

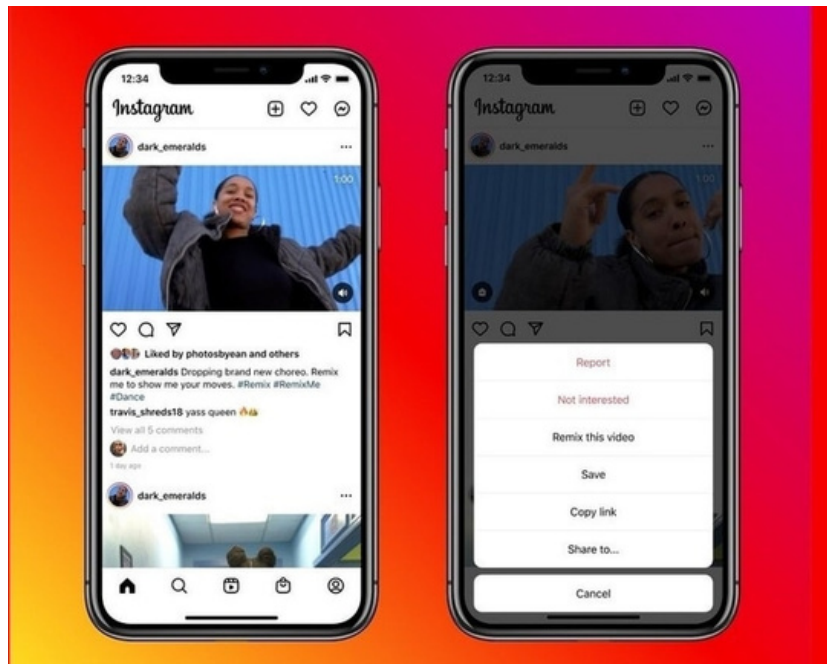
SOCIAL SNAPSHOT

Monthly Newsletter

INSTAGRAM AIMS TO GIVE USERS MORE FEED CONTROL

Instagram is headed for a more inclusive app user experience, as the platform begins testing new features that allow for more control over what people see in their daily feeds. The array of new features includes:

- The ability to repost other users' content to their feeds versus just their stories and DMs
- A new filter system that will give users the ability to customize their "Suggested Post" section
- The option to select "Not Interested" on items users don't want to see on their Explore Page
- A new way to categorize Reels that will give users the opportunity to add "Topic" tags when uploading



INSTAGRAM PHASING OUT SHOP TAB

Instagram recently announced plans to remove the Shop tab from the app. This move comes as the platform refocuses on generating ad revenue and less on in-stream commerce. The Shop Tab, set to be removed by March 2023, will be replaced by a "simpler and less personalized" page called "Tab Lite".

TWITTER TESTING TWEET EDIT FEATURE

After years of public requests, Twitter is launching an editing feature that will allow users to edit their already published tweets. Twitter hopes that tweet editing will "take some of the pressure off Tweeting, especially for people who don't Tweet as often" while at the same time creating transparency for those that choose to use it. This means that tweet editing will only allow changes within the first 30-minutes after publishing, with a history log that is made to be publicly accessible to everyone that sees the edited tweet.



TIKTOK PROMOTING LOCAL FEED

TikTok is testing a news feed that promotes local content. This "Nearby" feed will not only recommend videos from an area near you, but it will also allow content creators the ability to add location tags to their videos.

