



I have a lot of news to start this week's newsletter, Metricooler...

I think this one takes the cake, and when I read it I started to jump with joy.

I don't know about you, but I was tired of seeing a shared Reel in Stories... The Reel hooks me and then suddenly it cuts off... I mean, COME ON Instagram.

So this weeks news is definitely super useful.

Because so far, to finish watching the full Reel you have to click on the screen, go to the Reel and then watch it again from the beginning.

That's just an appetizer, because what comes next... keep your eyes peeled!

Longer Reels in Stories

Well, it seems that Instagram has taken notes with this problem and...

They are working on allowing the Reels you share in Stories to show the full video or at least 60 seconds maximum.

This isn't bad, considering Reels have a maximum of 90 seconds.

I started by saying that I thought this was super useful and it's true, the user can see the complete Reel without having to click into it and the creator can receive feedback from the story.

In addition, I think it will help increase the interactions of the Reel, considering you can watch the full video and then like, share or comment on it.

What do you think?



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Adobe is going for Canva

How are they doing it exactly? Well, by attacking its greatest strength, simplicity in design.

We have the information first hand... after attending #AdobeSummit2023 we learned that Adobe has released a business update to its Adobe Express tool.

This update works to directly cater professionals and companies of all sizes in their usage.

The second news is about AI. As I told you in last weeks newsletter, AI will now be weekly news.

And now Adobe has also committed to this technology.

To access this, you have to create a Firefly account, the tool with which you can create images, videos, vectors and 3D through natural language.

This feature is still in Beta, but it seems that sooner or later you can use it...

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Two new formats for Instagram Ads

Instagram has introduced two new ad types.

The goal is to make it easier for companies and brands to be discovered by users and connect with them easily.

What are the two new types of ads?

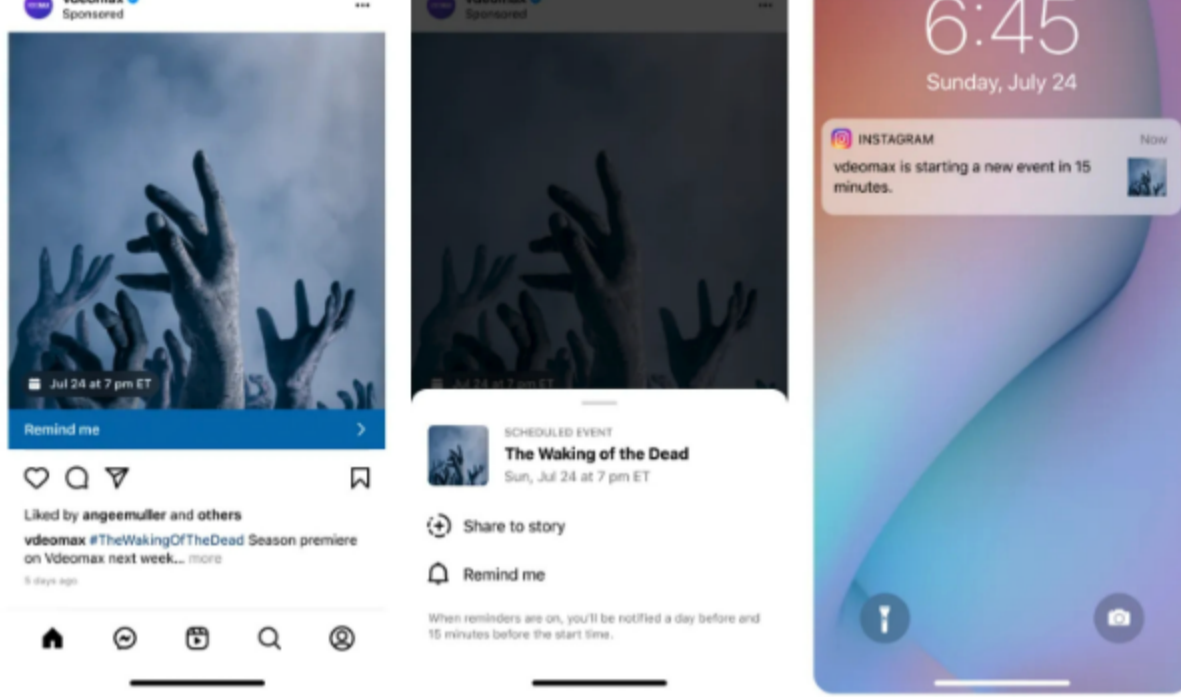
[TIP: Have your wallet ready in case you like them...]

Reminder Ads: Companies will be able to announce, remind and notify users about future events.

Search Ads: Ads will appear in search results, in the magnifying glass section of your feed.

I honestly didn't expect the Reminder Ads, but I knew the Search Ads were coming...

What do you think?



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Renew your TikTok Feed

If you haven't been convinced by the 'For You' page for a while... I have some news for you.

TikTok has announced that you can change or update the "For You" feed if the current recommendations no longer interest you.

To do this, you can activate the "Refresh the For You feed" function, then:

TikTok will show you popular videos in your new feed.

Videos based on your new interactions

The rest of your feed, including the Inbox and Profile will not be affected.

As you can see, TikTok is still working on the "For You" algorithm, which is the traffic sources that attracts the most views to your videos.

