



It seems that Santa Claus is coming loaded with goodies this Christmas, Metricooler. 🎅

After a fall season packed with new features and releases, there's no stopping Instagram. The network is testing 'Hype' comments in Instagram Stories, allowing users to leave a public comment on a story.

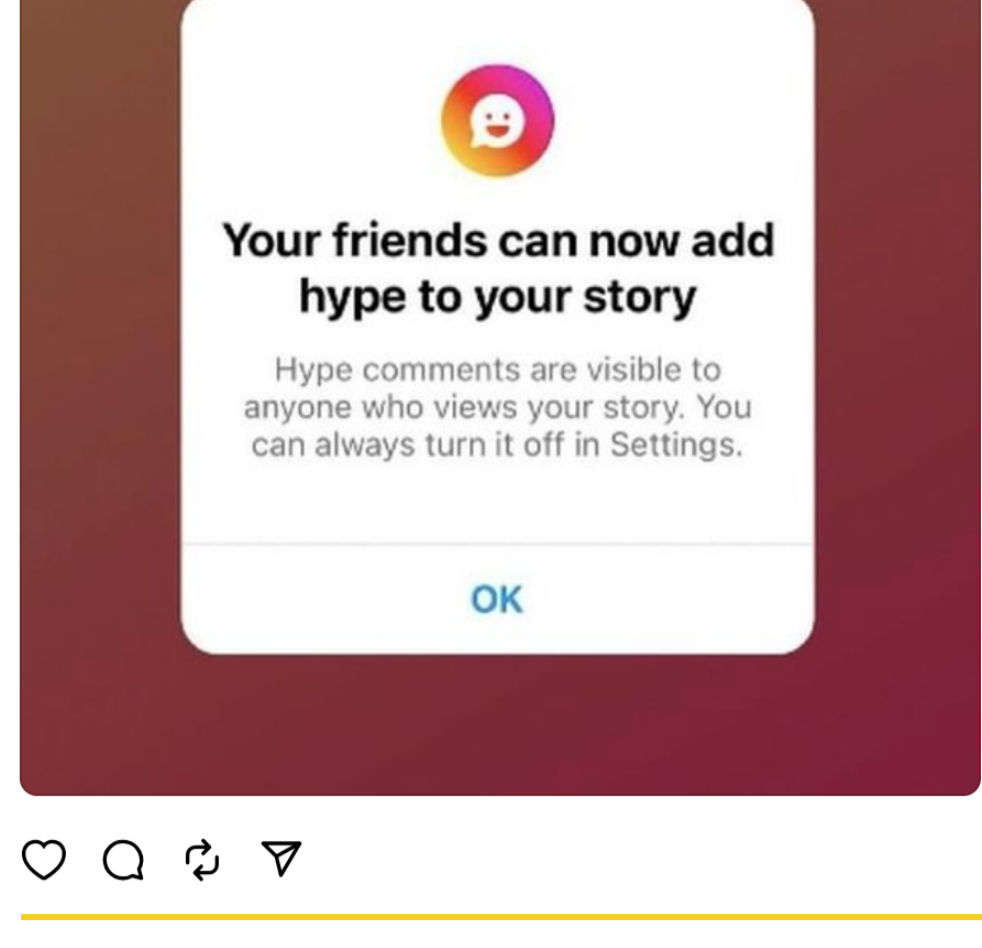
When someone watches your story, all Hype comments will be visible in-stream to see what others are commenting.

Meta has noticed that in 2023, Stories and DMs are being used over feed posts as a way to stay up-to-date and connected with friends and followers. So it's no surprise that Meta has focused heavily on improving Stories as much as possible.

What do you think about this new feature? Will you be using 'Hype' comments?

**mattnavarra** • 3d ...  
Instagram is rolling out its 'Hype' comments feature for Stories

I assume this is just comments that appear on Stories posts publicly instead of comment replies that get sent to your DMs



### Instagram improves its "Quiet Mode"

Speaking of improvements, Stories isn't the only feature Instagram is focusing on. If you use 'Quiet Mode' on Instagram, you are going to like this...

