

There's going to be some changes to the TikTok feed...

I thought that if **anyone is getting their new features right, it's TikTok**. It seemed that everything they touched turned to gold.

A long video? Why not. Video game streaming? Of course.

However, the truth is that their new feed announcement has me question... **Will this change the algorithm? Will the design change?**

Well, I am getting ahead of myself... Last week I told you to hold on, that some twists were coming. But today is a **whole new journey** 😊

TikTok introduces its new feed

STEM is the name of TikTok's new feed. And what will be included?

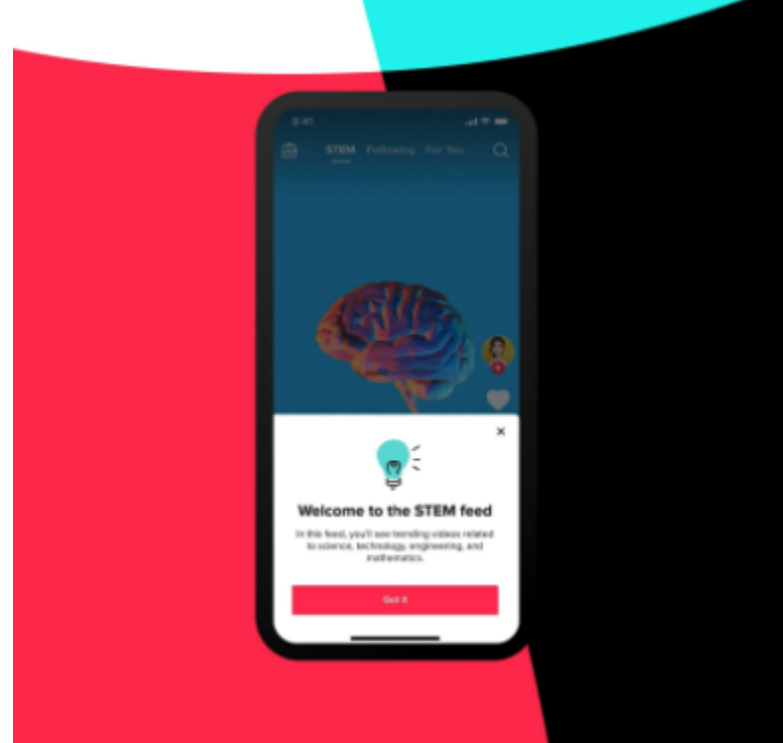
Well, the first thing you need to know is that it will be among the greats. That is, it will be placed next to **'Following' and 'For You'**, which makes us think that TikTok will give it a lot of attention.

This new feed will display undiscovered content, focused on four topics: **science, technology, mathematics and engineering**.

Are you surprised? Because I am...

But, according to TikTok data, it's not that shocking considering there are over **110 billion visits to related hashtags for this content**.

What we still don't know is if TikTok will prioritize its content, for example, **displaying it at the top of the feed when you first enter the app**.



Twitter has some explanations

Finally... the truth! Let me add some context:

First, Twitter included a **'For You' section in its feed, pure TikTok style**, simply to populate important tweets and ones that you wouldn't want to miss, but from accounts that you follow.

But then **included in this feed were a lot of random tweets** from users you didn't follow.

