



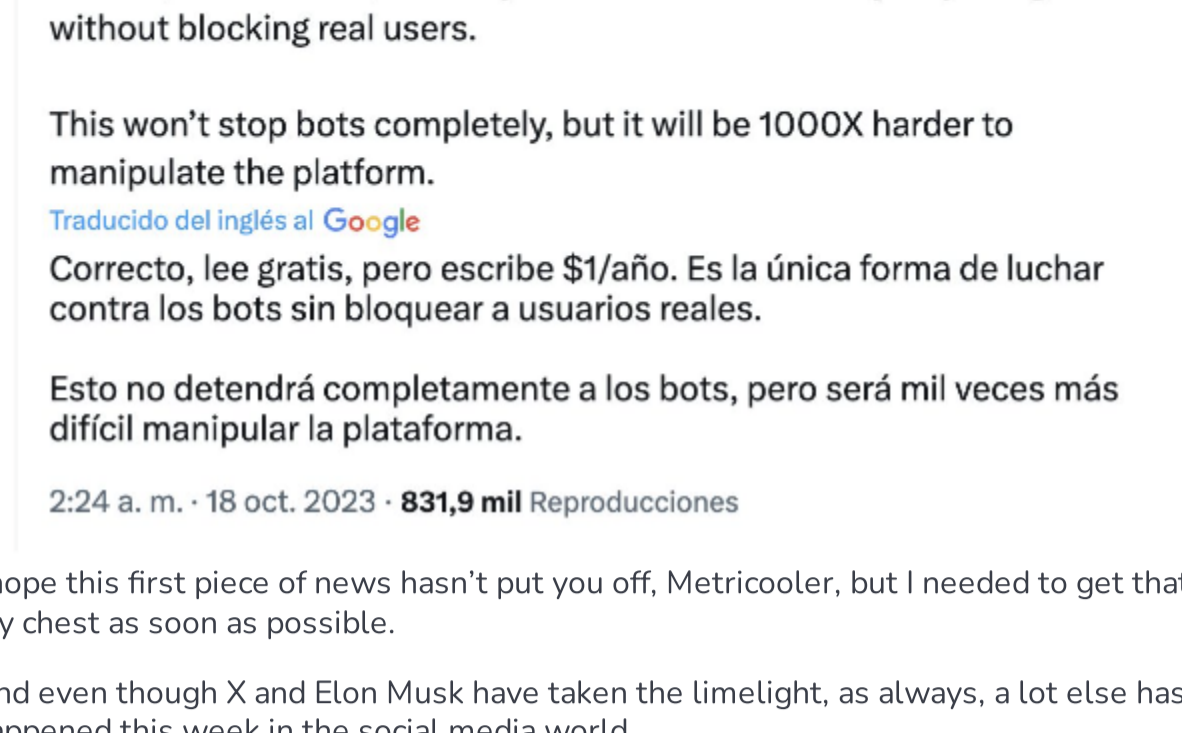
It's been a while since we've started a newsletter about Elon Musk, but I think this occasion deserves it.

And that is, on October 18th everything blew up. It's official, X has started the process of charging to use the social network, for new users that sign up.



As of now, it's only in New Zealand and the Philippines, where new users will need to pay \$1 to create an account. But, this is just the start. Who knows how this will develop in the coming months, and if X will extend this to all users and/or increase the price.

This is something that Elon Musk confirmed on his X account, and has defended this actions as, "The only way to fight bots without blocking real users".



I hope this first piece of news hasn't put you off, Metricooler, but I needed to get that off my chest as soon as possible.

And even though X and Elon Musk have taken the limelight, as always, a lot else has happened this week in the social media world.