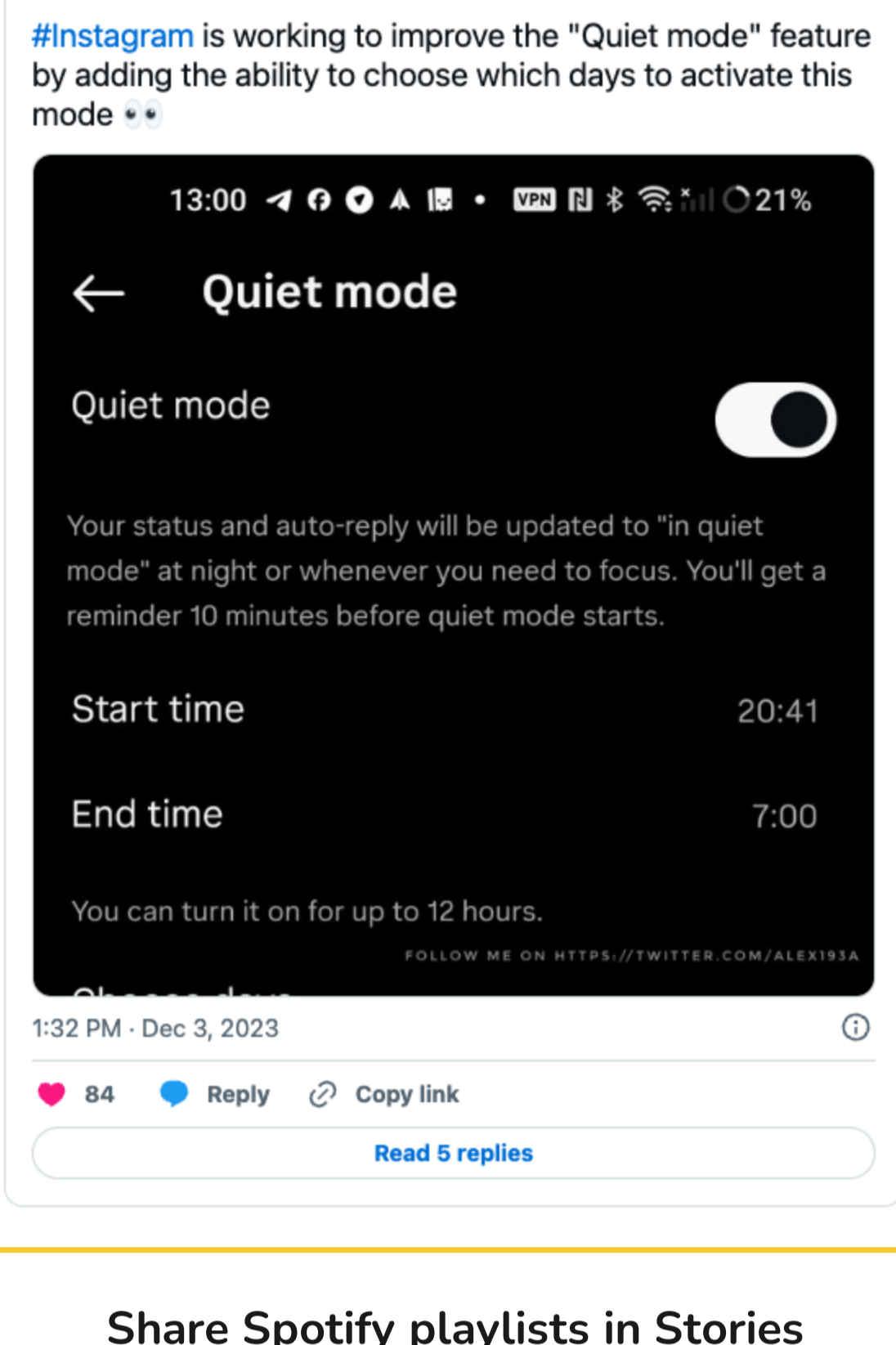
This feature can be extremely useful in times when you want to put your phone down and focus, without being distracted from notifications.

So with this, the app adds one more option to the Silent Mode: selecting the day or days that you want to activate this mode.

At the moment it's only available on iOS, but it seems it will reach Android devices soon enough.

Without a doubt, Instagram is working more on automating parts of the app.

Will you be using this new addition to Instagram's Quiet Mode?



