Next week we will return with more news from the social networks. Have a great week!

And I will also leave the direct link here. 😋

P.S: If you have anything new, you know where to find me. Just reply to this email.

Carlos, from Metricool.

A big hug,

Himself.

The truth is that this info seems super useful to me, so that you don't take chances without rhyme or reason. They will also help your ad strategy on TikTok for sure.

This metric, called DNA!

As a member of the Metricool team I can't deny my love for metrics, I think I carry it in my DNA!

That's why today I'm celebrating… TikTok adding a new metric! And I assure that you'll love it.

That's the news summary that will affect some content that creators mark as premium.

TikTok has launched paid content.

Which, by the way, (a bit of SPAM) this week we have launched a new Metricool feature: a text generator for social media in your planner.

How do you feel about this? I have breathed a sigh of relief.

Impressions of posts.

The use of artificial intelligence in social media is now a reality.

The use of artificial intelligence to create text copy would not affect reach or impressions of posts.

"Does this affect reach?" or "Will I have less interactions?"

And what happens when an external tool appears? That doubt arises (myself included), create content.

You already have several tools at your disposal to help you manage social networks or to download them manually.

This is actually not a shock, although it may explain some of the outdated Twitter statistics.

"Does this affect reach?" or "Will I have less interactions?"

And above all, its helpful to know that if you don't want to lose them, you will have to download them before Twitter deletes them.

STAY CALM!

The fact is that lately, the pot has been stirred in "villa 280 characters", thus there always ends up being news. What happened this time?

The fact is that now, you will have way more space to share content. So, I ask you this:

What little remains of the first 140-character version of Twitter. We were so young…

And that is, 10,000 characters per tweet! Yes, you read it right. 10,000!!! But don't worry, well, prepare the cargo for what is coming…

Did the 4000-character tweets that Twitter announced a few week ago seem long to you?

Well, prepare your notebook because here comes news of Facebook Reels:

One of those limitations being the length of Reels, which had stayed at 60, while same success as on Instagram.

Meta continues to insist on its support for Reels on Facebook, where it has not had the same success.

Against this picture, there is the case of TikTok, which continues to grow by leaps and bounds.

And when a social network brings out a new metric, it calls for a toast.

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