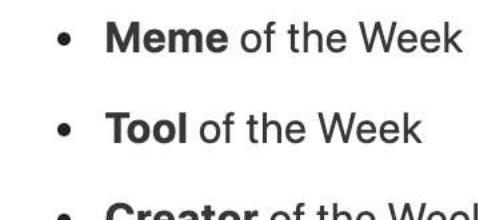


💰 FB paying people to post... and 26 other stories!

Welcome to TWISM (This Week in Social Media). This newsletter covers the biggest stories in Social Media Marketing each week.

JOSHUA PARKINSON
OCT 10



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This week's insights on **Social Media Marketing**:

- **Top News** of the Week
- **Tutorials** of the Week
- **Listicles** of the Week
- **Tip** of the Week
- **Case Study** of the Week
- **Meme** of the Week
- **Tool** of the Week
- **Creator** of the Week
- **Quote** of the Week

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Top News of the Week

X/Twitter losing millions of users in US and UK. Are Elon's controversial political commentary and divisive stances to blame? Elon claims record usage, but third-party data shows a continuous drop in daily active users.

Time to make the move to Threads?? ~TWISM

New YouTube survey: 92% of creators using AI tools. YouTube's new generative AI or "GenAI" tools are helping creators do everything from brainstorming to editing vids. 90% say they need to use AI more.

Instagram adds "signature sound" to Reels. The sound plays at the end of downloaded Reels. Meta engineered the "punctuated but imperfect" sound to make users feel like "creativity doesn't have to be perfect to be shared."

I kinda dig this new sound! ~TWISM

TikTok challenges Google with new search ads. The ads make it easier for users to discover products and for brands to reach target audiences. 23% of TikTok users use search within 30 seconds of opening the app.

Moderators now need Reddit approval to make subreddits private. Reddit says it imposed the new rule to help prevent surprise changes for users. Critics call it an attempt to prevent future protests (like last year's "blackout" protests).

LinkedIn retires Top Voice badges. After October 8th, you can no longer earn gold badges by contributing to articles. The automated nature of the rewards made it difficult to maintain quality standards.

Did LinkedIn finally hear the complaints about everyone getting a badges? ~TWISM

TikTok pulls the plug on "Spotify-killer." TikTok's music streaming service will end on Nov 28th. It's a strange failure since TikTok users are **twice as likely** to discover new music as average users.

Instagram launches new (and restricted) teen accounts. The new accounts are set to "private" automatically (until they get parental permission to go public).

I wonder what the teens will think of these. ~TWISM

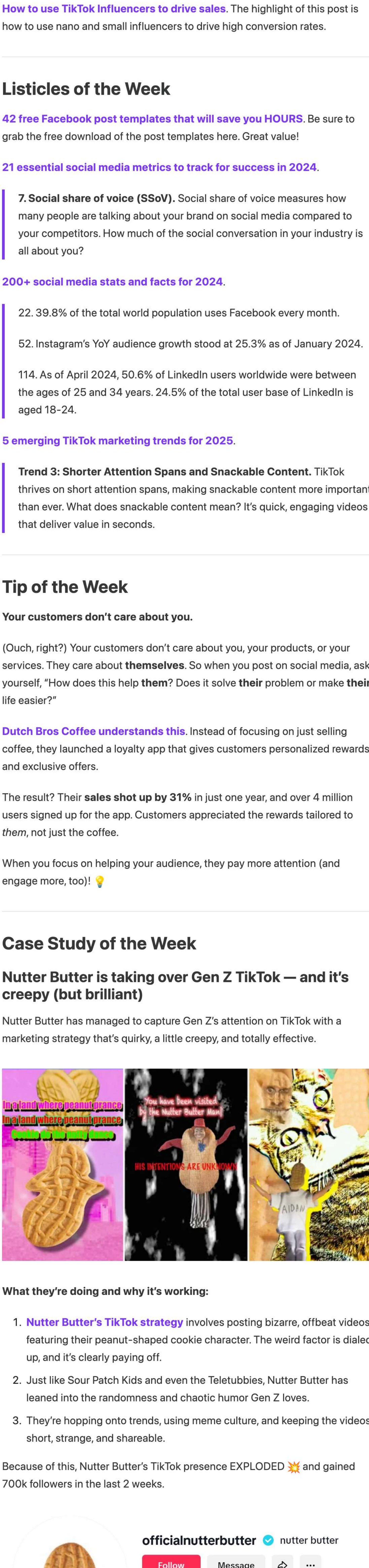
Facebook & YouTube still dominate news consumption.

