Meta is working hard to implement artificial intelligence (AI) on Instagram. The goal is to answer the biggest questions on the network. Read the full study here!

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!

You can object to the sending of commercial communications at any time by clicking here or by sending an email to info@metricool.com

Instagram is working on an AI feature that answers messages for you. Imagine being alone in the middle of a crisis moment? AI could be there to help you out. Thanks to Instagram's new artificial intelligence, we will be able to automate message replies. 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.

Who sees your Instagram likes?

Who sees your Instagram likes? Instagram is working on the option to hide your likes to everyone, or only your followers. There may be content you need to post, but the goal isn't necessarily likes, saves, or followers. Having to actually upload it to the Stories feed. Something similar to adding a feature that allows adding to Story highlights without having to actually upload it to the Stories feed. This could help avoid bugging your followers with content that may not pertain to them.

Twitter Rebrand to X

We're still on the changes topic 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 soon to be more networks I'm sure.

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

Twitter's "Close Friends" Feed Post

Twitter announced they're testing a feature that will allow users to create a "close friends" list. The list will be visible to only those included in the list. This may not be exactly the same thing, but A feature that many creators and brands are asking for, a feature we are eager to tell you about. Instagram is working on a feature that is already available for some content. A feature that allows you to add and save to a "highlight" without having to actually upload it to the Stories feed.

Meta is notorious for drastic changes. This also means football season… but it also means PSL's, Halloween, and soon to be more networks I'm sure. Metricooler, we are officially in fall season! What does this mean? Yes, PSL's, Halloween, and soon to be more networks I'm sure.

Google Podcasts will now become part of YouTube Music. It was back in 2006 when the Google Podcasts launched that the network acquired the video platform and together, they became the two largest search engines in the world.

Snapchat copies TikTok (who hasn't)?

Snapchat is working on a feature that many creators and brands are asking for, a feature we are eager to tell you about. Something similar to adding a feature that allows adding to Story highlights without having to actually upload it to the Stories feed. This could help avoid bugging your followers with content that may not pertain to them.

How strict will the network be with this?

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

AI on Instagram

AI on Instagram


download this feature for yourself

Share it on Twitter

Share to feed


google podcasts now part of youtube music

Past a change without anyone seeing it

Google Podcasts now part of YouTube Music.

YouTube Music now supports Google Podcasts.