What Nonprofits Need to Know About Social Media in 2022

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It seems like social media changes by the hour sometimes. But we've read the studies, watched the videos, and downloaded the reports so we can share all the best data, trends, and tips with you.   *Data last updated April 2022.*

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Demographics

Let's break down some important data about social media in general and for each platform.

Social Media

- 4.62 billion people use social media worldwide
- The average social media user engages with an average of 6.6 various social media platforms and has 8.4 social media accounts
- Of the almost 7 hours the average internet user spends on the internet a day, 2.5 hours are spent on social media
- 99% access websites or apps through a mobile device
- 80% of Americans are on social media

US Social Network User Growth, by Platform, 2020 & 2021
% change

	2020	2021
TikTok	87.1%	18.3%
Reddit*	25.9%	14.4%
Pinterest	7.8%	3.1%
LinkedIn**	6.2%	4.2%
Instagram	6.2%	3.7%
Snapchat***	4.0%	2.6%
Twitter	4.0%	0.2%
Facebook	3.3%	0.8%

Note: internet users of any age who access their account via any device at least once per month; *logged-in users; **internet users 18+ who access their LinkedIn account via any device at least once per month; **mobile phone users of any age who access their Snapchat account via mobile phone app at least once per month
Source: eMarketer, April 2021

266084   eMarketer | InsiderIntelligence.com

Facebook

- Number of monthly active users: 2.91 billion
- Largest age group: 25-34 (31.5%)
- Gender: 43% female, 57% male (no data on other genders)
- Time spent per day: 33 minutes

Instagram

- Number of monthly active users: 2 billion
- Largest age group: 25-34 (31.2%), with 18-24 close behind at 31%
- Gender: 48.4% female, 51.8% male (no data on other genders)
- Time spent per day: 29 minutes

TikTok

- Number of monthly active users: 1 billion
- Largest age group: 10-19 (25%) (BUT engagement has grown the most among Gen X and baby boomers.)
- Gender: 61% female, 39% male (no data on other genders)
- Time spent per day: 89 minutes per day

Twitter

- Number of daily active users: 211 million
- Largest age group: 18-29 (42%)
- Gender: 38.4% female, 61.6% male (no data on other genders)
- Time spent per day: 31 minutes

YouTube

- Number of monthly active users: 2+ billion
- Largest age group: 15-35 (highest reach)

- Gender: 46% female, 54% male (no data on other genders)
- Time spent per session: ~30 minutes

LinkedIn

- Number of monthly active users: 810 million
- Largest age group: 25-34 (58.4%)
- Gender: 48% female, 52% male (no data on other genders)
- 63% of LinkedIn users access the network weekly, and 22% daily

And if you are running ads on social media, here is how many people ads reach.

Ad Reach Across Social Media Platforms of the Total Population 13+

36.7% Facebook ads	**22.6%** Instagram ads	**17.5%** Facebook Messenger Ads
33% WhatsApp Ads	**14%** LinkedIn Ads	**8.5%** Snapchat Ads
6.5% Twitter Ads	**14%** Pinterest Ads	**8.5%** TikTok Ads

Influencer MarketingHub

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Most Important Channels for Nonprofits

Nonprofit communicators who took our 2021 Nonprofit Communications Trends Survey listed these channels as the most important to their organization. (TikTok was not included as an option at this time.)

1. Facebook Page
2. Instagram Newsfeed
3. Twitter
4. YouTube
5. LinkedIn
6. Instagram Stories
7. Facebook Group

How Often and When to Post

We have done a lot of research on how often nonprofits communicate and through what channel. The charts on the next two pages come from our [2022 Nonprofit Communications Trends Report](#).

When reviewing the chart "How Frequently Nonprofits Use Communications Channels," remember that what is reported is not necessarily the best practice. See "Comparing the Communications Frequency of More Effective and Less Effective Nonprofits" to see what the more effective and the less effective nonprofits reported.

We also encourage you to monitor your own social networks to see what times get the most engagement for you and your audience. That may be different from the general guidelines we have included in this section.

And finally, remember creating engaging content is more important than trying to figure out that magic sweet spot of when to post.

