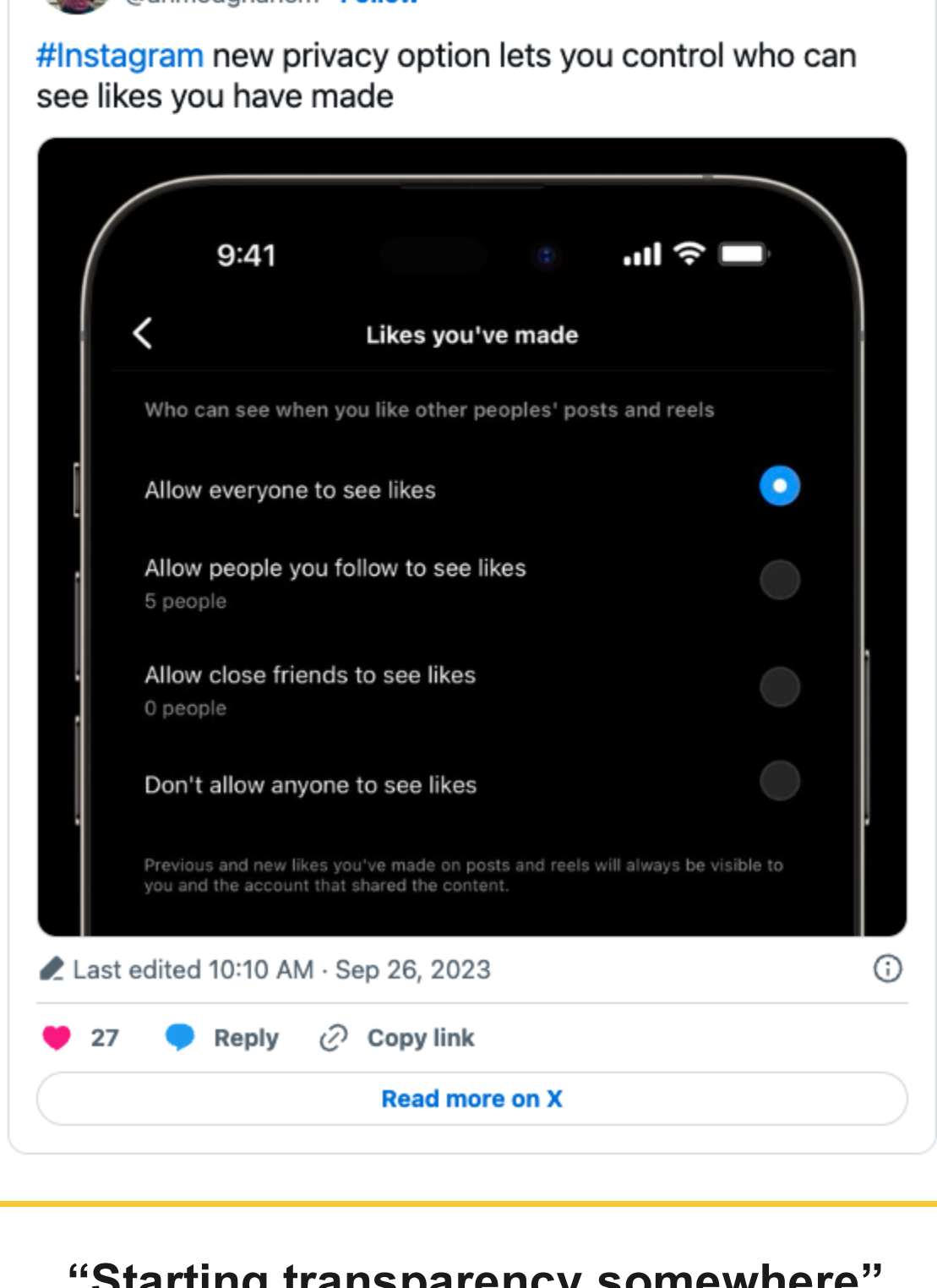
Who sees your Instagram likes?

Do you remember the early days of Instagram when you could see all the posts that your followers had liked? There was a tab to see all your followers likes, uncovering blackmail gold.

That tab disappeared and likes became private, but you can still see if a person you follow has liked a post from a mutual friend. But it seems that even this feature has its days numbered.

