



Is TikTok! Surprised?

Well, **depending on which generation you're from, you're either surprised or not.**

As a Gen Zer, I have witnessed first-hand the mass expansion of TikTok, in just a few short years.

Of course, Instagram still carries a lot of weight in the social media world, especially after joining Facebook to create Meta.

For Gen Z, everything happens first on TikTok, and then arrives to Instagram Reels. However, that isn't necessarily true with Boomers and Millennials.

What's no surprise to anyone who works on social media is that **Twitter keeps playing around with the app...** is it possible to have a calm week with them?

“Without Twitter Blue you are nobody”

The network is **preparing two novelties** that will leave you in doubt, more than ever, of subscribing to this program or not.

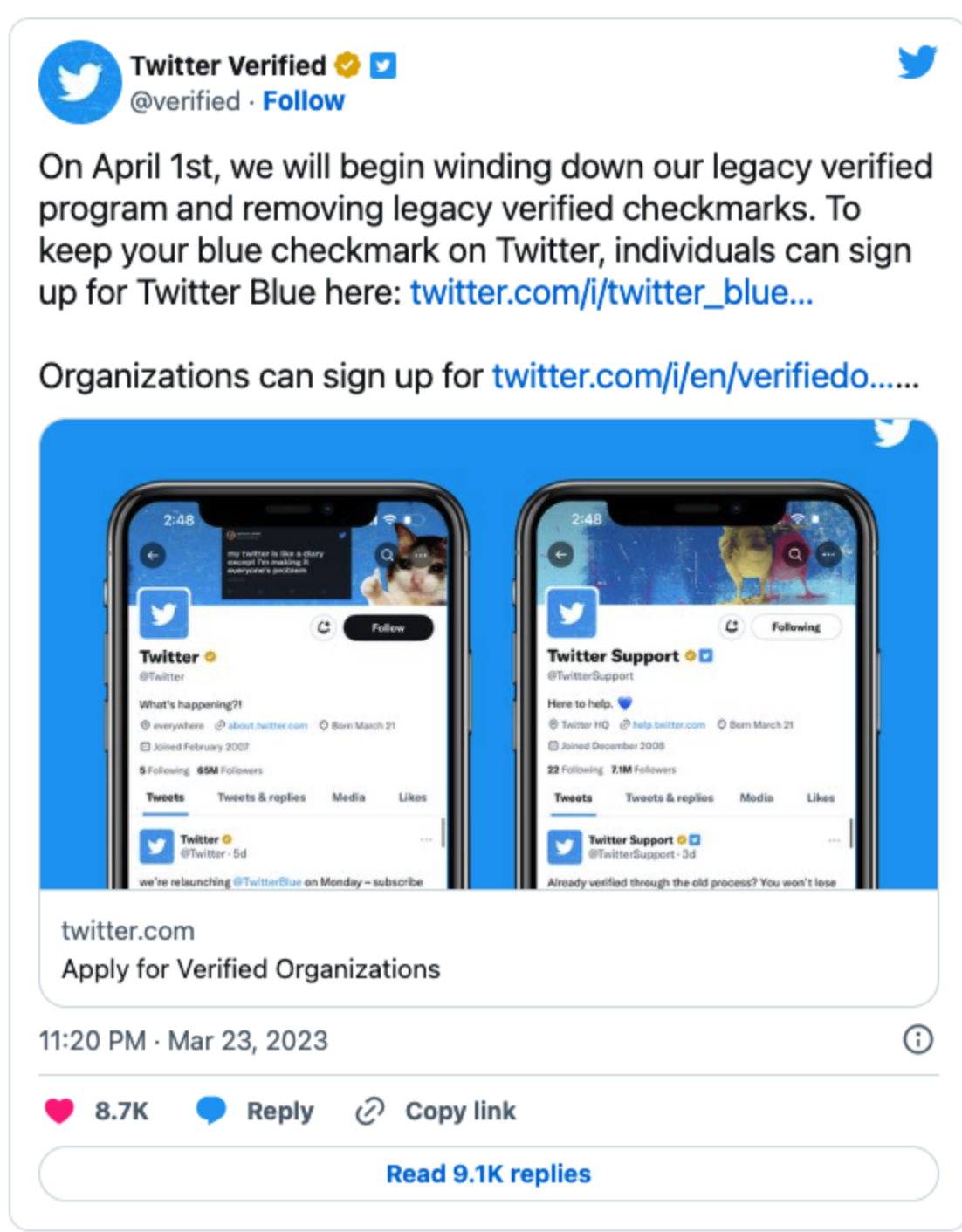
First, from **April 1st, (that is, when you're reading this)** only accounts that pay for the Twitter Blue subscription can have the verified check on their account.

