



Did I predict this? 🤖

Last week I mentioned how some social networks are incorporating Premium and paid versions, thinking it would be a few weeks until we hear more, but I guess not. **Meta is preparing a Premium version for both Instagram and Facebook.**

The good news is that this will look more like **YouTube Premium** than a fully paid platform.

The prices are:

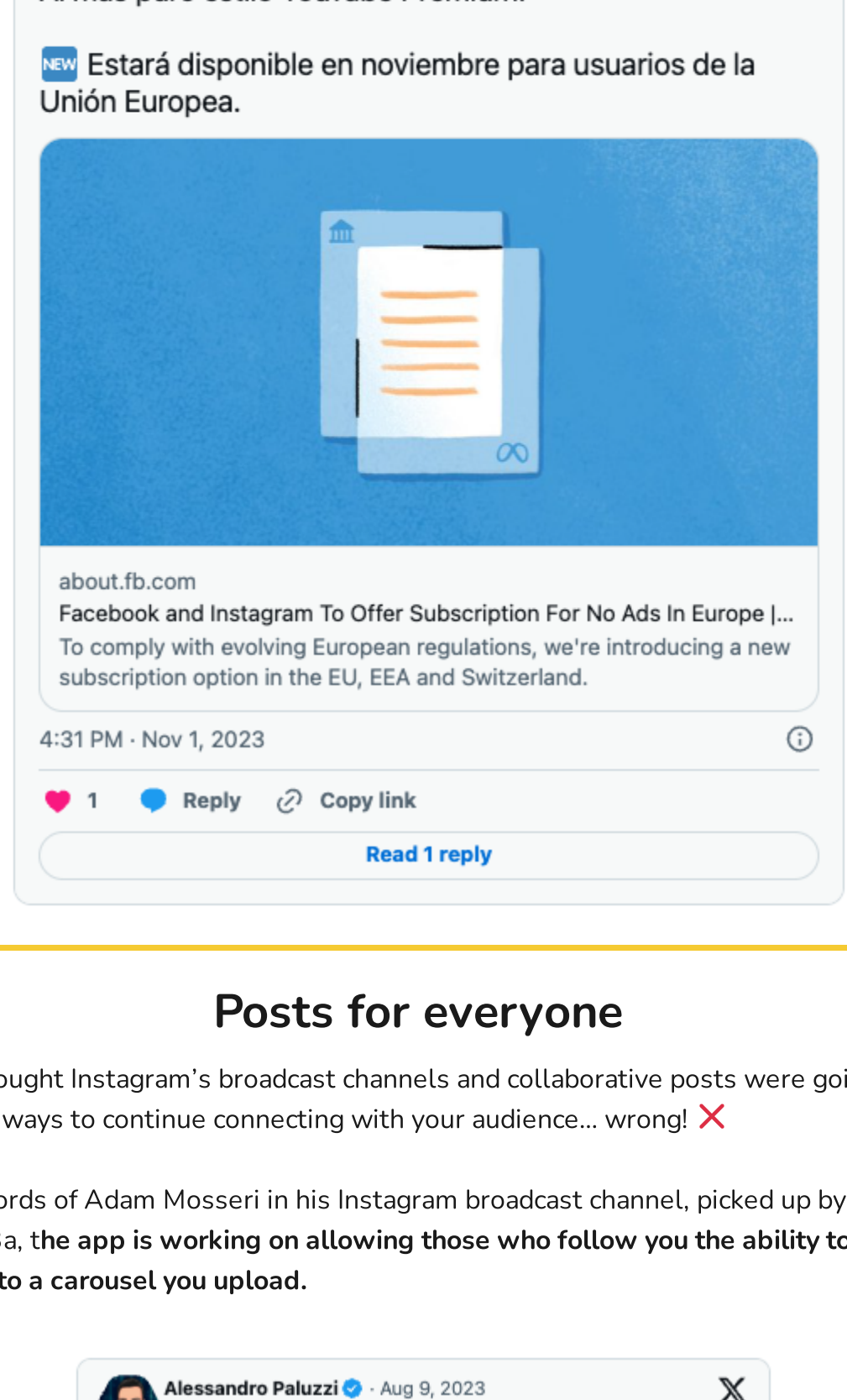
- 🇪🇺 **9.99€ (\$10.60)/month** if you purchase from the web version.
- 🇺🇸 **12.99€ (\$13.80)/month** if you subscribe from iOS or Android.

