



We all know that **Instagram Stories** are one of the most popular formats on the network.

This content type has even influenced other networks to add their own version of Stories, such as Facebook and Snapchat.

Twitter even tested "Fleets" their version of Stories, but let's just say, it was fleeting... was the name a coincidence? 🤔

Now, Instagram is looking to improve Stories even more, while X (formerly known as Twitter) is looking to get rid of one of the most classic features in posts.

New interactive features on Instagram

As we roll into the holiday season, **Instagram looks to expand its interactive options in Stories** to boost engagement and support brands and businesses in their seasonal promotions.

They are **focusing heavily on stickers**, which it seems they will add the following:

App sticker: Ability to directly promote another app within Stories.

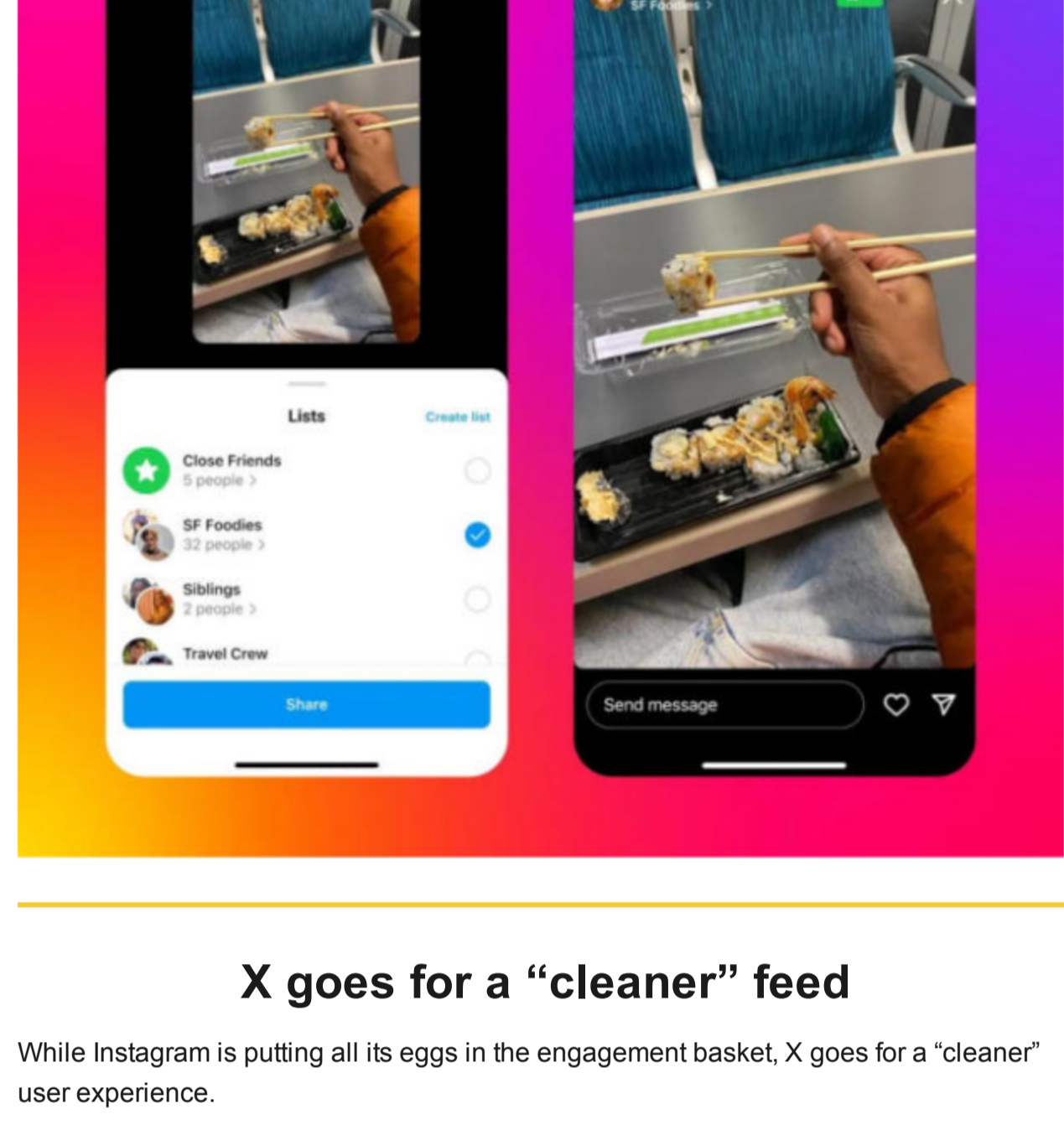
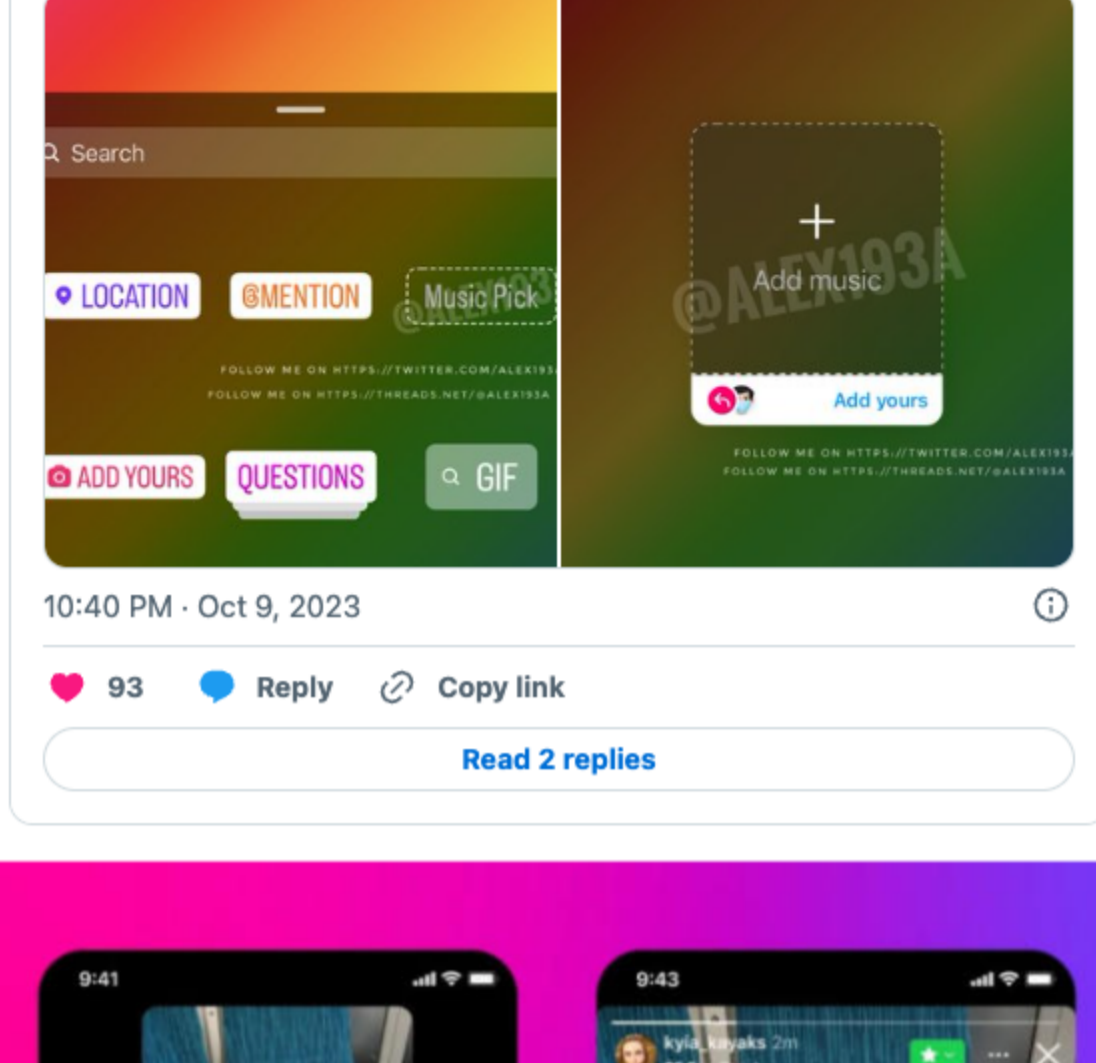
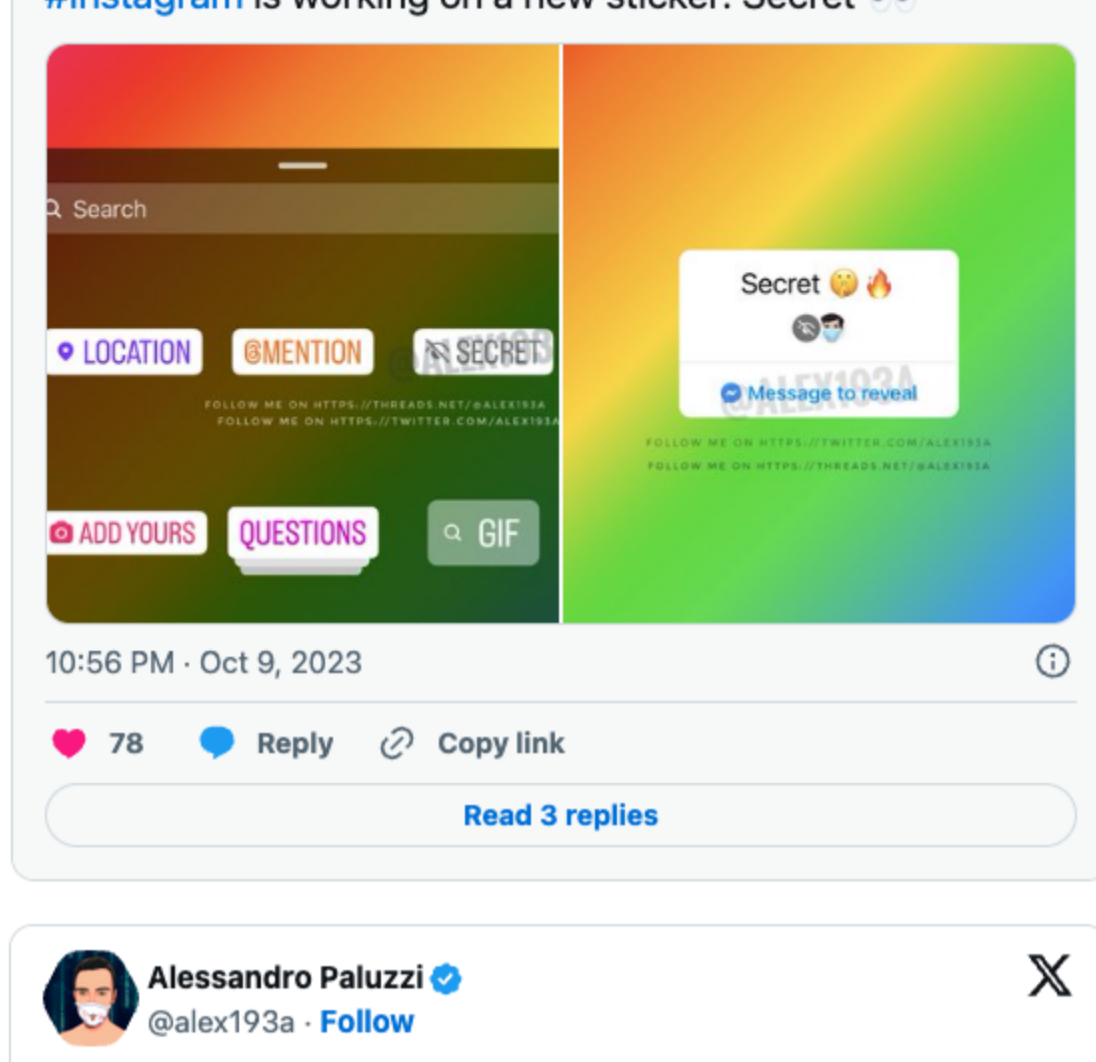
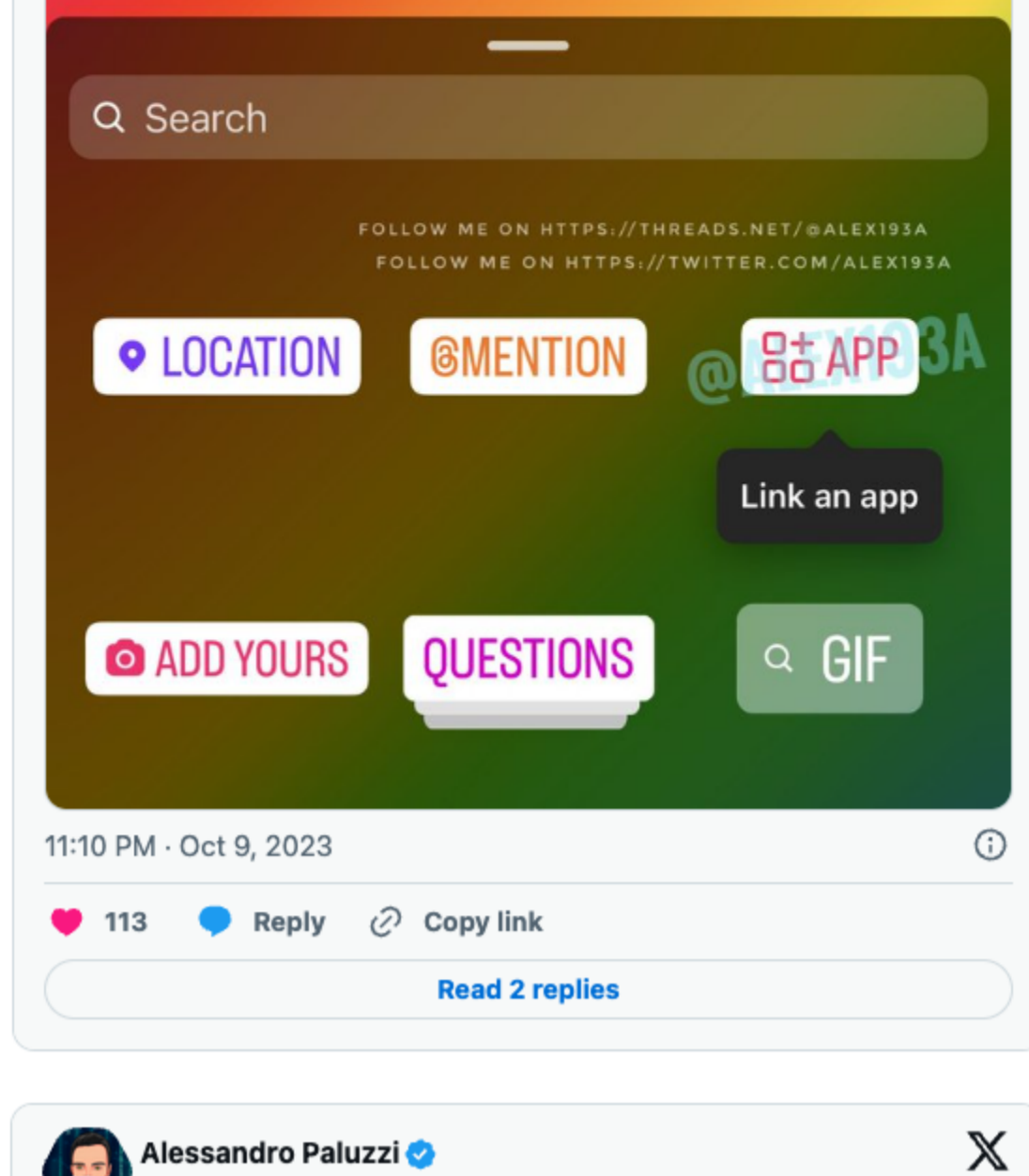
Secret sticker: Creators can create a "secret", which then would only be visible to those users that respond to the Story via direct message.

