



Instagram's chronological feed is back & LinkedIn tests audio rooms

Description

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From the latest on the Instagram algorithm to how you should optimize your YouTube channel in 2022, The SAUCE covers what you need to know to grow and nurture a digital brand. There's no secret method or magical tools, but the ever-evolving strategies and tactics we're trying out might be helpful for growing your business. You'll get all kinds of good stuff: templates, strategy tips, and bookmark-worthy headlines.

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Week of January 10, 2022

the social verse

Instagram's chronological feed is back – [TechCrunch](#)

"The non-chronological home feed will feature 'more and more recommendations over time,' functioning more as a discovery hub than a way to keep up on content from people you already follow."
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Facebook's Creator Studio adds new preview features – [Matt Navarra, Twitter](#)

Facebook has added a slew of new features to its Creator Studio, including methods via which videos and in-stream content can have previews be generated before being uploaded.
[Read More](#) | Matt Navarra

LinkedIn is testing audio feeds, kind of like what ClubHouse is – [Social Media Today](#)

"LinkedIn's launching an initial test of its own, Clubhouse-like audio events platform, which will enable

users to tune into live discussions in the app, and participate by raising their virtual hand to join as a speaker.”

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the secret sauce

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