

Metricooler, one of the hardest parts of putting together this newsletter is always how to start it off. Because of course, I always want to start it off strong.

But honestly, this week has been one of the more quiet ones. Until about Wednesday, when some interesting news flooded in. Yet will little information, I wondered if I should start with this news: Read receipts in DMs?

After a few hours of thinking about it...



I decided that yes, it's time for you to know the news at least...

Meta testing "Read Receipts" in DMs

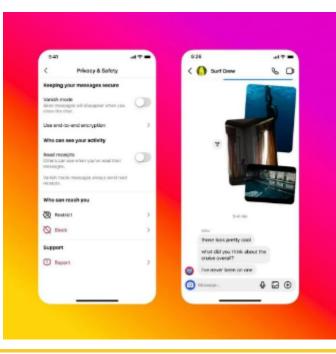
The biggest question that comes up for iMessage users... to turn your Read receipts on or off.

There are risks to both: If you turn them on, you can be under scrutiny if you read a message right away and then don't respond until later. If they are turned off, people may feel that you are hiding something. What is the right answer?

Well, there isn't one which is the beauty of this feature... you get to choose! However, of course, you can't choose for others. We all know that person that doesn't have their read receipts on, that you really wish did...

But anyway, **Meta is rst testing this feature on Instagram** and then will expand to Meta's other messaging tools. This feature will be available in your account Setting and privacy, in the Messages management section. **There will be an option to toggle on, or off, Read receipts.**

Which one will you be choosing?



Say bye-bye to TikTok's Creator Fund

In 2020, TikTok launched one of its biggest Creator monetization tools, called the **Creator Fund**. This \$1 billion fund aimed to help creators earn money through their content. However, over the years TikTok has had a lot of creator criticisms, including insufficient payouts and lack of accessibility.

Now, the network has decided to completely eradicate this program, and **shift all creators to their new Creativity Program,** starting December 16th. This means that creators currently part of the Creator Fund will be completely shifted to this new platform.

Here, **creators can expect similar tools to that of the Creator Fund**, including TikTok's suite of monetization tools, <u>LIVE subscriptions</u>, <u>TikTok Pulse</u>, <u>Series</u>, and tips and gifts. Of course, there are some requirements that creators must meet before joining this program.

TikTok claims this new program will offer "higher cash incentives with earnings based on quali ed views, giving you the potential to earn 20 times the amount previously offered by the Creator Fund."

Home

Q



Creativity Program Beta

FAQ

What's the difference between Creativity Program Beta and Creator Fund?

We've been listening and learning from your feedback about the Creator Fund. The Creativity Program Beta is designed for you to create longer, high-quality videos and unlock real-world opportunities. This program offers higher cash incentives with earnings based on qualified views, giving you the potential to earn 20 times the amount previously offered by the Creator Fund.

How are my rewards calculated?

Your rewards are calculated based on qualified views and RPM (average gross revenue per 1,000 qualified views). Your RPM can fluctuate depending on a variety of factors, like video engagement, authenticity of content, region in which your video is viewed, as well as adherence to the Community Guidelines and Terms of Service.

1:46 6	1:46 6	
<	Creator center	0
Analytics		View all >
44 Video views • 286.7% 7d	1 Net follower • 1.9% 7d	O Likes O% 7d
Your latest post	▶ 332	⊕ 14 >
Monetization	d.	6 🏛
Video Gifts		eativity TikTok Sh ram Beta for Creat
More tools		
e	• 1	
Creator P Portal	Promote Artist Hub	5
For your inspirati	View all >	
Similar Trend	ling Followers vie	wed

No posts yet

1:46 L
TikTok Creativity Program Beta
TikTok Creativity Program Beta
TikTok Creativity Creativity Compared with Creativity Program Beta
Create videos that are 1 minute or longer to get rewarded on qualified views.

Have at least 100,000 video views in the last 30 days

Be at least 18 years old

Creators can **check their app to see if they are eligible to join this program**. What do you think about this switch and will creators see significant boosts in their payouts?

