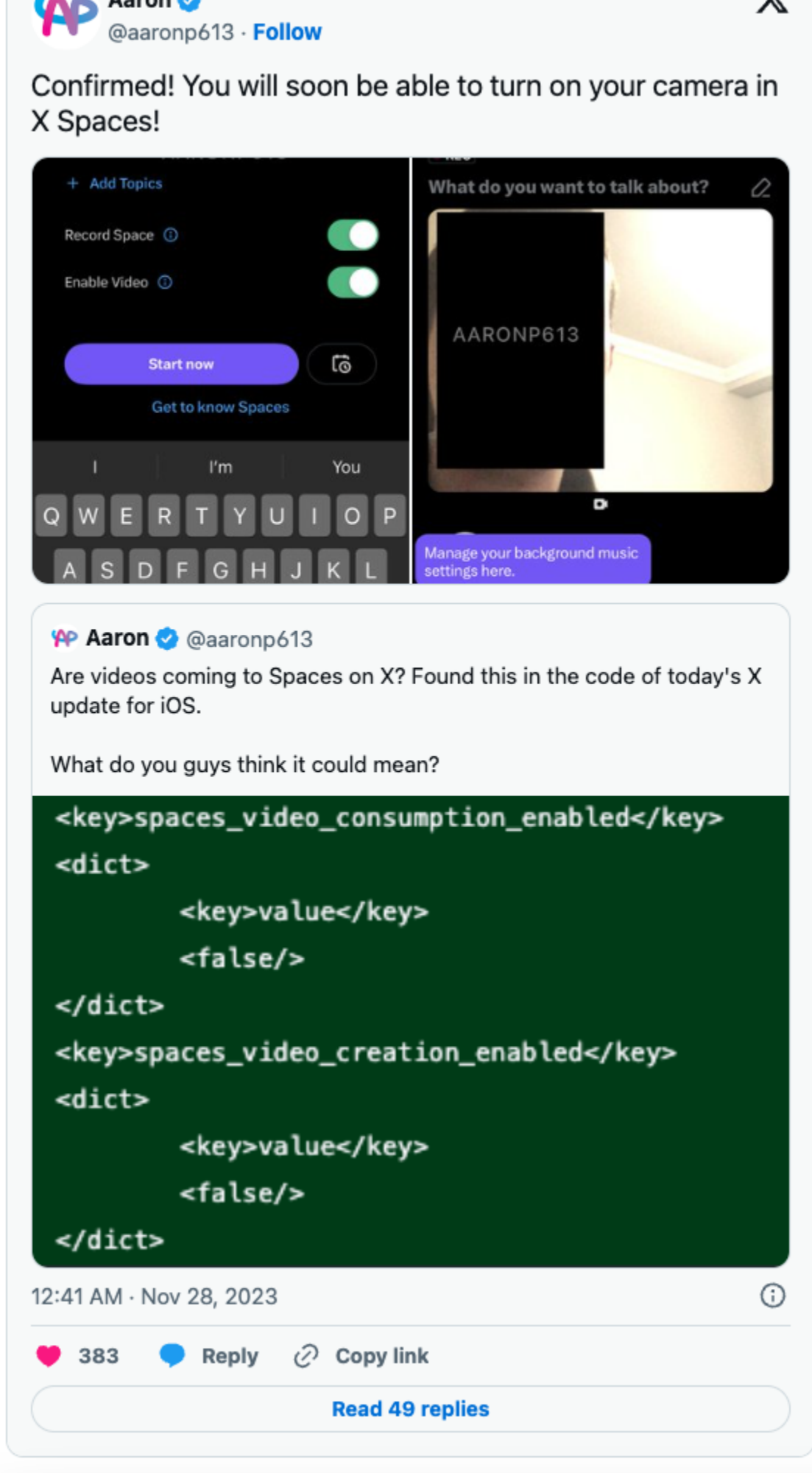




Metricooler, if this isn't your first time reading this newsletter, you know that I am not the biggest fan of X's new features. As well as some of the features that were being tested on Twitter, and have now survived on X.

For example, Spaces. This "podcast" type space on the app and website, in which a host and guests can discuss a topic together.

A content type that X has decided to keep, and will revolutionize with a new key feature: video.



As you can see in the post above, from @Aaronp613, as a host you will be able to turn your camera on while talking in your Space. For the moment only hosts have this capability.

