



Metricooler, it's no secret that live broadcasts have become a very important format for content creators. Main social networks have caught onto this, and have started implementing live features of their own.

TikTok launched its very own livestream feature and now Instagram is hopping on the bandwagon but with new and improved features.

Professional accounts on Instagram can now use tools beyond just the camera, such as external cameras, microphones, and graphics to improve the quality of the live stream. You can now live stream streaming software such as OBS or Streamlabs.

If you want to utilize this new feature, be sure to open up Instagram on your computer, being that this feature is only available on the desktop version.

Does this feature sound a bit familiar to you? Probably because it is very similar to YouTube, Twitch, and TikTok's live features.

Updates to Instagram Live

Instagram Live Producer gives broadcasters access to production tools outside of Instagram's camera, including additional cameras, external microphones and graphics. This feature is only available on desktop via instagram.com

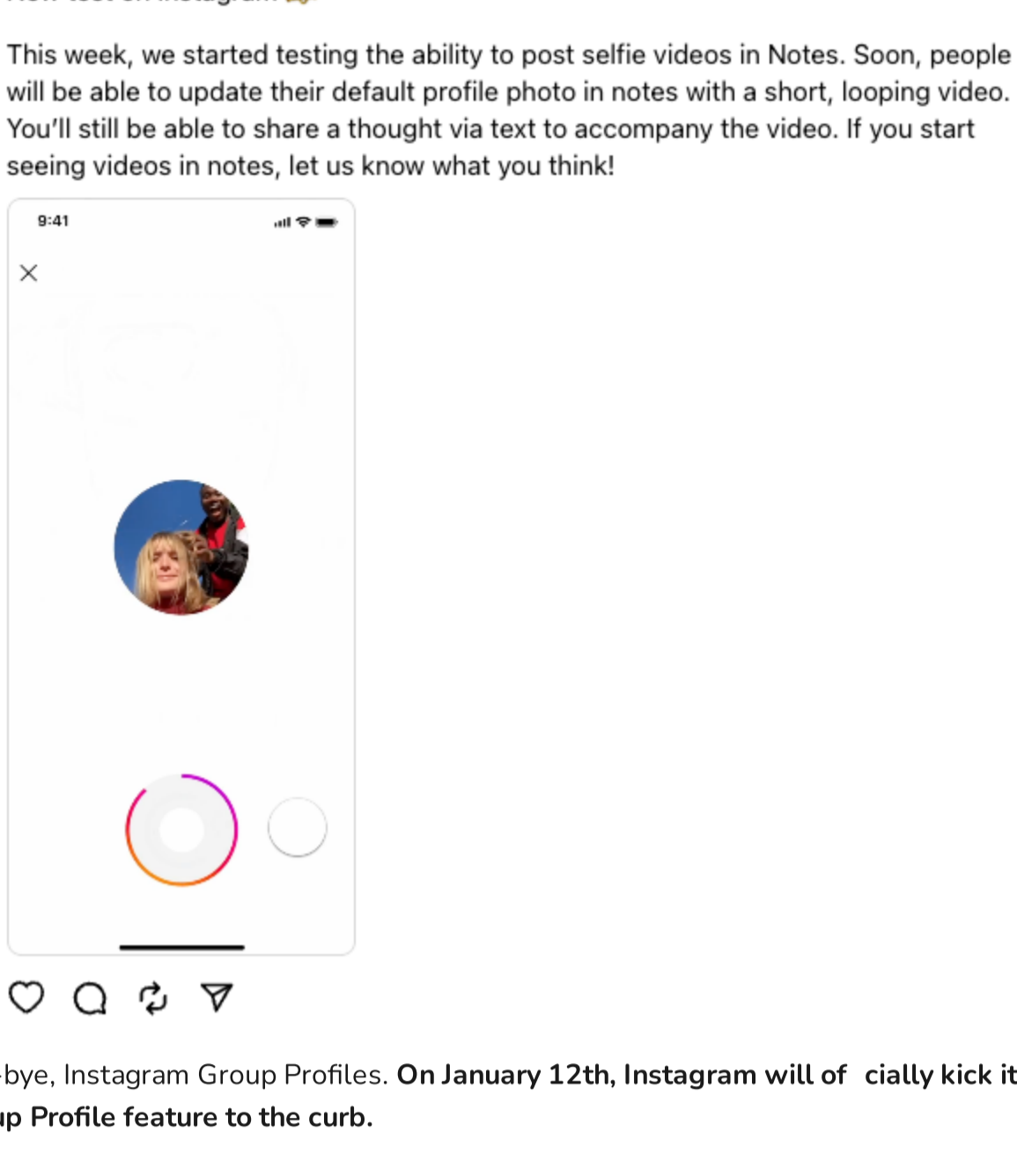
Say "cheese" in Notes

Instagram notes are taking it to the next level. You can now take selfie videos to go along with your Instagram Notes.

At this time, the photo that pops up when you post a note is your default photo or the regular profile picture you chose. But now you can film a short selfie video that goes along with the note you choose to write.

For example, instead of your note saying how bored you are studying for finals at the library, you can now show actual footage of you bored at the library! Sounds fun right?

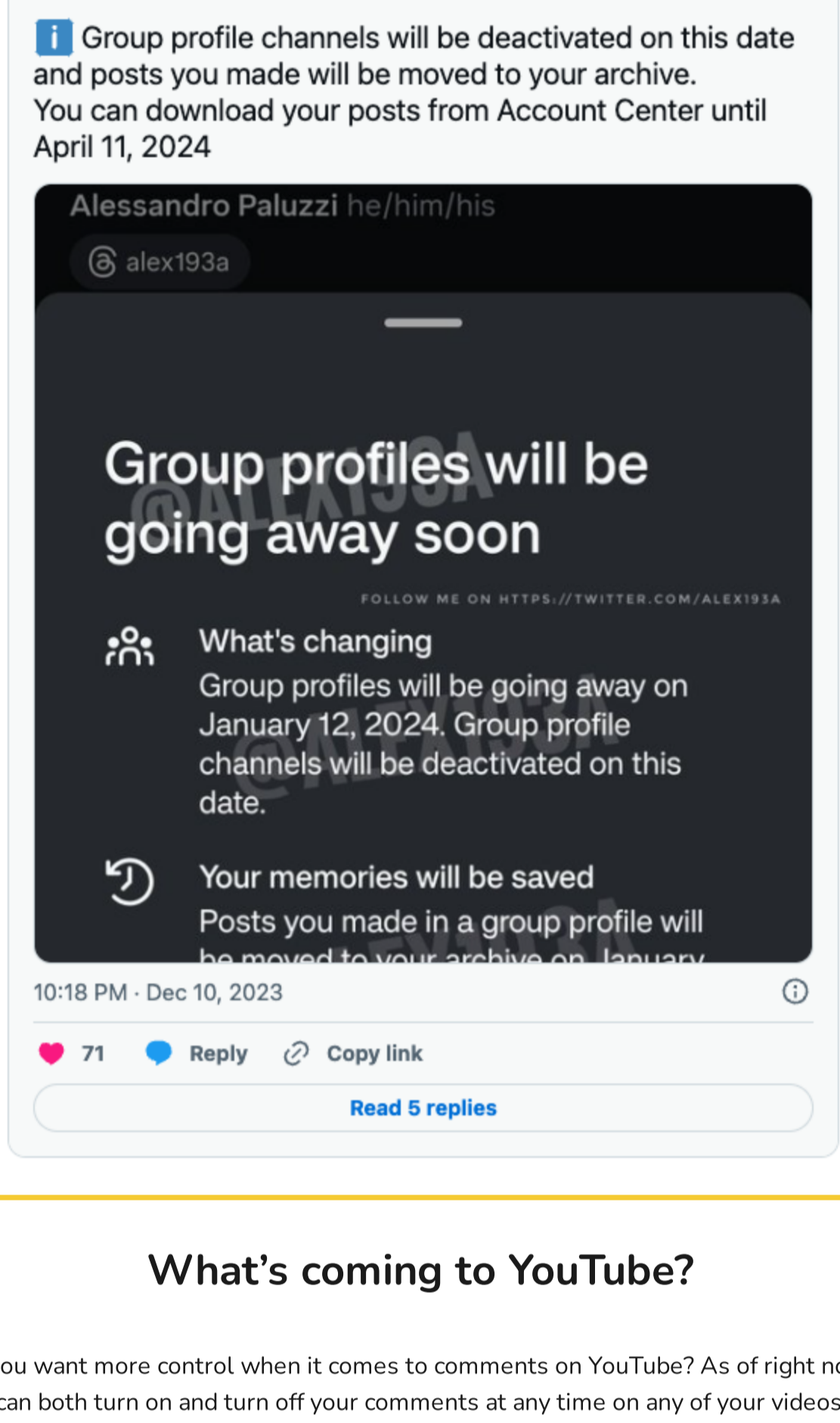
Do you think this is the extra push to encourage more users to use this feature?



