



Metricooler, remember the simple times of social media when feeds were only filled with selfies and pictures of cats? I'm talking about like 10 years ago, but we know that social networks have changed a lot since then. Now, we may even need to pay to use some.

I don't want to spoil anything, but you better start saving some coins if you don't want to see social media ads.

And keep retention in mind! This is another objective to keep in mind when creating content for your accounts, but you'll see what I'm saying when you keep reading!

So, shall we get into this weeks news?

The end of free social media

Metricooler, between you and me, we kind of saw it coming, didn't we?

A few months ago, X subscriptions came along so users could access more perks, and receive the coveted blue checkmark, in exchange for a monthly payment. Meta said, "Hey we want to do that too". And thus, they launched Meta Verified to pay for a verification on Instagram and Facebook.

And now the trend continues. But don't panic, just yet.

Coincidental or not, three social networks have announced that either you see ads, or you pay for an ad-free feed.

X is preparing for a rate to navigate the platform without seeing ads, however they are also considering adding it as a perk for Premium members. We will have to see which one they choose.

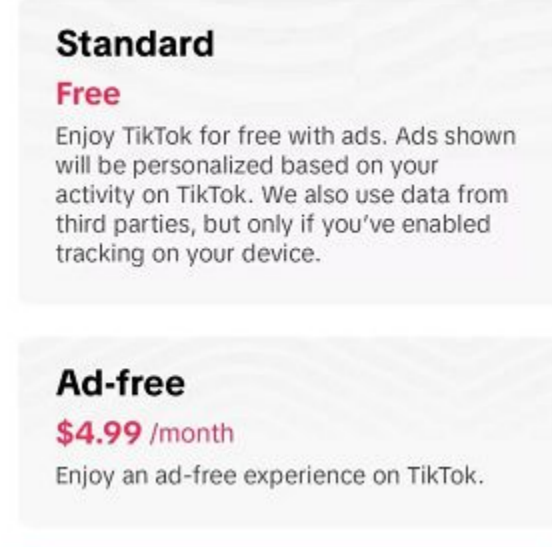
Meta is also proposing a \$14/month charge for ad-free feeds on Facebook, and \$17/month for both Facebook and Instagram. Will they also include this for Meta Verified users?

And, of course, TikTok is also on board with this idea, and has confirmed that they will offer an ad-free subscription, at \$4.99/month.

I don't know how you see it but, is this the end of free social media?

Pick your plan

Choose whether you will see ads.