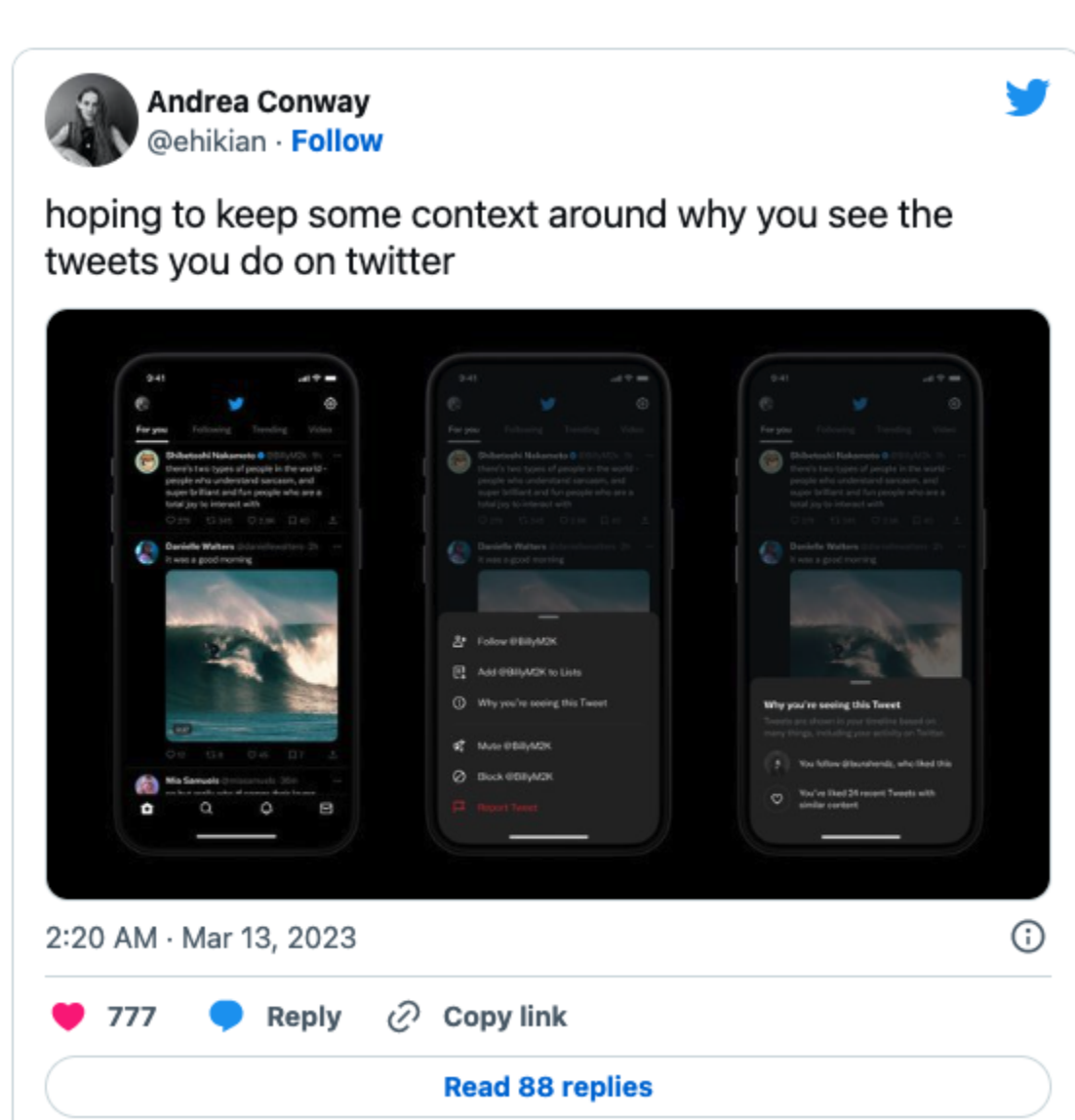
Well now Twitter explains what has happened.

And as you can see in the example I left below, the social network is working to give you more options, to understand why you are seeing random tweets in the 'For You' section. For example:

Because you follow a user who has liked this content. You've liked a similar tweet.

But, I'm not convinced. Maybe can't find the key to "improve" Twitter or approach for finding new audiences.

What do you think?



More stickers for everyone

Good news for **Instagram sticker lovers** (I'm part of this team too 🥰).

The social network is testing a new sticker to share on stories. This is a share **"My Top 3"** in which to choose, top **accounts, audios, tags and places** at that time.

It reminds me of the **'Add Yours'** sticker. Without being anything spectacular, it encourages people to give their opinions and generate interactions.

In addition, it has that deadly ingredient, which is knowing what a user is thinking about.

We will have to see if Instagram finally adds it to its stories...



Two screens on YouTube

Multistreaming has come to **YouTube, with up to four screens**. It is still being tested, but here is what we have found so far:

Users can watch multiple streams at once. What's on YouTube today will be on Twitch tomorrow.

The fact is that right now **YouTube is testing to have up to four different streams, in four different windows, on the same screen**.

Right now it's only available in the **United States, for users that have YouTube TV**. (What's YouTube TV?).

I think it's a good opportunity to see how it works and if its sustainable in other apps...

It's already difficult enough for me to focus on one screen... imagine 4.



AI is everywhere, and now on LinkedIn

You're going to have to get used to news about artificial intelligence coming to social media... **It's non-stop!**

And the latter is related to LinkedIn.