Bye-bye, Instagram Group Profiles. On January 12th, Instagram will officially kick its Group Profile feature to the curb.

If you have a group profile, it's time to be proactive and download any posts you want to save. By this time January 12th, your group profiles will be deactivated and your posts will be lost in the abyss.

Your memories will be saved to the archive though, so at least you can look back on those!



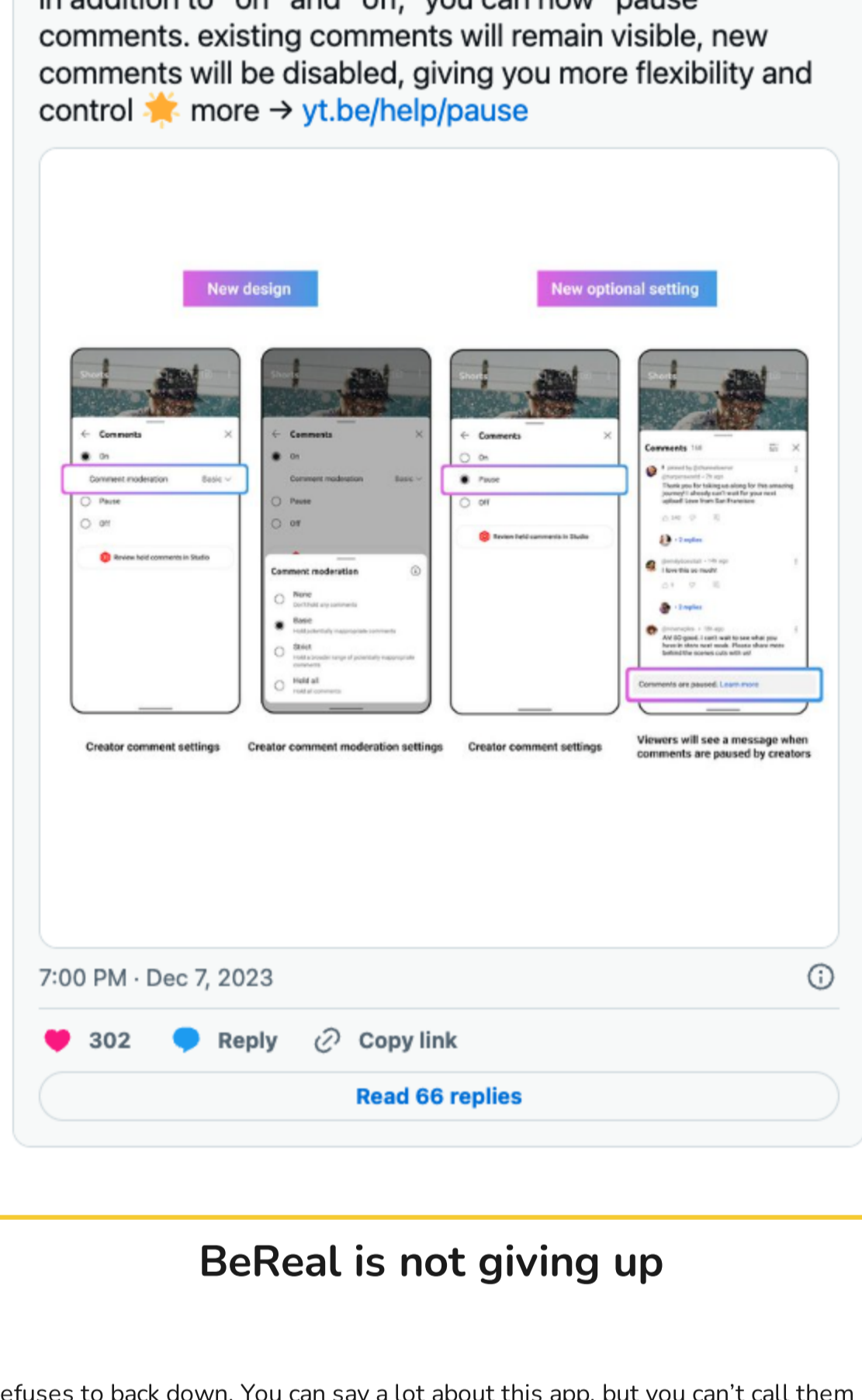
What's coming to YouTube?

