



Well Metricooler, you may be witnessing TikTok's last dance...

Is it possible that after the work the social network has put in to stay, it has finally paid off? **More or less... yes.**

The week could have been quiet if it weren't for TikTok, but the **social network has claimed Twitter's throne**, which I will give them with merit.

If you don't believe me, prepare your favorite snack because you.

Lemon8 wins points against TikTok

No big news for TikTok, at least in the United States.

But, the social network is going through it. **TikTok is up for debate in the country's senate, deciding whether to ban the use of the app.**

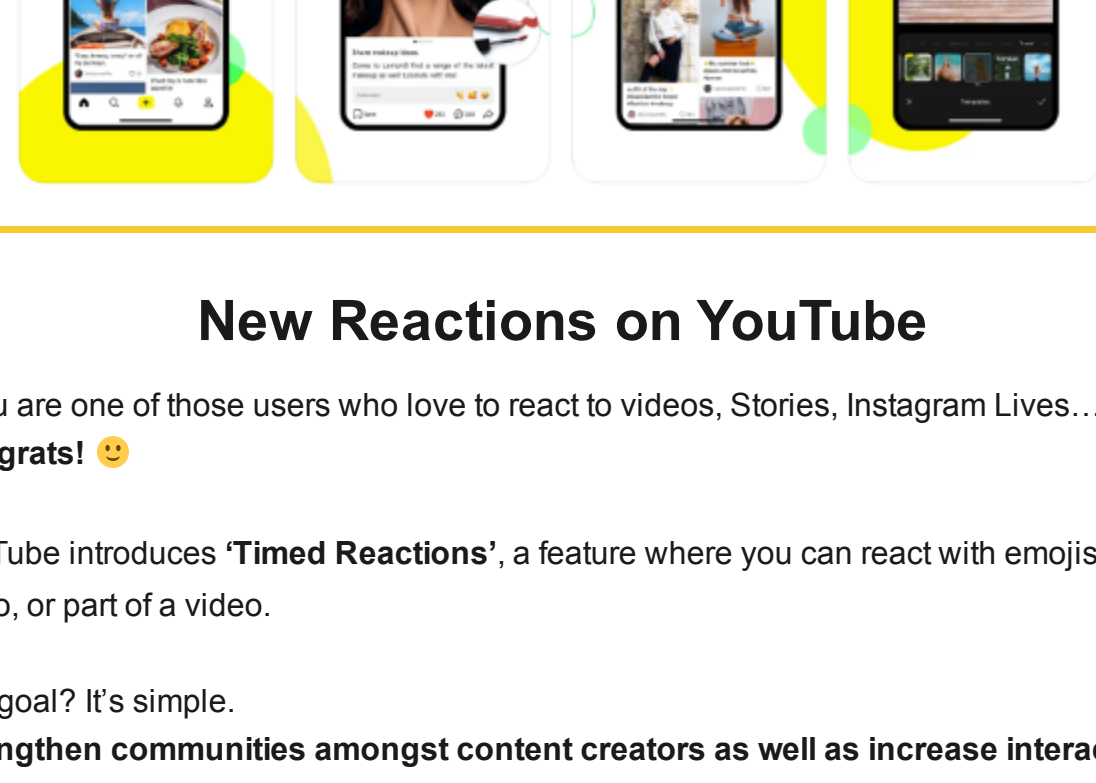
So what's happened? Well, there are several apps emerging to replace it. So far the stand out is **Lemon8**.

As you can see in the screenshots, this social network is a mix of Pinterest, like the first image, and Instagram, like in the second. And whereas it first came to light in 2020, (Covid era seems like a while ago now, right?) it has now reached the **Top 10 of the most downloaded apps**.

The question in place from this app, seeing its nature and functions is, why has become TikTok's new replacement?

It's surprising considering, at least on a content level, it doesn't have the same "TikTok" feel, as Reels and Shorts do.