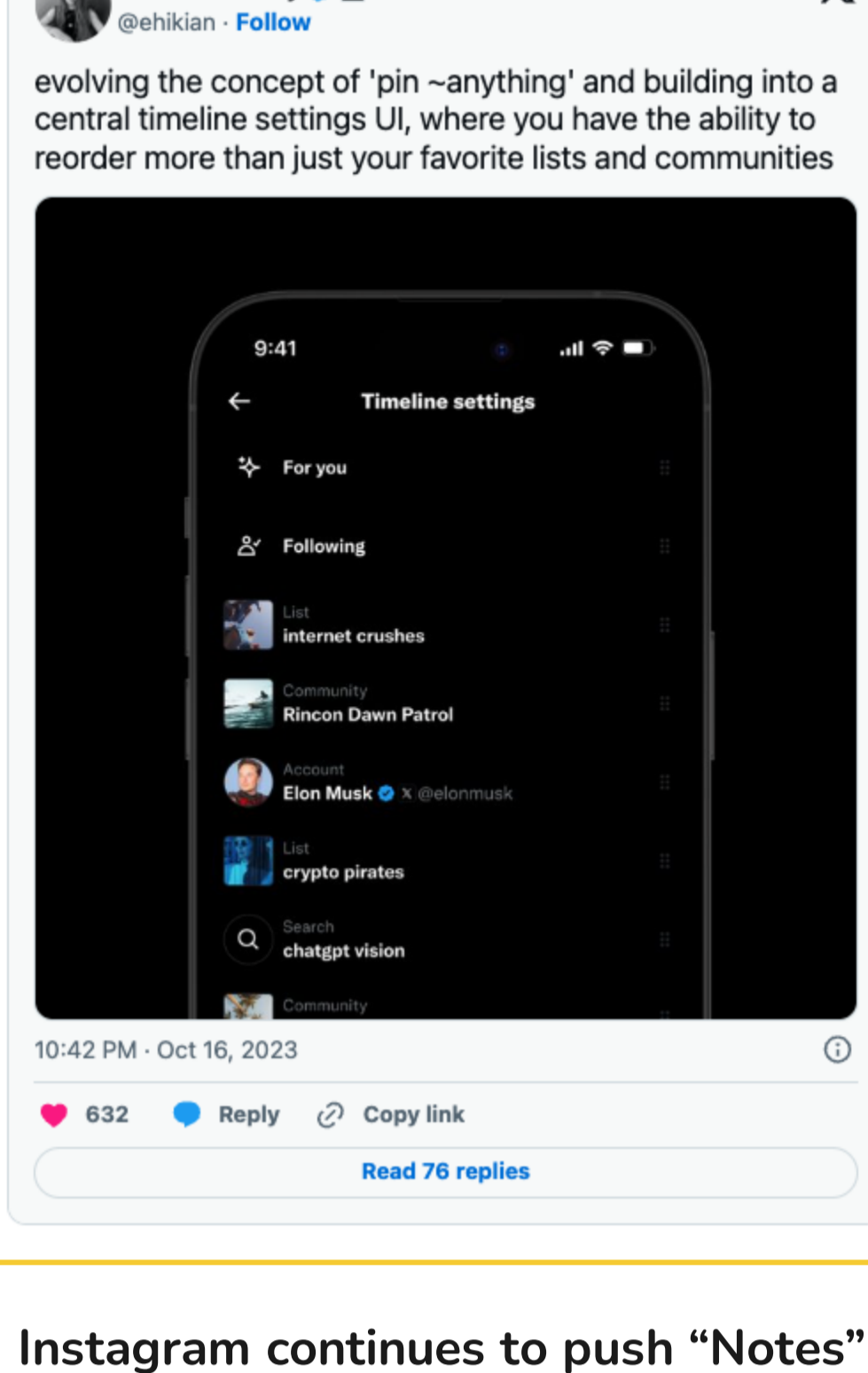
A timeline to your liking

So, we are going from some highly controversial news on X, to one that I personally agree with and has to do with individual users experiences.

X will now allow you to reorder and configure your timeline to your liking.

As you can see in the image of the post, you have the option to configure your timeline to select what you want to see, including Communities and Lists.

What do you think about this improvement on X?



