

# Elon Musk, Twitter shares, and the start of a new social platform?

Here's what we're paying attention to this week:

- TikTok experiments with keeping audio in the background for Live videos
- IG is testing text formatting options
- New GIPHY features come to TikTok
- Social movement hashtags on IG
- Elon Musk, Twitter shares, and the start of a new social platform

Have a question or want to talk shop? Hit me up!

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Editor | [The SAUCE](#)

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## the social verse

*The latest social media news, stories, and updates we're keeping a pulse on.*

### TikTok tests feature to play Lives in background

Can't watch the action, but still want to hear the tea? Or better yet, want your audience to hear what you're talking about while they go about their business?

TikTok is testing a background audio option for users, designed to keep the audio playing even if you exit the app.

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## **IG could introduce a way to format text**

Following in the tracks of WhatsApp, Slack, Discord, and other messaging platforms, Instagram is reportedly working on text formatting features for chats. This could include options to manually optimize the look of your text by using bold, italic and underline options.

Spotted by [Alessandro Paluzzi](#)

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## **Twitter brings keyword search to DMs**

@[TwitterSupport](#) tweeted:

We know you've been waiting for the option to search your DMs... Now you can use the search bar in your inbox to find specific messages using keywords and names."

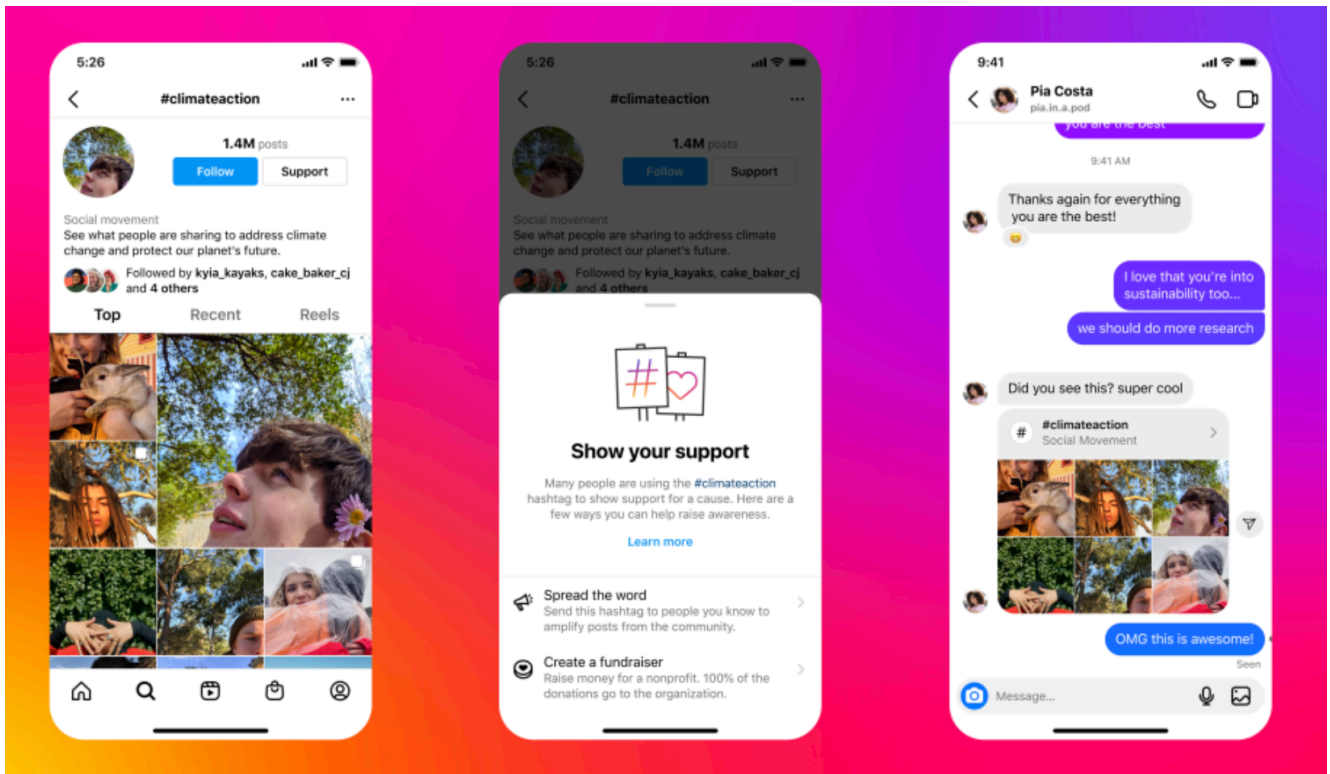
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## **TikTok rolls out new GIPHY feature**

In case you missed it, TikTok is now allowing users to incorporate GIFs of their choice into their videos via GIPHY. Might want to hop on this trend before it's overtaken.

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## **New ways to support social movements**



## IG Screenshot

Instagram is giving more ways to support, fundraise and spread the word about social causes centered around specific movement hashtags.

For now, the feature is currently only available for specific hashtags, like #climateaction, #blacklivesmatter, #buyblack and more. Instagram said it plans on expanding it to more hashtags over time.

If you're a creator actively participating in social movements, the new feature could be a good way to engage audiences to follow suit and create content in support of the cause.

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## Update on IG's chronological feed (BONUS: there's a Favorites option )

If you haven't logged in to Instagram in a minute, you might have missed the new feed options. Even though the algorithmic feed (the one you're used to) will remain the default, you now

have the option to toggle between Favorites (you can favorite up to 50 accounts), and chronological (the profiles you're following).

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## what we're keeping a pulse on

### Elon Musk, Twitter shares, and the start of a new social platform?

"Given that Twitter serves as the de facto public town square, failing to adhere to free speech principles fundamentally undermines democracy," Elon wrote on Twitter. "What should be done?"

Today Elon Musk has [purchased 73.5 million shares in the company](#), worth close to \$3 billion, immediately making him the largest Twitter shareholder.

And then there's this fact: Late last month, Musk said he was considering building [a new social media platform](#). The jury's still out on this one, but we'll keep you in the loop if we find out more.

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## creative & design

## **Deliberately inconvenient everyday objects** by Athens-based architect Katerina Kamprani



Our eyes! Actually, all of our senses!  
Ok, so this isn't creative inspiration, per se, but rather a use case in how NOT to take a user-centered approach in designing products. Enjoy the uncomfortable perusal... we'll let you sit with this one for a bit.

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