We will wait to see how this issue progresses and if TikTok will truly be banned in the United States.



New Reactions on YouTube

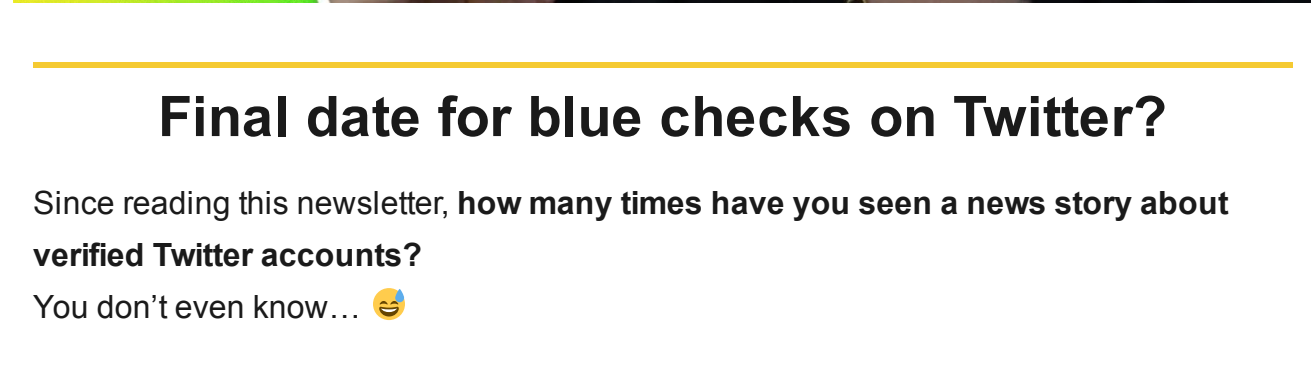
If you are one of those users who love to react to videos, Stories, Instagram Lives... **Congrats!** 🎉

YouTube introduces **'Timed Reactions'**, a feature where you can react with emojis to a video, or part of a video.

The goal? It's simple. **Strengthen communities amongst content creators as well as increase interactions between videos and users.**

It's true, there's no trap because YouTube themselves have reported that **this feature will not affect video recommendations.**

Of course, it will be cool to see hearts and applause while watching the video, right?



Final date for blue checks on Twitter?

Since reading this newsletter, **how many times have you seen a news story about verified Twitter accounts?**

You don't even know... 🤔

At first you could only obtain the blue check if you were part of Twitter Blue or if you already had the verification. Then, those inherited checks were taken away and it was reserved for... **ONLY TWITTER BLUE!**

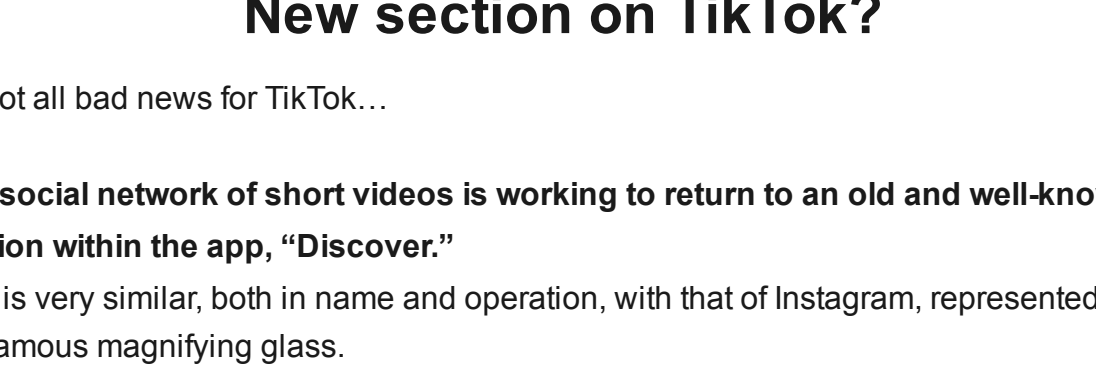
And it looks like this is going to stick...