Specifically, with the data we collected in our 2023 TikTok Study, the For You page contributes to about 75% of views. This is an abyss if we compare it with the rest: the 'Follow' feed attracts 8.49%, the Personal Profile with 3.66% and the Search only at 2.81%.

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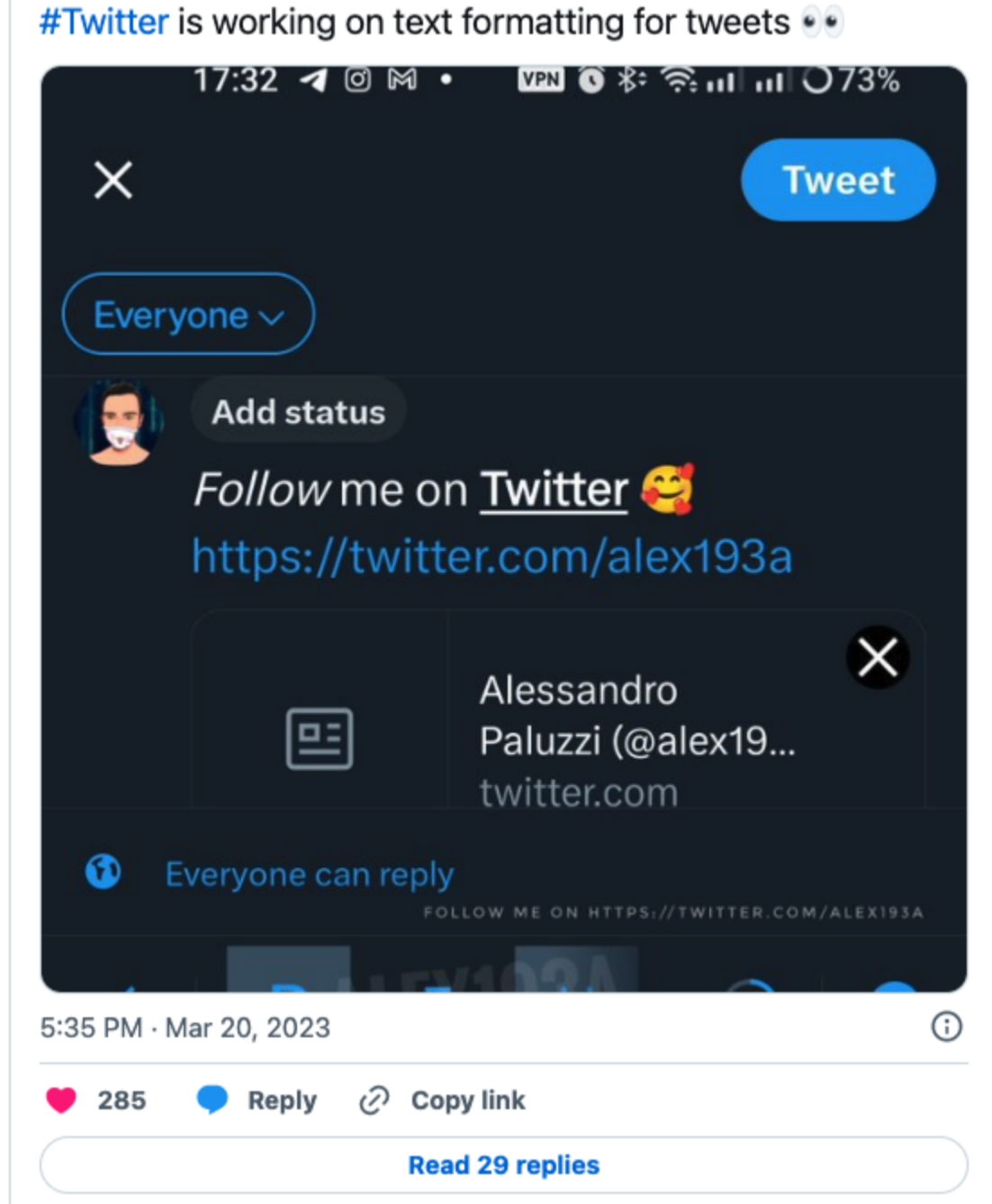
Twitter gets serious

If you thought you had little news from Twitter every week, grab a notebook because today I will share them two by two...

First, Twitter is going to make your tweets beautiful by allowing you to add several formats of text to your content.

It is not known when or if it will be free... But it looks like depending on this tweet, you'll be able to italicize, bold and underline.

What do you think?



The second news is about metrics, our best friend when it comes to knowing how a strategy is working.

You have probably noticed that in each tweet you have main data such as likes, retweets, and the number of views.

Well, with these metrics Twitter has also added the number of times the tweet has been saved.

This is interesting, especially to understand how useful your content has been. This metric, on the other hand, has already been available on TikTok.

What do you think? Do you find it interesting?



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Oof, Metricooler... what a week...

Without a doubt, what I like most about social media is that it seems everything is all written down and then suddenly, in a week... everything is new, as they say.

Well, you know that next week I will be back with more...

All the best.

Carlos from Metricool.

P.S.: Reminder that you can use this email to send me anything that has caught your attention. This is your newsletter!

With metricool



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