



I'll be honest, I wasn't expecting this decision, Metricooler.

**How many times have you seen a reel that you liked, and wanted to save it to your phone?** Or, without having to take an extra step or losing the content, downloading a reel that you've already uploaded.

This has happened to me, and I have gone crazy looking for a page that would allow me to download it...

Until now... **SURPRISE, and it's a good one!**

## Instagram activates reel downloads

It's official... I say **officially**, because a few months ago it was leaked that Instagram was working on this feature, which will allow you to download reels that are public.

As you can see in the tweet below, you will be able to download a reel, as long as the user has activated this options and their account is public.

At the moment, this option is only available in the United States and it seems that from the mobile version... **we will have to wait and see for it to appear in other locations.**

What do you think of this new feature, were you expecting it?



## LinkedIn deletes content with one stroke of the pen

The social network for professionals has announced that they are going to remove three features at once, as of June 26th.

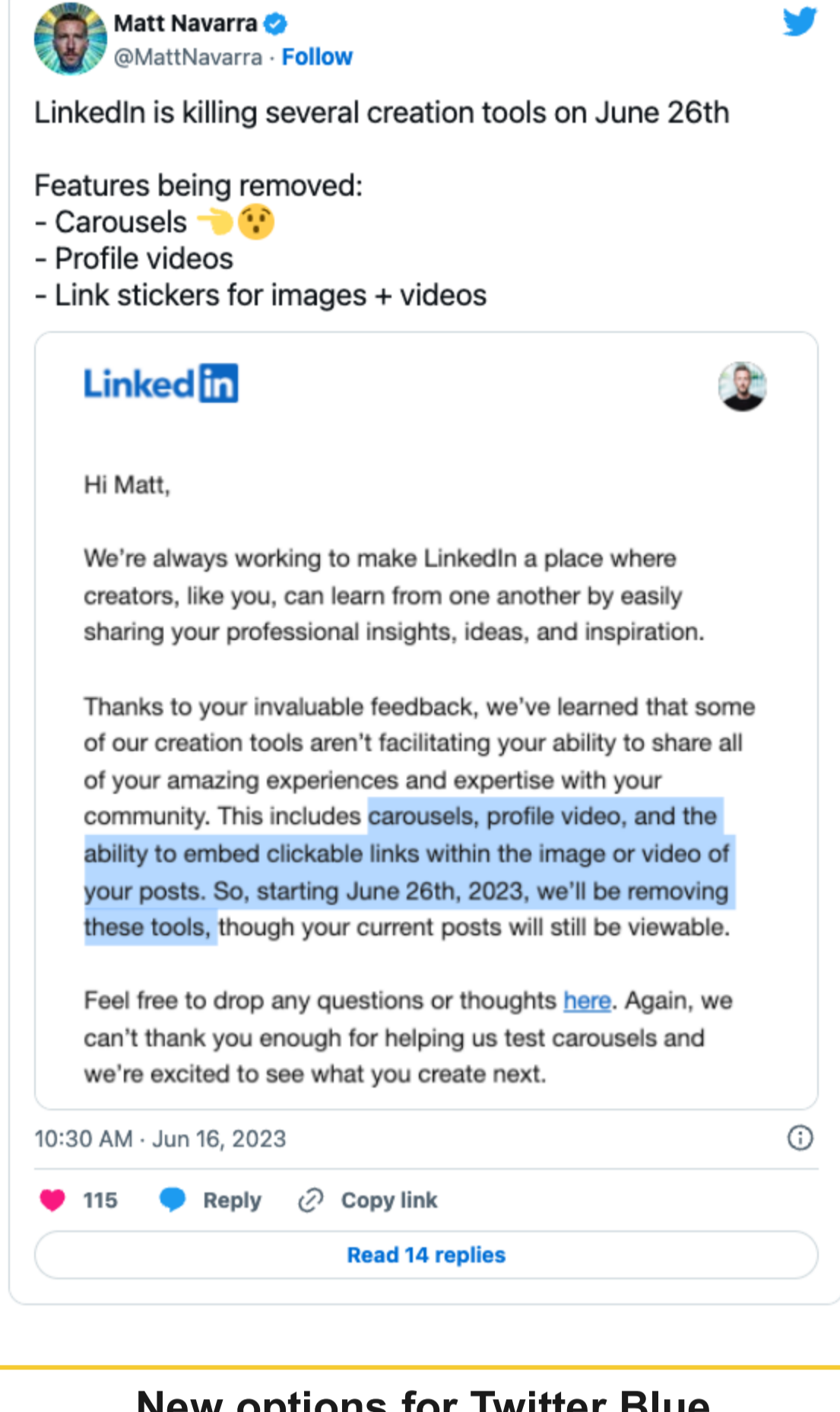
The first is LinkedIn's native carousels: image or video. Although in other social networks, such as Instagram, carousels work great, users on this network prefer to share content in PDF format, which is the new "carousel."