Elon Musk has set a final date for verified accounts inherited from the "old Twitter", meaning the only way to verify your account is by paying for the Twitter Blue subscription.

The owner of Twitter confirms that **April 20th is the definitive date to take away verification badges obtained before Twitter Blue.**

Will it really be the end of the good one, or should we expect more changes from Elon and Twitter?

SPOILER, I am betting for the second.



New section on TikTok?

It's not all bad news for TikTok...

The **social network of short videos is working to return to an old and well-known section within the app, "Discover."**

This is very similar, both in name and operation, with that of Instagram, represented by the famous magnifying glass.

This section was taken over by the Friends section, **where you can connect in the purest Instagram and Facebook style** and that logically has less utility than Discover.

Now, it seems that TikTok is recovering this feature and prioritizing it even more to the **famous algorithm, which content feeds are based on.**

What do you think about this information? Do you prefer the Friends section more?

Goodbye 10-minute videos

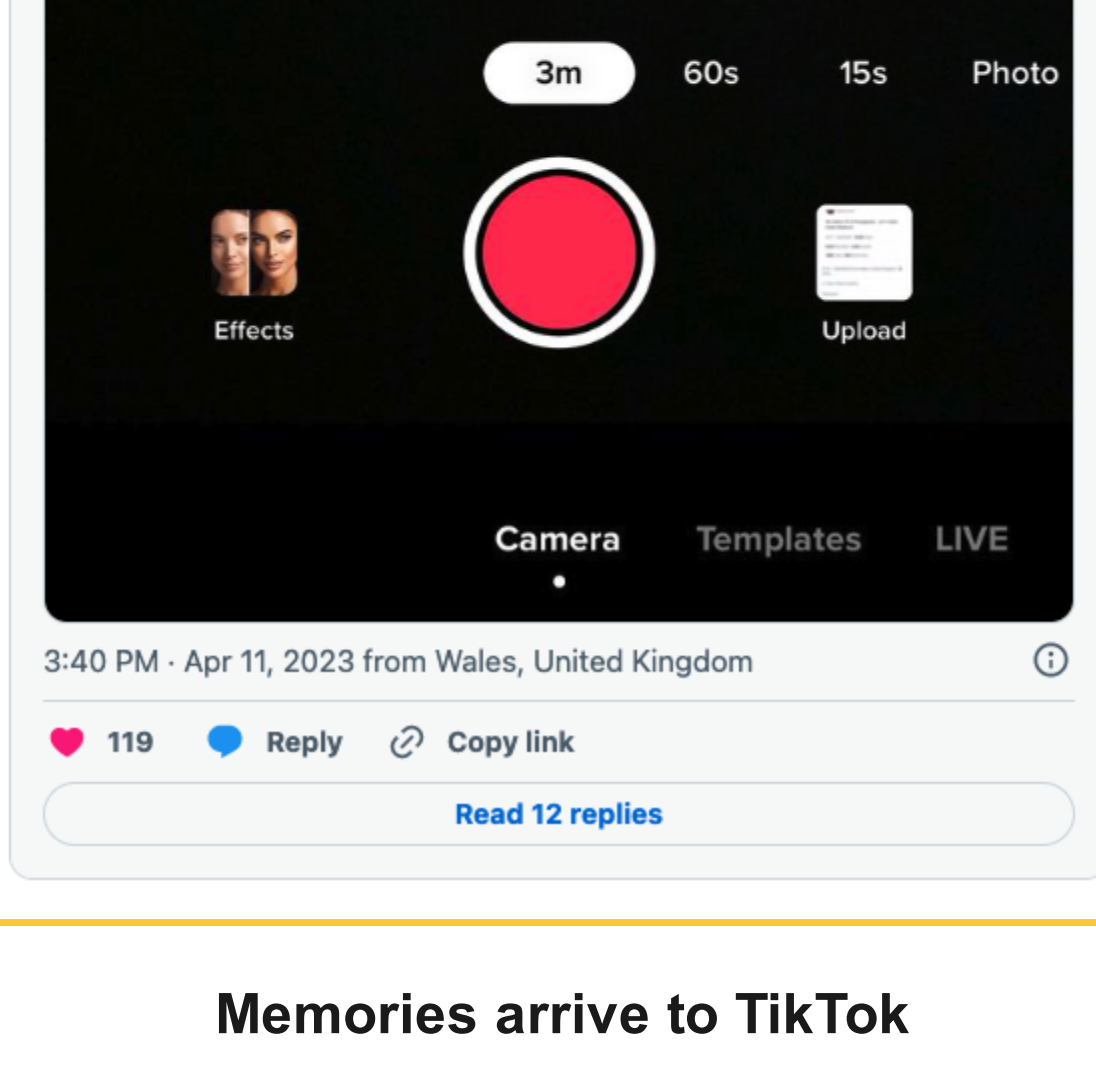
TikTok shocked the world with the possibility of recording a video of up to 10 minutes.

