

SAVVY INSIGHTS

SOMEWHAT WEEKLY UPDATES FROM THE WORLD OF **SOCIAL** AND **INNOVATION**

8.24.21



GOODBYE, TWITTER FLEETS

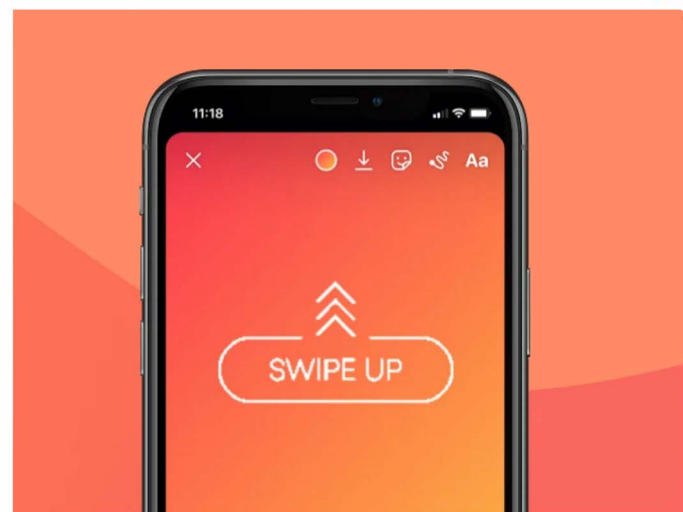
TWITTER IS SAID BUH BYE TO ITS INSTAGRAM STORIES COPY. THIS WAS ANNOUNCED IN JULY, BUT FLEETS DIDN'T OFFICIALLY END UNTIL AUGUST 3RD. THE PLATFORM SITES LOW ADOPTION OF THE EPHEMERAL CONTENT OPTION AS REASON TO END ITS RUN. ASPECTS OF FLEETS WILL STILL LIVE ON, HOWEVER - TEXT-FORMATTING AND GIF STICKER OVER PHOTOS, FOR EXAMPLE.

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IG STORIES "SWIPE UP, LINK OUT" CHANGES TO A STICKER

FINALLY, IG IS GIVING PEOPLE WHAT THEY ASKED FOR! ON AUGUST 30TH, THE "SWIPE UP" LINK OPTION ON STORIES WILL BE CHANGED TO A STICKER. THE PLATFORM WILL BEGIN TO CONVERT THOSE WHO CURRENTLY HAVE ACCESS TO THE SWIPE UP LINK. THIS INCLUDES VERIFIED ACCOUNTS OR ACCOUNTS THAT HAVE MET THE FOLLOWER COUNT THRESHOLD (UNOFFICIALLY = 10,000).

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KHABY LAME HITS 100M FOLLOWERS ON TIK TOK WITHOUT HARDLY SAYING A WORD.

IN LESS THAN 17 MONTHS, THE COMEDIC CONTENT CREATOR HAS BECOME ONE OF THE MOST RECOGNIZED GLOBAL TIK TOK STARS. CLICK THE LINK TO READ AN EXCLUSIVE INTERVIEW W/ THE PLATFORM AND SEE HIS RISE TO SOCIAL STARDOM.

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