Change your X strategy

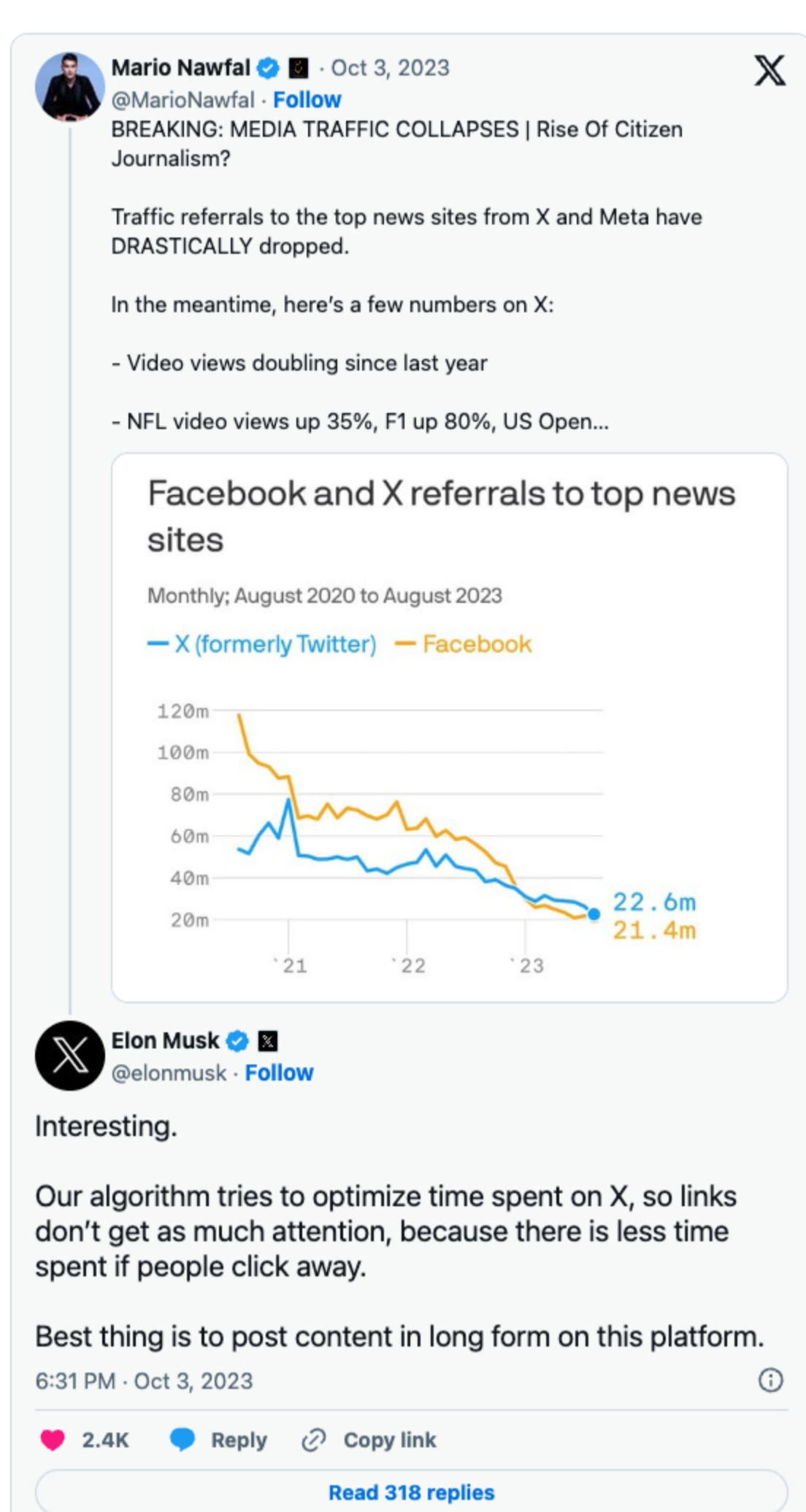
If you think your social media strategy should be all about sharing links, take a look at [Metricool's Analytics](#) section and you'll see the results.

All social media platforms like when users spend as much time as possible on their network. So, if you create content that retains and interests your community, you are more likely to increase your reach.

And Elon Musk confirmed this week, "Links don't get as much attention. The best thing to do is post extensive content within the platform".

For example, are you going to post a video? Forget about sharing the YouTube link, period. Upload the video directly to X. Want to share a blog post? Make a thread with the highlights.

Consider changing your strategy on X, and other social media platforms. Think about what makes users more likely to spend more time consuming your content: infographics, videos, carousels, polls, etc.



Elon Musk signs Paris Hilton for X

Collaborations, Metricooler. Collaborations are a very effective strategy to advertise your brand and become more well-known in your market.

Whether it's with influencers, other brands, or creators similar to your audience, collaborations can help achieve your goals faster.

Elon Musk, who we know is a serial entrepreneur, has created this idea to sign Paris Hilton and boost X.

The two-year agreement includes 4 original videos for the platform, live shopping streams, audio chats on [Spaces](#), and support for new product/service launches.

Even if Paris isn't the best fit to attract media attention, the intentions are good. At least we think?

Who would you like to see signed on Instagram or TikTok?