Music pick sticker: This option allows users to share their favorite songs, and users to respond back with their top tunes.

These updates were announced at the **"Instagram University" event in New York**, in addition to other interactive features such as **audio Notes, birthday reminders, and sharing Stories with multiple groups**.

I think these new features will be extremely useful, both for brands wanting to promote their products or services, and for users wanting a more interactive experience on the app.

What do you think about these coming features?



X goes for a "cleaner" feed

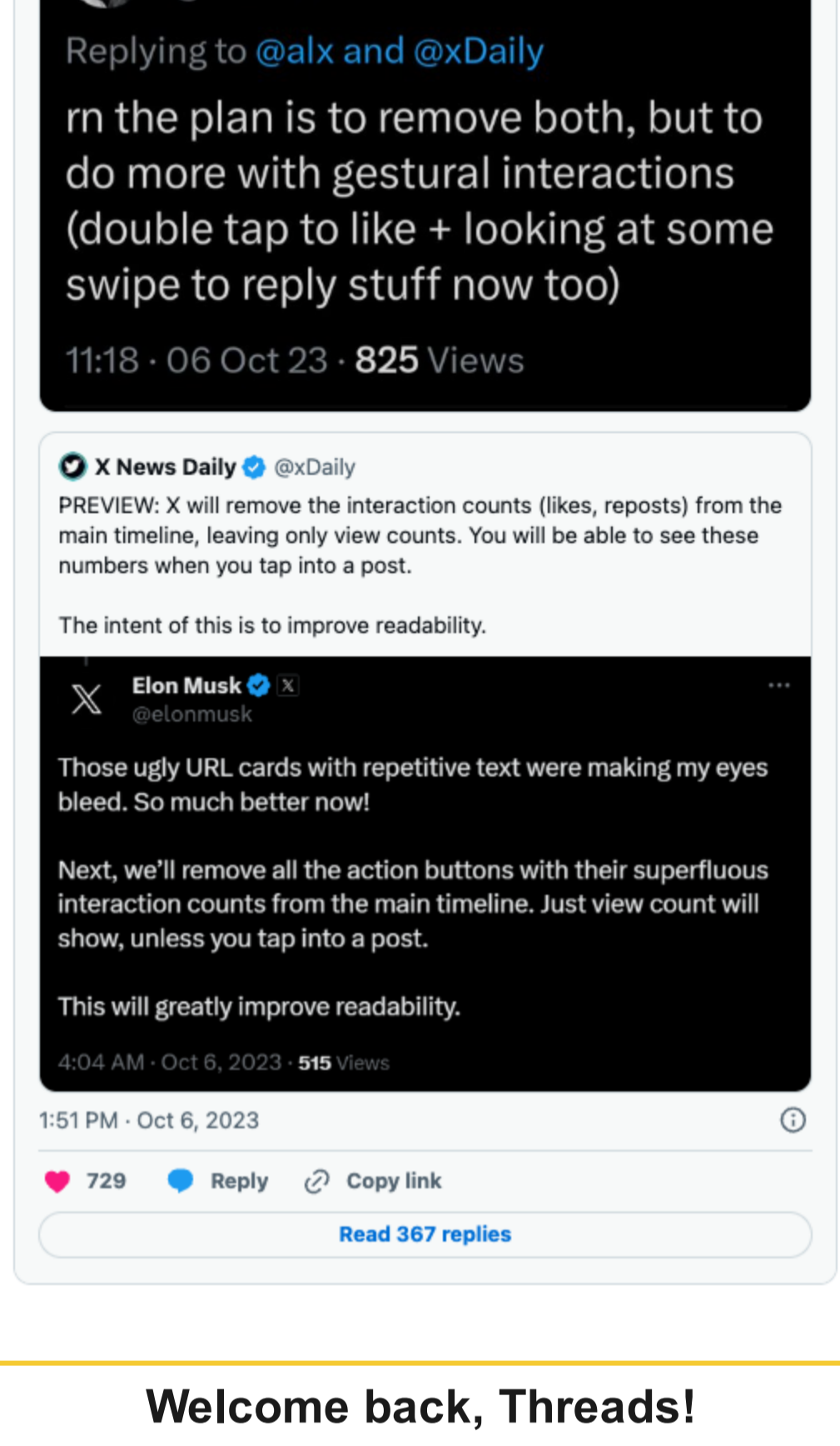
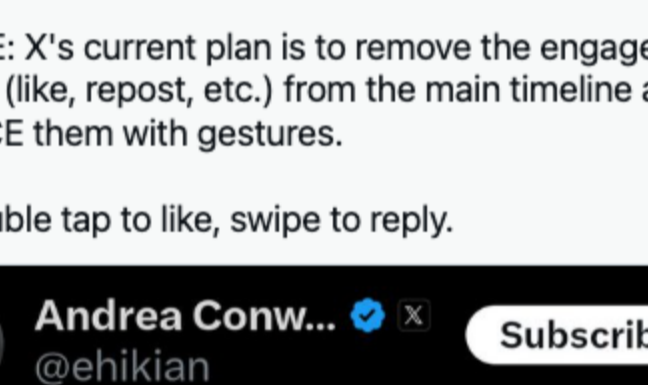
While Instagram is putting all its eggs in the engagement basket, X goes for a "cleaner" user experience.