As you can see, these prices are in euros because as of now, **Meta is only releasing this in the EU, EEA, and Switzerland.** Why is this?

In order for **Meta to comply with EU privacy regulations, they have decided to launch an ad-free subscription, giving users an opt-out for data tracking, for a fee.**

Therefore, by offering this opt-out option, Meta technically complies with the EU standards...

What do you think about this? As of now, we don't know what this will look like in the US, but if there's one thing we do know, the US isn't quick to turn down a money-making opportunity...



Posts for everyone

If you thought Instagram's broadcast channels and collaborative posts were going to be the only ways to continue connecting with your audience... **wrong!** ❌

In the words of Adam Mosseri in his Instagram broadcast channel, picked up by user Alex193a, **the app is working on allowing those who follow you the ability to add content to a carousel you upload.**

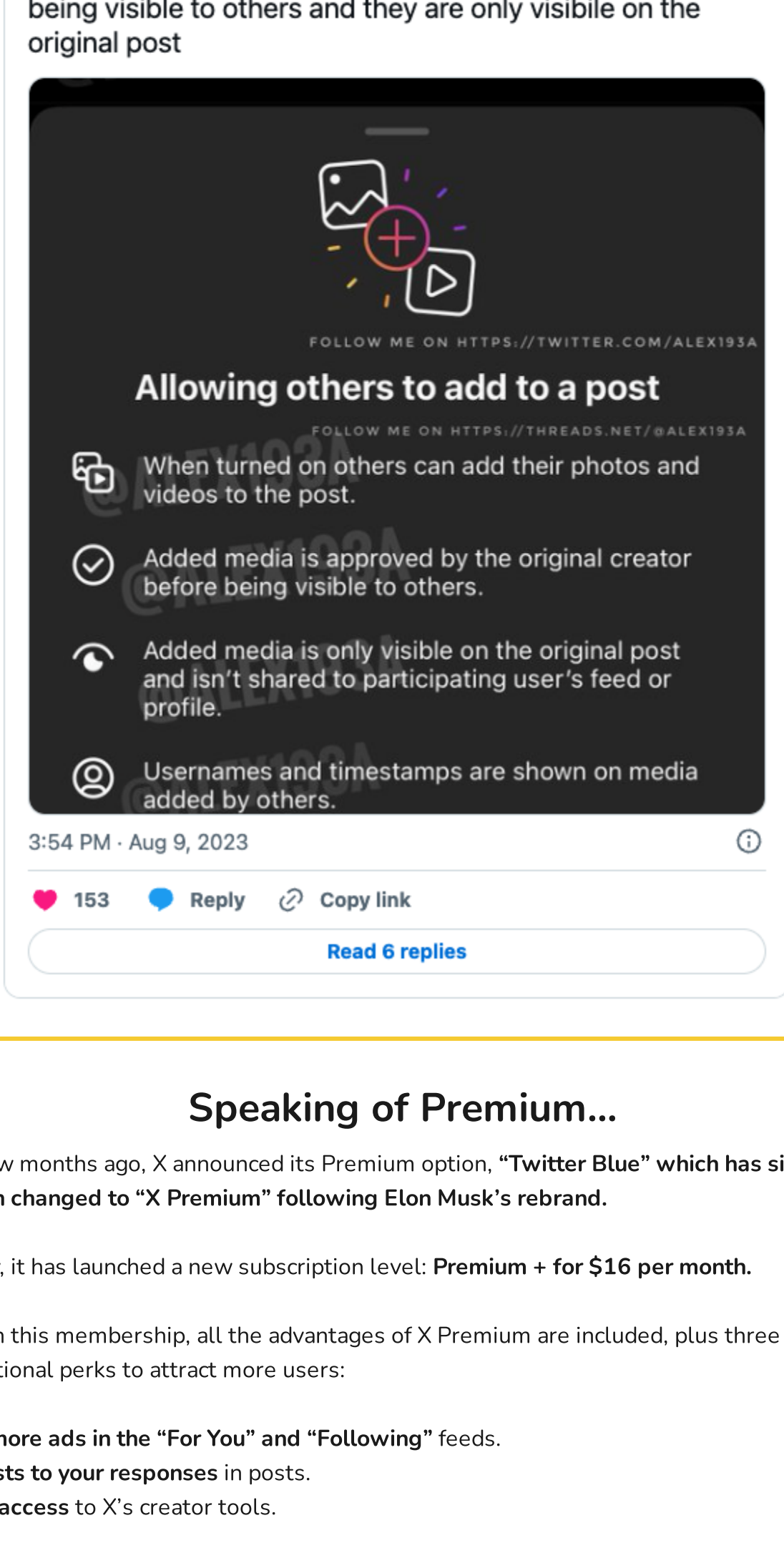


But if you think about this, it could get out of hand and end up as a total disaster (**the #HACKED would be so back**).

That's why I'm adding a post from X that I already included in August about the **different rules of this feature:**