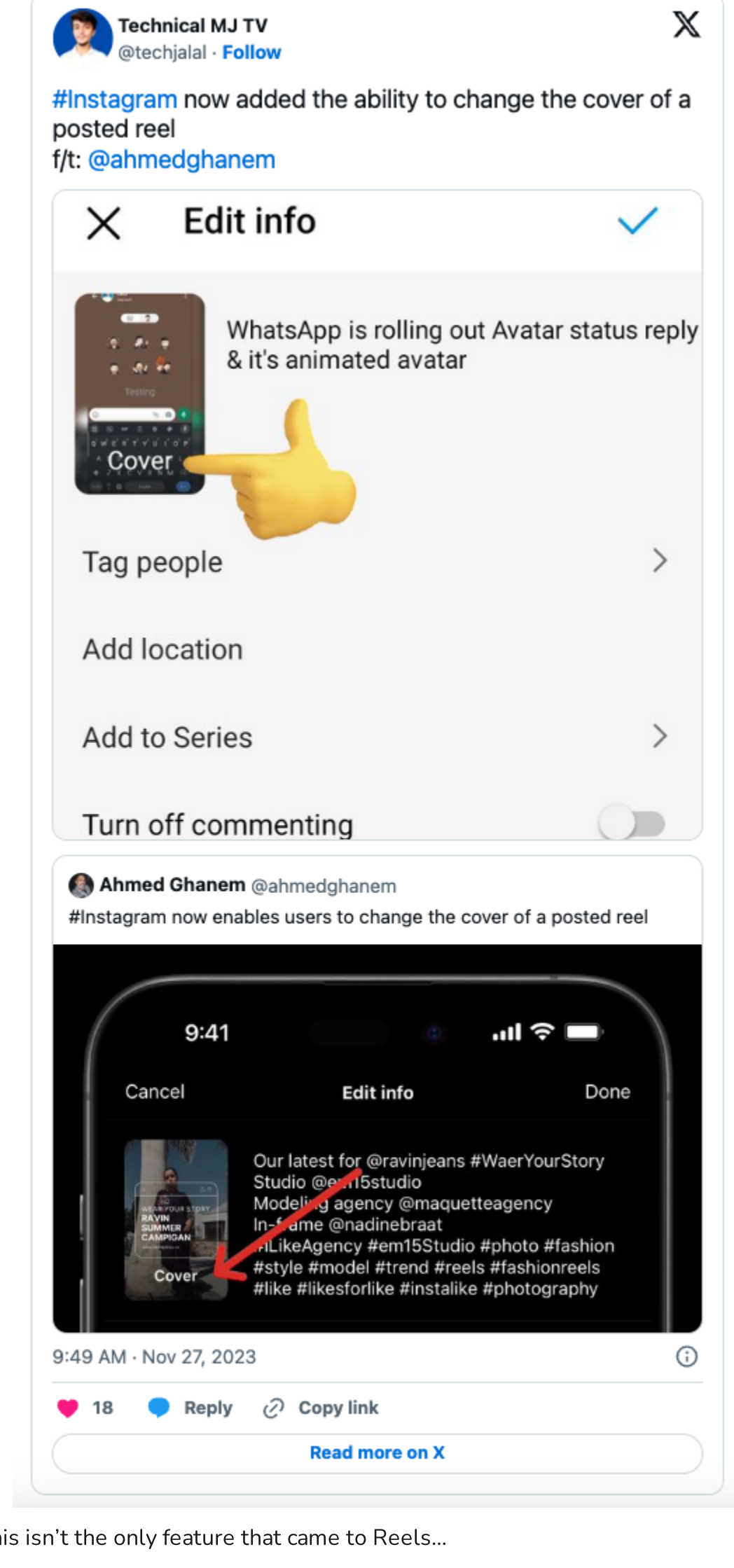
Will Elon's grand new feature in lives be a success on the network?

The cover of Reels on trial

Okay, maybe I've been a little bit of a spoiler. But at the end of the day, it will be on display for your audience since you'll be selecting it.

Yes, Instagram has included the option to change the cover image of your reels after it's been posted.

