

# TikTok To Facebook: We Are Not Alike

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Evening friends!

And happy Juneteenth day for those of us in the states.

Here's what we've got for you this week:

- TikTok might soon show who watched your videos
- LinkedIn finally gets a “funny” reaction
- IG tests full-screen format, among other feature updates
- TikTok wants the world to know it's nothing like Facebook
- Meta will now let you spend real money on your avatar
- The rise of digital minimalism

P.S. We'll be at [NFT.NYC](#) this week and we're excited to learn more on WTF is happening with NFTs and web3. [Follow us on Twitter](#) for the scoop!

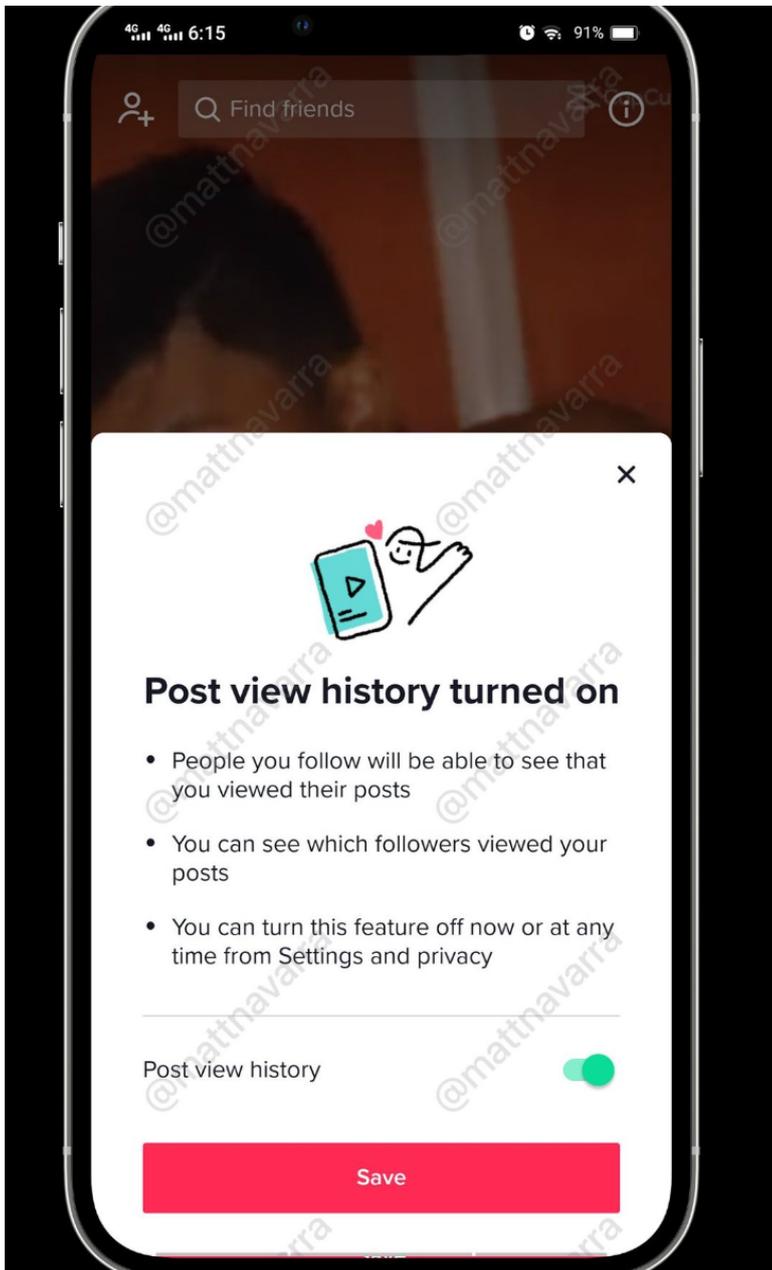
Taylor Peterson

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.*

### TikTok might soon show who watched your videos



Spotted by Matt Navarra, the new feature is still in test for most users but will likely roll out more broadly soon. Below is what it looks like:

## LinkedIn finally gets a “funny” reaction

LinkedIn wants you to know it has a sense of humor – and you can too. Now, users can select the “Funny” reaction emoji on posts



Introducing a new reaction to express humor and fun on LinkedIn.



[Learn more](#)

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## IG tests full-screen format, among other feature updates

Zuckerberg posted the update to his Stories last week:



Instagram is also experimenting with new changes to the navigation bar on the bottom of the app. Users will also soon find new shortcuts for creating new posts and accessing messages.

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## TikTok to Facebook: We are not alike

While Zuckerberg has been busy re-skinning Facebook and Instagram to function like TikTok, Blake Chandlee, TikTok's

president of global business solutions, has made it clear in a recent interview that TikTok has no interest in mimicking Facebook.

“Facebook is a social platform,” he said. “They’ve built all their algorithms based on the social graph. That is their core competency. Ours is not.”

There you have it. TikTok is busy on its own path.

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## **what we’re keeping a pulse on**

### **Meta will now let you spend real money on your avatar**

Taking a page from Fortnite, Roblox, and even the Sims – Meta (the company that owns Facebook and Instagram) this week rolled out the “Meta Avatars Store.” It lets you customize the avatar you use on Meta platforms with a slew of pay-to-play clothing and accessory options.

The store is starting with brands like Prada, Balenciaga, and Thom Browne. I mean, If virtual designer fits are your thing... I guess?

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## **What is digital minimalism and how can it help you reclaim your time?**

“It’s the pings and pop-ups of notifications on our phones, the auto-play on streaming platforms, and the ubiquitous screens screaming for our attention. We know this, yet we feel powerless to stop it.

Enter digital minimalism.

The concept, popularized in 2019 by Cal Newport's book Digital Minimalism: Choosing a Focused Life in a Noisy World, isn't new. But in today's world of virtual everything... digital minimalism has a growing following and has become even more relevant." – Cecily Mauran

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