

Meta Tests Instagram Plus Premium Subscription (Intermediate)

Technology

English

Intermediate

Article

Meta has started testing a new paid subscription called Instagram Plus in a few countries. The company told TechCrunch that the plan gives regular users access to extra tools inside Instagram. This test comes after Meta said it was exploring new subscriptions across Instagram, Facebook, and WhatsApp.

One of the biggest features lets a subscriber watch someone's Story without the other person knowing. Subscribers can also see how many people rewatched their own Stories. Another feature allows users to create unlimited audience lists for Stories. Instead of sharing with everyone or only Close Friends, they can build many custom groups and choose exactly who sees each Story.

Instagram Plus also lets users keep a Story visible for another 24 hours. They can spotlight one Story each week so it appears closer to the front of followers' Story trays. Subscribers can send an animated Superlike on Stories and search the viewer list to check whether a specific person watched.

Meta did not officially name the test countries, but online reports say the subscription is being tried in Mexico, Japan, and the Philippines. Prices appear to be different in each market, with reports showing costs of about \$2.20 a month in Mexico, about \$2 in Japan, and about \$1.07 in the Philippines.

Meta says Instagram Plus is separate from Meta Verified, which is aimed more at creators and businesses. This new plan is for everyday users. The company will keep testing before deciding whether to expand it, but some people may resist paying for yet another subscription.

Vocabulary Words List

subscription	a paid service that continues over time
paid	costing money
regular	normal or usual
access	the ability to use or enter something
tools	features that help users do something
exploring	looking into or testing possibilities
features	special tools or options
subscriber	a person who pays for a service
Story	a short post that disappears after a set time
rewatched	watched again
audience	the people who can see something
unlimited	without a set limit
custom	made for a specific choice or need
groups	sets of people put together
visible	able to be seen
spotlight	to push something forward so more people notice it
followers	people who follow an account
animated	designed with movement or lively effects
Superlike	a stronger, special type of like
search	to look for something
viewer	a person who watched something

specific	exact or clearly named
officially	in a formal or public way
reports	accounts or pieces of information
prices	amounts that something costs
market	a place or group where something is sold
creators	people who make online content
businesses	companies that offer products or services
everyday	ordinary or normal daily
expand	to make something larger or available in more places

Fill In The Blanks Listening Practice

Meta has started testing a new _____ called Instagram Plus in a few _____ countries. The company told TechCrunch that the plan gives _____ users _____ to extra _____ inside Instagram. This test comes after Meta said it was _____ new subscriptions across Instagram, Facebook, and WhatsApp.

One of the biggest _____ lets a _____ watch someone's _____ without the other person knowing. Subscribers can also see how many people _____ their own Stories. Another feature allows users to create _____ lists for Stories. Instead of sharing with everyone or only Close Friends, they can build many _____ and choose exactly who sees each _____ .

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Vocabulary Retention Quiz

1. What is Instagram Plus and who is it mainly designed for?
2. Which Story feature lets users control who can see each post more precisely?
3. How can subscribers give a Story extra visibility?
4. What countries are mentioned in reports about the test?
5. How is Instagram Plus different from Meta Verified?

Discussion Questions

- ? Would you pay for extra social media features? Why or why not?
- ? Which Instagram Plus feature seems most useful to you?
- ? Do you think social media companies should keep adding paid subscriptions?
- ? How much control should users have over who sees their Stories?

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