With this, **Elon Musk** is pushing to **remove all engagement counts and buttons, leaving only "Views" visible**. These metrics will only be available when clicking on the post details.

One major concern with this change is that it **could decrease engagement**, especially re-posts and quotes since the buttons would no longer appear in their normal spot.

The network is looking to change how you interact with a post, such as **double tapping to like, and swiping to reply**.

Long-time Twitter users have expressed their hesitancy to accept Musk's drastic changes, so we will have to see how users react, especially since this would **completely change the way users engage on the app**.



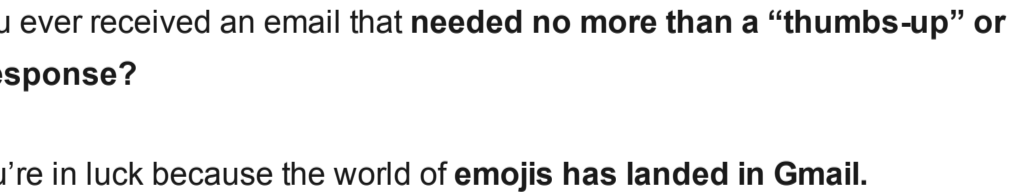
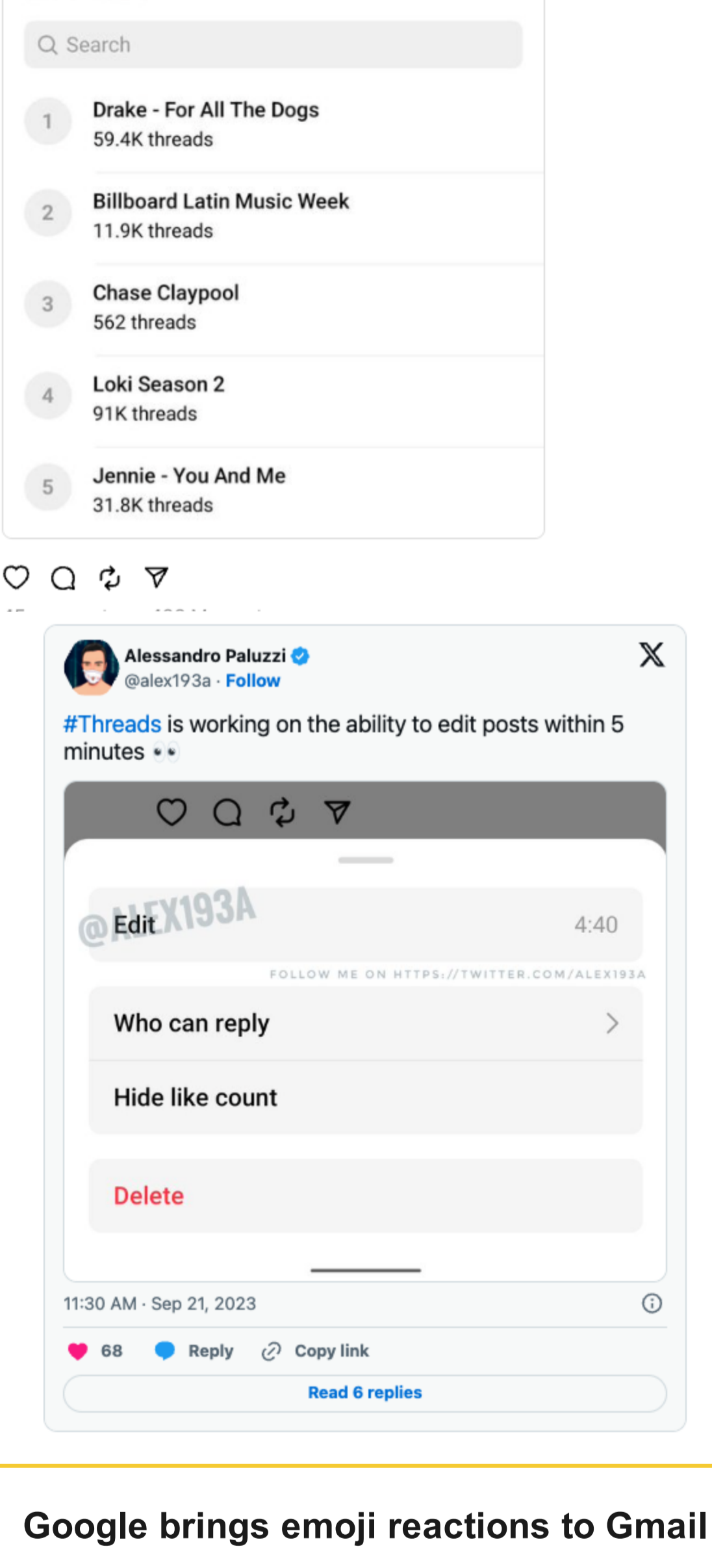
Welcome back, Threads!

It's been a while since we mentioned Meta's latest network, and for a while, we weren't sure if this app would make it...

But this week, **Threads is looking to make a comeback and incorporate new features that could help bring users back to the platform**.

These new highly-requested features include an option to **edit a Thread up to five minutes after posting, voice threads, in-feed GIFs, polls, and Trending Topics in the search**.

These efforts are **Meta's attempt to bring Threads closer to X**, and maybe even convert users over to Threads, as X continues to be put under mass scrutiny.



