

I was waiting for you, Metricooler...

With **spring break and Easter holidays**, there are a lot of OOO emails coming in.

For some, its enjoying a tropical getaway or time with family, but as you know, **social media doesn't take vacation.... so neither do I.** 🤖

This week I'm not sure how to describe it, so take a look for yourself...

LinkedIn joins the 'For You' trend

'For You' feed has revolutionized social networks since TikTok made its hallmark on the idea.

And after Twitter, **LinkedIn wanted to follow their path**...

The social network for professionals is **committing to its 'Suggested Posts' feature**, which will allow you to discover more content based on your interests.

The goal? **Avoid missing out on interesting content for you, and your close professional circle.**

I'm not sure about you, but this **LinkedIn 'For You' really caught me off guard**... I always pictured LinkedIn as an unbreakable social network, where you can connect and share with who you want.

I also understand this is a great opportunity for the algorithm to recommend valuable content for you.

If it works as well as it has on TikTok, Twitter may be dropping into last position for success with this feature...



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LinkedIn for Business continues to grow

There was always something that confused me about LinkedIn which was, **why can't you interact with other business pages, from your business page?**

But now, I have some "gossip" for you... (I always think, if you have news why not share it?). 🤖

LinkedIn continues to improve the performance of its business pages.

From now on you can start **following other company pages related to your field or simply with those you want to connect from your page.**

One way to connect with more professionals, while doing it through your brand.

What do you think of this news?

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The alternative to Twitter

I think just a few weeks ago, I explained on here the next alternative to Twitter, T2.

Well, it seems that the social network is moving forward with everything and has no reservations...

Why? Look, look...

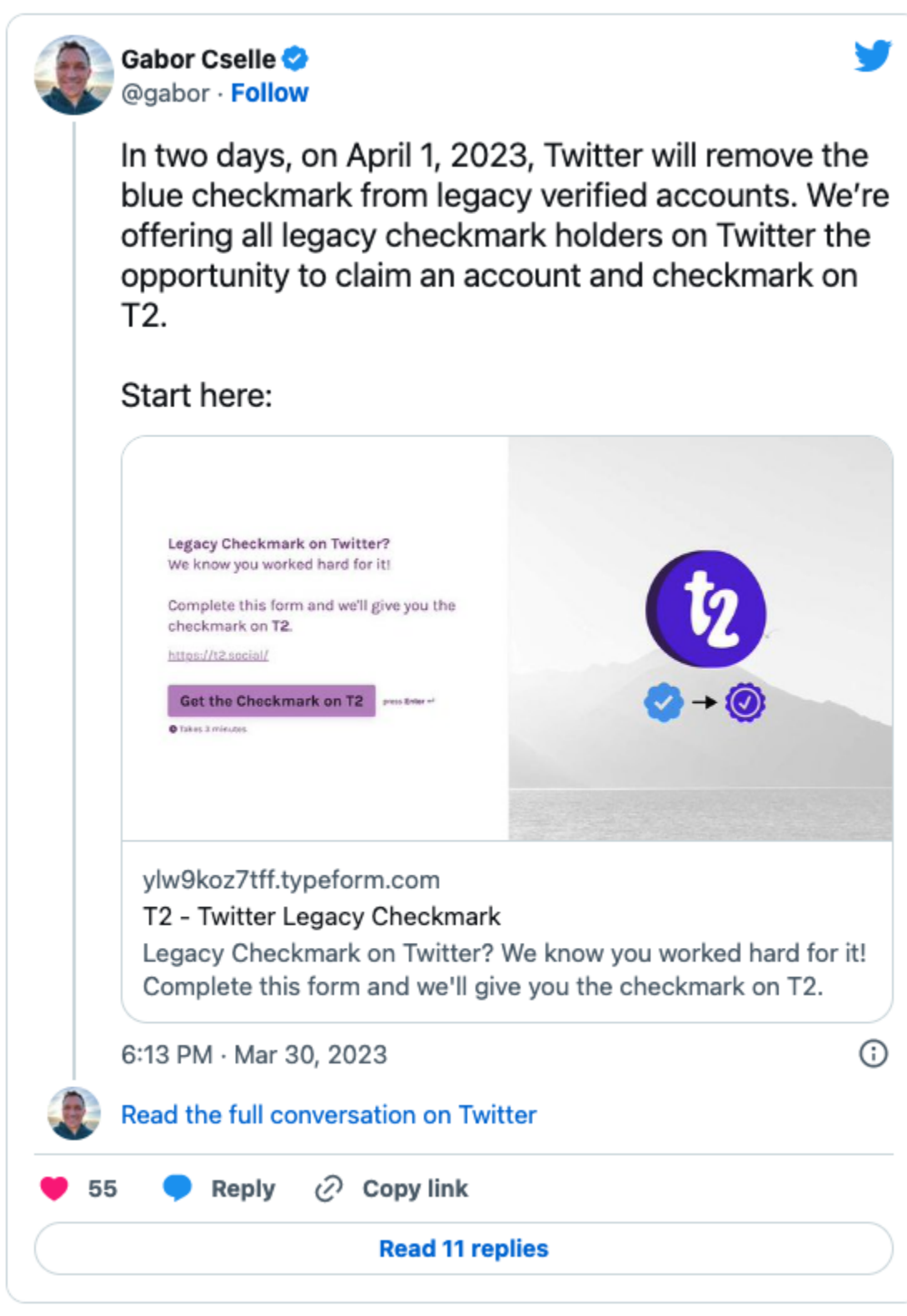
Remember when I told you Twitter would remove blue verification checks starting April 1st to those that don't pay for the subscription version?