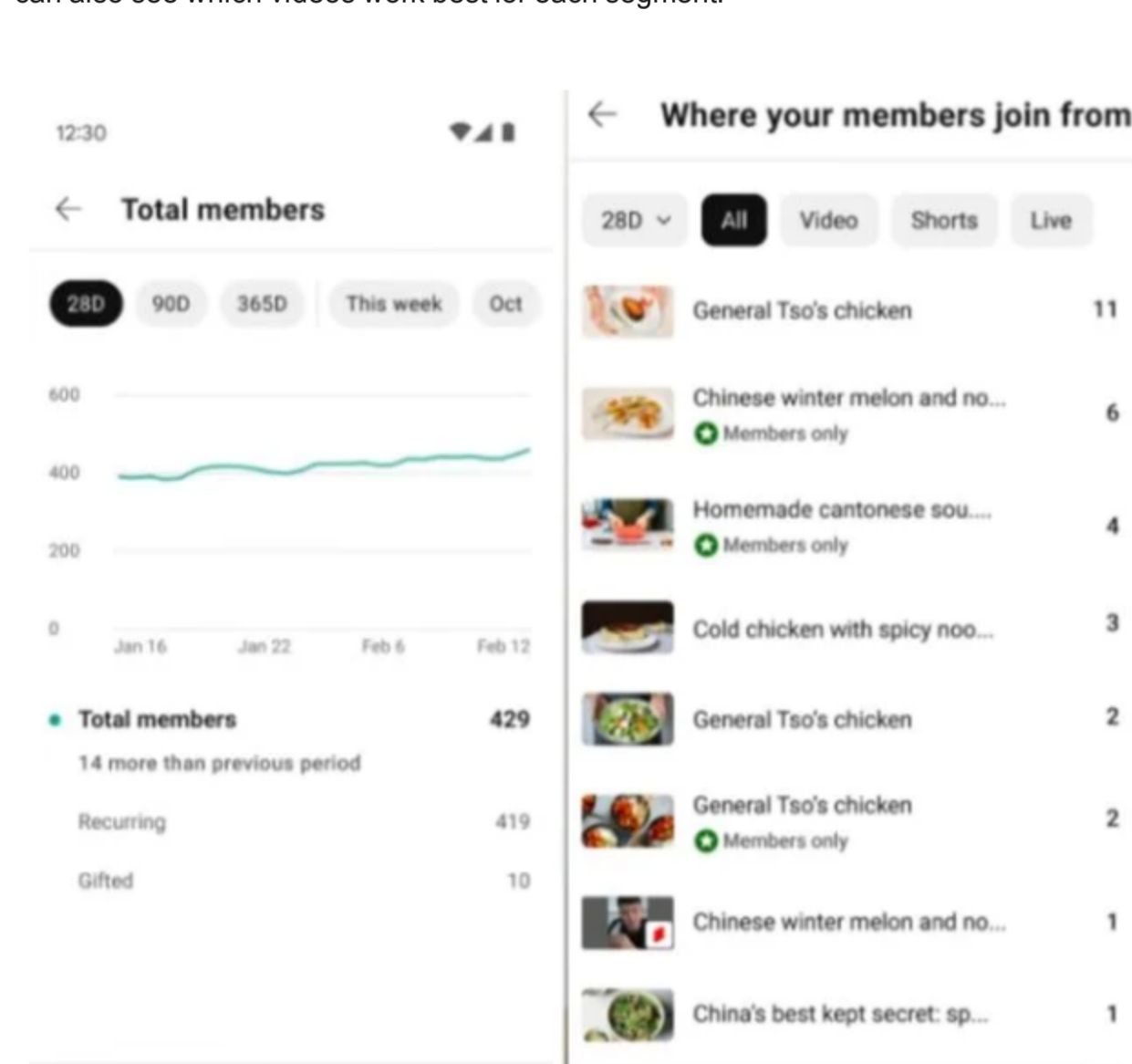
Metrics, lot of metrics on YouTube

Metricooler, you know that we are big fans of metrics (I mean it's in our name...), and we love what's new on YouTube.