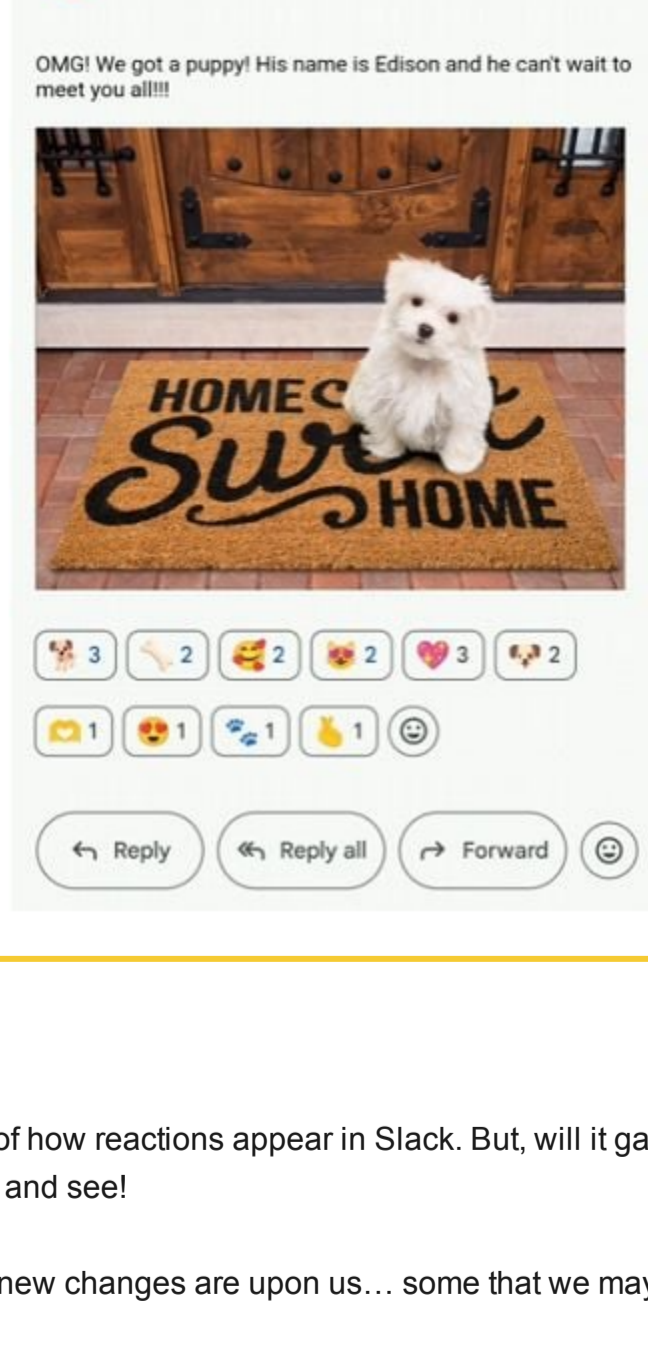
Google brings emoji reactions to Gmail

Have you ever received an email that needed no more than a "thumbs-up" or "heart-eyed" response?

Well, you're in luck because the world of **emojis has landed in Gmail**.

From now on, those with **personal Gmail accounts will see a smiley face icon at the bottom of the screen**. By clicking on this, an emoji menu will appear and you can tap on your selected emoji to send!

This feature will also roll out to group emails, where you can see who has specifically responded to a message.



This feature reminds me of how reactions appear in Slack. But, will it gain the same popularity in email? We'll have to wait and see!

Well, Metricooler, a lot of new changes are upon us... some that we maybe aren't ready for (cough, cough, X). 🤔

But we will be back next Sunday to update you on the craziness of the social media world.

Until next week!

Anniston, from Metricool.

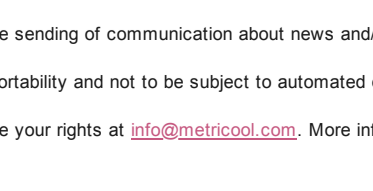
PS: Are you in need of freshening up your professional LinkedIn account? Join us on Monday, October 16th at 11am EST for our live audit series, focusing on LinkedIn. Grab your FREE ticket [here!](#)

Resources:
[Instagram New Interactive Stickers](#)
[Decline in Threads Engagement](#)
[X Goes for a "Cleaner" Feed](#)

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