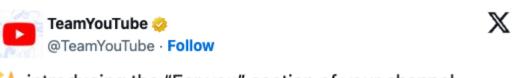
"For You" feed on YouTube

In this newsletter, we've discussed the "For You" conundrum many times. It seemed that all networks had adapted this feature, except there was one missing...

YouTube has announced a new **'For You' section on its platform**. Just like TikTok or X already have but with some differences.

In this tab, YouTube will recommend viewers with a variety of content, **based on the content you have created, and on your watch history.**

As you may know, the homepage already acts somewhat like a "For You" page, with recommended content. However now, creators can find this "For You" inside their channel.



introducing the "For you" section of your channel Home tab that recommends a mix of content from your channel to viewers based on their watch history

creators: review your settings & select formats before we roll out to viewers on 11/20

more: goo.gle/3Qtjqwp

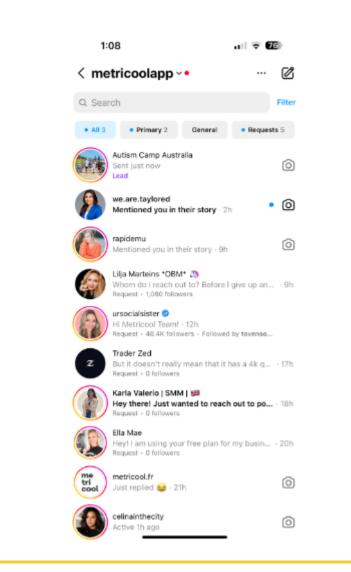
		Channel customization	
		Layout Roading Rock info	CHANNEL CANCEL FLICS
	Yes Charted	Video spollight	
	#	Ename Italian for people who haven't extractional AED	
	E —	Textured riddee for seturation	
	a —	ADD HOL	
	© —— s ——	Recommendations for year view and	
	X Catowianico	** Tor your ascrison You have not all any your and stant all on the viewer's all events to an exclusional constant and the pay if you of event events and many. This will be a dp in block by your devents releasing to have even up in	
	e ——	ing a provide the residue page, the unit of a gradient of the residue page in the residue page in the residue page of the residue page in the resi	
		Period sectors + 400 sector	
	iF	:	
:42 PI	M · Nov 8, 2	2023	(
9 81	11 🛡 R	eply 🖉 Copy link	
		Read 221 replies	

Instagram messages recognize "Leads"

If you have an Instagram business account, you may have already noticed this new feature. It seems that in certain messages, the network will indicate those users that are potential **"Leads" in purple.**

This is in addition to Instagram's **"Book Now"** button, where businesses can link their meeting calendar inside their bio. This feature has been around for a while, however, the purple Lead addition is new.

What do you think about this?



Well, Metricooler, that's all the news we have for this week.

As you can see, it wasn't the most eventful week in social media, but that doesn't mean we can sit back and relax... especially with the holiday season right around the corner.

But, we will just have to see next week and find out together! 😌

See you next Sunday!

Anniston, from Metricool

P.S.: This week we have two exciting Masterclasses, to help you get organized with the right tools in hand. The first is on Tuesday, November 14th, where we will be <u>breaking down all</u> <u>Metricool Premium plans</u>. The second is on Friday, November 20th, discussing the top <u>workflow optimization hacks</u>. Double points if you attend both!

RESOURCES:

<u>TikTok Creator Fund</u> <u>TikTok Creativity Program</u> <u>YouTube "For You" Page</u>

With **• metricool**

Share it on Twitter

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



Copyright © 2023 Metricool.com, All rights reserved.

You can object to the sending of commercial communications at any time by <u>clicking here</u> or by sending an email to <u>info@metricool.com</u>. Metricool Software S.L. is responsible for the processing of your data, with the following purposes: In case of having contracted any of its services to maintain the contractual relationship, as well as the management, administration, information, provision and improvement of the service and to send commercial communications, unless you decide to object. In the event that you have given your consent for the sending of communication about news and/or promotions from Metricool. You have the right of access, rectification, deletion, limitation, opposition to processing, portability and not to be subject to automated decisions with legal effects or that significantly affect you in a similar way. You can exercise your rights at <u>info@metricool.com</u>. More information in the Privacy Policy.