Instagram is working on the option to hide your likes to everyone, or only your followers see your likes (among other options).

Which one will you choose, Metricooler?



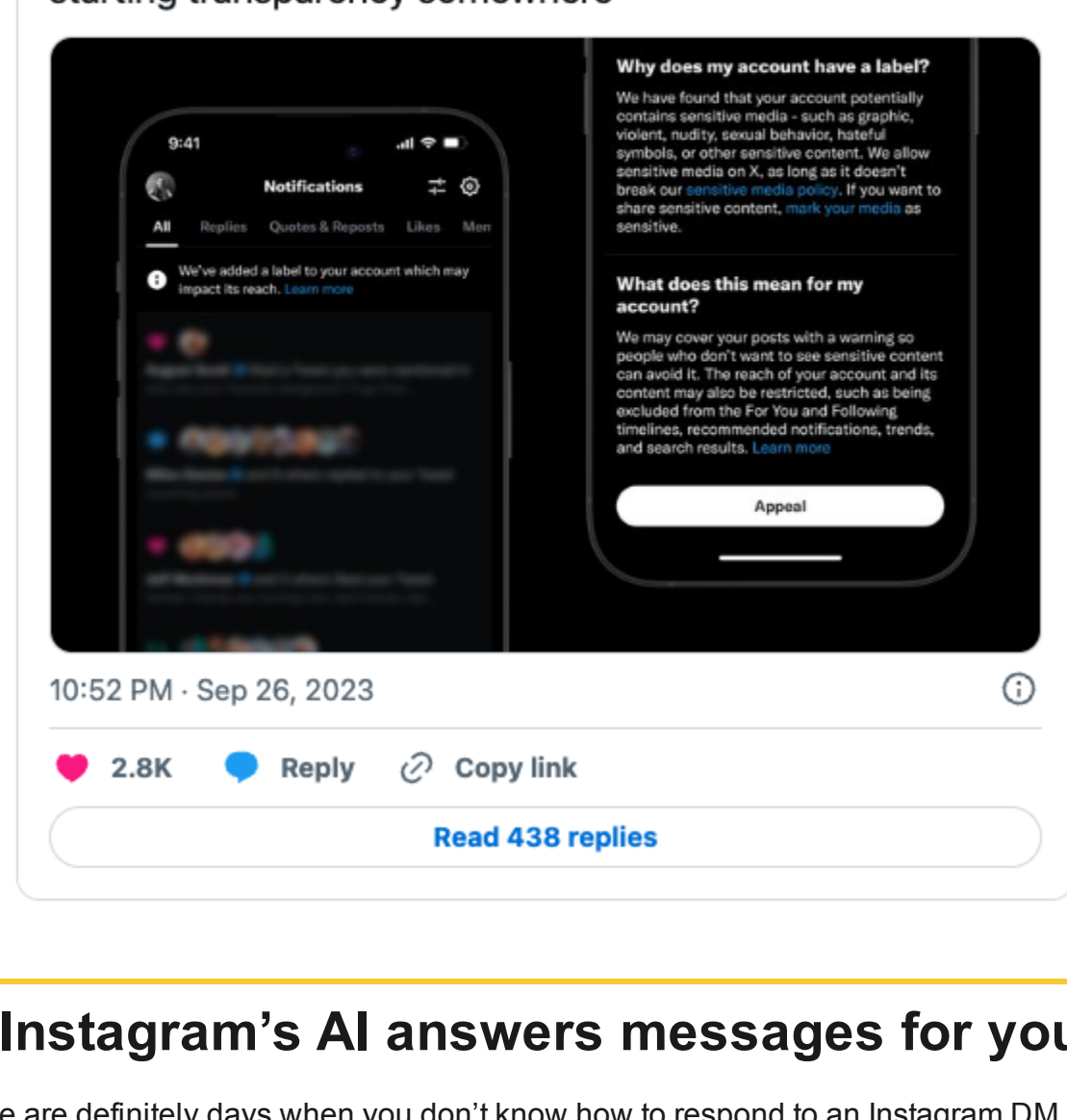
"Starting transparency somewhere"

We're still on the changes topics because, of course, the most drastic of them all, X. In the past few months, they have launched features to become an all-in-one app, and crackdown on security.

