

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.

in Stories to boost engagement and support brands and businesses in their seasonal

New interactive features on Instagram

As we roll into the holiday season, **Instagram looks to expand its interactive options**

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.

sharing Stories with multiple groups.

What do you think about these coming features?

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

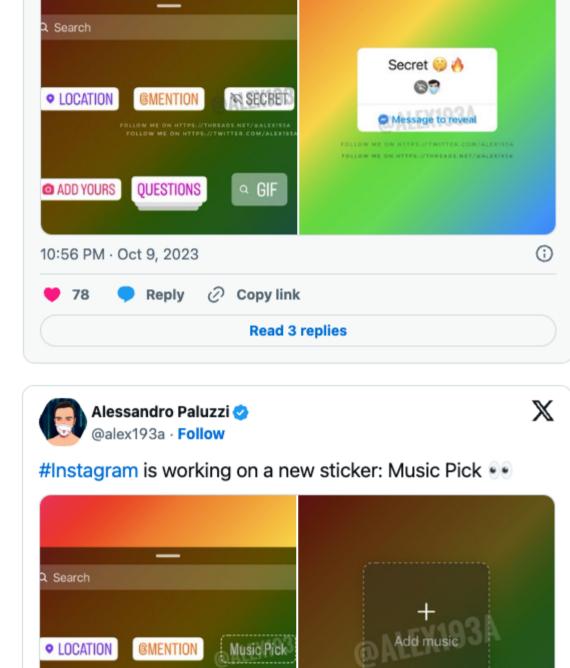
addition to other interactive features such as audio Notes, birthday reminders, and

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.

 \mathbb{X} Alessandro Paluzzi 🤣 @alex193a · Follow

#Instagram is working on a new sticker: App

Q Search LOCATION Link an app ADD YOURS QUESTIONS a GIF 1 11:10 PM · Oct 9, 2023 ⊘ Copy link 113 Reply Read 2 replies \mathbb{X} Alessandro Paluzzi 🤣 @alex193a · Follow #Instagram is working on a new sticker: Secret .



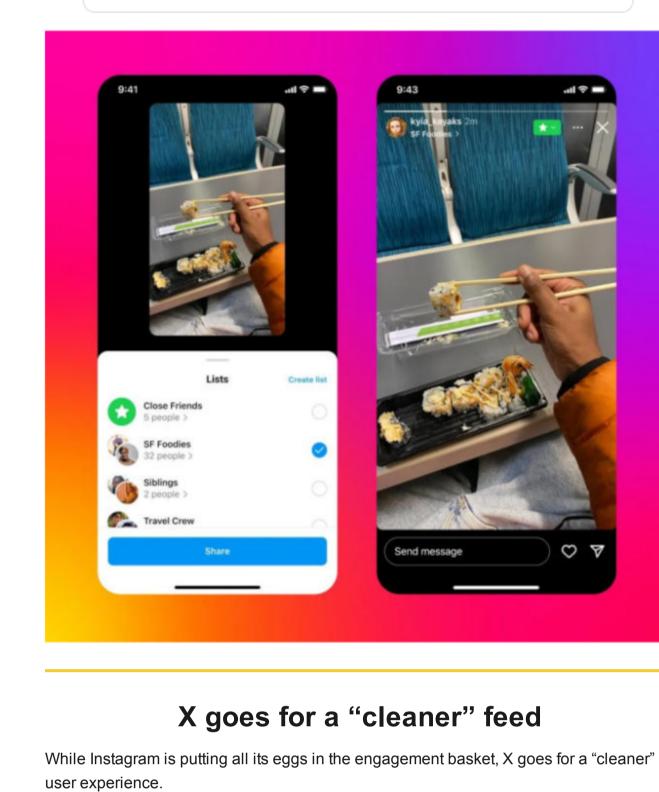
1

QUESTIONS

Reply

ADD YOURS

10:40 PM · Oct 9, 2023



Read 2 replies

changes, so we will have to see how users react, especially since this would **completely** change the way users engage on the app.

Long-time Twitter users have expressed their hesitancy to accept Musk's drastic

With this, Elon Musk is pushing to remove all engagement counts and buttons,

post details.

to like, and swiping to reply.

leaving only "views" visible. These metrics will only be available when clicking on the

One major concern with this change is that it **could decrease engagement**, especially

The network is looking to change how you interact with a post, such as **double tapping**

re-posts and quotes since the buttons would no longer appear in their normal spot.

Those ugly URL cards with repetitive text were making my eyes

Next, we'll remove all the action buttons with their superfluous interaction counts from the main timeline. Just view count will

bleed. So much better now!

show, unless you tap into a post.

This will greatly improve readability. 4:04 AM - Oct 6, 2023 - 515 View

REPLACE them with gestures.

@ehikian

numbers when you tap into a post.

Elon Musk 🔮 🗵

bleed. So much better now!

show, unless you tap into a post.

4:04 AM · Oct 6, 2023 · 515 Views

search.

Search

Q Search

Drake - For All The Dogs

Billboard Latin Music Week

59.4K threads

11.9K threads

Chase Claypool

Loki Season 2 91K threads

31.8K threads

 \forall

minutes ...

responded to a message.

Q ¢

Jennie - You And Me

Alessandro Paluzzi 🤣 @alex193a · Follow

Who can reply

#Threads is working on the ability to edit posts within 5

562 threads

This will greatly improve readability.

The intent of this is to improve readability.

e.g. Double tap to like, swipe to reply.

Andrea Conw... 💝 🗵

Replying to @alx and @xDaily

 \mathbb{X} 🔪 X News Daily 🤣 @xDaily · Follow UPDATE: X's current plan is to remove the engagement buttons (like, repost, etc.) from the main timeline and

> rn the plan is to remove both, but to do more with gestural interactions (double tap to like + looking at some swipe to reply stuff now too) 11:18 · 06 Oct 23 · **825** Views X News Daily 🔮 @xDaily PREVIEW: X will remove the interaction counts (likes, reposts) from the main timeline, leaving only view counts. You will be able to see these

Those ugly URL cards with repetitive text were making my eyes

Next, we'll remove all the action buttons with their superfluous interaction counts from the main timeline. Just view count will

Subscribe

(i) 1:51 PM · Oct 6, 2023 Reply ⊘ Copy link Read 367 replies 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 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. willianmax 🧇

Oops. I think the trending topics feature just leaked on the timeline.

4 d •••

 \mathbb{X}

4:40

Hide like count Delete (1) 11:30 AM · Sep 21, 2023 ⊘ Copy link Read 6 replies Google brings emoji reactions to Gmail Have you ever received an email that needed no more than a "thumbs-up" or "hearteyed" 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

Look who moved in with us! >

Stella Schieffer 2:17 PM

to Christian, Moritz, Jean-Matthi... ~

OMG! We got a puppy! His name is Edison and he can't wait to

Inbox To me OR cc me

- (*1) (*4 1) (*3) 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!
- P.S.: 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!

Anniston, from Metricool.

(cough, cough, X). 😢

Until next week!

Resources:

Instagram New Interactive Stickers Decline in Threads Engagement X Goes for a "Cleaner" Feed

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

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

With w metricool **Share it on Twitter**

Share on WhatsApp via @metricool" target="_blank" style="text-decoration: underline; color: #1a1a1a;" rel="noopener">Share on Telegram

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