Facebook and YouTube outpace all other social media sites as places where Americans regularly get news. About a third of U.S. adults say they regularly get news on each of these two sites.

TikTok gives creators a do-over button. With the new "Delete and Re-Edit" feature, users can undo all in-app edits and start fresh without losing their original video. Warning: it won't work with third-party tools like CapCut.

Success meme kid is officially 18. 🥳 The kid on the beach who made you pump your fist... is now an adult. Who let that happen??

Time flies when you're a meme. ~TWISM



Tutorials of the Week

How to make money with FB's "Performance Bonus Program". This quick video shows how to earn income by posting good content to Facebook. Crazy that FB is now paying people to post there!

How to leverage YouTube's new LONGER Shorts. As of October 15, you'll be able to upload Shorts up to 3 minutes long. This video tells you how to take advantage of the update.

How to schedule social media posts: best tools and tips. This post gives you the basics on how to schedule social media posts, along with a list of the best tools to use for scheduling posts.

How to get more followers on Instagram: 17 ways. This post emphasizes the importance of having a complete profile and using a variety of content types like carousels and Reels.

How to use TikTok influencers to drive sales. The highlight of this post is how to use nano and small influencers to drive high conversion rates.

Listicles of the Week

42 free Facebook post templates that will save you HOURS. Be sure to grab the free download of the post templates here. Great value!

21 essential social media metrics to track for success in 2024.

7. Social share of voice (SSoV). Social share of voice measures how many people are talking about your brand on social media compared to your competitors. How much of the social conversation in your industry is all about you?

200+ social media stats and facts for 2024.

22. 39.8% of the total world population uses Facebook every month.

52. Instagram's YoY audience growth stood at 25.3% as of January 2024.

114. As of April 2024, 50.6% of LinkedIn users worldwide were between the ages of 25 and 34 years. 24.5% of the total user base of LinkedIn is aged 18-24.

5 emerging TikTok marketing trends for 2025.

Trend 3: Shorter Attention Spans and Snackable Content. TikTok thrives on short attention spans, making snackable content more important than ever. What does snackable content mean? It's quick, engaging videos that deliver value in seconds.

Tip of the Week

Your customers don't care about you.

(Ouch, right?) Your customers don't care about you, your products, or your services. They care about **themselves**. So when you post on social media, ask yourself, "How does this help **them**?" Does it solve **their** problem or make **their** life easier?"

Dutch Bros Coffee understands this. Instead of focusing on just selling coffee, they launched a loyalty app that gives customers personalized rewards and exclusive offers.

