Here Are Some Key Takeaways From Facebook’s F8 Developer Conference

Meaningful conversations and engagement are paramount for brands on Facebook now more than ever before. With the de-emphasizing of likes and Reactions giving way to the importance of shares and actual comments, blindly posting content for the sake of merely “posting to post” is no longer enough. This was one of the primary foci at… http://www.adweek.com/digital/here-are-some-key-takeaways-from-facebooks-f8-developer-conference/