Well, one of the founders of T2, Gabor Cselle, has opened the doors of his social network to those who were left without a verified account.

That is, by moving to T2 you would keep your verification check.

Is this a statement of intent for the "new Twitter"? That is, will it look after more of its users than ever?

We will see how this war ends, although everything Twitter is doing may lead them to a defeat...



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From bird to dog 🐶

And it is non-stop, Twitter.

How will the great Elon Musk surprise us next week?

For now, we will go step-by-step and comment on this...

The previous one that you may have noticed **if you entered Twitter this week, is to see a meme of a dog instead of the usual logo of the social network**... the blue bird.

Why was this? Well, we have no official information **except for an old tweet, in which a user challenged him to buy Twitter and change the logo for a dog.**

"Just as promised"... and now it's a reality.

The other explanation has to do with cryptocurrencies, and as reported by [GPB news](#), the change from the bird to a dog caused the **increase of digital currency Dogecoin by 30%**.

Economic strategy? I am waiting to see how long this lasts and what else will surprise us...



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Instagram with friends, much better

Sometimes I think about what social media will invent next that I couldn't imagine and blows my mind.

Good thing they work for Instagram to think for me, right? 🤖

So a new feature arises in which the social network continues to develop... **sharing a feed with a friend.**

What does it consist of? Well, it sounds a bit weird...