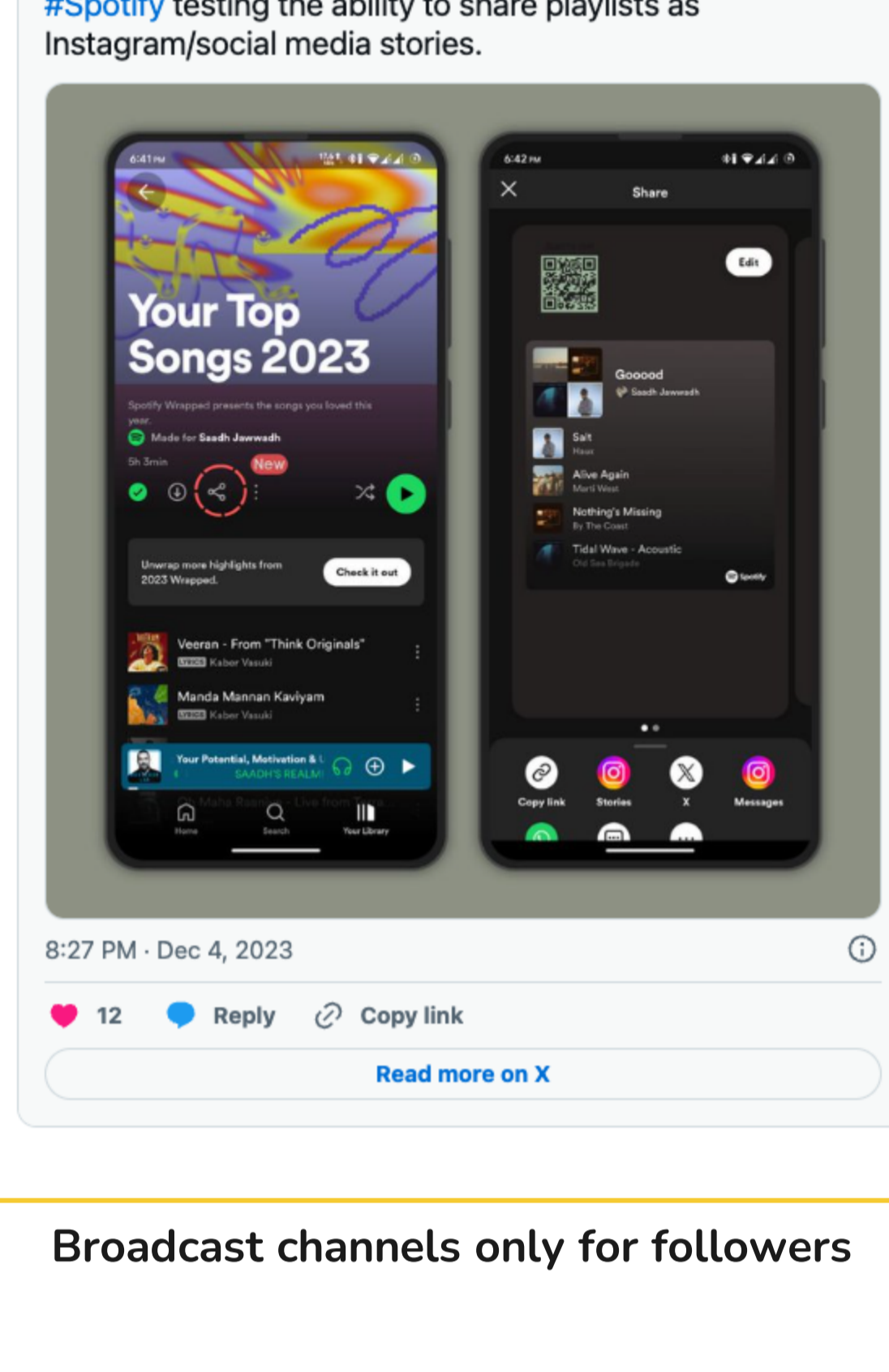
### Share Spotify playlists in Stories

This app never stops... from Story improvements, quiet mode, and now a merge with Spotify. 🎵

That's right, Instagram is testing the option to share playlists from the Spotify app directly to Stories.

Although there are already ways to share songs via Stories, this option to share playlists will allow content creators to share creative playlists in a way that can help promote their brand or business.

What would be the ideal social media playlist?



