Facebook Is Testing a Special Halloween Stories Feature in the U.S.

Facebook conjured up some Halloween tricks and treats for Facebook Stories. The social network is testing a Halloween Story feature, which has the same 24-hour shelf life that traditional Facebook Stories do, but is separate from users' personal Stories, although they will be able to upload photos and videos to both of them. On Oct…. https://www.adweek.com/digital/facebook-is-testing-a-special-halloween-stories-feature-in-the-u-s/