The nature of this social network has always been an emphasis on short videos, and **3 minutes can already seem like a lifetime...**

Well, look at the tweet of user Matt Navarra. **It seems that the social network is returning to its routes and will get rid of the 10 minute record option.**

Will it be temporary or a final decision?

If it is definitive, **it may just be that TikTok has assumed defeat against YouTube**, which was the main objective of sharing long videos, to compete with the main video platform.



Memories arrive to TikTok

And to close out a fantastic week for TikTok...

I have a novelty that the app is working on, that seems very "Instagram".

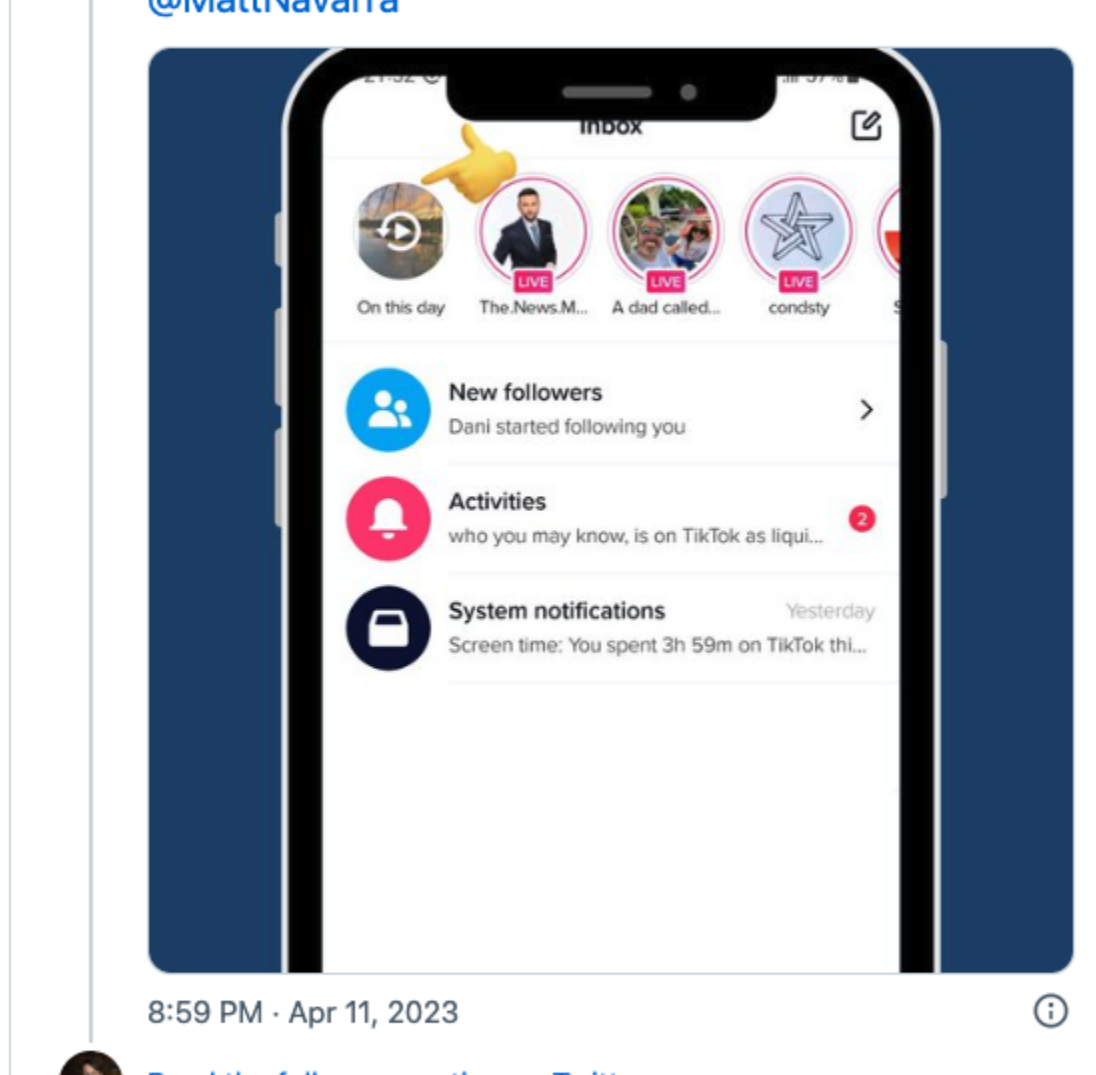
TikTok goes for **"Memories"** options for videos and stories, just like Instagram has.