How Frequently Nonprofits Use Communications Channels

Legend: ■ Never or Rarely ■ 1-2 Times per Year ■ Quarterly ■ Monthly ■ Weekly ■ Several Times per Week ■ Daily

Channel	Never or Rarely	1-2 Times per Year	Quarterly	Monthly	Weekly	Several Times per Week	Daily
Facebook Page				4%	12%	48%	31%
Instagram Feed	20%			8%	17%	37%	17%
Twitter	26%			7%	12%	31%	23%
Website Pages (Not Blog)		4%	11%	25%	26%	34%	
Instagram Stories	37%			17%	17%	21%	8%
LinkedIn	36%			20%	18%	18%	7%
Non-Newsletter Emails		7%	20%	31%	23%	15%	
Blog	30%	5%	10%	28%	20%	7%	
Email Newsletters	6%	4%	11%	55%	20%		5%
Facebook Group	72%			8%	11%	7%	3%
PR / Media Relations	12%	24%	25%	24%	10%	5%	
YouTube	45%			46%	6%		
Events	8%	32%	28%	24%	6%	3%	
TikTok	95%			2%			
Direct Mail	23%	35%	31%	9%			

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Comparing the Communications Frequency of More Effective and Less Effective Nonprofits

	Less Effective	Median	More Effective
Facebook Page	Several times a week	Several times a week	Several times a week. However, 40% of the most effective nonprofits post daily, compared to just 24% of the less effective.
Facebook Group	Never or rarely	Never or rarely	Never or rarely
Instagram Feed	Weekly	Several times a week	Several times a week. However, 50% of the more effective nonprofits post daily, compared to just 11% of the less effective.
Instagram Stories	Monthly	Monthly	Weekly. However, 11% of the more effective nonprofits post daily, compared to 6% of the less effective nonprofits.
Twitter	Weekly	Several times a week	Several times a week. However, 28% of the more effective nonprofits post daily, compared to 18% of the less effective.
LinkedIn	Monthly	Monthly	Monthly. However, 71% of the more effective nonprofits report using LinkedIn at least sometimes compared to just 57% of the less effective.
YouTube	Monthly	Monthly	Monthly
TikTok	Never or rarely	Never or rarely	Never or rarely. However, 9% of the more effective nonprofits are trying TikTok compared to 3% of the less effective.

Below we have the data on how often and when to post broken down by channel. *Times below are Eastern Time.*

Facebook

- Post between 1 and 2 times a day. Brands average 5.5 posts per week.
- Best times to post: Mondays through Fridays at 4 am (scheduled so people see it first thing in the morning), Tuesdays and Wednesdays at 11 am and 1 pm
- Worst day to post: Saturday

Instagram

- Post between 2-3 times per week. Stories can be posted more often. Brands average 4 posts a week.

- Best times to post: Mondays at 12 pm, Tuesdays and Wednesdays from 11 am to 2 pm, and Thursdays and Fridays 11 am and 12 pm
- Worst day to post: Sundays

TikTok

- Post fresh content regularly 1-2 times a day.
- Best times to post: Tuesday at 10 am, Thursday at 1 am, and Friday at 6 am
- Worst day to post: N/A

Twitter

- Post between 1 and 5 Tweets a day and no more than 3-5 times a day. Brands average 4.4 Tweets a week.
- Best times to post: Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 10 am
- Worst day to post: Sundays

YouTube

- Post at least a video a week.
- Best time to post: 2 to 4 pm on weekdays and between 9 to 11 am on weekends. (But publish your video 2-3 hours before your peak time since it takes time to index)
- Worst day to post: N/A

LinkedIn

- Post between 1 and 5 times a day.
- Best times to post: Tuesdays 11 am to 1 pm
- Worst days to post: Saturdays and Sundays

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Character Limits and Recommended Image Sizes for Social Media

These recommendations change frequently. If you find something has changed, please email Kristina so we can update it.