This is an **option you would have to enable to give permission to other users.** As the **original creator, you have to accept the added content.** You can **remove any content from your post at any time.**

As you can see, including content on someone else's post is more limited than it may seem. What do you think? **Are you going to let your followers add photos to your carousels?**



Speaking of Premium...

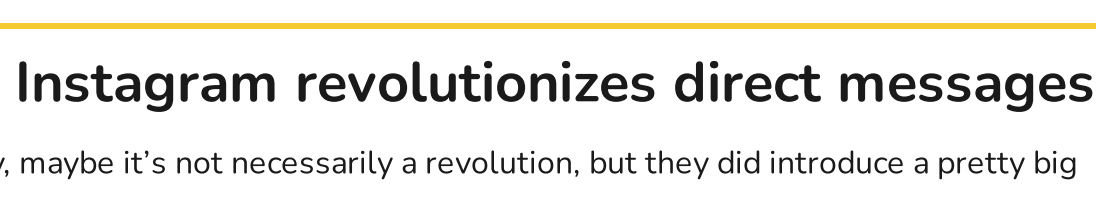
A few months ago, X announced its Premium option, "Twitter Blue" which has since been changed to "X Premium" following Elon Musk's rebrand.

Now, it has launched a new subscription level: **Premium+ for \$16 per month.**

With this membership, all the advantages of X Premium are included, plus three additional perks to attract more users:

- No more ads in the "For You" and "Following" feeds.**
- Boosts to your responses in posts.**
- Full access to X's creator tools.**

On the bright side (if we can call it that) X has launched another more affordable membership for \$3/month, but this doesn't include account verification. **For me, the main benefit of purchasing Premium is receiving account verification...**