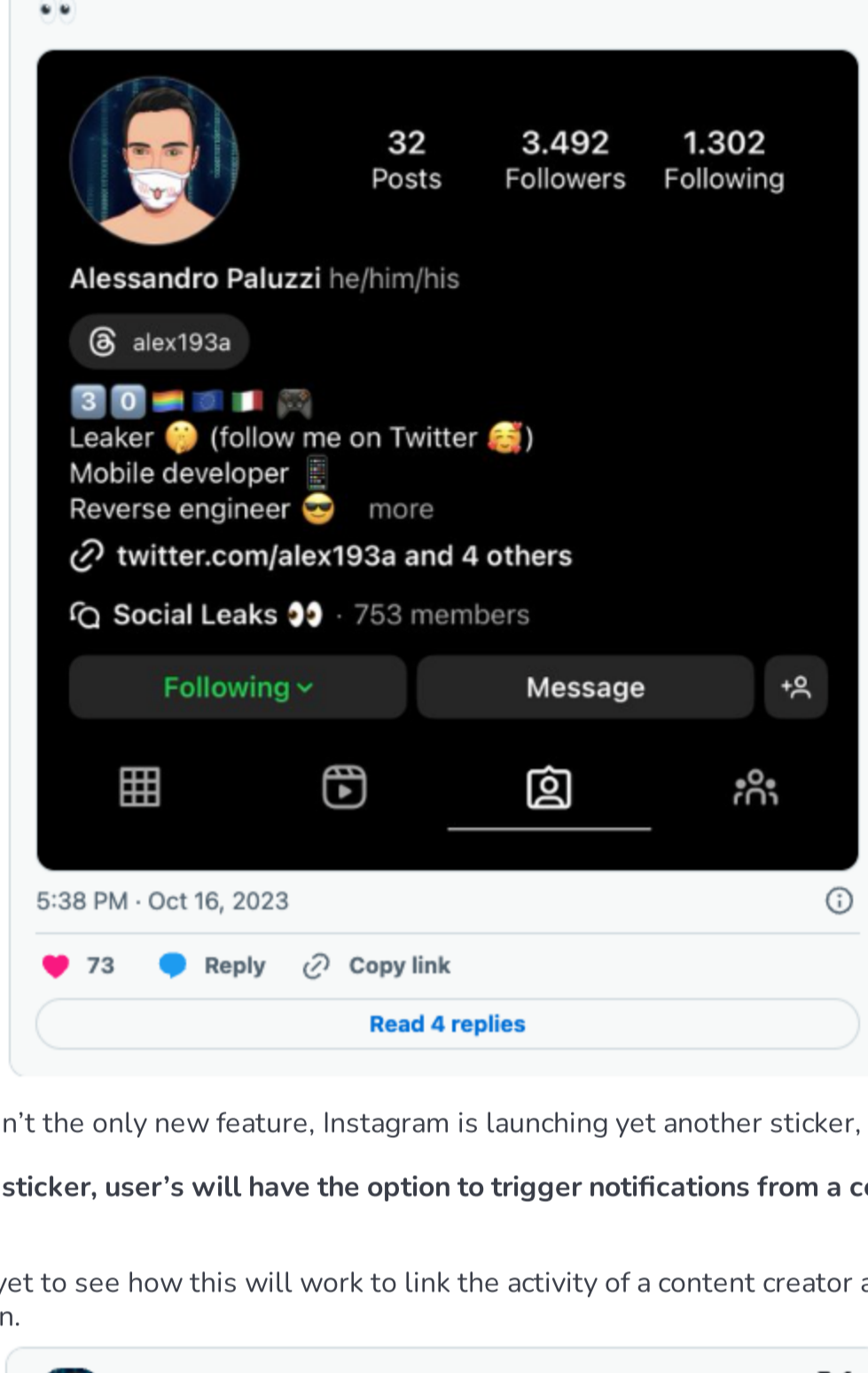
Instagram continues to push "Notes"

The social network is working on boosting "Notes", a feature where users can share thoughts and updates, in the private messaging section.

I am not an active user of this feature, but Instagram keeps saying it has been a great success.

So... ta-da, they brought them to profiles. See the icon similar to the profile picture? Well, this is supposedly where notes on profiles will be.

