



Do you remember the last time there was a quiet week on Twitter...

What would happen if this social network was quiet with hardly any news?

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?

Twitter announces longer tweets

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

Well, prepare the cargo for what is coming...

And that is, 10,000 characters per tweet! Yes, you read it right. 10,000!!! But don't worry, because to see the full tweet, you can click the "Show more" button.

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

The fact is that now, you will have way more space to share content. So, I ask you this: Are you going to take advantage of this increased space or will you maintain the essence of Twitter with short tweets and long threads?



Say goodbye to Twitter archives

STAY CALM!

You're not going to lose your Tweets history... But the social network wants to upload the files of the live shows you have recorded.

What is included in these files? It actually refers to live broadcasts that you have streamed via Twitter Live or Periscope; it does not cite or mention audio files, for example.

**Wait, does anyone remember Periscope?*

If you don't want to lose them, you will have to download them before Twitter deletes them.

This is actually not a shock, although it may explain some of the outdated Twitter features.

And above all, it's helpful to know that if you don't want to lose your LIVES, you will have to download them manually.

Does the use of AI affect reach on Instagram?

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

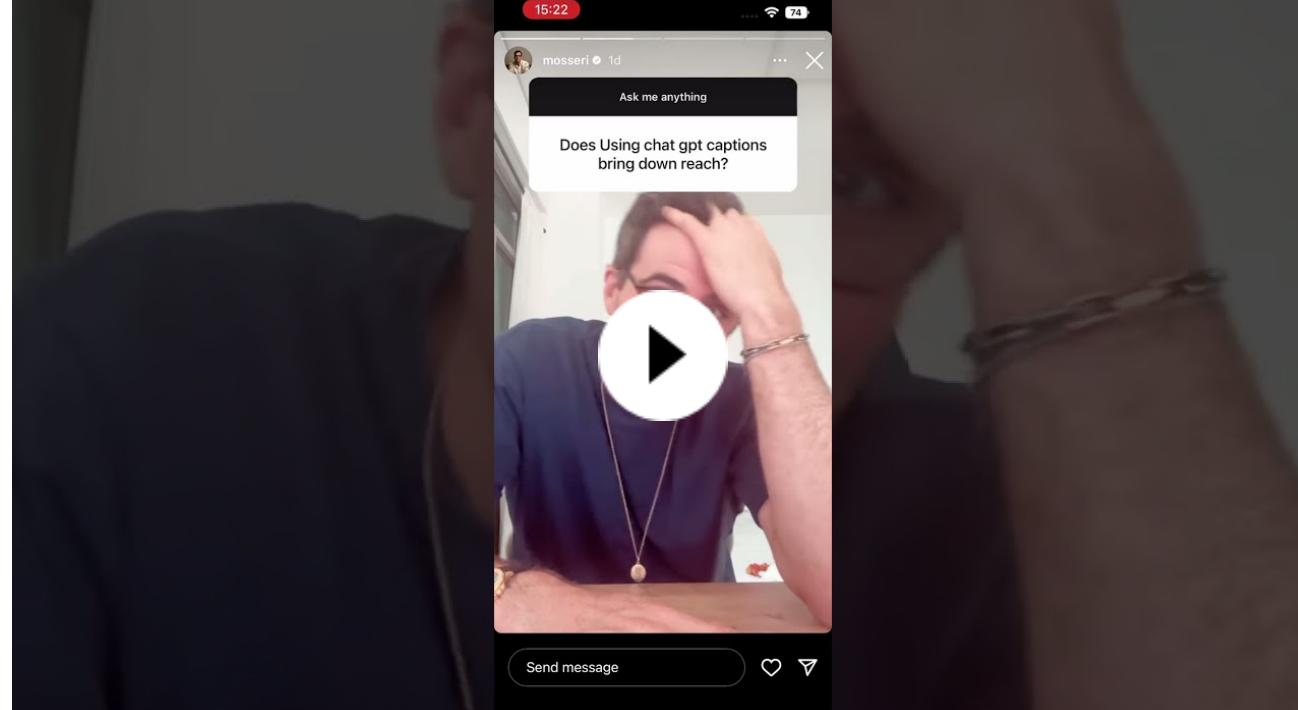
You already have several tools at your disposal to help you manage social networks or to create content.

And what happens when an external tool appears? That doubt arises (myself included), "Does this affect reach?" or "Will I have less interactions?"

Today we bring you the answers from the words of Adam Mosseri, Instagram CEO: He uploaded a story stating that the use of AI to create text copy would not affect reach or impressions of posts.

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

That, 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](#) through artificial intelligence.



TikTok releases "Series"

TikTok has launched paid content.