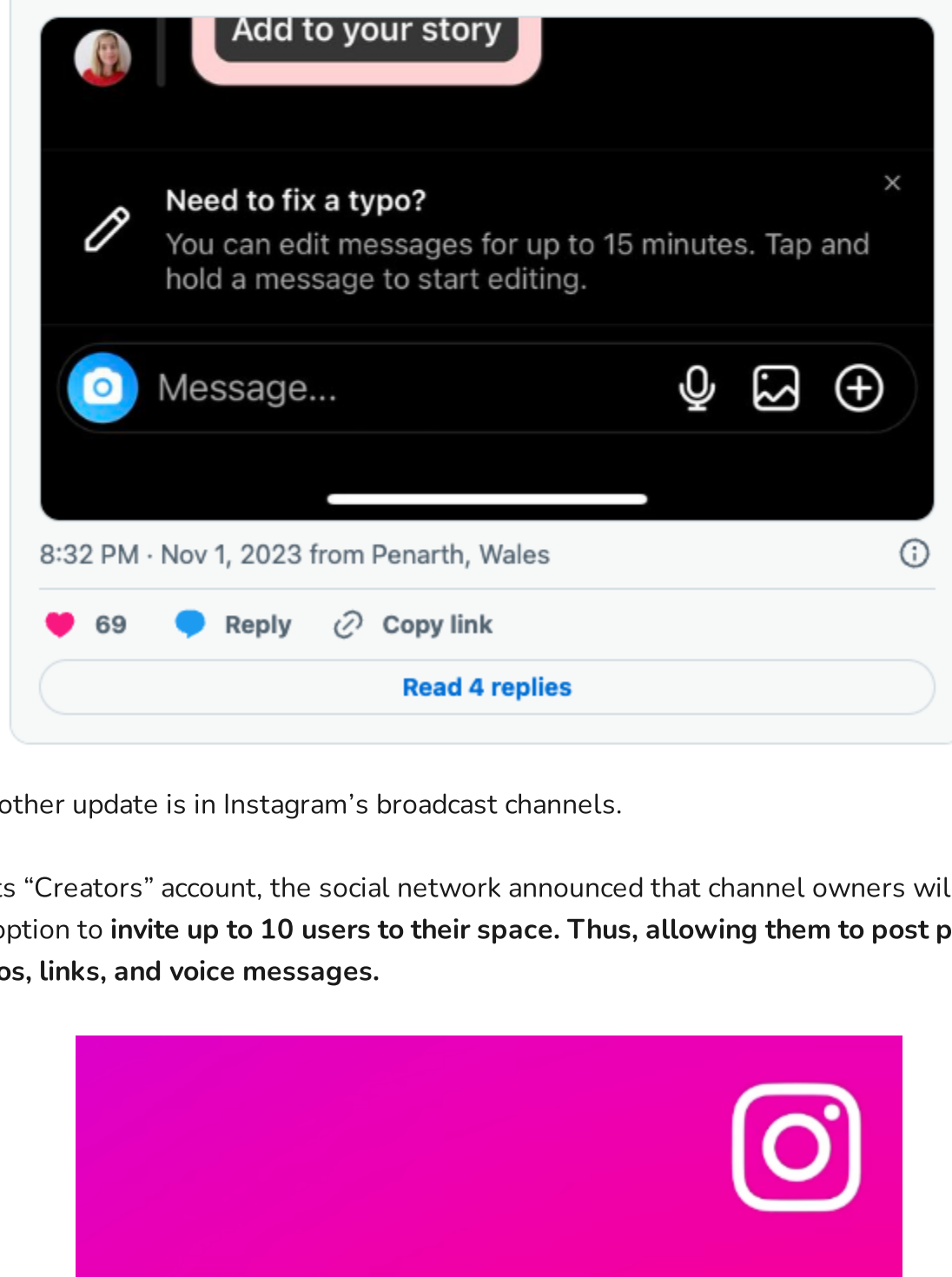


Instagram revolutionizes direct messages

Okay, maybe it's not necessarily a revolution, but they did introduce a pretty big change, at least in my opinion.