Facebook

Facebook Character Limits

- Page description – 255 Characters
- Username character limit – at least 5 characters and up to 50 characters
- Facebook comments – 8,000 Characters

Facebook Images (only use JPG or PNG files)

Profile photos

- 170 x 170 pixels (on most computers)
- Displays as 128 x 128 pixels on smartphones

Cover photos

- 851 x 315 pixels (recommended)
- Display size desktop: 820 x 312 pixels
- Display size smartphone: 640 x 360 pixels
- Minimum size: 400 x 150 pixels
- Ideal file size: Less than 100KB

Posts and timeline

- Recommended size: 1200 x 630 pixels
- Minimum size: 600 x 315 pixels
- For the carousels display: 1200 x 1200 pixels

Event cover photos

- Recommended size: 1200 x 628 pixels

Facebook Stories

- Recommended size: 1080 x 1920 pixels

Image Ads

Design Recommendations

- File Type: JPG or PNG
- Ratio: 1.91:1 to 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

- Maximum File Size: 30MB
- Minimum Width: 600 pixels
- Minimum Height: 600 pixels
- Aspect Ratio Tolerance: 3%

Video Ads

Design Recommendations

- File Type: MP4, MOV or GIF
- Ratio: 1:1 (for desktop or mobile) or 4:5 (for mobile only)

- Video Settings: H.264 compression, square pixels, fixed frame rate, progressive scan and stereo AAC audio compression at 128kbps+
- Resolution: At least 1080 x 1080 pixels
- Video Captions: Optional, but recommended
- Video Sound: Optional, but recommended
- Videos should not contain edit lists or special boxes in file containers.

Text Recommendations

- Primary Text: 125 characters
- Headline: 27 characters
- Description: 27 characters

Technical Requirements

- Video Duration: 1 second to 241 minutes
- Maximum File Size: 4GB
- Minimum Width: 120 pixels
- Minimum Height: 120 pixels

Carousel Ads

Design Recommendations

- Image File Type: JPG or PNG
- Video File Type: MP4, MOV or GIF
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels

Text Recommendations

- Primary Text: 125 characters
- Headline: 32 characters
- Description: 18 characters

- Landing Page URL: Required

Technical Requirements

- Number of Carousel Cards: 2 to 10
- Image Maximum File Size: 30MB
- Video Maximum File Size: 4GB
- Video Duration: 1 second to 240 minutes
- Aspect Ratio Tolerance: 3%

Instagram

Instagram Character Limits

- Caption limit - 2,200 characters and truncated at 125 characters
- Instagram ads Headline – 40 characters
- Instagram adsBody text – 125 characters
- Instagram ads Link descriptions – 30 characters
- Instagram allows you to add up to 30 hashtags per post

Instagram Images and Video

Profile Photos

- 320 x 320 pixels
- Displayed at 110 x 100 pixels
- Displayed as a circle

Feed Photos

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels
- Supported aspect ratios: Anywhere between 1.91:1 and 4:5

- Recommended image size: Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)

Photo Thumbnail Sizes

- Display size: 161 x 161 pixels
- Recommended upload size: 1080 pixels wide

Stories:

- Recommended size: 1080 x 1920 pixels

Carousel:

- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels
- Aspect ratio: landscape (1.91:1), square (1:1), vertical (4:5)
- Recommended image size: Width of 1080 pixels, height between 566 and 1350 pixels (depending on whether the image is landscape or portrait)

Reels:

- 1080 x 1920 pixels
- This is an aspect ratio of 9:16.
- Cover photo: 1080 x 1920 pixels
- Cropped to a 1:1 image in your profile feed and a 4:5 image in the home feed.

Ads

- Landscape: 1080 x 566 pixels
- Square: 1080 x 1080 pixels

- Minimum width: 320 pixels
- Maximum width: 1080 pixels
- Supported aspect ratios: Anywhere between 1.91:1 and 4:5

Stories ads

- Recommended size: 1080 x 1920 pixels
- Leave roughly "14% (250 pixels) of the top and bottom of the image free from text and logos" to prevent them from being covered.

TikTok

TikTok Character Limits

- Captions - 100 characters including hashtags
- TikTok ads file size - ≤500 MB

TikTok Images and Video

Profile Photo

- Recommended size: 20 x 20 pixels
- Upload a higher quality photo for future-proofing

Videos

- Recommended size: 1080 x 1920 pixels
- Ideal aspect ratio for Tik Tok videos is 1:1 or 9:16

Twitter

Twitter Character Limits

- Tweets - 280 characters

- DMs – 10,000 characters
- Twitter handle – 15 characters
- Profile name – 50 characters
- Bio – 160 characters

