



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 with 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

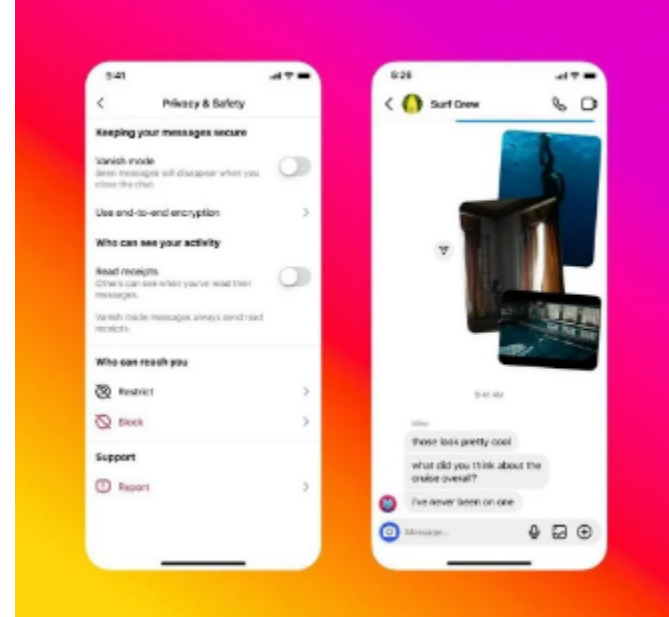
The biggest question that comes up for iMessage users... to turn your Read receipts on or off.

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 first 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?



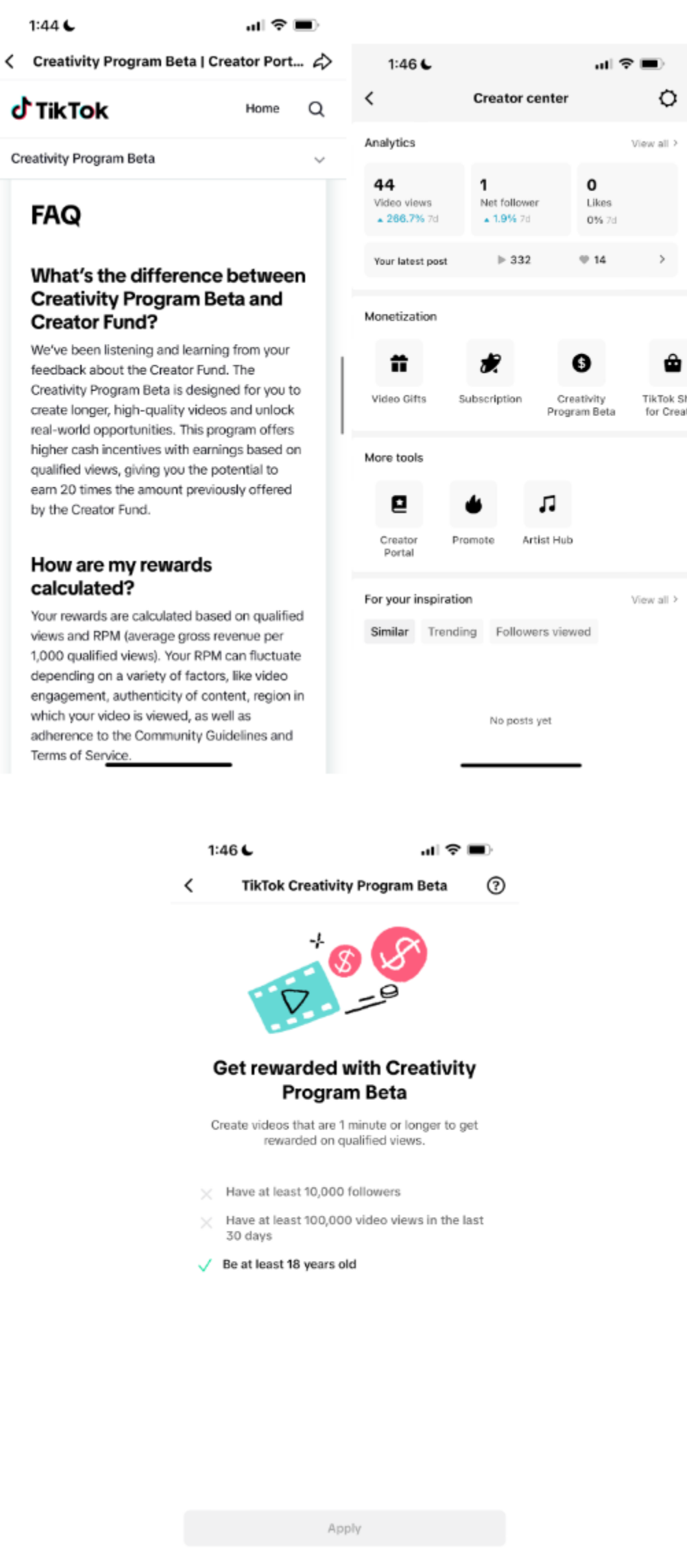
Say bye-bye to TikTok's Creator Fund

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, [LIVE subscriptions](#), [TikTok Pulse](#), [Series](#), 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 qualified views, giving you the potential to earn 20 times the amount previously offered by the Creator Fund."



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?