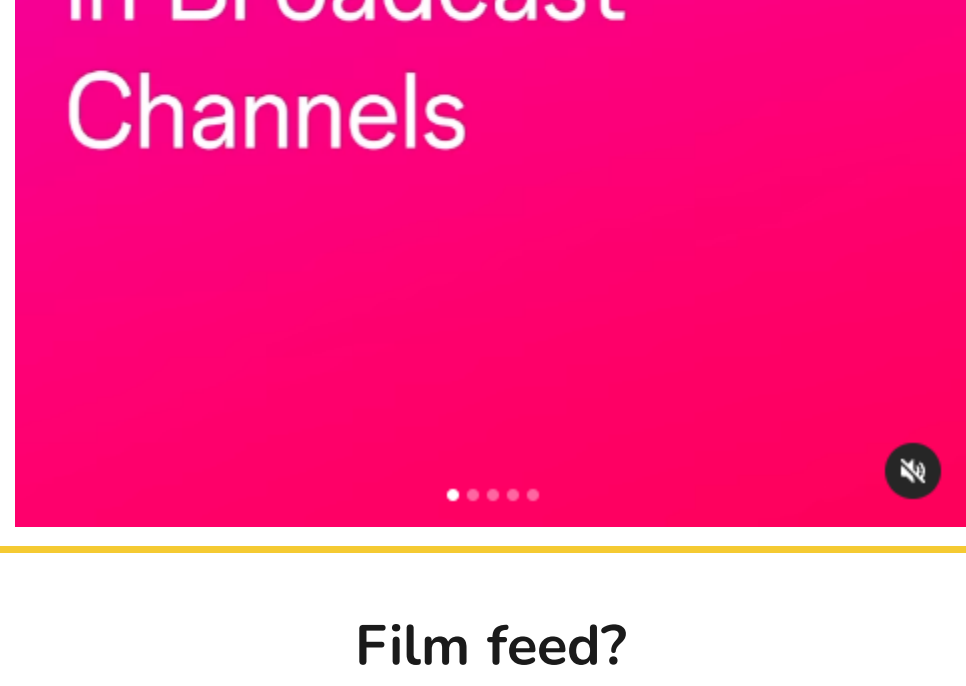
That is, you now have the option to edit a private Instagram message, after it has been sent.

After being sent, you have **up to 15 minutes to edit the message.** I'm now thinking about all the messages I would have loved to use this feature for. 🤖



The other update is in Instagram's broadcast channels.

On its "Creators" account, the social network announced that channel owners will have the option to **invite up to 10 users to their space.** Thus, **allowing them to post photos, videos, links, and voice messages.**



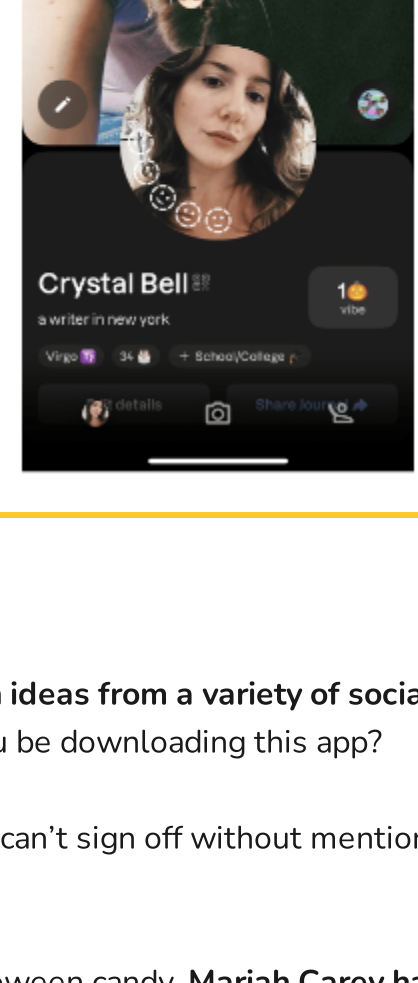
Film feed?

We all know that film cameras have made a major comeback. But, what if I told you there is a **new social media app designed for sharing "disposable camera" photos?**

The London-based app, **Lapse, is taking off for those wanting a "lowkey" and "alternative" social media app.**

Users can take a photo, called a "snap" (sound familiar?), and upload it to the "darkroom" to be "developed" into a film-looking photo. In your profile, or "Journal" you can customize it by adding music, feature images, your zodiac, and emojis.