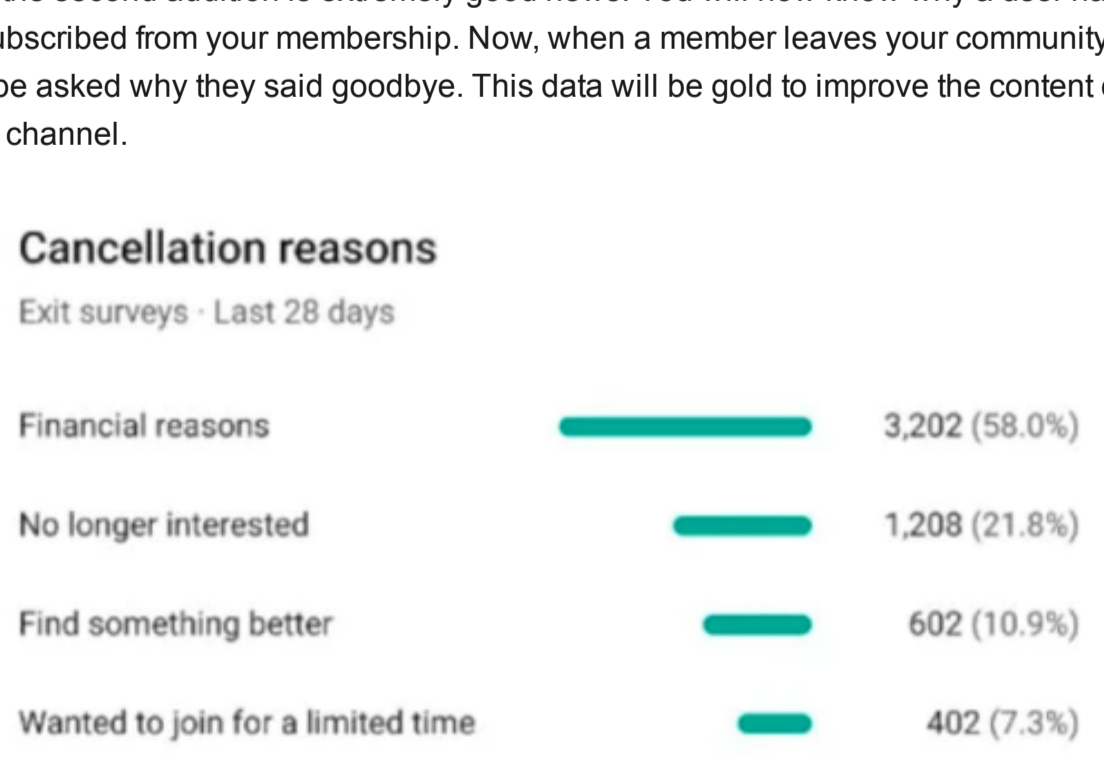
There are two new features, so let's break them down one-by-one.

The first one is more data about your subscribers, such as how many visits are from new views, and how many are from recurring users. Until now, you could only see the total.

This is great to see if you are reaching new people, and if you have a loyal audience. You can also see which videos work best for each segment.



And the second addition is extremely good news. You will now know why a user has unsubscribed from your membership. Now, when a member leaves your community, they will be asked why they said goodbye. This data will be gold to improve the content on your channel.



I think, Metricooler, you've had enough for this week, haven't you? Take a breath, and then review this weeks social media news, so you can make the right decisions for your content strategy.

We will be here next week to update you, and stay on top of what's to come next.

See you next Sunday!

Anniston, from Metricool

PS: We know creating a social media account from scratch can be overwhelming, so if you're new to TikTok, [watch this video](#) and build your profile to start creating quality content.

- Resources:
- [Tips to Plan your Content Strategy on Instagram](#)
- [What is Meta Verified?](#)
- [X Premium: Advantages and Pricing](#)
- [YouTube Analytics](#)

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