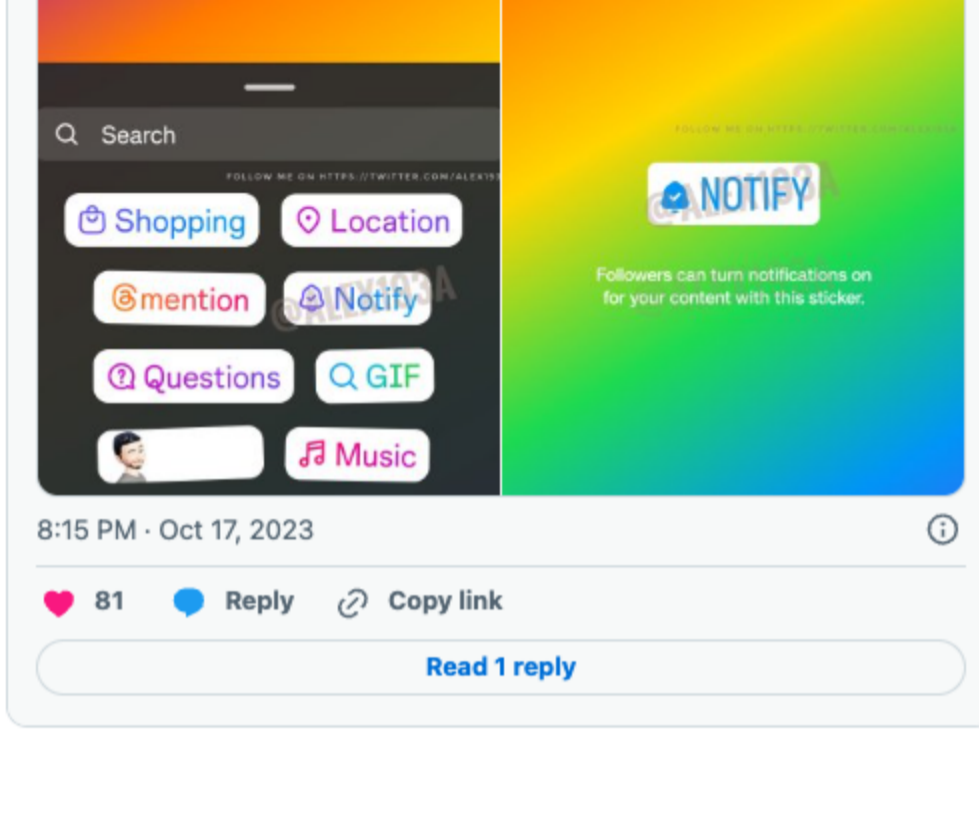
So, we can assume this will have the same structure as notes in private messaging, where a bubble will appear next to the user's profile picture with their message.



But this isn't the only new feature, Instagram is launching yet another sticker, "notify".

With this sticker, user's will have the option to trigger notifications from a content creator.

We have yet to see how this will work to link the activity of a content creator and a notification.



