

Metricooler, welcome to the Holiday season! We wanted to wish you a very Happy Thanksgiving! We have a lot to be thankful for this holiday season.

First things first is all the new updates going on with Instagram! Be sure to check out our YouTube video where we go into detail about 5 brand-new updates and how to use them effectively.

Instagram now offers: adding comments to Stories, new Instagram Stickers, Instagram Notes, Close Friends in Feed Posts, and longer Reel uploads.

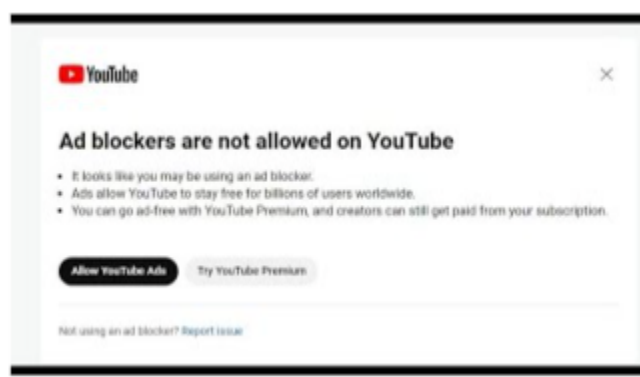


YouTube is beginning to crack down on Ad Blockers

YouTube is at its wit's end with the users using ad blockers and have decided to take action. Those with ad blockers will be punished... dun dun dun.

No, but really, it has been confirmed by YouTube that those with ad blockers "may experience suboptimal viewing, regardless of the browser they are using."

We are all aware that our attention span is about as big as a grain of sand, so a longer and more annoying viewing experience is not worth the ad block. If you want no ads, there's always YouTube Premium to have an add-less experience, but that comes with a price of course.

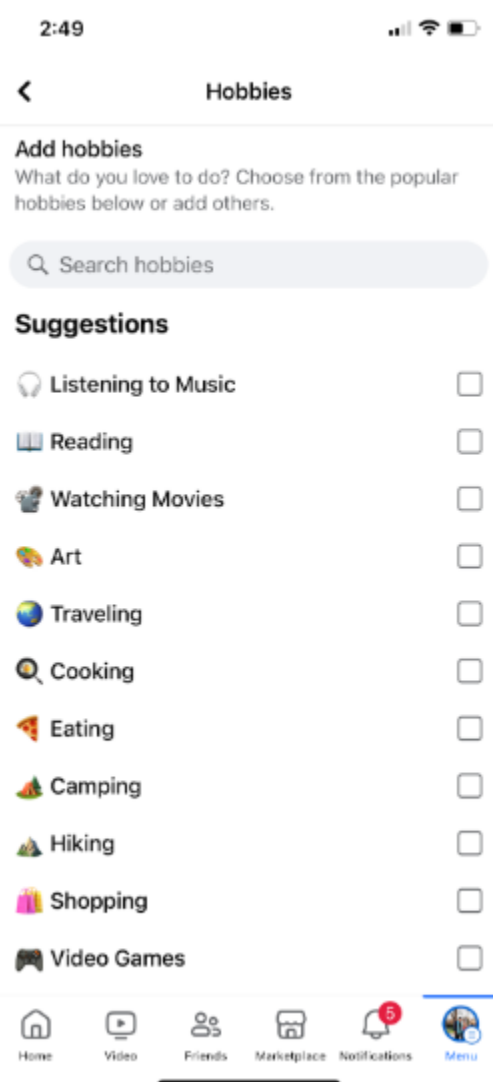


Goodbye to Hobbies?

Well at least on your Facebook Profile. Facebook is officially removing its hobbies section on the user's profiles.

Where are we supposed to tell everyone about our obsession with pickleball?!

I doubt too many of you have utilized this option, but for those who have, Meta used this information to connect you with specific pages having to do with your checked hobbies.



What's new with Threads?

Threads engagement and usage are rising finally! With all the controversial updates with Threads competitor, X, many people are choosing to see what Threads could have in store for them.

There are many things still being worked on behind the scenes with Meta, but it is said that "The content that's working is conversation starters. We see a lot more engagement on Threads on content that's a conversation starter. We are prompting people to respond, and we want people to respond"

Threads or X? Although we are seeing a rise in app usage this controversy will be here to stay for a while.

Well, this is all for now, Metricoolers. It is a short newsletter to coincide beautifully with our short work week. Hope you ate a lot of Turkey this weekend and gave a lot of thanks!

We will see you next Sunday!

Sophie, From Metricool

RESOURCES:

[Threads Tutorial](#)

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