What do you think of this option?

I personally am very excited, **since most users upload videos and stories, so this option will allow you to share more content and generate more interactions.**

Although yes, everything you share will go to stories.

So then, it makes me think, will TikTok stories have more importance? Will users invest in this format?



LinkedIn signs up for verified accounts

Verified accounts are the new mantra of social media. Almost all now have this option and who more or less makes it easier (**ahem, Twitter**).

Well, the last one to sign up is LinkedIn...

But with certain particularities about the verification check with respect to other networks.

For LinkedIn, any user has the ability and option to get their account verified. Although it was already proposed in **October 2022**, now there are three new ways to verify who you are and where you work.

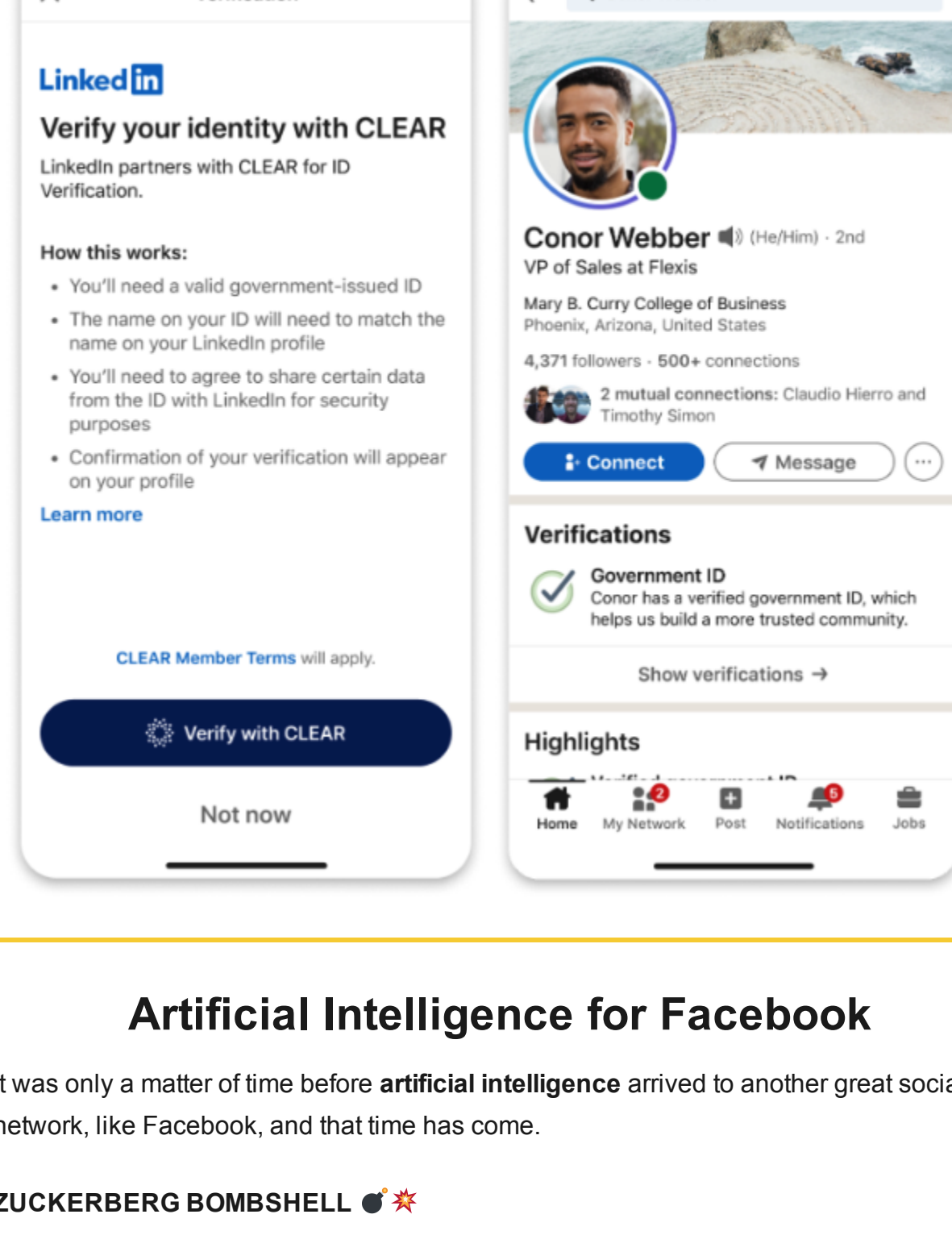
The first option is with **CLEAR**, a secure identity platform with which LinkedIn has closed an agreement with.

The second is to check **where you work with your company's email address.**

The third is to use **Microsoft Entra**, a platform that allows employees to show their verified account.

What I like most about this part of LinkedIn is that this verification process is accessible to any type of user. This may be due to the fact that followers on LinkedIn are less important than as it happens on other platforms.

What do you think?



Artificial Intelligence for Facebook

It was only a matter of time before **artificial intelligence** arrived to another great social network, like Facebook, and that time has come.