Friends can react to your "snaps", or add a "vibe" by selecting from pre-selected emojis.



It seems that this app has taken ideas from a variety of social media platforms: **Snapchat, Instagram, and BeReal.** Will you be downloading this app?

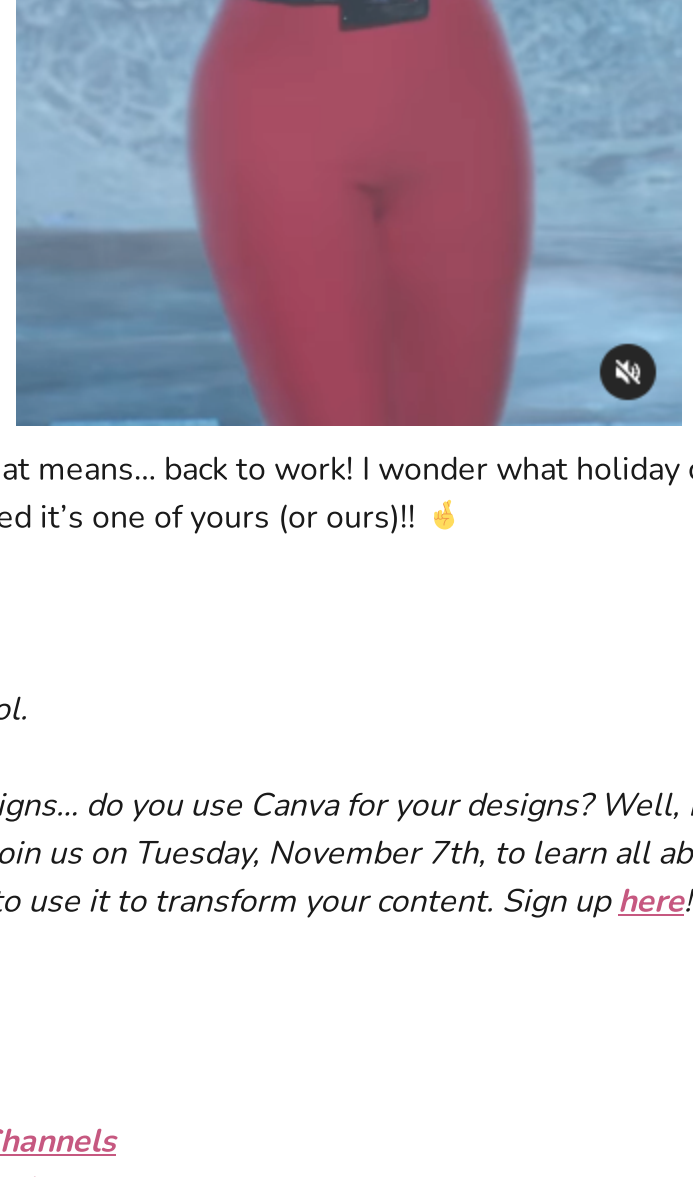
Okay, I know that was a lot, but I can't sign off without mentioning the most important announcement...

While we are still enjoying Halloween candy, **Mariah Carey has uploaded an Instagram reel introducing Christmas.**

The video is truly one to watch. The singer appears frozen in a block of ice, while several people in Halloween costumes begin to melt it just as November 1 rolls around.

And now, **IT'S TIME!** 🎃

The season of holiday marketing has landed.



Well, you know what that means... back to work! I wonder what holiday campaigns we will see this year? Fingers crossed it's one of yours (or ours)! 🤖

See you in a week!

Anniston, from Metricool.

P.S.: Speaking of campaigns... do you use Canva for your designs? Well, I'm about to make your life a whole lot easier. Join us on Tuesday, November 7th, to learn all about Canva's new AI Magic Studio, and how to use it to transform your content. Sign up [here!](#)

RESOURCES:

- [YouTube Premium](#)
- [Instagram Broadcast Channels](#)
- [X Premium \(Twitter Blue\)](#)

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