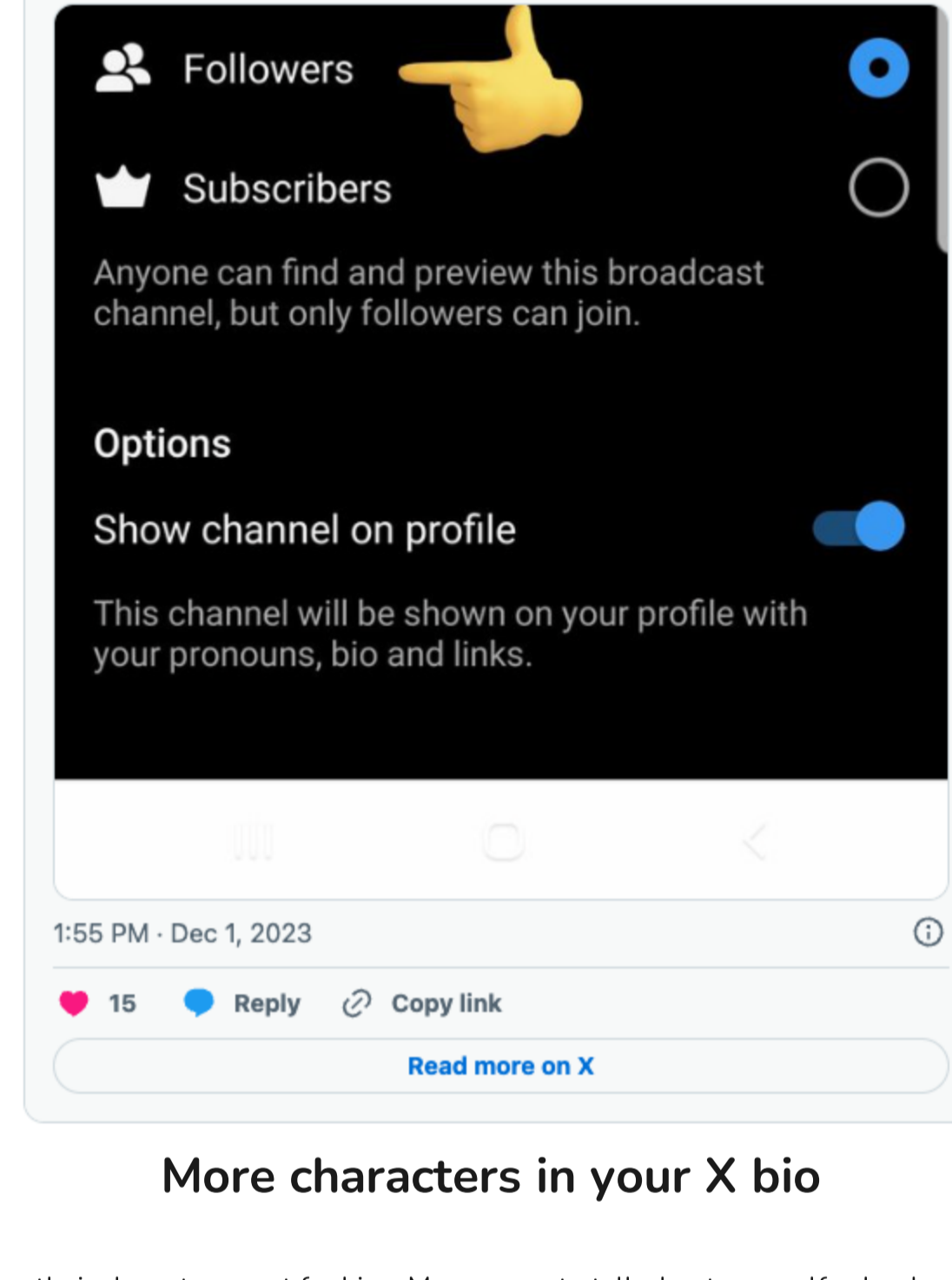
### Broadcast channels only for followers

Have you tapped into Instagram Broadcast Channels? This is a great space to share exclusive content including new releases, behind-the-scenes, upcoming events, and more.

Although these channels will be discoverable by everyone, they will only be available to join if they are one of your followers. If you plan on sharing your branded content in your channels, be sure to follow the Instagram Branded Content Policies.

Now when you create a Broadcast Channel, you have the option to share it publicly, just to users, or only to subscribers.

If you decide to take advantage of this new feature, what kind of content would work best? Polls, secret deals, collabs? Let us know!