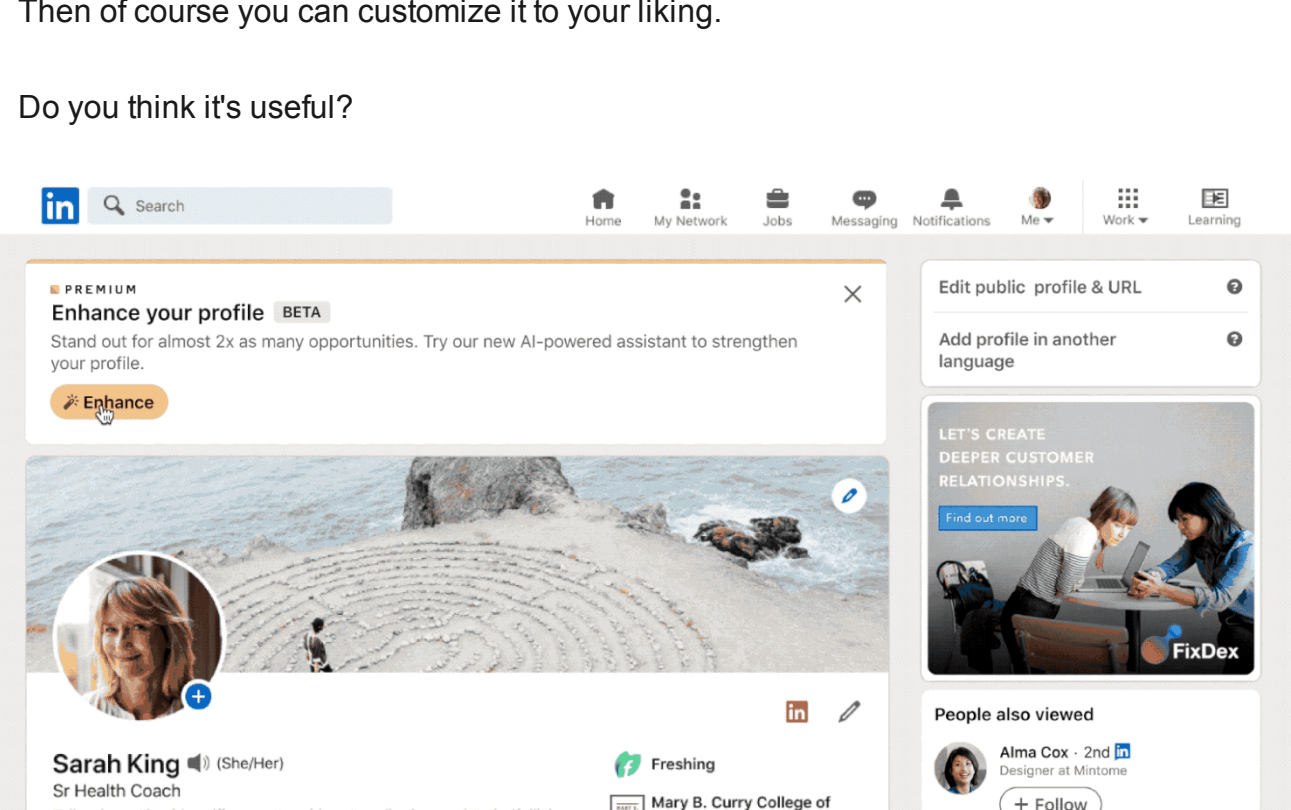
Yes, you read that right, **the social network is working to help you create a profile, in hope to make everyone fall in love with AI**. Specifically, the GPT-4 model of Open AI.

Artificial Intelligence will work on two aspects that LinkedIn considers important: **the headline and the "About" section**, while maintaining your authenticity and the type of content you have shared before.

That is, the AI will suggest aspects it considers important to add to these two sections.

Then of course you can customize it to your liking.

Do you think it's useful?



Well Metricooler, that's all we have for you today!

What do you think of this week's news?

STEM, Twitter changes again, multi-screen streaming, more Instagram stickers and AI on LinkedIn. You have some choices to make.

As always, I'll see you next week. 😊

Take care,

Carlos from Metricool.

P.S: We will be in Las Vegas next week! If you are local and want to meet us in person, we will be hosting the event with US Ambassador Rachel Pedersen. There are only a few tickets left so grab yours [here](#).



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