It seems that X will start adding "labels" on accounts that have been flagged for potential sensitive media. The networks adds that they may give add a warning signal to viewers in case they don't want to see sensitive content.

X also confirms that this could affect the reach of your account.

How strict will the network be with this?



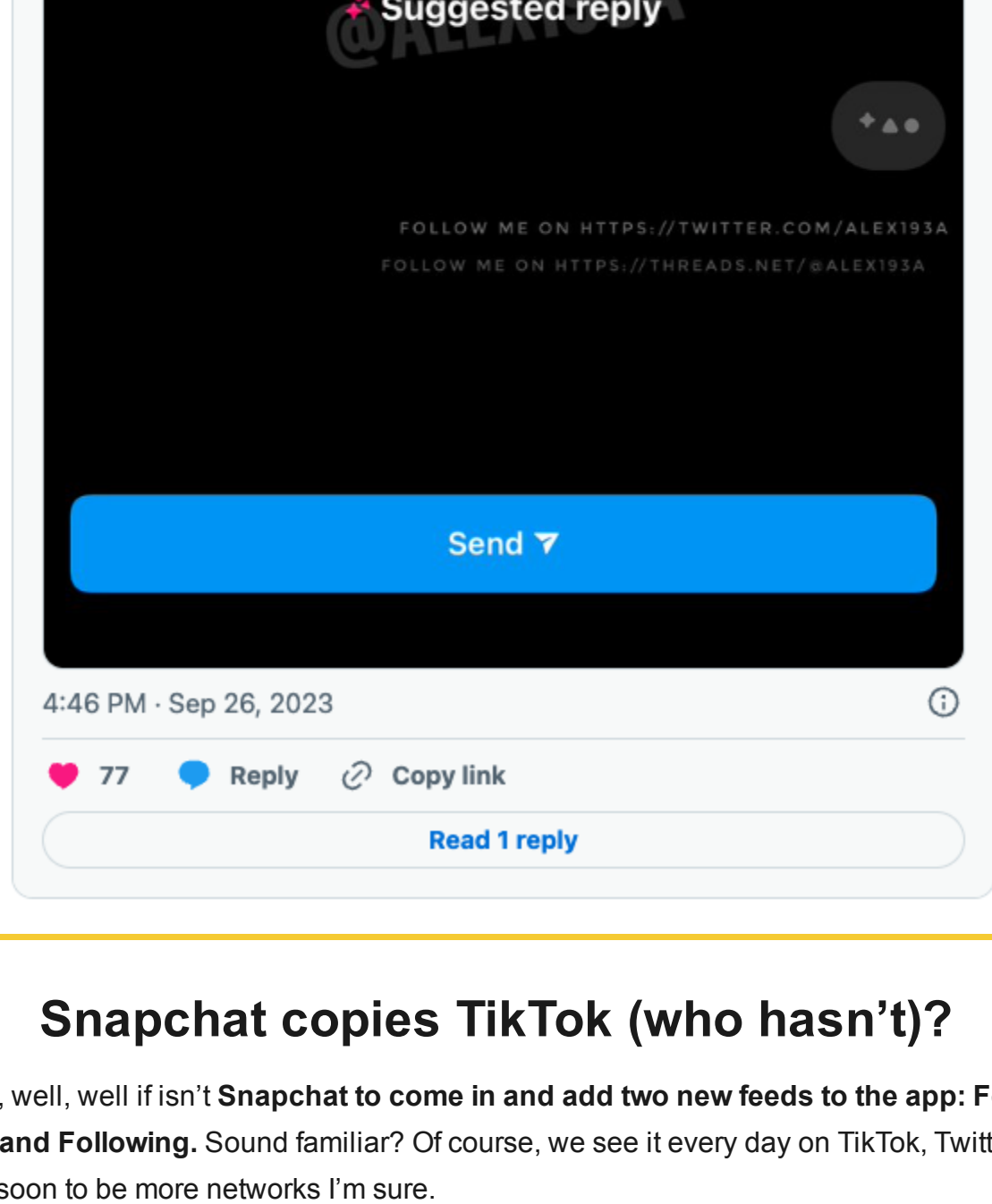
Instagram's AI answers messages for you

There are definitely days when you don't know how to respond to an Instagram DM, or just don't want to. But, you probably shouldn't leave anyone on read.

