

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 _____ .

Instagram Plus also lets users keep a _____ for another 24 hours. They can _____ one _____ each week so it appears closer to the front of _____ ' _____ trays. Subscribers can send an _____ on Stories and _____ the _____ list to check whether a _____ person watched.

Meta did not _____ name the test countries, but online _____ say the _____ is being tried in Mexico, Japan, and the Philippines. _____ appear to be different in each _____ , with _____ 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 _____ and _____. This new plan is for _____ users. The company will keep testing before deciding whether to _____ it, but some people may resist paying for yet another _____ .

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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