On the Adweek Podcast: What’s Working on Social?

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4 hours ago
When every day feels like Groundhog Day, how are we engaging with our audience?

Adweek audience engagement editor Jess Zafarris and David Cohen, who runs our Social Pro Daily blog, join us on this week’s episode to discuss social media during the pandemic. We round up new features on Instagram to support communities and changes to how Facebook is managing live content and measuring metrics.

Plus, we talk about the rise of Dr. Anthony Fauci, director of the National Institute of Allergy and Infectious Diseases, on social media as the voice of reason, even becoming the face of the crisis.

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