For those days when you need a little extra help, this is where new Instagram feature comes in! Discovered by our favorite social media insider, Alessandro Paluzzi.

Thanks to Instagram's new artificial intelligence, we will be able to automate message replies.

Imagine being alone in the middle of a crisis moment? AI could be there to help you out.

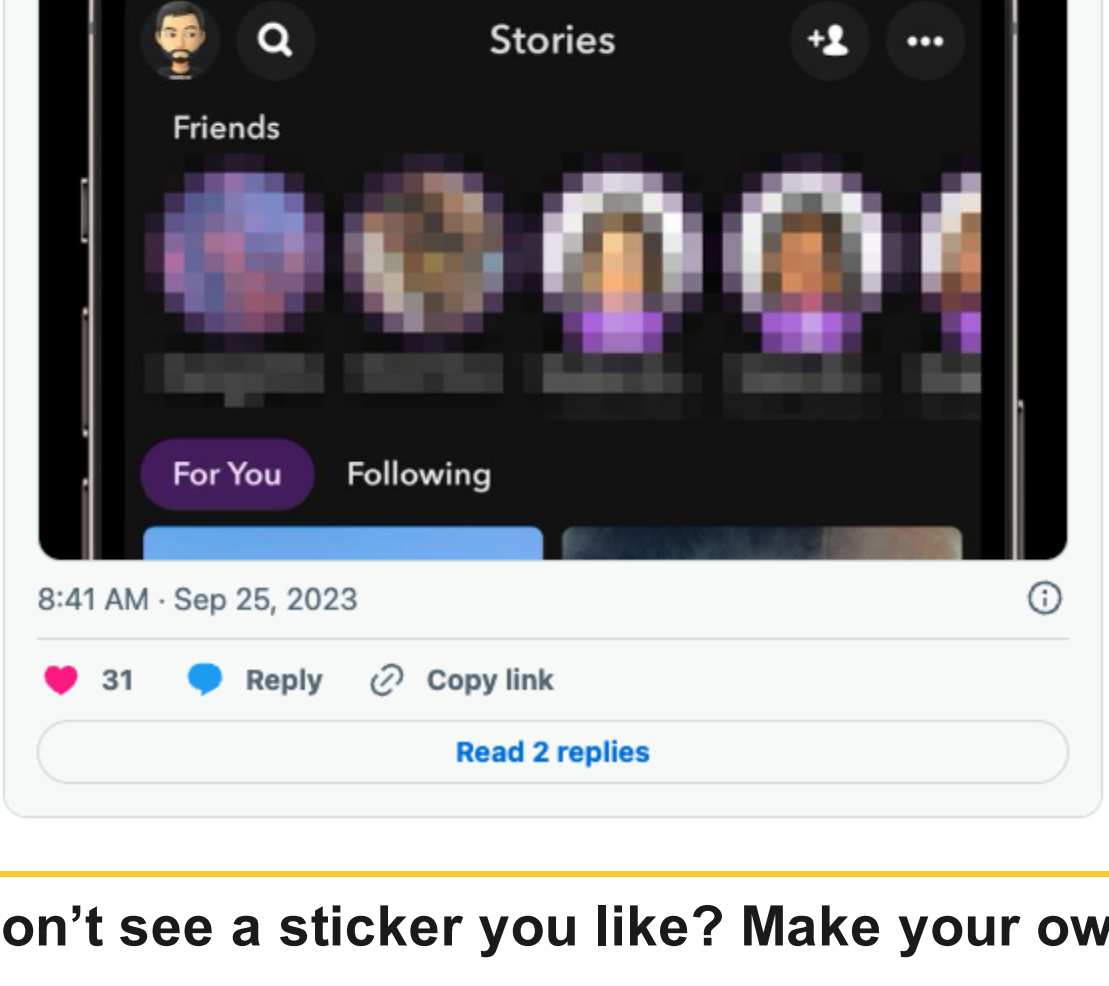


Snapchat copies TikTok (who hasn't)?

Well, well, well if isn't Snapchat to come in and add two new feeds to the app: For you and Following. Sound familiar? Of course, we see it every day on TikTok, Twitter, and soon to be more networks I'm sure.