SUPER NEWS (with a bit of SPAM): From Metricool, you can now schedule your PDFs on LinkedIn, and convert JPG/PNG images into a PDF.

The second tool they have decided to remove from its features is the option to add a video as a profile icon, instead of a still image.

And finally, LinkedIn has decided to remove the option to put links in multimedia content, such as images or videos, in true stories style.

What's your opinion on this decision? Do you ever use these features?

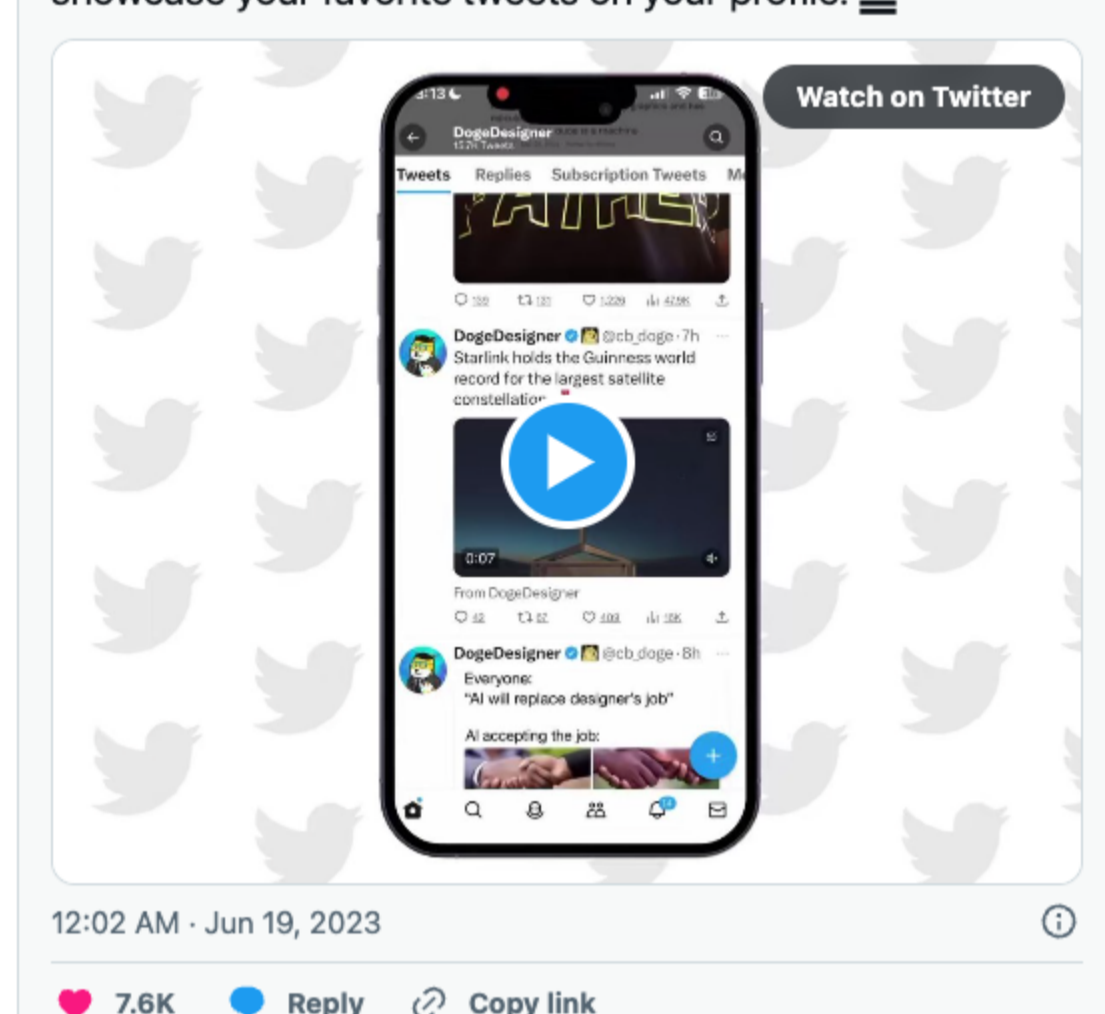


## New options for Twitter Blue

Twitter Blue subscribers are in luck because, and in this time I have to be fair, almost every week they will have news on their account.

