WTF is happening to Instagram?

If there's one piece you read this week, let it be **this one** by Sophie Bishop. It's an unfiltered definition of influencer creep, otherwise known as "the expansion of the micro-celebrity practice in our everyday social media lives."

It boils down to this: these days influencers aren't the only ones hustling to build their brand on social media. Creators and digital entrepreneurs — you already know this.

Everyone has to think about personal branding, even if you're not posting daily selfies. Competing today means showing up consistently — if not daily — with something new and valuable for your followers (or patients/students/clients).

Coined "*influencer creep*," it's a phenomenon that's become a prerequisite to being generally appealing, valuable, or worth investing in. It's 2022, and there's an inherent expectation that one be omnipresent regardless of profession or industry.

Do you even exist if your IG, Twitter, or TikTok isn't sprinkled with signals that point to your brand? Look at…

- Remote workers who embrace stylish and color-coordinated backgrounds for Zoom meetings
- A yoga instructor who posts daring poses and dramatic backdrops all in a cohesive grid
- A digital marketer who uses IG highlights to give viewers quick insights and sell a course
- Your uncle's friend who somehow has 200K TikTok followers for filming his #oddlysatisfying power washing business
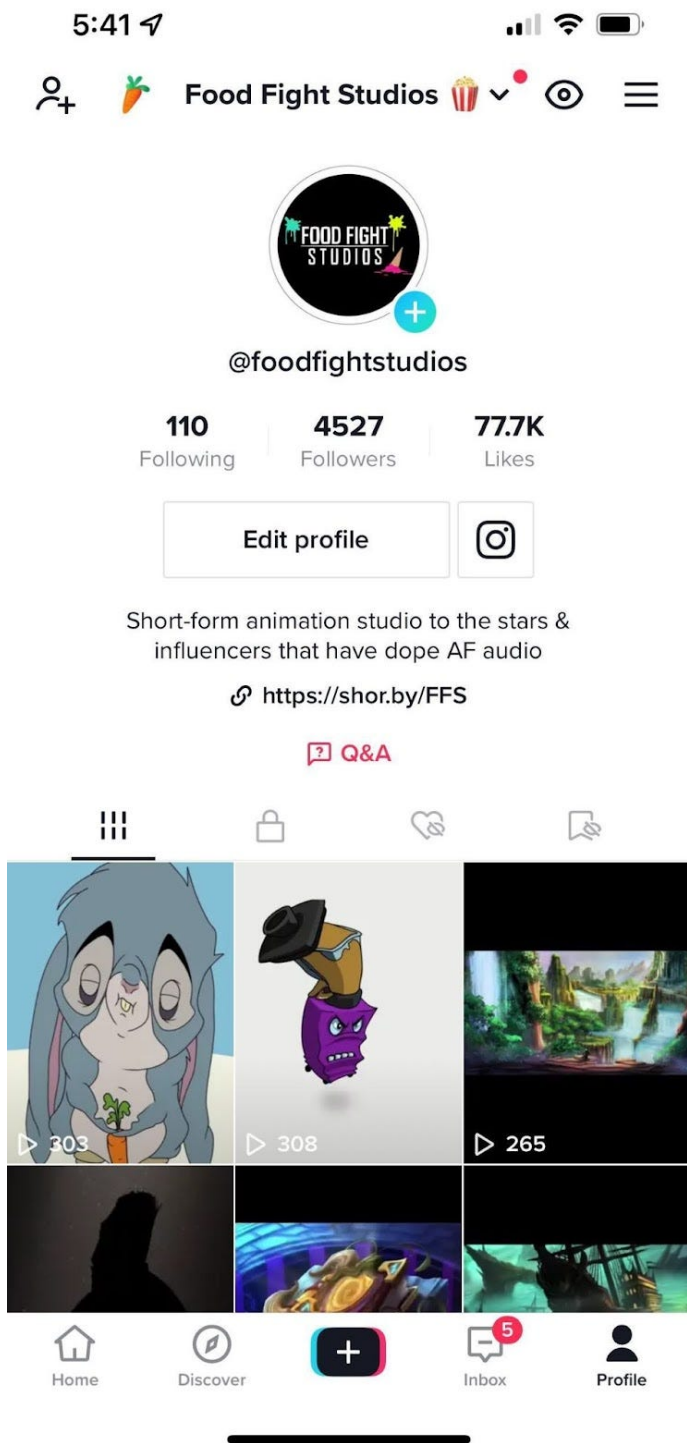
For better or worse, there's no escaping it: everyone is

feeling the pressure of influencer creep. As creators, all we can do is be present and learn.

the socialverse

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

TikTok stories are rolling out more broadly

TikTok is finally lifting a play from Instagram with the addition of stories, spotted more widely **by users** in recent weeks.