Do you want more control when it comes to comments on YouTube? As of right now, you can both turn on and turn off your comments at any time on any of your videos, but what if we told you that now you will have the option to pause comments?

Yep, it's true, you can now pause your comments. The existing comments on your video will stay there but nobody will be able to type a new comment after you've hit pause.

Gain a bit more control as a creator by:

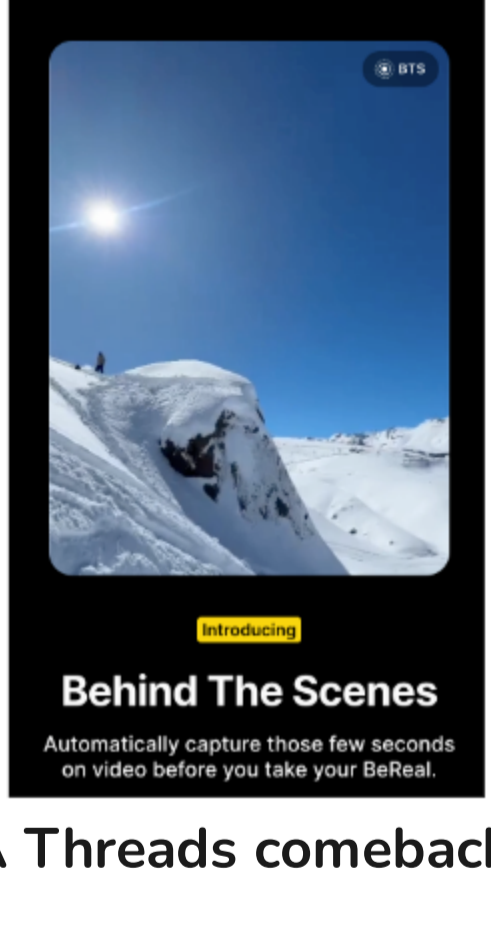
Have flexibility with what you allow in your comment section. Manage comments on your video over time, instead of being bombarded all at once.



BeReal is not giving up

BeReal refuses to back down. You can say a lot about this app, but you can't call them a quitter! BeReal is rolling out 3 new features to their app.