Twitter Blue launches the "Highlight" tab, which will be similar to Instagram's featured stories.

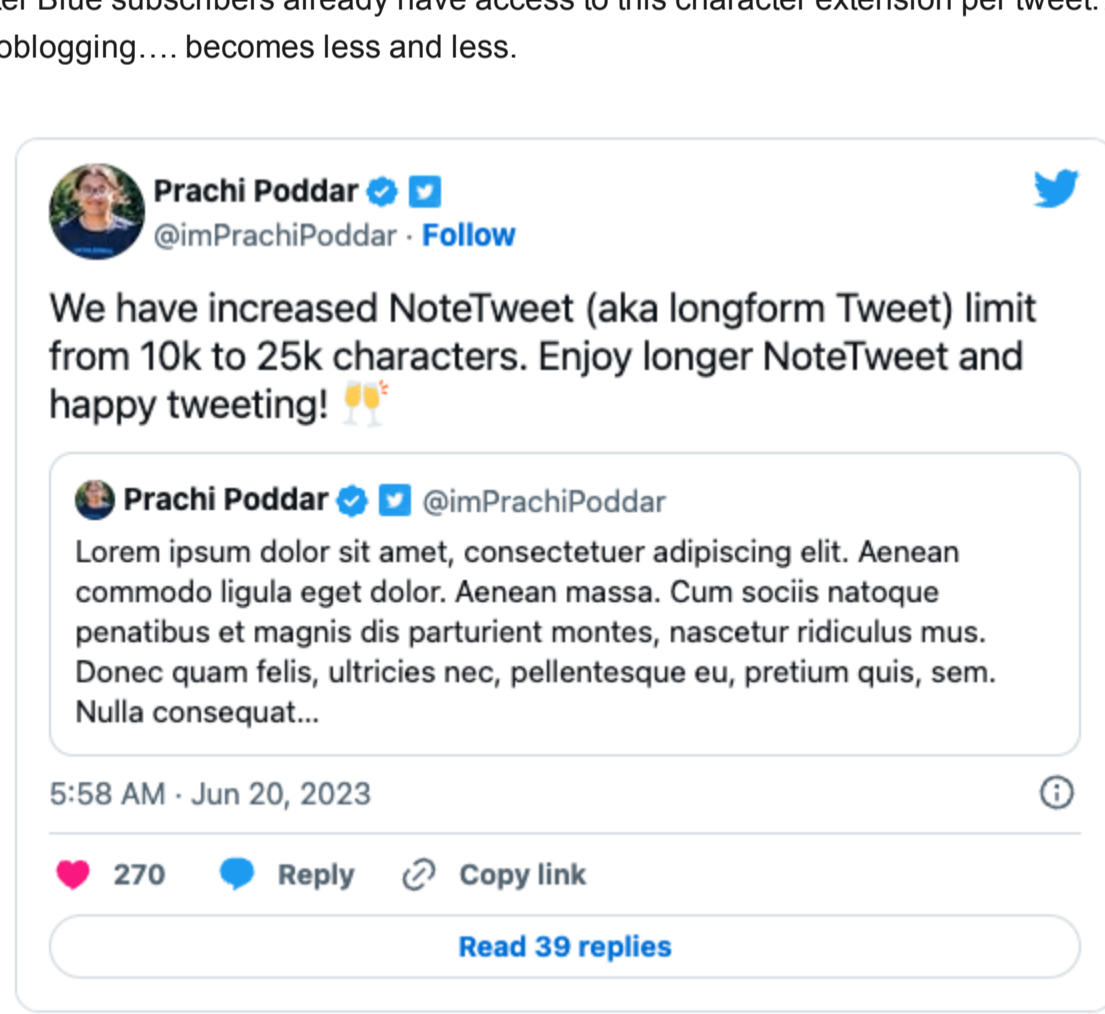
You will be able to highlight the tweets you want in this section, and users can find them between the subscriptions and multimedia tabs.



But this isn't the only novelty...

First it was 4,000 characters, then 10,000 characters, and now comes the craziness, **25,000 characters!!!**

Twitter Blue subscribers already have access to this character extension per tweet. And microblogging... becomes less and less.