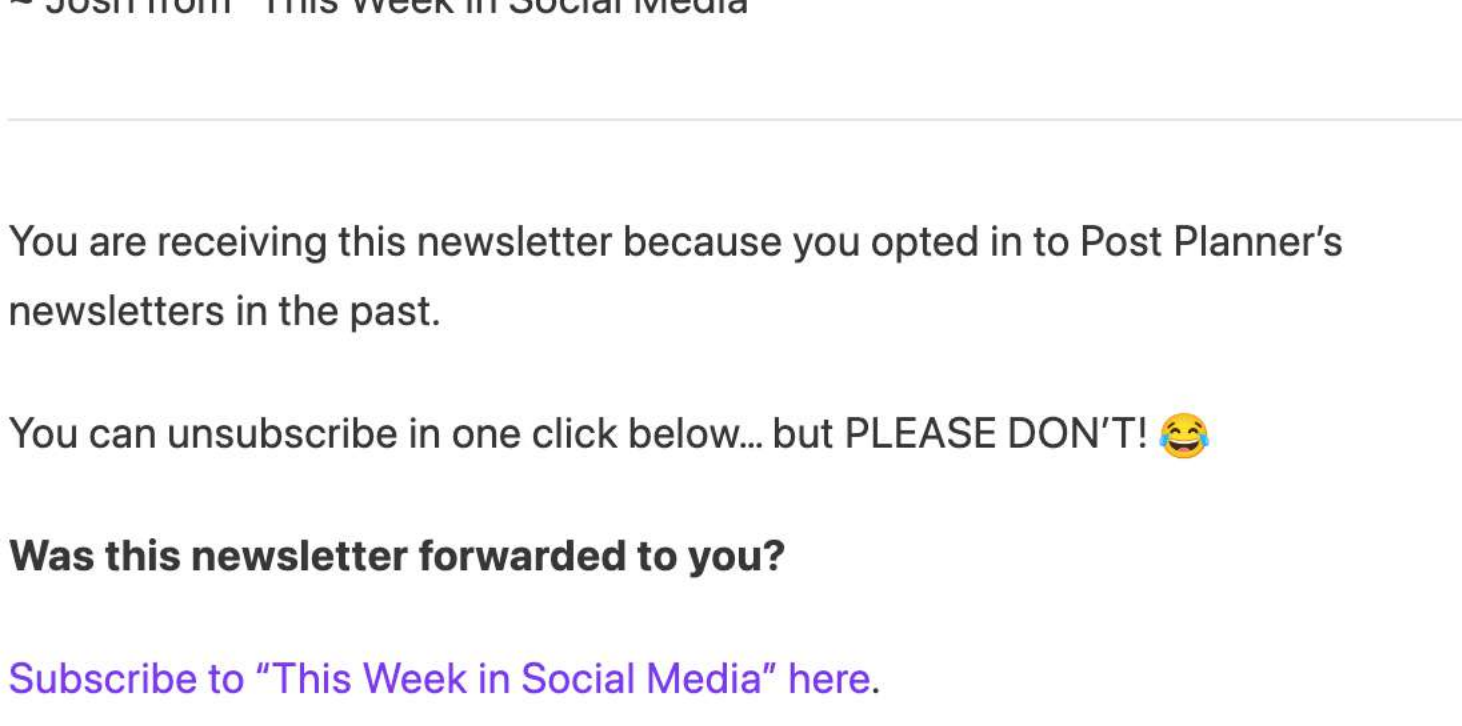
The result? Their **sales shot up by 31%** in just one year, and over 4 million users signed up for the app. Customers appreciated the rewards tailored to *them*, not just the coffee.

When you focus on helping your audience, they pay more attention (and engage more, too)! 💡

Case Study of the Week

Nutter Butter is taking over Gen Z TikTok — and it's creepy (but brilliant)

Nutter Butter has managed to capture Gen Z's attention on TikTok with a marketing strategy that's quirky, a little creepy, and totally effective.



What they're doing and why it's working:

1. **Nutter Butter's TikTok strategy** involves posting bizarre, offbeat videos featuring their peanut-shaped cookie character. The weird factor is dialed up, and it's clearly paying off.

2. Just like Sour Patch Kids and even the Teletubbies, Nutter Butter has leaned into the randomness and chaotic humor Gen Z loves.

3. They're hopping onto trends, using meme culture, and keeping the videos short, strange, and shareable.

Because of this, Nutter Butter's TikTok presence **EXPLODED** 🚀 and gained 700k followers in the last 2 weeks.

If your brand's target audience is Gen Z or TikTok users, consider embracing the weird! Don't be afraid to be a little "out there." If it worked for Nutter Butter, why not give it a shot?

Meme of the Week

"Very demure"

Beauty influencer **Jools Lebron** went viral last month with her **"Very demure, very mindful"** TikTok.

What does it meme? It's all about self-awareness and quiet confidence. 🧘

Brands rushed to jump on the trend. Now, **people are fussing** over how corporate social media teams killed the fun. 😞

Tool of the Week

Perplexity

It's like Google and ChatGPT had a baby!

Perplexity is an AI-supercharged search engine that helps you track trends and find relevant content ideas. Whenever I need a relevant story, example, or source for a content idea, I just ask Perplexity to find me one.

The tool recently landed on LinkedIn's **top 50 startups to watch**.

Creator of the Week

Dan Koe gains 2.6 Million followers in 2 years

Dan Koe has skyrocketed to 2.6 million followers in just two years. One of his secret weapons?

🌟Content repurposing 🌟

Instead of constantly creating new material, Dan takes his best-performing content and reworks it across different platforms.

His repurposing flywheels look like this:

- The newsletter → YouTube video → podcast audio
- X threads → Instagram posts → LinkedIn posts

He's all about working smarter, not harder — and clearly, it's paying off. 🧠

Dan Koe's growth proves you don't need to reinvent the wheel. Repurpose content **strategically** so you can expand your reach AND maintain engagement without burning out.

Quote of the Week

"The best marketing doesn't feel like marketing."

~ Tom Fishburne

Have a great weekend!

~ Josh from "This Week in Social Media"

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