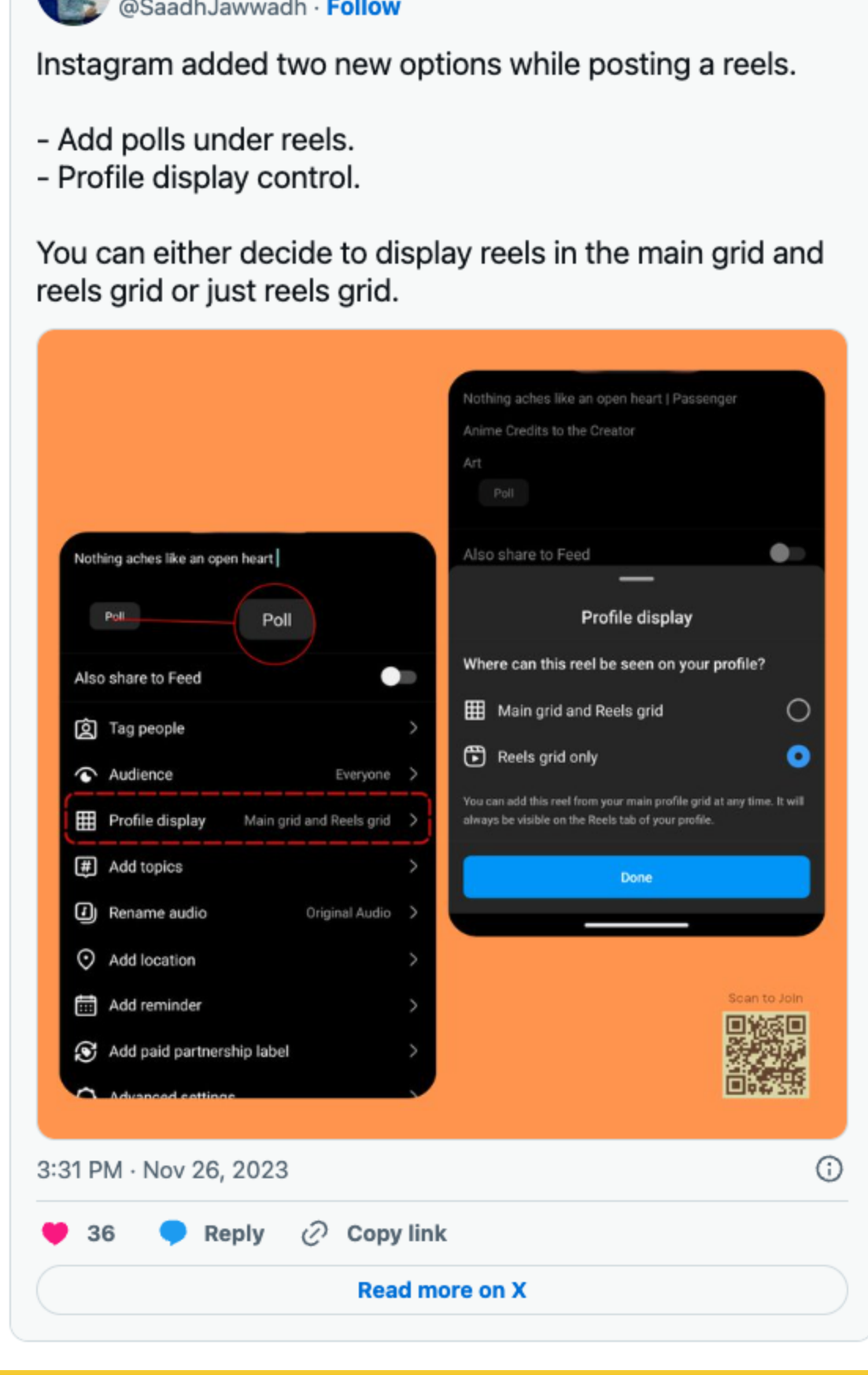
This opens a ton of opportunities for your content. You can upload a reel and change the cover photo later, if you no longer like it, need to update the information, or correct an error.



And this isn't the only feature that came to Reels...

The two options will help boost your interactions and reach.

The first is the option to add polls to your Reels and if you want the reel to appear in the feed post feed, as well as the reel feed.