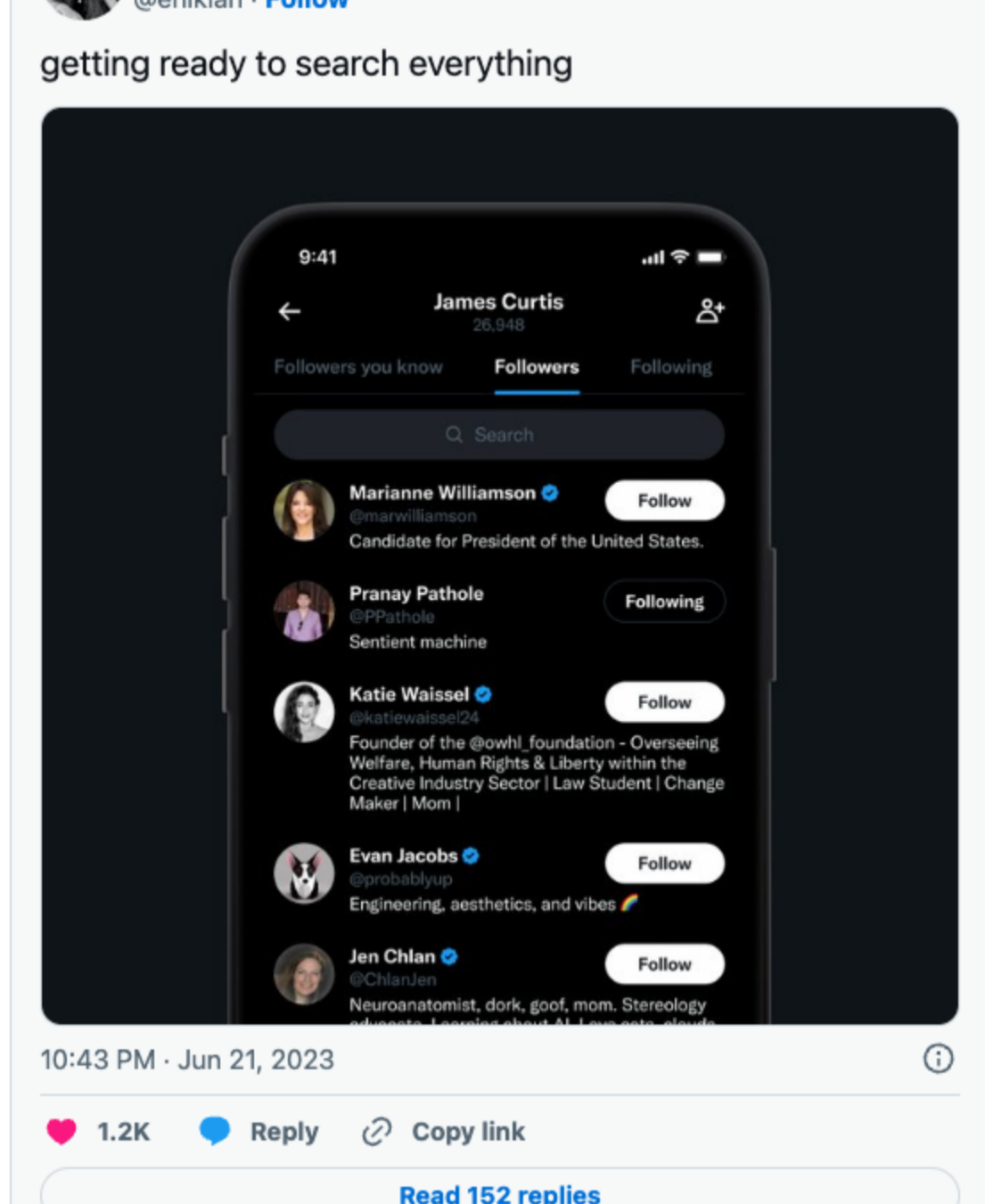
## New Twitter search engine

How's your stalker sense, Metricooler? If it's low... don't worry, Twitter comes to the rescue.

The social network is working on a search tool in the "Followers" section.

With this option, you will be able to search by username (we'll see if the keywords in the bio will be useful) among your followers.

We still don't know how this will be developed, and if you will be able to do this search in other accounts (such as Instagram), also in the following section, etc.



## Broadcast channels for everyone

Good news for content creators using Instagram broadcast channels: **New and very interesting news is coming!**

FRIENDLY REMINDER: This feature is a private channel enabled by users to share content with their followers. I will leave more information [HERE!](#)

It's very similar to Telegram, but in this Instagram feature, only the channel creator can add messages.