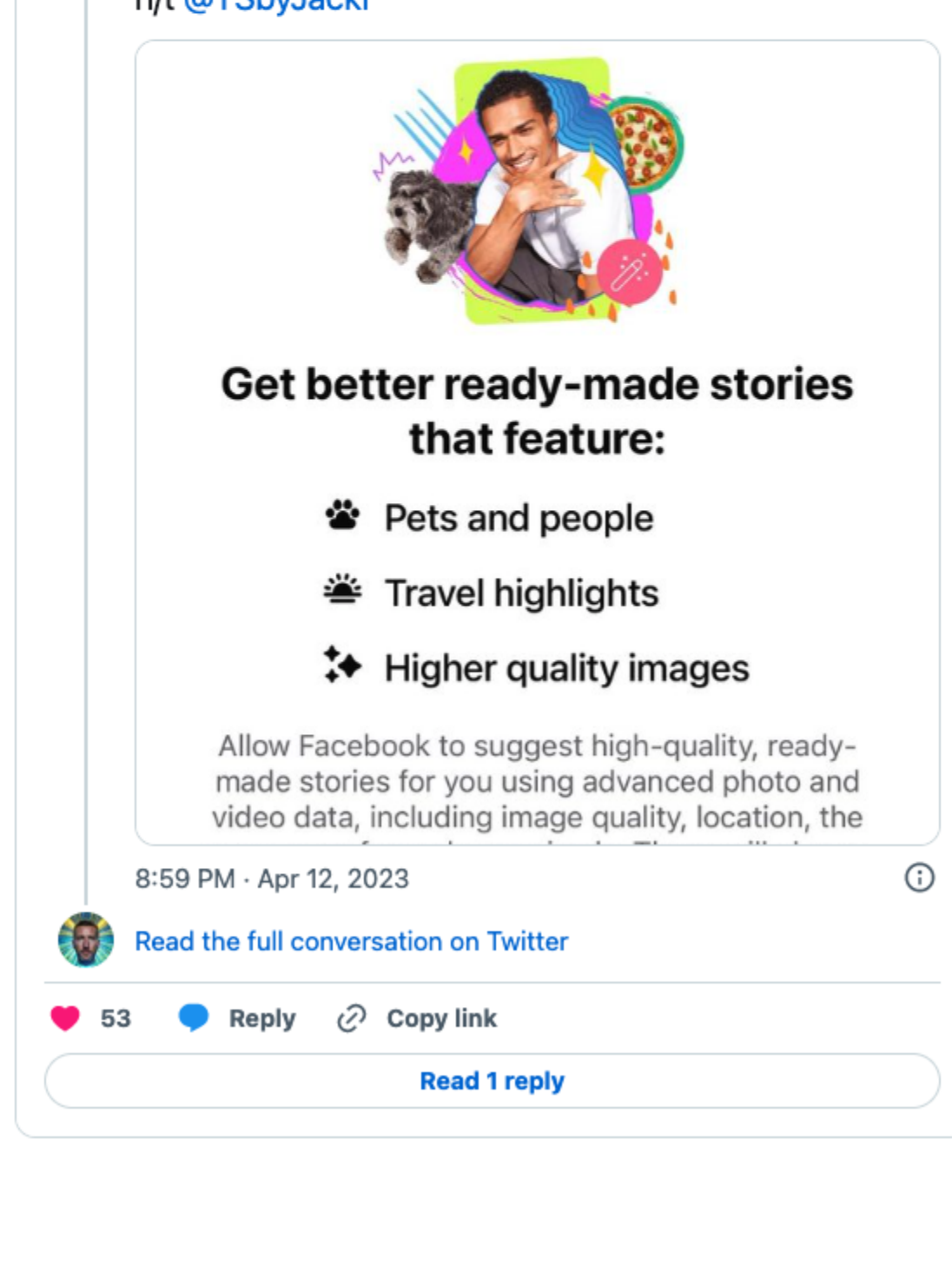
ZUCKERBERG BOMBSHELL 🌟

The social network is working on a new feature that would propose stories created by artificial intelligence, based on your old images.

It seems that the goal is to increase the use of stories on Facebook, and that more users are active on this network.

Everything suggests that it won't have the same success as on Instagram... but here I propose an important question... Is this because fewer and fewer people are using Facebook or is it because this format isn't appealing for that type of audience?

SORRY TO OPEN THIS CAN OF WORMS 🐛



Metricooler, I was expecting to end this on a high note, but this has left me stunned.

TikTok is also pretty strong, isn't it? Will the United States be able to ban all users from TikTok?

We hope to have news soon... and of course I will tell you here. ^^

Take care.

Anniston, from Metricool.



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