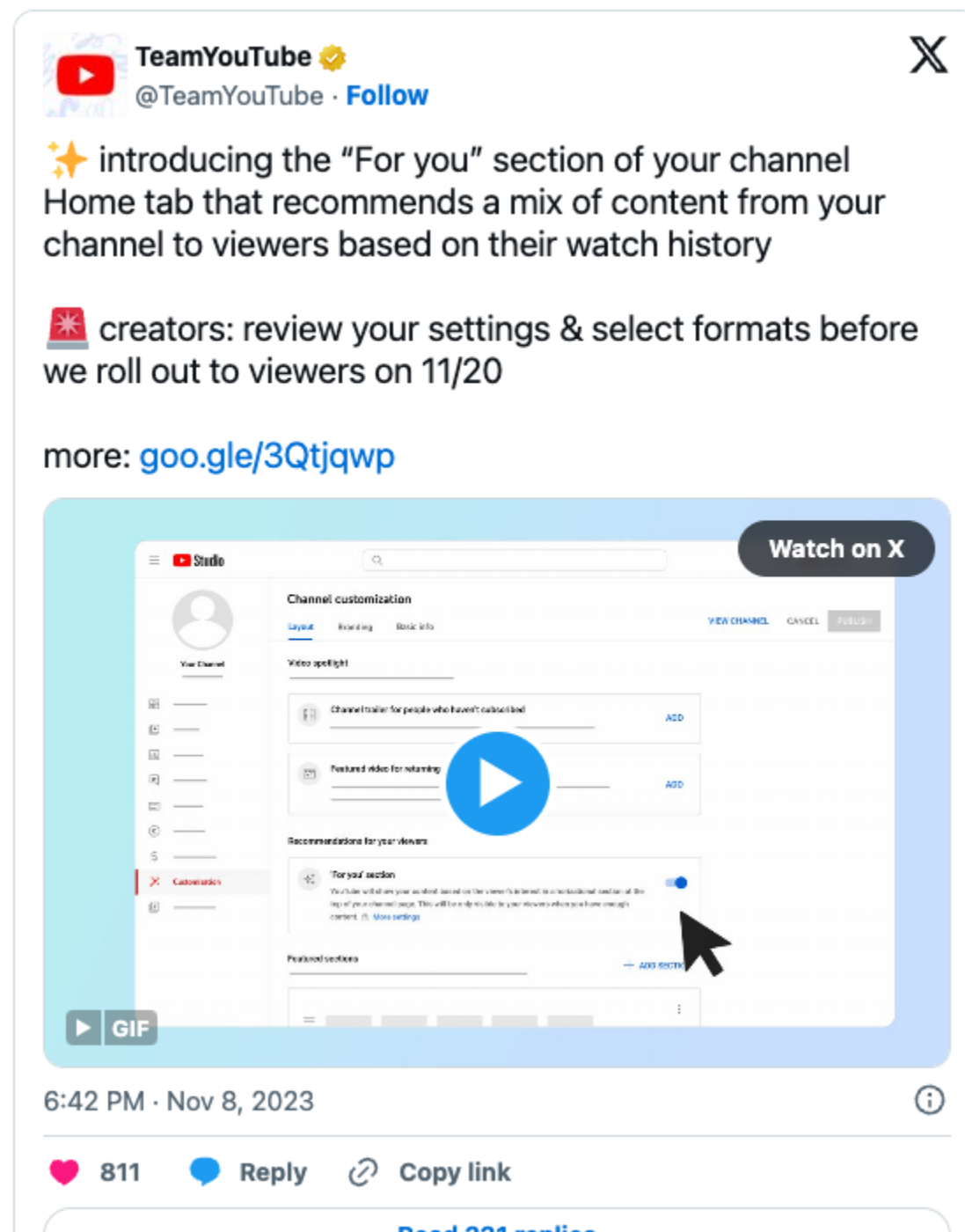
"For You" feed on YouTube

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.

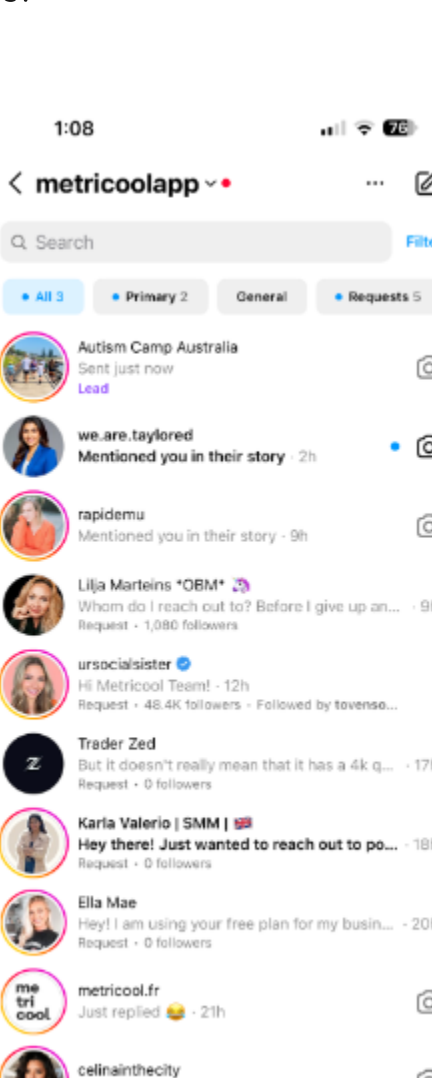


Instagram messages recognize "Leads"

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!

Aniston, 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 [breaking down all Metricool Premium plans](#). The second is on Friday, November 20th, discussing the top [workflow optimization hacks](#). Double points if you attend both! 🎁

RESOURCES:

- [TikTok Creator Fund](#)
- [TikTok Creativity Program](#)
- [YouTube 'For You' Page](#)

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