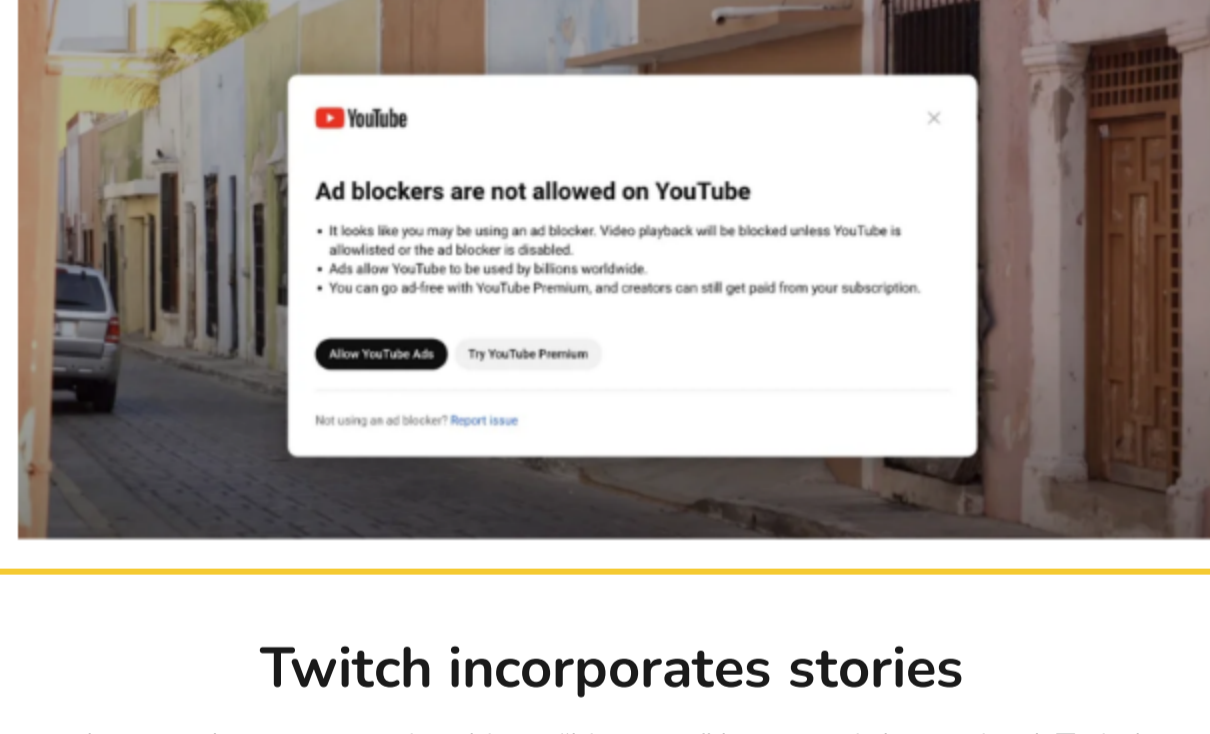
YouTube: Ads, or go Premium

Ad blockers are one of the most common extensions to watch YouTube videos ad-free... until now.

The video platform is fighting against users who use these tools, until the end.

Those users who attempt to use a YouTube AdBlock will be blocked from watching the video.

Moving forward, the only way to watch videos without interruption is... you guessed it, paying. By becoming a member of YouTube Premium, you will avoid all ads and be able to watch any video without interruption.



Twitch incorporates stories

It may be past due to categorize this as "big news" however it has arrived, Twitch announces the incorporation of stories to the platform.

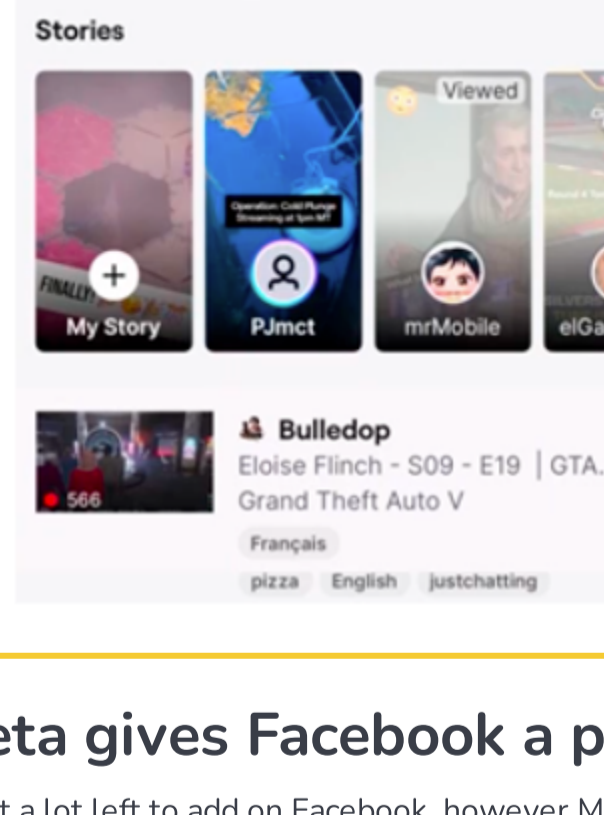
But hey, if it works, it's never too late. 🍷

The streaming platform has been giving the green light to use stories from the mobile app, with the aim of staying connected with your community while you're not live streaming.

As of now, the stories appear Facebook style, with a preview of the content. You will also have the option to include text and customize the color and background.

However, there is a big difference from other platforms: the stories will last 48 hours instead of 24 hours.

Also, there's one more small requirement: this is only for content creators who are Twitch affiliates or partners. So, you still have a little way to go if you're new streamer...