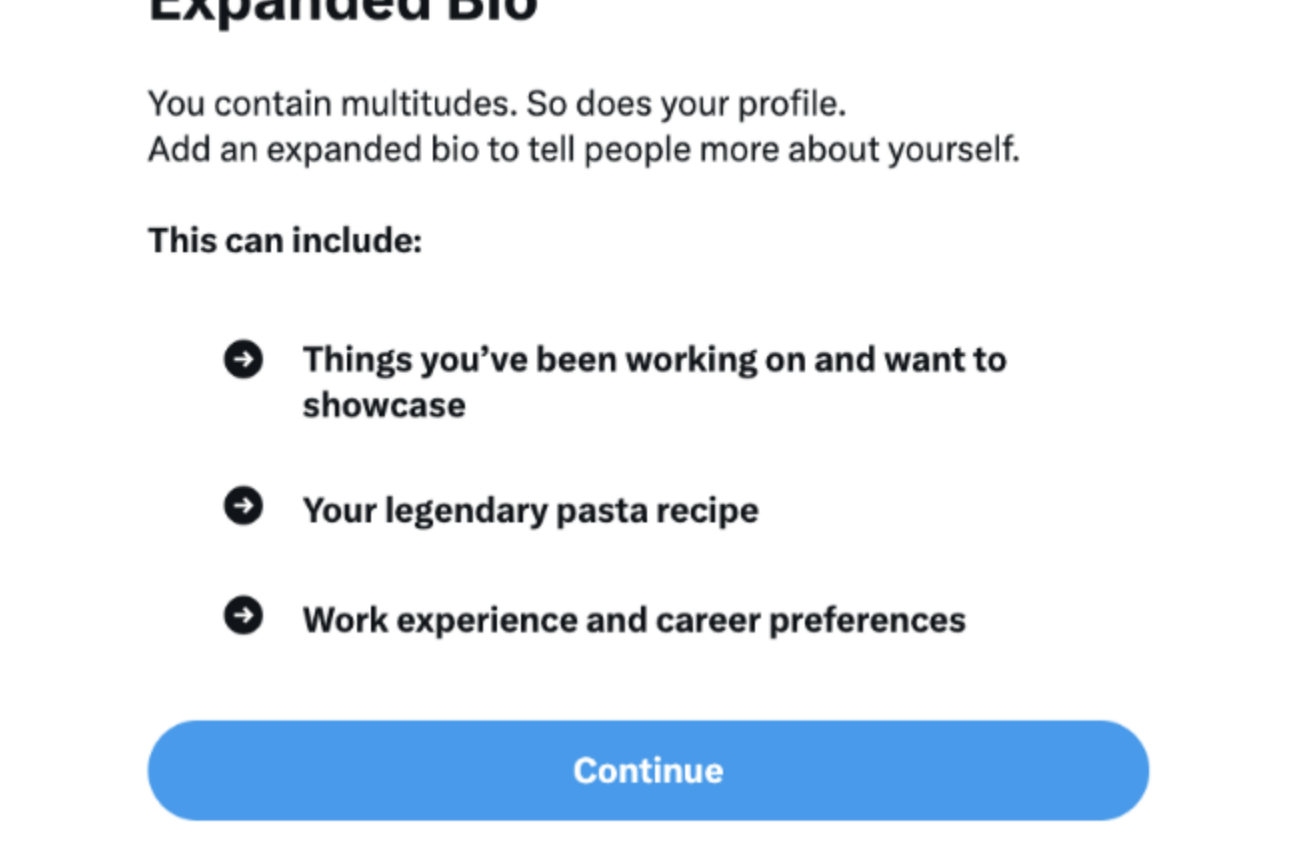
### More characters in your X bio

X is upping their character count for bios. More space to talk about yourself, who doesn't love that?!

Alongside the regular 160-character bio X offered before, you can now click on Edit profile, then on 'Create Extended Bio', and type away!

You also have the option to add titles, subtitles, links, and emojis! The new character count is not listed but they leave you with plenty of space to add as much or as little information as needed!

What will you add to your extended bio?