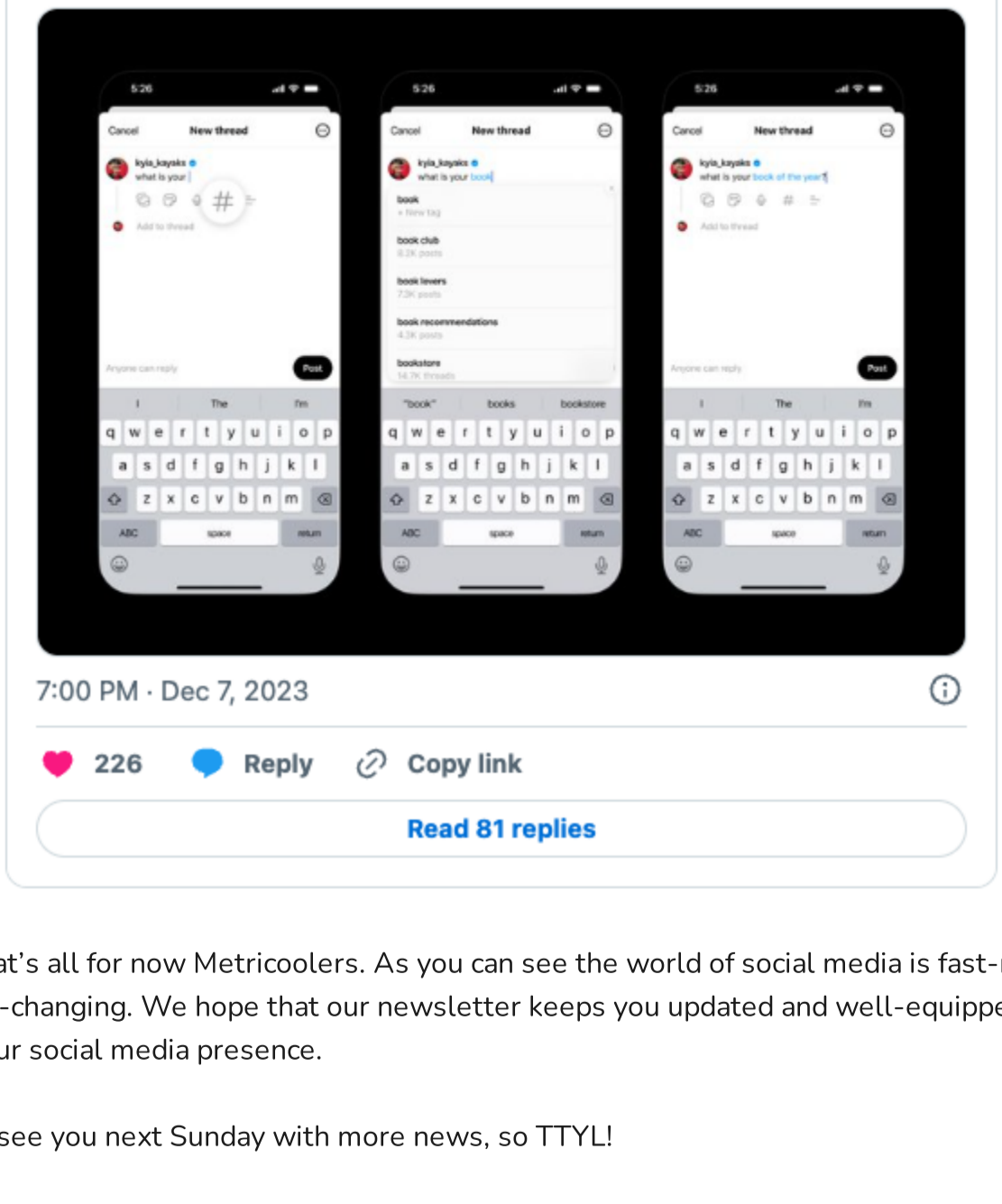
- Behind-the-scenes BeReals:** It's time to get even more real on BeReal. Now when taking your daily BeReal photo you have the option to turn on the **Behind the Scenes** feature. This means that while taking the photo if you choose to have this feature on it will almost mimic a live photo on the iPhone where you capture the whole moment when you took the photo.
- Group BeReals:** Real to be real but not that real? On BeReal, you can now create **two groups called RealGroups** where you can be selective and only add who you want to your group. Now post even sillier posts for your small group of buds.
- Tags in BeReals:** Not only can you now tag your friends in your 'BeReals', but that friend can now also repost the BeReal to their profile as well.



A Threads comeback

Similarly to BeReal, Threads also keeps fighting on by introducing new features to encourage more user action.

Tagging a topic is coming at you on Threads. If you are posting about a specific topic, you can now tag the specific topic so that your post shows up when that topic is searched by other users.



Well, that's all for now Metricoolers. As you can see the world of social media is fast-moving and ever-changing. We hope that our newsletter keeps you updated and well-equipped to crush your social media presence.

We will see you next Sunday with more news, so TTYL!

Sophie, From Metricool

P.S. If you missed our live Masterclass on Friday, breaking down our 2023 Social Media Networks Study, watch back the stream [here!](#) Learn insights, predictions, and trends across social media for a #YearInMetrics.

RESOURCES:

- [Threads](#)
- [TikTok Live Studio](#)
- [Instagram Notes](#)

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