Meta gives Facebook a push

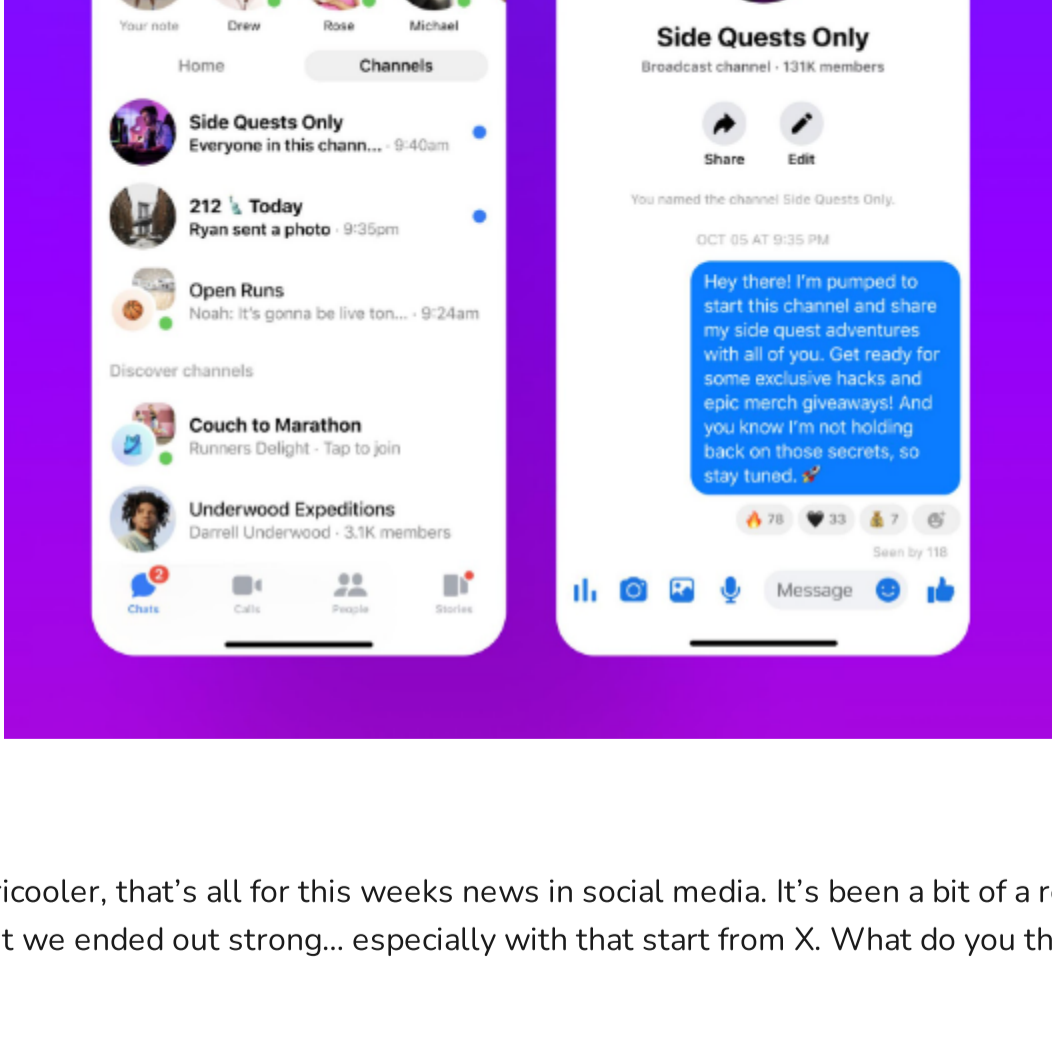
At this point, there isn't a lot left to add on Facebook, however Meta is still working to improve its features and attract users.

And that's just where Facebook's goals are heading: to connect with younger generations.

The first is videos, where the social network looks to mimic YouTube by adding a title, cover, and even description to videos. Are they going after YouTube?

The second is, after the success of Instagram broadcast channels, Facebook will incorporate the same features: the ability to create a messaging group to interact more closely with your audience.

What do you think, will these new features attract a new audience?



Well, Metricooler, that's all for this weeks news in social media. It's been a bit of a roller coaster, but we ended out strong... especially with that start from X. What do you think will happen?

As always, feel free to respond to this email with any opinions, suggestions, or just to say hello!

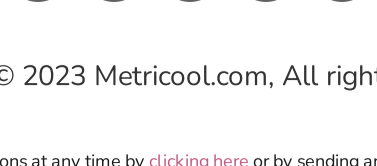
See you in a week!

Aniston, from Metricool.

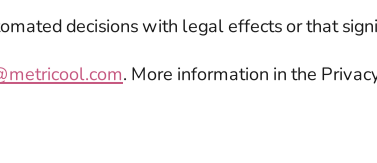
PS: In case you missed our live Masterclasses this week, you can watch the recordings for our LinkedIn Audit Series, and 5 Simple Strategies to 10x your Instagram Growth here!

- RESOURCES:
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Instagram Notes
YouTube Premium
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