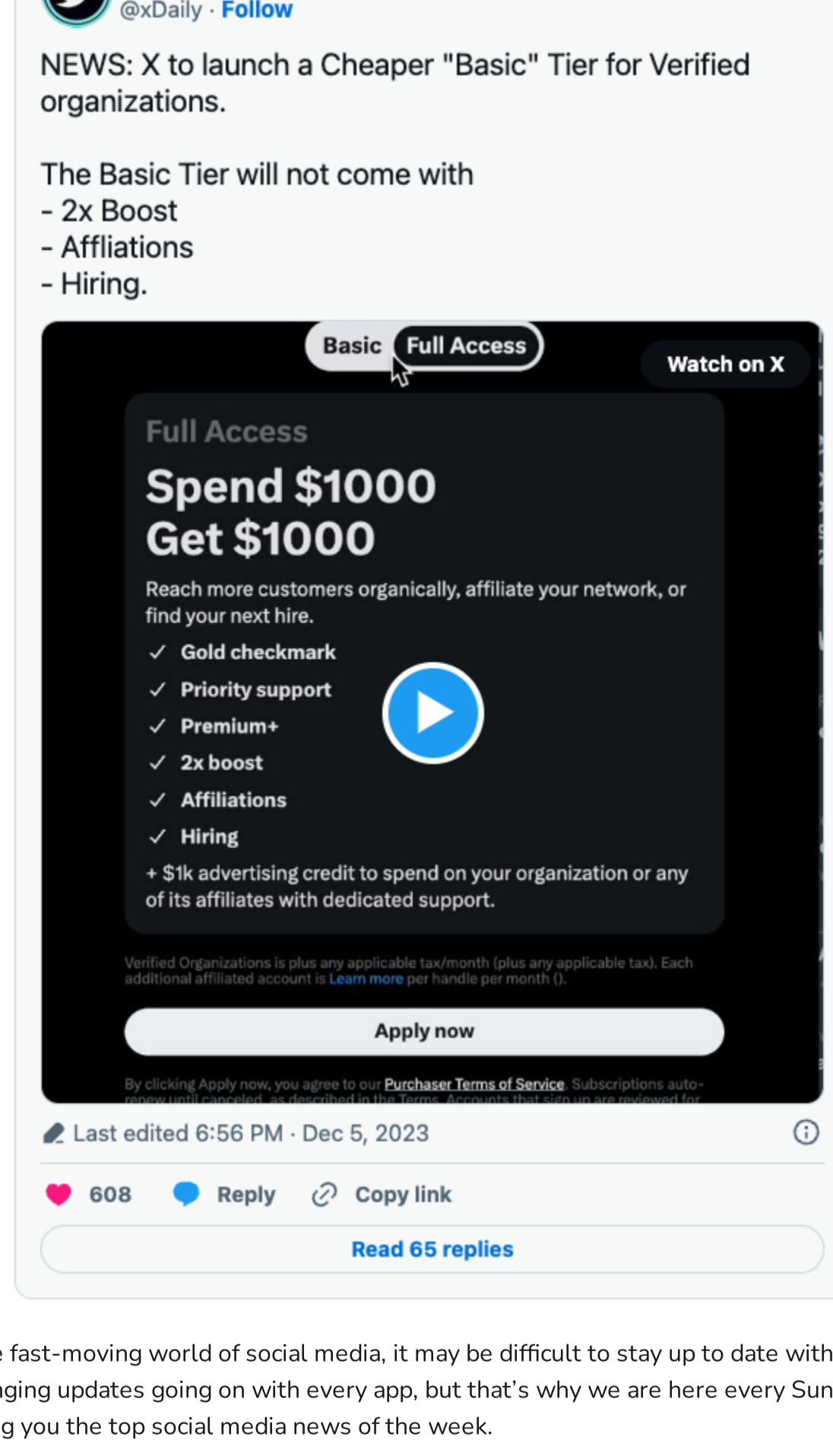
### New option for organizations and businesses on X

Being basic is not a bad thing! Especially when choosing this option as an organization on X. Yep, that's right there is now a new option for verified organizations on X.

You can choose the Basic option instead of the full access option when joining verified organizations. The package includes the gold checkmark, priority support, and Premier +.

This Basic option will not come with a 2x boost of content, affiliations, or hiring.

What do you think about this new option for Verified Organizations?



With the fast-moving world of social media, it may be difficult to stay up to date with the everchanging updates going on with every app, but that's why we are here every Sunday delivering you the top social media news of the week.

Well, that's all for now.

We will see you next Sunday, Metricoolers!

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:

- Quiet Mode on Instagram
- Threads
- Instagram Broadcast Channels
- X Premium
- X Verified Organizations

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