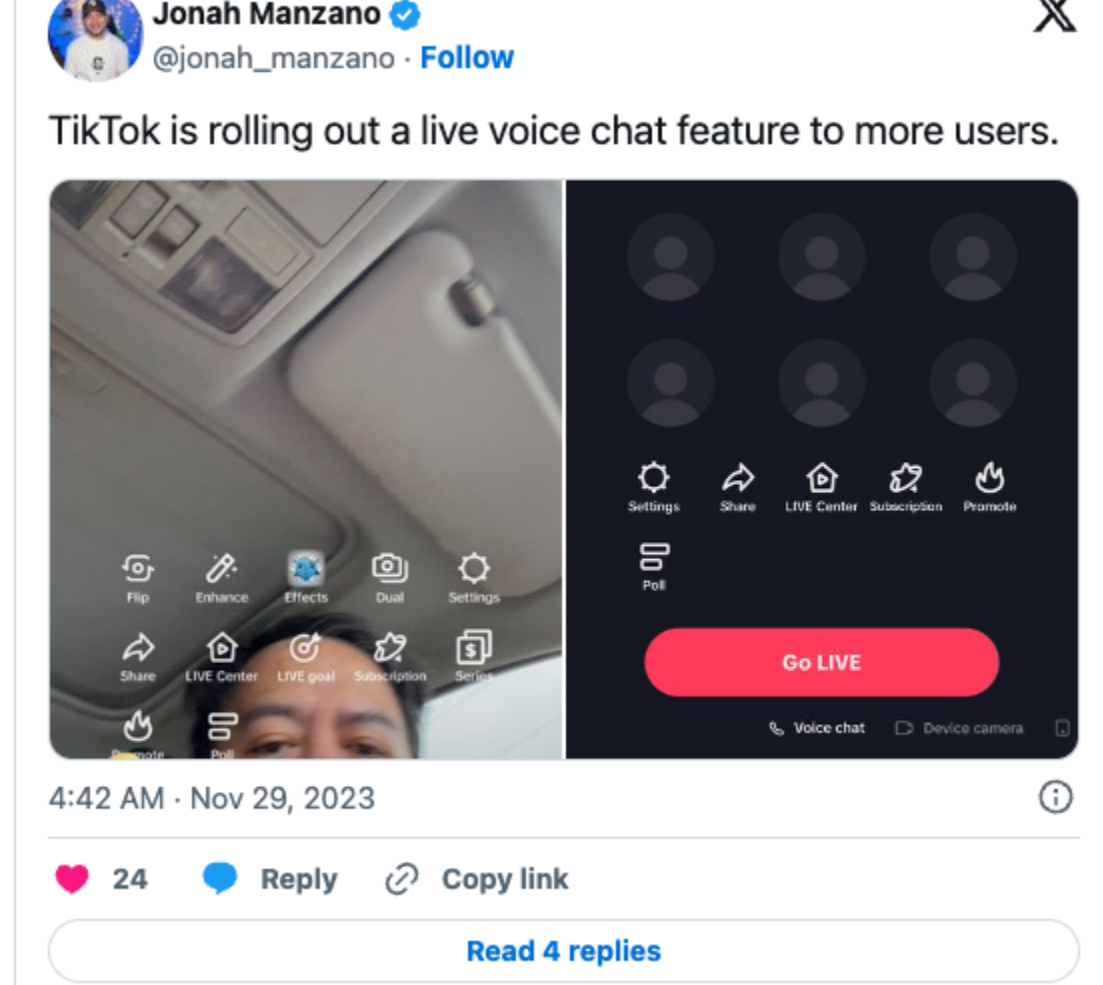
Audio in TikTok LIVES

TikTok LIVES has become a huge resource for content creators. They are easy to set up, the algorithm recommends this content regularly, and there are a lot of options to earn money.

What I wasn't expecting was a new feature, a new way to go live, audio lives.

TikTok understands that not everyone wants to show their face all the time.

I'm not sure if this is a great idea since many users like to watch content rather than listen to it. But, you never know with TikTok.



Spotify Wrapped

Every year Wrapped comes around, I always get excited. It's that time of the year again!

This year, Taylor Swift takes the lead as the most-streamed artist over Bad Bunny. But the most-streamed album of 2023 was indeed Bad Bunny's *Un Verano Sin Ti* for the second year in a row!

Wrapped has become a holiday in itself, especially when it comes to sharing your stats across social media...

Apple Music listeners on the other hand are in the dark, even though it "Replay 2023" also launched.



Were you surprised by your Spotify Wrapped? Or are you a Replay 2023 fan?

I'll leave the debate open for discussion...

Anniston, from Metricool

PS: Want to get ahead in 2024 planning and strategizing? Join our Masterclass on December 14th at 12pm EST to learn how to use Social Media Funnels to Accelerate Business Growth. Sign up for free [here!](#)

Resources:

- [X \(Twitter\) Spaces](#)
- [Instagram Reels Guide 2023](#)
- [TikTok Lives](#)
- [Kick Streaming Platform](#)

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