It makes sense for every network to add it at this point, because everyone is used to it now. So why would a network not add it?

But, I guess we will have to see how it works on this network and if the For you page rage helps boost the platform, and if the algorithm will be strong enough to continue to recommend valuable content.



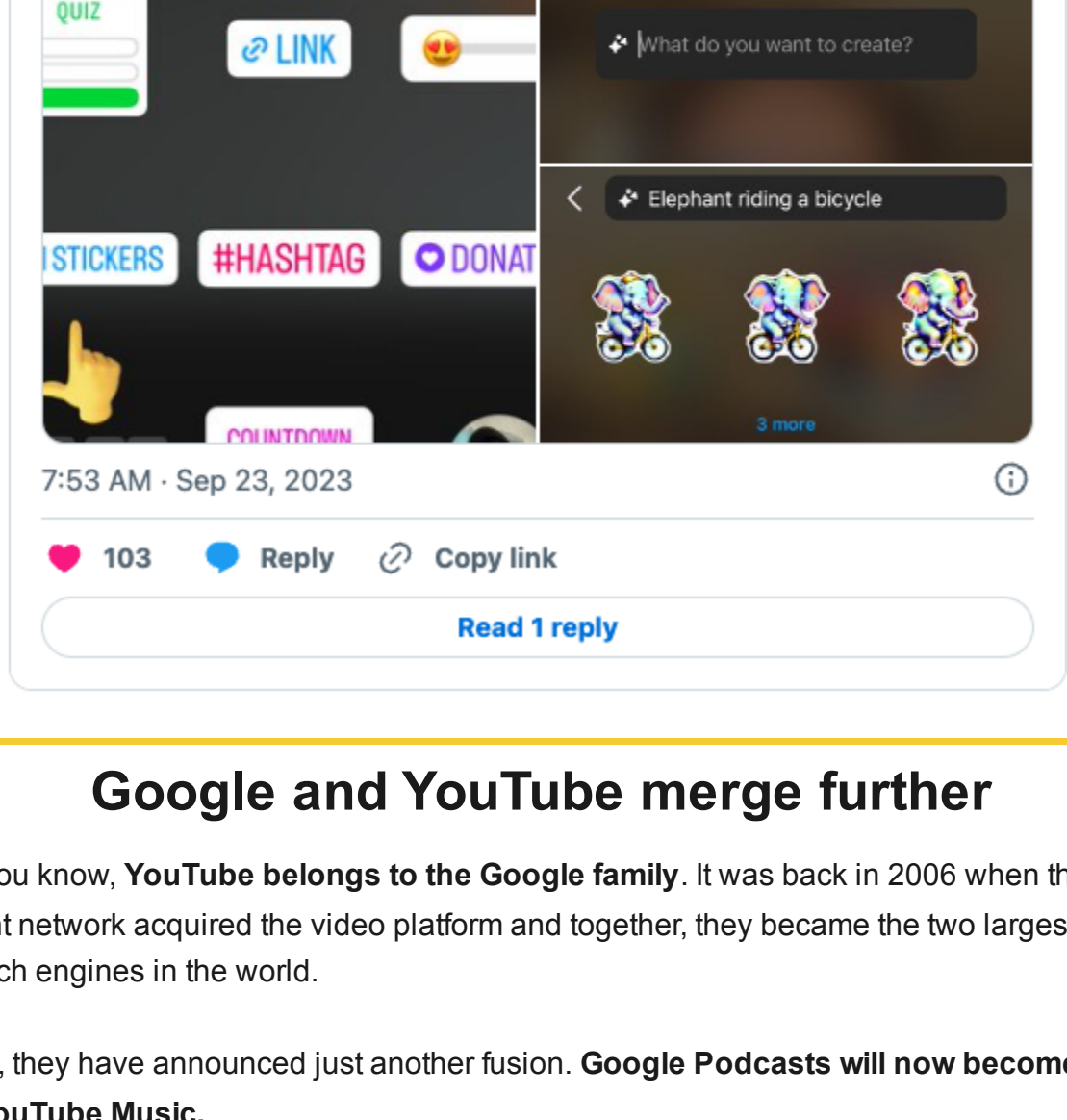
Don't see a sticker you like? Make your own

I've always loved stickers because you can add your personal touch to your computer, water bottle, etc. But sometimes don't you just want to make your own?