Those accounts **who aren't part of Twitter Blue will have their blue checks removed.** So, do you have to be on Twitter Blue?

The second, related to this subscription program, is that **only those accounts with blue verification checks can appear on the “For You” tab.**

This is not what I expected and in my opinion, **something that has always worked on Twitter is following who you want, without recommendations and regardless of the check.**

What do you think of these developments?



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New ways to celebrate your birthday

I have to admit, I'm one of those people that don't know what to do when people sign happy birthday to me.

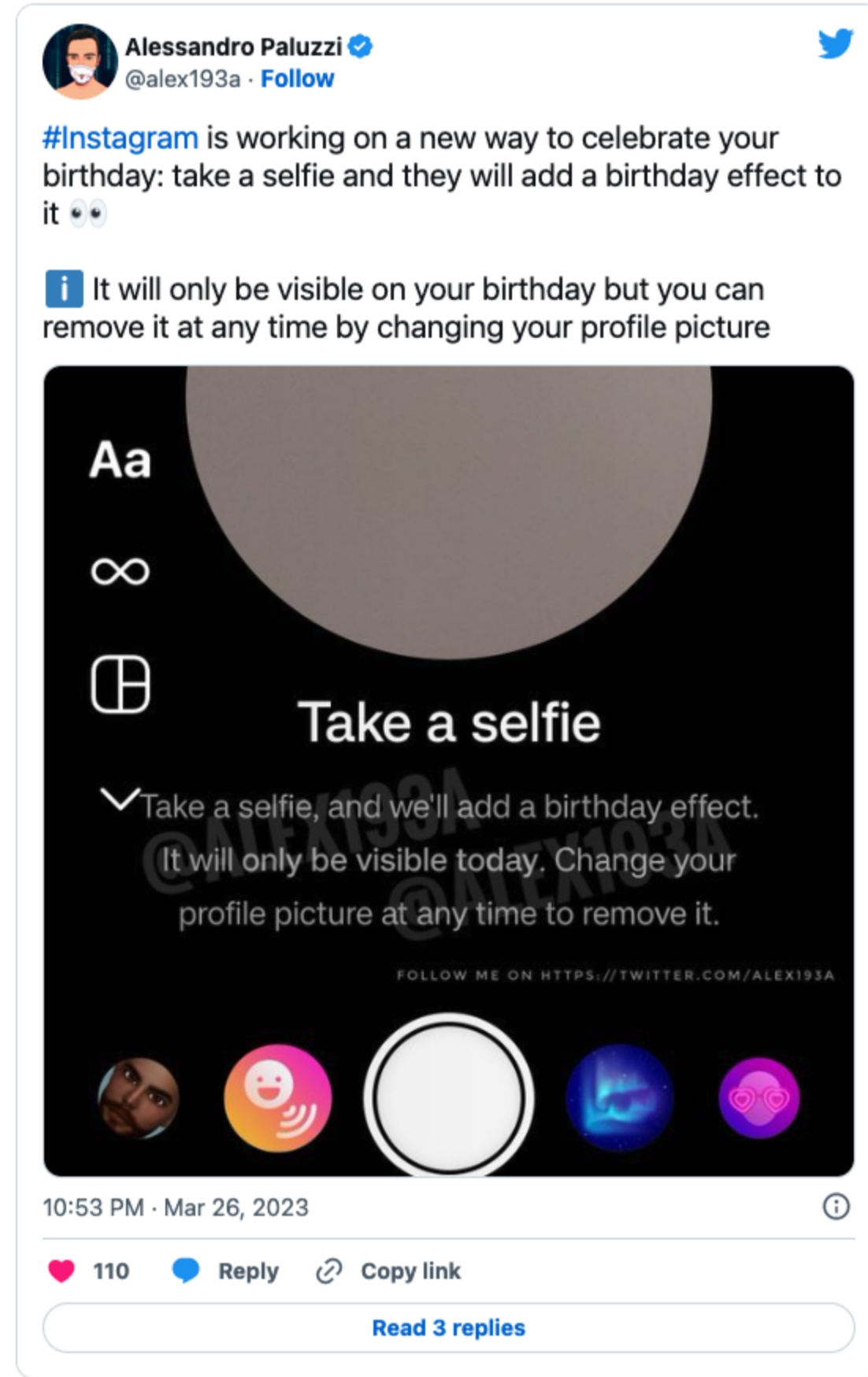
It can feel awkward, right?

So this is great news, **because now you don't have to force a smile through it...** 🥳

Instagram is working on a new way to celebrate your birthday... (Twitter balloons will seem like a trifling thing).

