

# The Beloved IG Grid Might Be Going Vertical

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## 3 marketing thoughts for Memorial Day weekend:

1. You don't *need* to have a Memorial Day sale. It's a somber holiday and really shouldn't be used to sell stuff.
2. It probably/definitely shouldn't be "happy" Memorial Day. See note above.
3. Holidays like today can be a litmus test for brand sensitivity. Don't be polarizing and don't share content that doesn't align with your brand/personal ethos.

If you're in the USA, I hope you had a relaxing long weekend and took time to reflect on what Memorial Day is all about.

## Now for this week:

- TikTok will surpass YouTube for time spent on platform
- The beloved IG grid is changing – end of a square-a?
- Twitter shareholders sue Elon Musk
- Best practices for posting on Reddit
- Canva now has a website builder (!!!)
- Ethereum gas fees are low, which means it's a good time to experiment

Have a great week!

(and don't forget: if you have a tip, a pitch, or want to talk SAUCE, you can always [hit me up](#).)

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Editor | [The SAUCE](#)

# the socialverse

*The latest social media news, tips, and platform updates you need to know as a content creator and digital entrepreneur.*

## Forecast: TikTok will surpass YouTube for time spent on platform

eMarketer predicts (and it doesn't do this lightly) that this year, TikTok will surpass YouTube for time spent on the platform. "TikTok will see 45.8 minutes per day from its average adult user, edging out YouTube, at 45.6 minutes."

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## Big changes are coming to the IG grid

Spotted by social researcher [Alessandro Paluzzi](#).

Is it just me, or does it look like the aspect ratio is different? Could this be the end of the IG square era? (...or dare I say don'tsayitdon'tsayit *squara*?)



twitter – alex193a

If so, it was only a matter of time. As long as vertical hand-held devices exists, vertical content isn't going anywhere. In fact, it's going [everywhere](#).

(Vertical content is not to be confused with [vertical networks](#) which is its own thing.)

## Twitter investors are suing Elon Musk

It's the story that won't die – and there's been a ~shocking~ twist of events.

Twitter shareholders filed a collective lawsuit against Musk last week for manipulating Twitter's stock for his own benefit. The shareholders argue that Musk intentionally plummeted stock to secure a better deal. "The fair market value of Twitter securities has been adversely affected by

Musk’s false statements and wrongful conduct,” the complaint states.




# creator tips

Create better content with tricks, news, and did-you-knows we’ve picked up along the way.

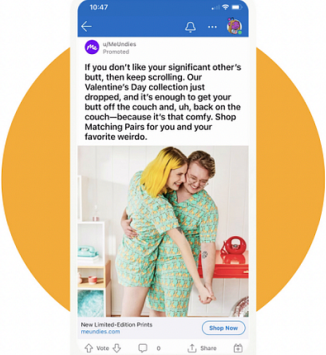
## Copy & creative best practices for Reddit

### Creative Best Practices

Reddit is a place to discover new things, get informed, find your community, and share your perspectives with the world. Here are some things to consider while telling your own unique stories. It’s not dangerous to go alone but take this – It’ll help!



Headlines & Messaging	DO'S	DON'T'S
<p><b>Treat headlines as a stand-alone branding opportunity.</b></p>	<p>Redditors like to read. They will absolutely read your copy – so make the most of it!</p> <p>Ads that explicitly call out product benefits and brand differentiators trend among our top-performing campaigns, with <b>75%</b> of top campaigns doing so vs. <b>54%</b> among bottom-performing campaigns.</p>	<p>Don't fail to communicate a clear value proposition. Let them know what separates you from the pack!</p> <p>Having a clear and immediate value proposition was shown to <b>cut CPA in half!</b></p>
<p><b>Use an authentic and conversational tone.</b></p>	<p>Speak to Redditors like you'd speak to a well-informed friend, with an authentic and conversational tone that rings true to your brand.</p> <p>Top performing campaigns at driving Purchase Intent are nearly <b>2x</b> more likely to contain a headline with a conversational tone.</p>	<p>Don't forget to read your copy aloud to hear whether it sounds unnatural or awkward conversationally.</p> <p>Reddit is all about authenticity. Redditors trust each other and the platform <b>1.8x</b> more than other social media platforms, so highlight your product or service's value openly and honestly!</p>

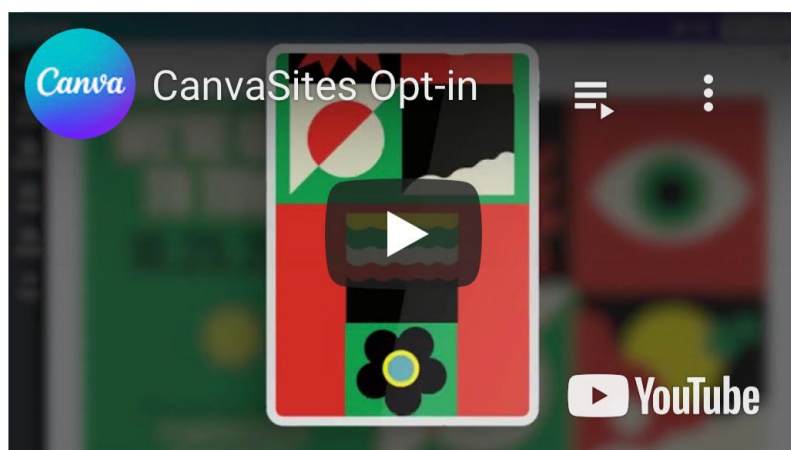


Reddit [posted on LinkedIn](#) a handy new guide that instantly went to my downloads folder. It covers best practices for posting and engaging on Reddit, from headlines and messaging to creative and static vs. video content.

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# Build a landing page in Canva?

I've yet to try it for myself, but I spotted it last week. Canva is rolling out a feature that lets you [build a website](#) from Canva – and it's big news for creators like me who seem to need a landing page for everything.



BETA

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No thanks

This isn't a *brand new* offering, but it's one that's been in beta for awhile and is finally being pushed to the masses. It makes sense that Canva is ramping up its features to enable even MORE digital crossover. Here's an [honest review](#) that breaks down all the functions of the website builder on Canva.

I'm ridiculously excited to try out this new feature, so I'll let you know what I find.

Love it or hate it, I'm putting "user-friendly design tech" on my bingo card for big moves this year. Even Disney's former CEO Bob Iger got a slice of the pie and just [acquired an undisclosed stake](#) in the company.

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## what we're keeping a pulse on

### \$ETH "gas fees" are at a record low

If you've been wanting to buy crypto or NFTs but haven't taken the plunge yet, now is a great time to test the waters. Gas fees (i.e. transaction fees) on the Ethereum blockchain have on the decline in recent weeks, dipping as low as \$2.96 per transaction on Sunday. This is [reportedly](#) the lowest it has been in over ten months.

**FYI:** It's not uncommon to hear of people paying tens or hundreds of dollars in gas fees for an Ethereum transaction (this includes \$ETH and NFTs). My advice? Start small and get the lay of the land while fees are low.

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