Yep, expect the all-too-familiar stories feature to appear soon on a TikTok near you. It'll be just like Instagram. And Facebook. And Twitter. And LinkedIn. And… Well you get the idea. Here's what it looked like for us this week:

LinkedIn finally launches a Business Manager platform

Last week, LinkedIn introduced Business Manager, a new centralized platform that makes it easier to manage people, ad accounts, and business pages.

- View and manage your team, ad accounts, Pages, and business partners from a centralized dashboard.
- Manage user access across accounts and Pages and download your monthly invoices directly from the platform
- Share Matched Audiences across ad accounts

If your brand relies on professional networking and LinkedIn is one of your primary channels, this is a big deal. Finally — a hub that brings together all your pages and accounts in one place. It's going to make life on LinkedIn so much easier, I promise.

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13 things you didn't know you could do on Instagram

Instagram has been doing a lot to give creators more control over their content and creative experience, recently releasing a whole slew of updates.

Here's a list of the latest features and how to use them.

H/T Mara Anton | [Techthelead](#)

1. [Instagram Story Links](#)

what we're keeping a pulse on

WTF is happening to Instagram?

IG is no stranger to ads, but the recent [influx of sponsored content](#) is raising serious questions about the platform's shelf life. Beyond niche creator circles and IG marketing communities, even well-known influencers, journalists, and tech personalities are taking note of what IG users are experiencing en masse.

Here are just a few of the recent callouts:

Matt Navarra ✔
@MattNavarra

"I've just opened Instagram app on my iPhone and counted 14 instances of ads, suggested posts, and sponsored content, in the first 16 posts on the top of my feed. I had to scroll past 6 ads before I got to a post by someone I actually follow."
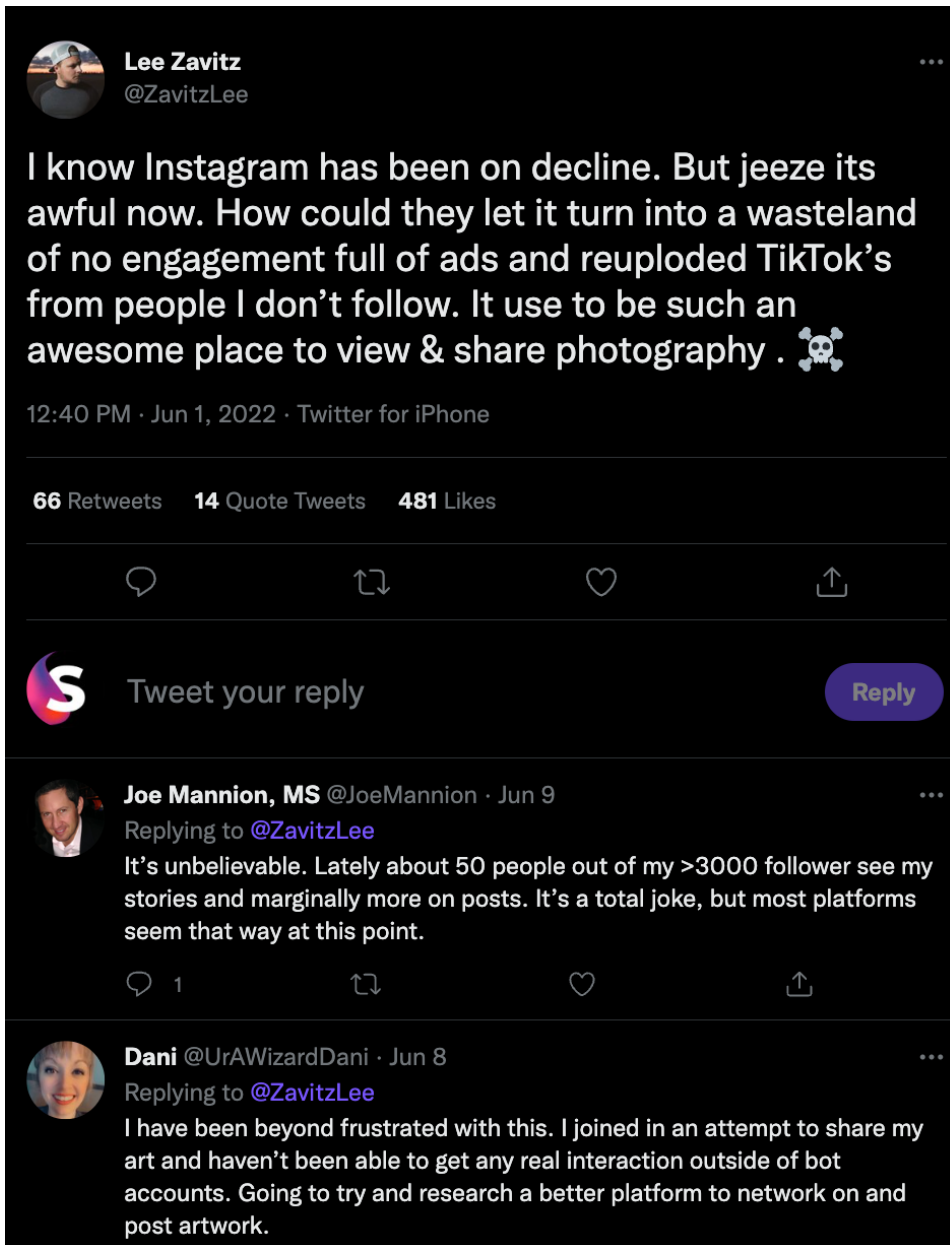

