

MEDIA/PUBLISHING

## Facebook, Instagram officially offer users ability to hide like counts

May 26, 2021



Facebook acquired Instagram for \$1 billion in 2012. Image credit: Instagram

By LUXURY DAILY NEWS SERVICE

Social tech giant Facebook is letting users more options in deciding how they would like to experience its platforms.

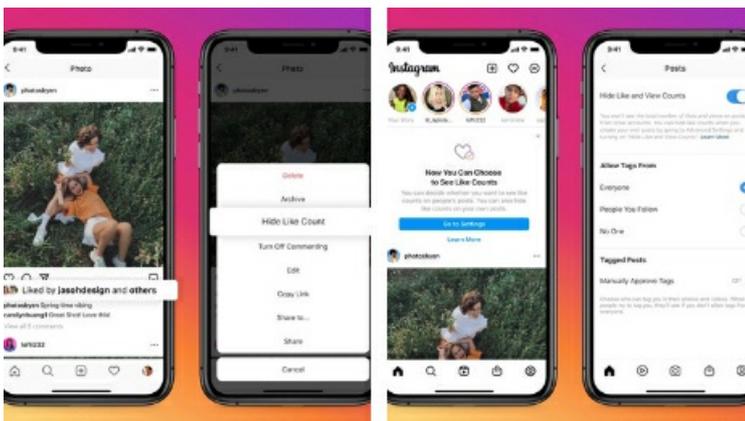
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Facebook and Instagram previously tested hiding like counts and found that some people found the feature soothing while others found it isolating and vexing because they could not determine what was garnering the most popularity. Both platforms will now offer the option to hide their public like counts, inviting users to decide what works best for them.

### Keeping your likes to yourself

This is the latest tool Facebook has implemented to help users curate their virtual experiences. Other tools include direct messaging filters that halt offensive content and ways to control one's Facebook news feed.

Facebook has also introduced Favorites Feed and Choose Who Could Comment, a feature that lets users decide who can comment on their posts.



Show or hide? Users can now decide if they want to keep their like counts visible. Image credit: Facebook

Starting on May 26, users can alter their Instagram settings and decide if they would like to hide like counts on any account that comes up in their feed, as well as their own. The tech giant believes this will give users the option to focus more on the content they are posting as opposed to potential post engagement.

Last month, Facebook announced it is building audio features that will allow users to engage in real-time conversations. Over the next few months, Facebook will be rolling out features known as Live Audio Rooms and Soundbites, as well as introducing new podcasting capabilities ([see story](#)).

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