Twitter Images

Profile Photo

- Recommended Size: 400 x 400 pixels
- Minimum image size: 200 by 200 pixels
- Maximum file size: 2MB

Header Photo

- Recommended Size: 1500 x 500 pixels
- Header images are cropped to an aspect ratio of 3:1
- Display changes depending on the monitor and browser being used

In-Stream Photo

- Recommended Size: 1600 x 900
- Minimum size: 600 by 335 pixels
- Recommended aspect ratio: any aspect between 2:1 and 1:1 on desktop; 2:1, 3:4 and 16:9 on mobile
- Supported formats: GIF, JPG and PNG
- Maximum file size: Up to 5MB for photos and GIFs on mobile. Up to 15MB on the web.

Card Image (From linked page)

- Minimum size: 120 x 120 pixels
- Supported formats: GIF, JPG, PNG
- Maximum file size: 1MB

- Test using the [card validator](#)

Ad Images

- Single and multi-image tweets: Minimum 600 x 335 pixels, but use larger images for the best results
- Website card image: 800 x 418 pixels for 1.91:1 aspect ratio. 800 x 800 for 1:1 aspect ratio. Max file size of 20MB
- App card image: 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB
- Carousels: 800 x 800 pixels for 1:1 aspect ratio. 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 20MB for 2-6 image cards
- Direct Message card: 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB
- Conversation card: 800 x 418 pixels for 1.91:1 aspect ratio. Max file size of 3MB

YouTube

YouTube Character Limits

- Video title – 100 characters
- YouTube description – 5,000 characters
- Playlist titles – 150 characters
- YouTube tags – 500 characters total

YouTube Images

Profile Photo

- Recommended size: 800 x 800 pixels
- Focus of your photo should be centered
- Files should be JPEG, GIF, BMP or PNG
- Photos will render at 98 x 98 pixels

Banner Image

- Recommended size: 2048 x 1152 pixels
- Aspect ratio: 16:9
- Minimum area for text and logos without being cut off: 1235 x 338 pixels
- Maximum file size: 6MB

Videos

- Recommended size: 1280 x 720 pixels (at minimum)
- Videos must be 1280 x 720 pixels in order to meet HD standards
- 16:9 aspect ratio

Thumbnail Image

- Recommended size: 1280 x 720 pixels

LinkedIn

LinkedIn Character Limits

- Status update (personal profile) – 1,300 characters
- About us/Summary – 2,000 characters
- Company Page name – 100 characters
- Company update – 700 characters
- Company leaders headline – 150 characters
- Company leaders description – 150 characters
- Employee testimonials – 400 characters
- Title of custom module – 150 characters
- Body of custom module – 500 characters
- URL label for custom module – 70 characters
- Recommendation – 3,000 characters
- LinkedIn Publishing post headline – 100 characters

- LinkedIn Publishing content length – 110,000 characters

LinkedIn Images

Profile Photos

- Recommended Size: 400 x 400 pixels or larger
- Can accommodate photos up to 7680 x 4320 pixels
- Can handle files up to 8MB, so upload as large as you can

Profile Cover

- Recommended Size: 1584 x 396 pixels
- Aspect ratio: 4:1
- Files must be smaller than 8MB

Company Pages

- Company logo size: 300 x 300 pixels
- Page cover image size: 1128 x 191 pixels
- Life tab main image size: 1128 x 376 pixels
- Life tab custom modules image size: 502 x 282 pixels
- Life tab company photos image sizes: 900 x 600 pixels
- Square logo: At least 60 x 60 pixels

Single image ads

- Should be in JPG or PNG format
- File size should be 5MB or smaller
- Keep headlines under 70 characters to avoid truncation
- Keep descriptions under 100 characters to avoid truncation
- Images display at 1200 x 627 pixels and should be at least 400x in width

Carousel ads

- Use 2-10 cards per ad
- Individual cards should not be larger than 10MB
- LinkedIn recommends using 1080 x 1080 pixels with an aspect ratio of 1:1 for individual images
- Keep introductory text under 150 characters and two lines to avoid truncation
- Character limits below ads are either 45 characters maximum, or 30 characters with a lead gen CTA button

Video ads

- Keep it under 15 seconds for better engagement (though LinkedIn allows up to 30 minutes of video ads)
- File size should be between 75KB and 200MB
- Your video should be in MP4 format running at less than 30 frames per second
- Audio size should be less than 64KHz