mashable.com
Instagram seems to have completely stopped caring about its users
Wait, Instagram has content that's not ads?

10:30 AM · Jun 8, 2022 · Buffer

43 Retweets   **8** Quote Tweets   **189** Likes

Lee Zavitz
@ZavitzLee

I know Instagram has been on decline. But jeeze its awful now. How could they let it turn into a wasteland of no engagement full of ads and reuploded TikTok's from people I don't follow. It use to be such an awesome place to view & share photography . ☠️

12:40 PM · Jun 1, 2022 · Twitter for iPhone

66 Retweets   **14** Quote Tweets   **481** Likes

Joe Mannion, MS @JoeMannion · Jun 9
Replying to @ZavitzLee
It's unbelievable. Lately about 50 people out of my >3000 follower see my stories and marginally more on posts. It's a total joke, but most platforms seem that way at this point.

Dani @UrAWizardDani · Jun 8
Replying to @ZavitzLee
I have been beyond frustrated with this. I joined in an attempt to share my art and haven't been able to get any real interaction outside of bot accounts. Going to try and research a better platform to network on and post artwork.

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How the pandemic changed our relationship with tech (and each other)

New beginnings, interrupted

Re-focus experience:
Huge emphasis on building new relationships to make up for lost time, but with a smaller circle of people than the past

Emerging behavior:
Most open to continue using more immersive tech to foster connections (i.e., synchronous activities, augmented and virtual reality)

Stat:

57% of Gen Zers

surveyed said the pandemic made them want to prioritize their closest friends[2]

Meta, owner of Facebook, Instagram, WhatsApp, published a new, **three-part research report** exploring "how the demand for deeper human connection has sparked a profound reset in our relationships." The report is based on a survey of 36,000 adults across 12 markets.

- 72% of respondents said that the pandemic caused them to reprioritize their closest friends
- Young people are most open to using more immersive tech to foster connections (including augmented and virtual reality), though all users indicated that tech will play a bigger role in enhancing personal connections moving forward
- 37% of people surveyed globally reported reassessing their life priorities as a result of the pandemic

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Curious about launching an NFT project?

I wrote a detailed guide for other creators

If I had a coin for everyone who's asked me to explain NFTs this year, I'd have **a lot** of coin content to discuss.

Here's the thing: NFTs can seem intimidating, but they're actually pretty accessible once you know what to look for. And they're quickly becoming a lucrative way for creators and artists to share their content and message. This guide is our team's personal notebook on how we developed a successful NFT collection. Because it's been organized, categorized, and broken down meticulously into a wiki-style guide, we figured

the price of a few cups of coffee could help offset the time and effort in exchange for forever-access to the whole thing.

It's currently available for $29 [with half off using the code SAUCE0](#)6

(for those who wish to access the guide but are otherwise unable to pay, please **[let me know](#)**)