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

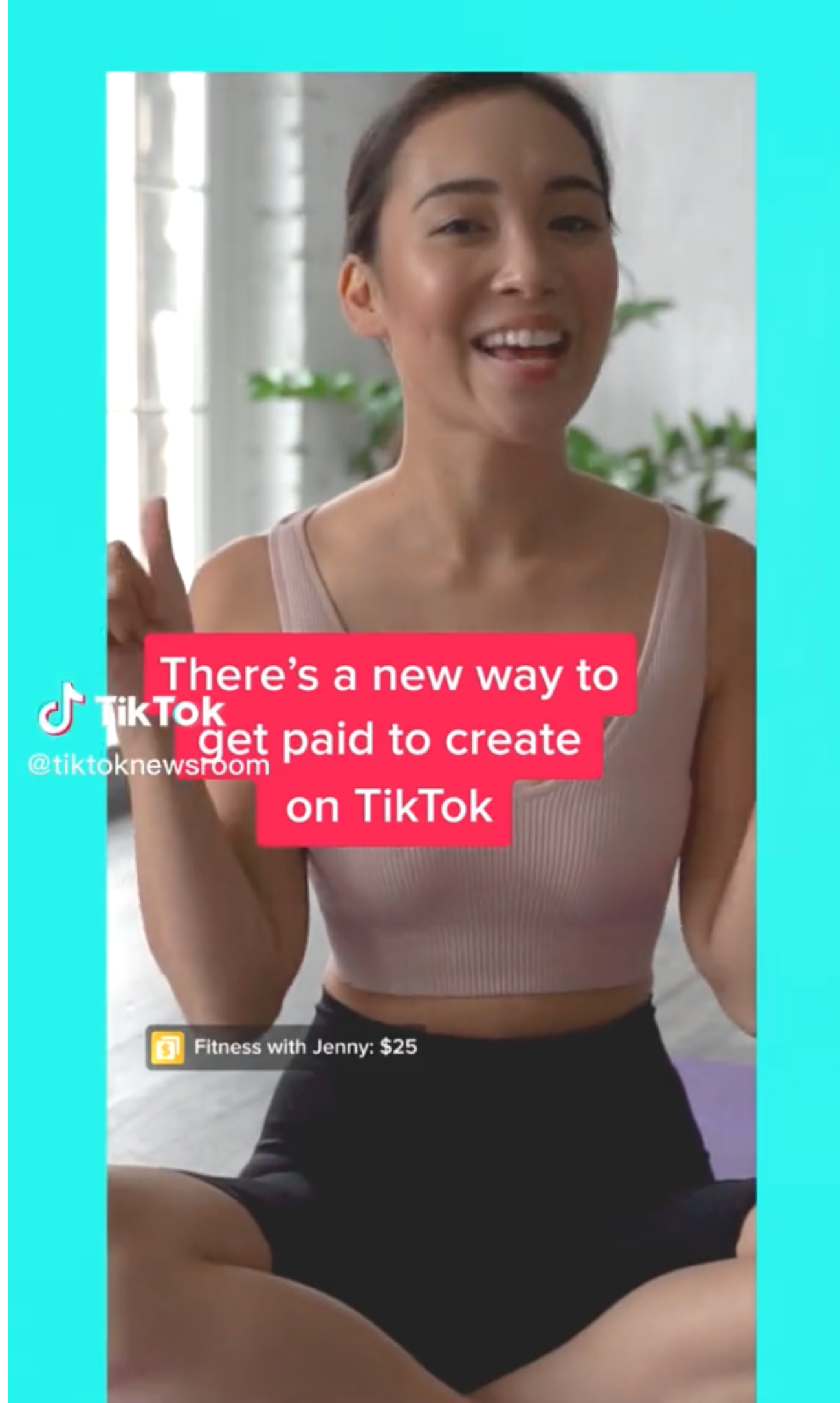
The name the company has chosen is TikTok Series (Netflix, are they coming for you?)

And it has some very particular characteristics: TikTokers have the option to create longer videos, up to 20 minutes and a maximum of 80 videos.

The goal, in the words of the social network, is to continue strengthening the relationship between creators and their community, through premium paid content.

At the moment there is no set price, since this feature is still being tested and only available to certain users.

What do you think of this premium content? Do you think it will succeed?



Improvements to Facebook Reels

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

This is something logical since it arrived later and with certain limitations.

One of those limitations being the length of Reels, which had stayed at 60, while Instagram is at 90.

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

- Longer duration, up to 90 seconds.
- Share memories like a Reel.
- New Reels templates.

Are you now more eager to create Facebook Reels or do you still prefer Instagram?

New Metrics for TikTok

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

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

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

This metric, called **Keyword Insights**, shows you information about the keywords or phrases that are succeeding in TikTok ads.

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.

And I will also leave the direct link [here](#) for you to try it.

Has Twitter missed the game? Let's hope it doesn't change anymore because if it stops being the social network of microblogging... we want you old Twitter!

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

A big hug,

Carlos, from Metricool.

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

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