Now, you can add a fun **selfie**, and the social network will add a **commemorative filter.**

Of course, this **option will only be available during your birthday**, so it can be used correctly, as we all know someone that always wants it to be their birthday every day.



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TikTok

I like stats...

But this one blows my mind.

TikTok surpasses Instagram as the most downloaded application in the first quarter of the year, just like that.

The data is further proof of how well TikTok is doing. **With consistent new features being rolled out, the app seems to be constantly improving.**

But above all, a key element is the fact that **the algorithm continues to:**

Allow any video the option to go viral.
Ensure users are happy with what the network shows them in the "For You" section.

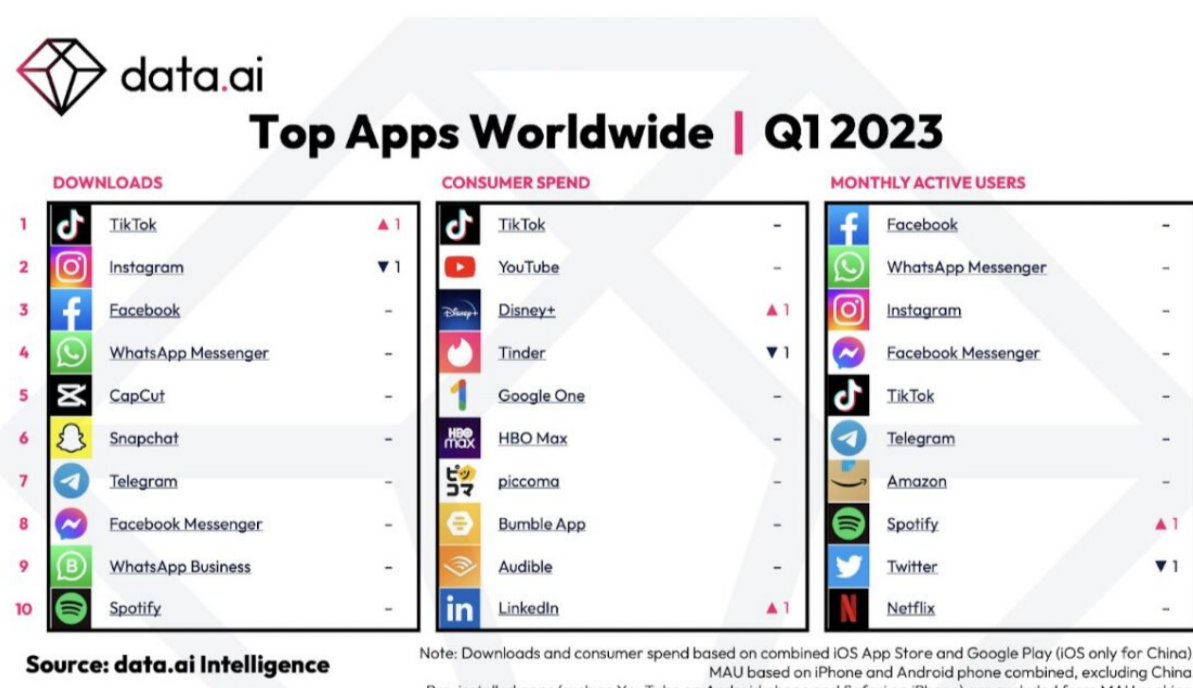
Wait there's more... 😊

And that is **TikTok has also risen to first place is the most consumed social network by users.**

However, it hasn't won one category, **most active users per month, which goes to Facebook.**

But this may be something TikTok might surpass... **only a matter of time!**

P.S.: These statistics are from Data.io



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More options for companies on LinkedIn

If you love LinkedIn and already have a brand strategy on this network... **you'll love me a lot!** 🥳

I come hands-full of good news about LinkedIn for companies...

Take notes!!

- **Scheduling posts from your business page**, something that users were crying out for is now here, although only in the desktop version at the moment.
- **Audio events**: LinkedIn is developing audio rooms to share content and connect with your audience (it sounds good, so I hope it lasts longer than ClubHouse).
- **Share job offers on the company page**: thanks to this option, you can achieve greater reach in your job offers.

What motivates me most about this news is that it seems they won't stop there and LinkedIn is releasing more...

What will they surprise us with next? Place your bets!

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Oof, I don't know if I want to wait until next week to see what Twitter has in store for us.

Any day we will find out if it has shut down or if they have changed their name. **I liked Twitter best!!**

Anyway, Metricooler, we will see you next week with **your favorite newsletter.** 😊

Take care,

Anniston, from Metricool.

*P.S.: We have a new feature in Metricool, an Artificial Intelligence text generator, so I will leave this **blog post** for you to read all about it! 🥳*

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