Message ads

- Banner creative should be 300×250 pixels
- It should be no larger than 40KB
- It should be in JPG, non-animated GIF or PNG (without flash) format.
- Add up to three links using a maximum of 70 characters for anchor text
- Message text should be no more than 1,500 characters
- Subject should be no longer than 60 characters

Text ads

- Ad image should be 100×100 pixels
- It should be in JPG or PNG format
- File size cannot be larger than 2MB
- Keep headlines under 25 characters

- Keep descriptions under 75 characters

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What to Post and Best Practices

In this section we are going to look at what types of content work best on which channels.

If you want to know what to post, it's best to start with what people want. According to the Social Media Benchmarking Report by Influencer Marketing Hub, these are the primary reasons for using the internet:
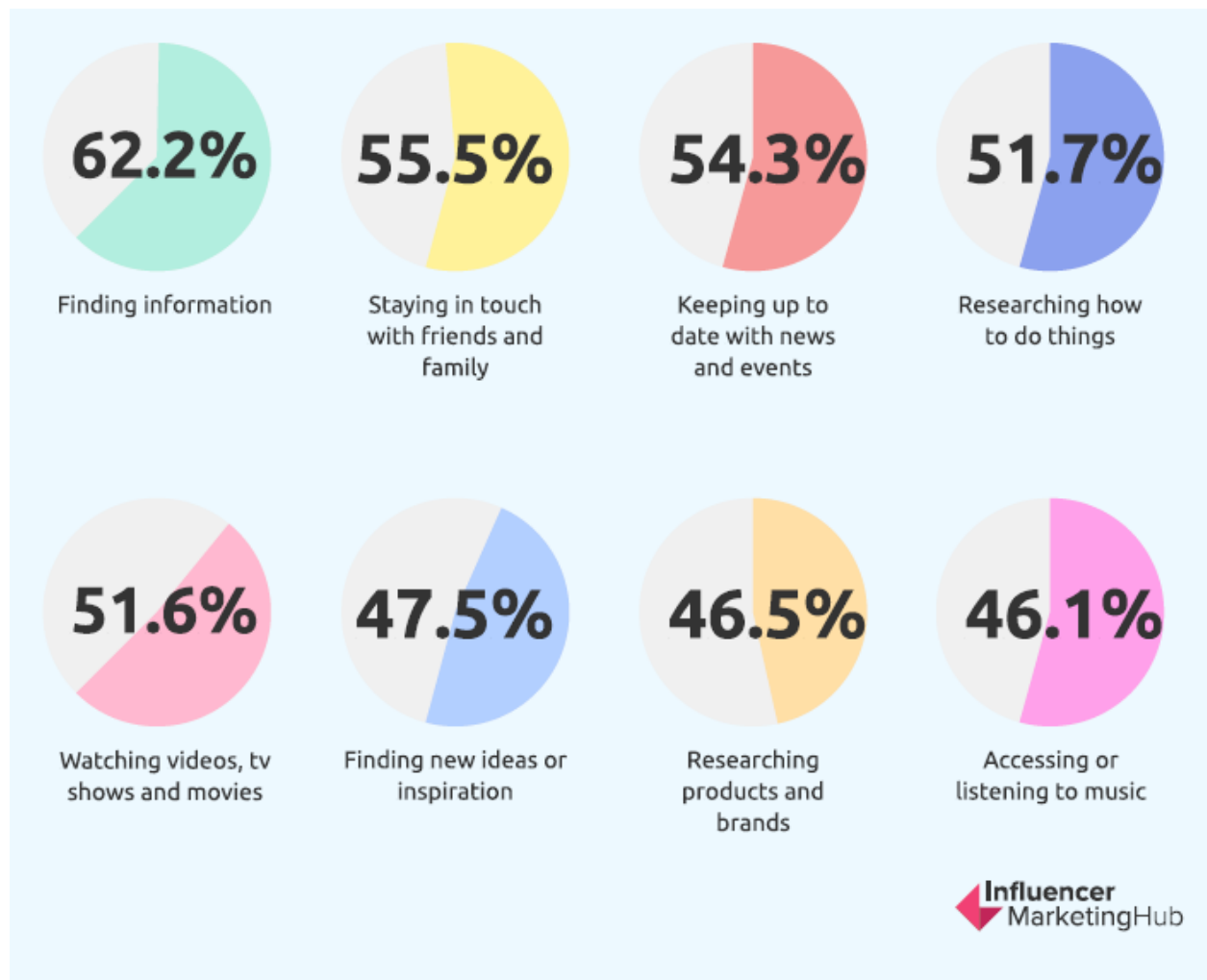
And the main reasons people use social media are:

- Stay in touch with friends and family (48.6%)
- Filling up spare time (36.3%)
- Reading news stories (35.2%)
- Finding funny or entertaining content (30.9%)
- Seeing what's being talked about (29.3%)
- Finding inspiration for things to do and buy (27.5%)
- Finding products to purchase (26.1%)
- Sharing and discussing opinions with others (26.1%)

Another study by Reuters found that 56% of people use social media for the news content, but only 24% say they trust social media as a news source.

Now let's check out some top content tips based on which channel you are using.

Facebook

According to [Facebook](), people spend half of their time on the platform watching video with Reels being their fastest growing content "by far."

Source of what people see in their Feeds as of Q4 2021:

- 86.8% of views came from friends or Groups or Pages they followed
- 10.7% came from recommendations
- 2.5% is classified as other and includes things like events

Content that does well on Facebook

- Hacks
- Inspirational content
- Food or recipes
- Cute animals
- Quizzes

- Travel or adventure

Tips for Facebook Posts

- Ideal Facebook post length is around 50 characters (or fewer).
- Be conversational
- Share exclusive content
- Post consistently
- Respond to comments
- Try not to post links as 85.4% of organic content viewed on Facebook doesn't have a link to a source outside of Facebook.

Tips for Stories

- Make it in the moment
- Use a combination of video, photos, and other tools
- Can be added to both Instagram and Facebook
- Start with something you do everyday like your morning routine or other behind the scenes footage

Tips for Facebook Videos

- Make viewers feel like they are there with you
- Pick a good cover photo

Tips for Facebook Live

- Use Live to make announcements or hangout with followers
- You will need a strong wifi connection
- Answer questions

Instagram

Video is the most engaging type of content with an average of 24.25 comments and 1097.9 likes per post. While there has been a 20% increase in Reels since 2020, around the world, when you look at the median data on engagement, carousel posts have 70 comments compared to 46 for video. And in North America and the UK/Ireland, carousels have the most likes and comments.

500 million people use Instagram Stories daily with US businesses allocating 31% of their Instagram ad budget on Stories.

Instagram chief Adam Mosseri suggested that posting 2 feed posts per week and 2 Stories per day is ideal for building a following on the app.

Tips for Carousels

- Tell one story over several images
- Don't put too much information on each image
- Start with an attention-getting title slide, then your main points with a clear call to action to finish

Tips for Stories

- Keep your text concise. They don't have that much time to read
- Since they disappear, be sure your content is timely and urgent
- Your video and images need to be vertical

Tips for Captions

- Always include a caption
- Start with your most compelling content as it will get truncated
- Fewer hashtags (between 1 and 5) tend to drive more interactions overall

- Go short or go long. Globally, captions with 1-20 characters and Captions over 2000 characters see the most engagement. But in North America and the UK/Ireland engagement starts to drop after 20 characters
- An emoji can increase engagement, but keep it to less than five
- Don't forget a call to action

More about Reels

- Can be up to 60-seconds long
- Do not recycle from TikTok as Instagram no longer promotes Reels with the TikTok watermark
- Use captions
- Show off products in action
- Highlight collaborators and influencers
- Hype announcements (events, new programs)

Changes to How We Think About Hashtags on Instagram

The number of hashtags a post has apparently doesn't influence post distribution (average engagement rates by impressions) like we thought it did. In March 2022, Head of Instagram, Adam Mosseri, said that Instagram hashtags don't really boost post distribution or views. This is most likely due to Instagram introducing keyword search.

TikTok

TikTok is the most engaging of all social media apps, with an average user session of 10.85 minutes.

The majority of TikTok users want funny or entertaining content, but they also feel a deeper connection to the people they interact with here as opposed to other social media channels.

This means users want to see "the real you" and won't respond as well to slick or polished marketing campaigns.