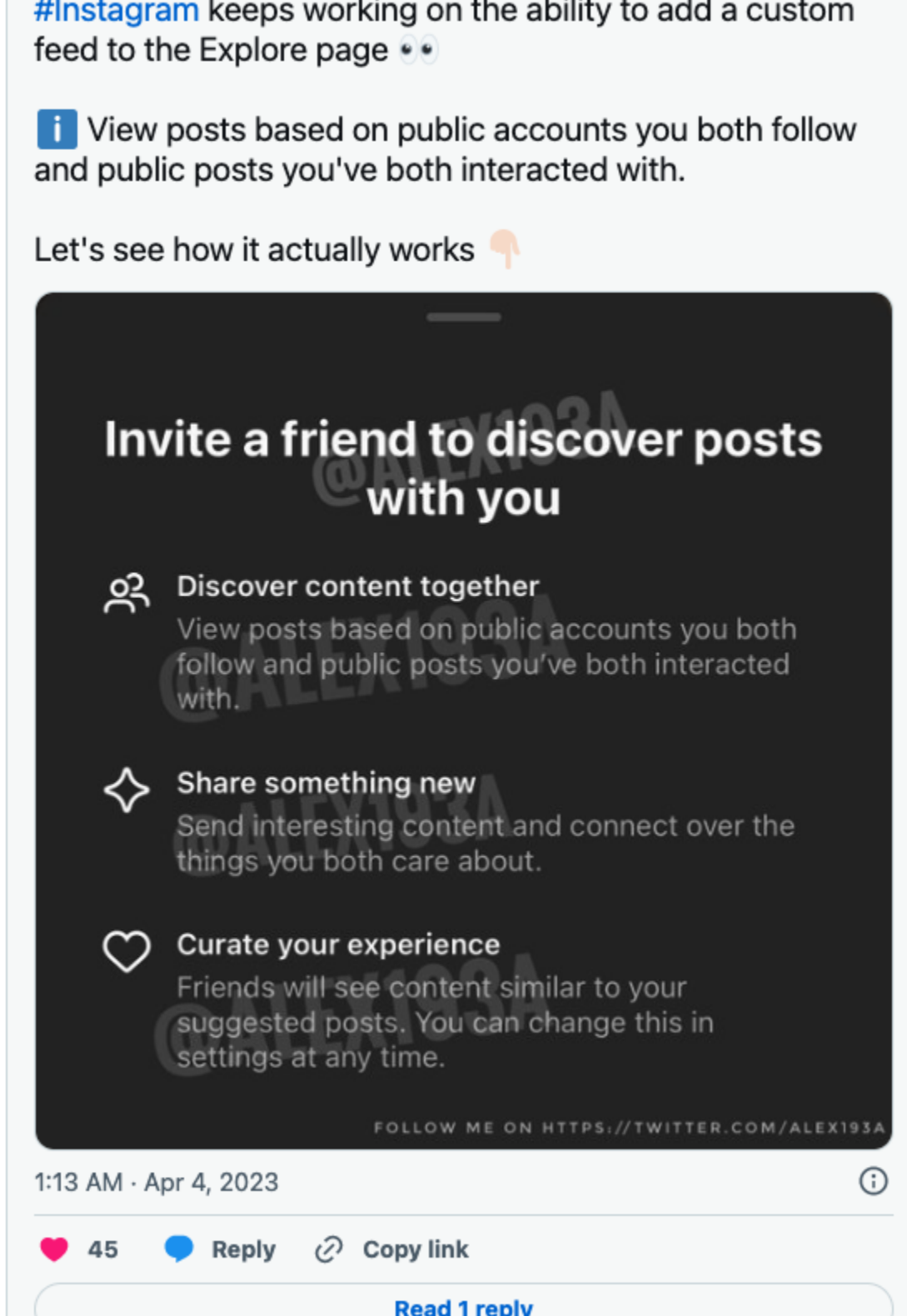
But as you can see in the photo of Alessandro Paluzzi's tweet, the idea is that you can:

Discover content together from public accounts that you both follow and posts with which you have both interacted with.

Share interesting content, with one of you to view.

Show your friends the content Instagram suggests for you.

I am interested to see how this feature rolls out and what this new feed will mean food users. What do you think?



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Will TikTok get banned?

We know there's been a lot of buzz around this topic, which has caused panic amongst all users.

As you may know, TikTok has been accused of tracking user data and use that for personal reasons.

CEO Shou Zi Chew has defended against this claim and has been vocal about the benefits that TikTok has created for both the economy, and opportunities for users.

What we know is that President Biden has the power to ban TikTok, and unfortunately it's out of our hands.

What happens next is unknown, either relief for TikTok users, or a transition to a rising new app, **Lemon8**, an app intended for young creatives to share a variety of content...

Who will win?

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Well, Metricooler, the other week I told you I couldn't wait to see what Twitter would surprise us with and the truth is, it hasn't disappointed... 🤖

Will the heat of the conversation continue through next week? Eager to tell you!

Have a good week, Metricooler.

Take care,

Anniston, from Metricool.

P.S.: Remember that you can respond to this email, if you have any other news or suggestions that come to mind. This is your mailbox, anyways! 🤖

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