This may not be exactly the same thing, but Instagram is working on an AI feature focused just on sticker creation.

So if you don't like any of the stickers, you can create your own. Simply ask AI what you want, and it will quickly give you a design.

The result is actually pretty good looking at these pictures from Jonah Manzano:



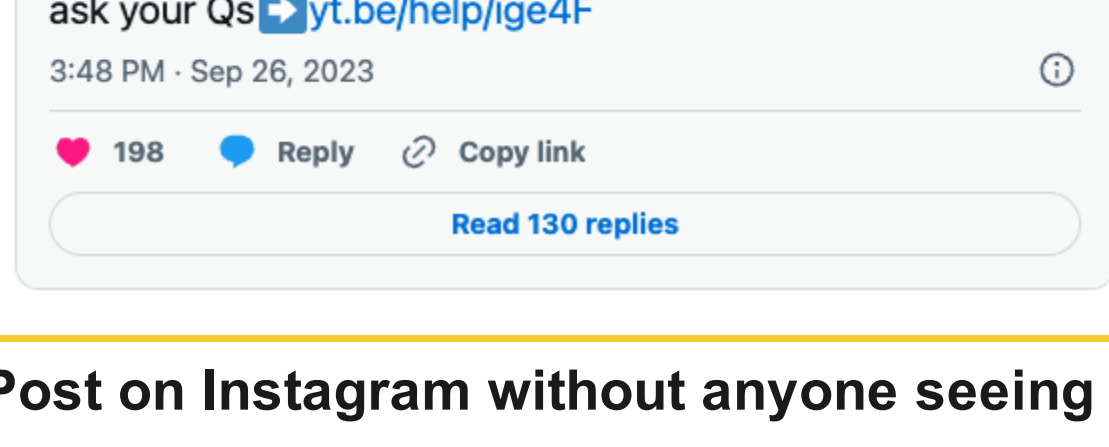
Google and YouTube merge further

As you know, YouTube belongs to the Google family. It was back in 2006 when the might network acquired the video platform and together, it became the two largest search engines in the world.

Now, they have announced just another fusion. Google Podcasts will now become part of YouTube Music.

It won't be until next year when this big change arrives but Metricooler, if you listen to podcasts there, get ready!

For those podcast listeners, reply to this email with a podcast you can never miss.