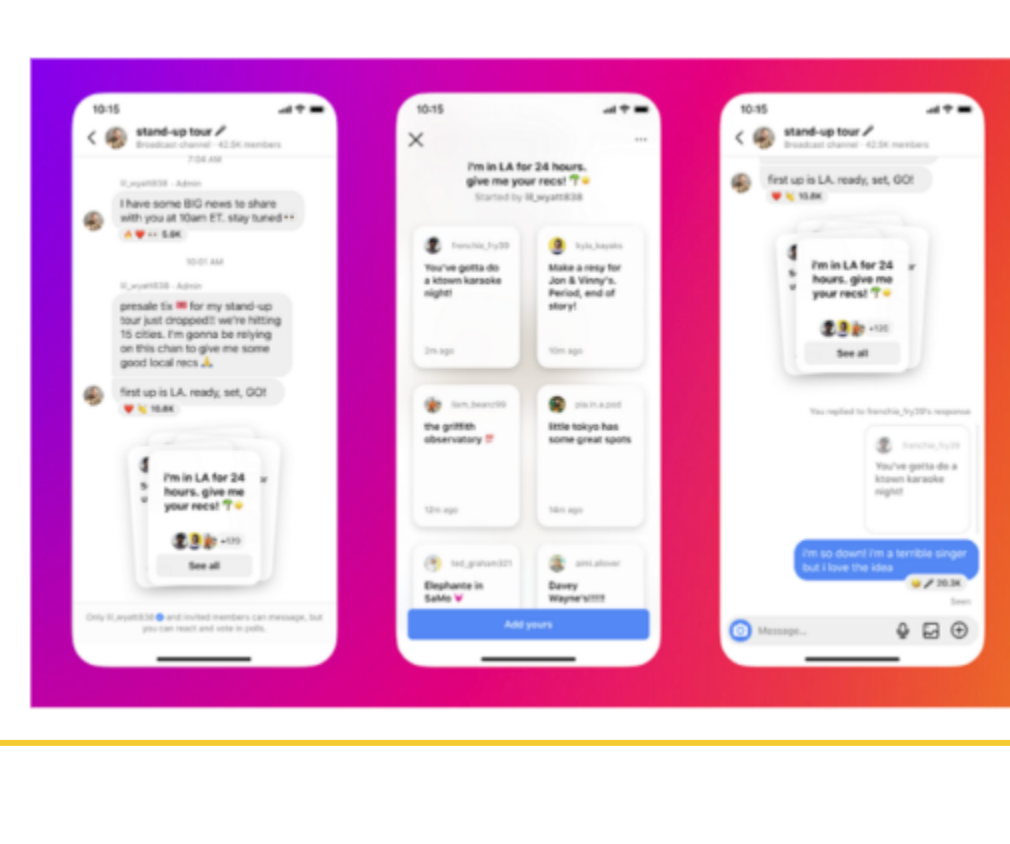
I am telling you this because the novelty that the social network is working on is closely related to this. **Now participants will be able to ask questions, for the channel creator to answer**, something that is a breakthrough due to interaction limits.

The second, which also has to do with the relationship between the channel creator and their followers, is that you will have the **possibility of adding a moderator to the chat**. This is an interesting option, especially if you have a channel with a large number of users.

Is that all? We've saved the best for last...

**Instagram expands access to all users with creator accounts.** Previously it was only available to some users...

Without a doubt, Instagram is investing heavily in this feature.



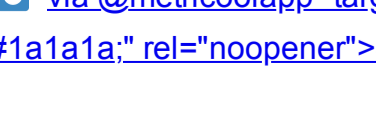
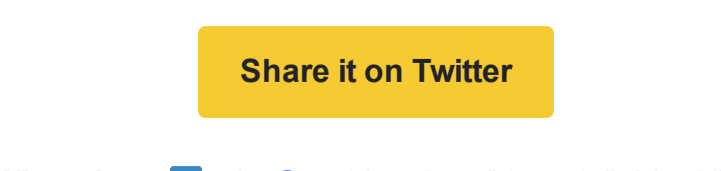
So much for this week's social media news, Metricooler.

This whole newsletter could fit into one tweet if you have Twitter Blue... it will never cease to amaze us!

Have a good week and see you next Sunday, same time.

*Anniston, from Metricool.*

*P.S.: Before I say goodbye, I am leaving a little gift, our Facebook Ads Study that launched on Monday. Some pretty cool conclusions to apply to your ads!*



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