Tips for TikTok

- Videos can now be up to 10 minutes long, but highest performing videos so far are between 21 and 24 seconds
- Captions are a best practice for inclusivity, and they also increase impressions
- Add music or other audio
- Partner with other creators
- Use filters and effects like stickers and text

Most Popular Content on TikTok

- Hashtag challenges
- Skits and memes
- Product showcases, reviews, and recommendations
- How-tos and tutorials
- Explainer videos

Twitter

A quarter of Twitter users account for nearly 100% of the platform's content. And 55% regularly get their news there.

Tips for Tweeting

- The ideal Tweet length is between 240 and 259 as these get the most likes, replies, Retweets, impressions, and link clicks
- Focus on community and society
- Format Tweets for easy reading
- Use hashtags that are only a single word and only use two per Tweet
- Newsjack breaking news, but only when relevant

- Share links. 92% of engagement with a brand's Tweets are link clicks and Tweets with links have a 86% higher retweet rate.
- Use Twitter Cards for links to your website and blog. Large default images perform better than thumbnails
- Post images. Tweets with images get 150% more retweets
- Use action words like "Download"
- Retweet and like relevant content

YouTube

Tips for YouTube

If you can post 3 or more videos a week, you have a better chance of getting more recommended views. But it's more important to have a regular schedule than the number of times you post per week.

- Upload consistently or create series
- Use keywords in your titles and descriptions
- The most viewed brand videos are on average 31–60 seconds long
- For monetized videos, your video should be at least 8 minutes to place midroll ads in the video
- Branded bumper intros should not be more than 2 seconds long
- Get to the point quickly. You have about 8 seconds to convince a viewer to keep watching
- Combine talking heads with b-roll or picture-in-picture
- Best of or Top # lists do well to keep viewers engaged until the end
- Tell your stories, but make them compelling
- Ask viewers to subscribe and emphasize why they should
- Keep an eye on your audience retention data to see when people stop watching
- Stick with what works

LinkedIn

Tips for LinkedIn

- Pages with complete information get 30% more weekly views
- Pick three hashtags for your page and engage on hashtags feeds
- Ideal length for LinkedIn status is around 100 characters. They get truncated at around 140 characters
- LinkedIn's algorithm does not like links as they want you to use LinkedIn Publishing.
- Long content works best on LinkedIn Publishing with posts of 1900-2000 words performing best
- Video gets 5 times more engagement and live video gets 24 times more

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Other Trends to Keep an Eye On

Here are some of the top social media trends we will see:

- Short form, vertical video (like what's used on TikTok and Instagram/Facebook Reels) will continue to rise in popularity
- Flipbook style content (like Stories and Carousels)
- Community building will become increasingly more important to brands
- Social media will continue to be used as a search engine
- Greater emphasis on mental health
- Brand inclusivity and more social awareness
- Trending Audio will be used to connect like hashtags
- Customer service via social media will add to social media managers workload
- Consumers will buy products directly from social media platforms as opposed to following links
- Influencer marketing keeps rising
- Turmoil at Twitter

Newer or Possible Upcoming Features

Facebook

- Expanding Reels to more countries
- Reels Overlay Ads for creators
- Group admin help to reduce workload like automatically declining incoming posts containing false information or automatically approving or rejecting member requests based on set criteria

Instagram

- Instagram Guides to house your curated content
- Subscriptions to allow restricted access to Stories and Lives

- Badges which let viewers show their support monetarily (must have 10,000 followers)
- Testing longer lengths for Stories

TikTok

- Videos are now 10 minutes long (originally they were only 60 seconds)
- Repost button
- Testing Search Ads
- TikTok Stories

Twitter

- Spaces that let you have live conversations
- Creating Newsletters delivered via Twitter
- Communities allow only members of a community to engage and participate in the discussion
- Downvote to see fewer similar tweets

LinkedIn

- Live and auto-generated captions for videos
- Post recommendations to Groups
- Commenting as your Company as opposed to just your personal profile
- LinkedIn Newsletters that let you send content to LinkedIn members
- LinkedIn Podcast Network

Source:
https://blog.hootsuite.com/social-media-updates/
https://www.linkedin.com/pulse/new-linkedin-features-2022-kevin-d-turner/