Post on Instagram without anyone seeing it

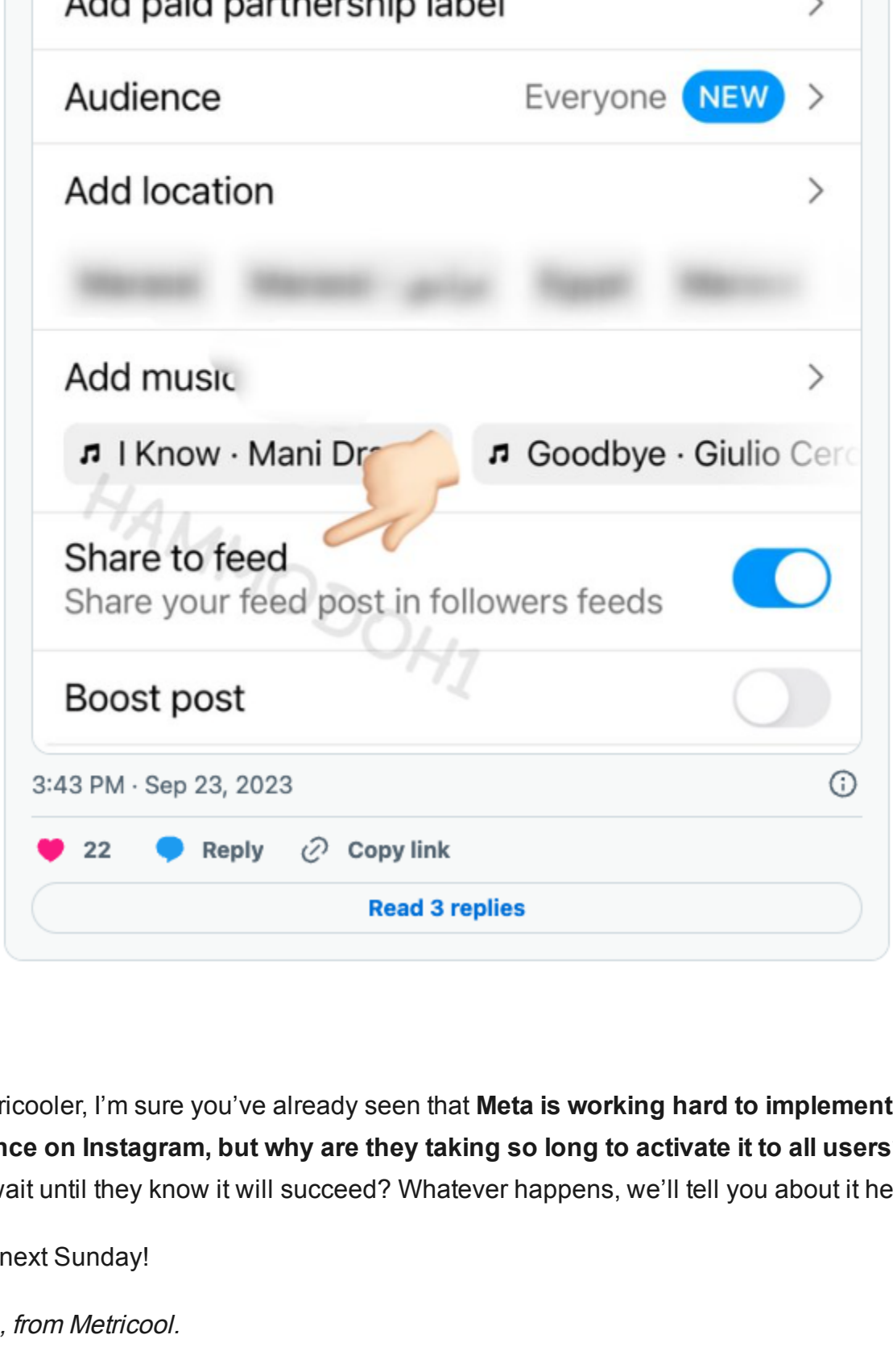
I love this feature, and if you manage social media accounts you'll know why.

There may be content you need to post, but the goal isn't necessarily likes, saves, or interactions, but exposure to an audience outside of your followers.

So with this, Instagram is working on a feature that is already available for some content creators. By disabling the "Share to feed" option, the content won't appear on your followers timelines.

This could help avoid bugging your followers with content that may not pertain to them. Something similar to adding a feature that allows adding to Story highlights without having to actually upload it to the Stories feed.

A feature that many creators and brands are asking for, a feature we are eager to tell you about it here!



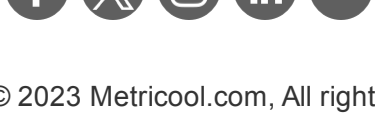
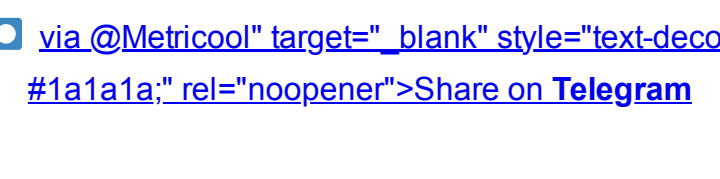
Well Metricooler, I'm sure you've already seen that Meta is working hard to implement artificial intelligence on Instagram, but why are they taking so long to activate it to all users? Do they want to wait until they know it will succeed? Whatever happens, we'll tell you about it here!

See you next Sunday!

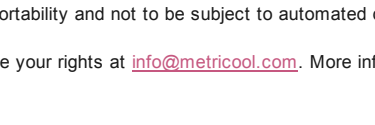
Anniston, from Metricool.

P.S.: Have you read our 2023 updated TikTok Study? After analyzing over 3M videos, we have the answers to the biggest questions on the network. Read the full study [here!](#)

Resources: [Instagram "Close Friends" Feed Post](#), [Twitter Rebrand to X](#), [Stickers on Instagram](#), [AI on Instagram](#), [How to Use Snapchat: Complete Guide](#)



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