Twitter to Filter Out Negative Tweets in Search Results by @MattGSouthern

Twitter is ramping up its efforts to filter out negative tweets in searches and conversations.

The post Twitter to Filter Out Negative Tweets in Search Results by @MattGSouthern appeared first on Search Engine Journal.

http://tracking.feedpress.it/link/13962/9165478

A Hidden Instagram Feature Shows Users Time Spent in the App by @MattGSouthern

Instagram is testing a hidden “Usage Insights” feature, which shows users how much time they spend in the app.

The post A Hidden Instagram Feature Shows Users Time Spent in the App by @MattGSouthern appeared first on Search Engine Journal.

http://tracking.feedpress.it/link/13962/9163880

Klout Loses its Influence, Announces Shutdown on May 25 by @MattGSouthern

Social media measurement platform Klout announced that it is shutting down at the end of this month.

The post Klout Loses its Influence, Announces Shutdown on May 25 by @MattGSouthern appeared first on Search Engine Journal.

http://tracking.feedpress.it/link/13962/9123540

Facebook Lets Admins Crosspost Live Videos to Multiple Pages by @MattGSouthern

Facebook is enhancing live video with new features – the ability to crosspost live videos and rewind live videos in progress.

The post Facebook Lets Admins Crosspost Live Videos to Multiple Pages by @MattGSouthern appeared first on Search Engine Journal.

http://tracking.feedpress.it/link/13962/9114780

Instagram’s New Emoji Sliders Can Gauge Your Audience’s Opinion on Topics by @MattGSouthern

Instagram has a new feature that lets users give opinions on various topics by moving an emoji along a scale.

The post Instagram’s New Emoji Sliders Can Gauge Your Audience’s Opinion on Topics by @MattGSouthern appeared first on Search Engine Journal.

http://tracking.feedpress.it/link/13962/9113956

2018 Social Media Marketing Industry Report

Do you wonder how fellow marketers are using social media? Wondering if you should focus more on ads or bots? In our tenth-annual social media study, more than 5,700 marketers reveal where they'll focus their social media efforts. This industry report also shows you how marketers' organic activities have changed and what their future plans […]

This post 2018 Social Media Marketing Industry Report first appeared on Social Media Examiner.

https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2018/

Facebook Introduces New Video Retention Metrics by @MattGSouthern

Facebook will soon roll out improvements to the video retention graph available to pages in video insights.

Here is an overview of the new metrics that will be available to page admins in the coming weeks:

- **Followers vs Non-Followers**: Breakdown of audience retention by people who follow a Page and people who don’t follow a Page.
- **Audience Demographics**: Breakdown of audience retention by gender.
- **Zoom Chart**: Zoom into the chart to get a closer look at the data. See how key moments in a video affected viewership.

In addition to the metrics listed above, Facebook says data in the video retention graph for videos longer than two minutes will now be more accurate. A bug was detected that specifically affected longer videos, which has since been fixed.

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Snapchat Makes Story Ads Available Through its Self-Serve Ad Manager by @MattGSouthern

Snapchat is now letting marketers purchase Story Ads, formerly known as Promoted Stories, through its self-serve ads manager.

Now that Story Ads are available through the self-serve ads manager, they will have the same targeting options and auction-based pricing model as other Snapchat ads. This includes Snapchat’s 500+ predefined audience segments.

What makes Story Ads different from other ads on Snapchat is that they only appear in the Discover feed.

When an advertiser purchases a Story Ad they will get their own tile in the Discover feed, which can include up to 10 individual snaps.

Snapchat users can swipe up on any individual snap within a Story Ad to navigate to content outside of Snapchat. This can include a product page, an app install page, or any other link of the advertiser’s choosing.

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Instagram to Automatically Filter Threatening Comments by @MattGSouthern

Instagram is expanding its offensive comment filter, introduced last year, to include comments aimed at bullying others.

In a blog post penned by Instagram CEO Kevin Systrom, bullying comments are defined as those which are “intended to harass or upset people in the Instagram community.”

Instagram’s offensive comment filter will now automatically hide comments containing attacks on a person’s appearance or character, as well as comments that threaten an individual’s well-being.

The offensive comment filter is enabled on all accounts by default, but it can be turned off from the settings menu if you’d prefer to see all comments.

Instagram’s comment filter is designed to alert the company of repeated problems, which may lead to additional measures being taken if necessary.

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Facebook Introduces An

Analytics App for iOS and Android by @MattGSouthern

Facebook has introduced its first-ever Facebook Analytics app for measuring the performance of business pages.

Now available for iOS and Android, the Facebook Analytics app will help businesses conveniently review their key metrics in a mobile interface.

Using the app, businesses can stay on top of growth, engagement, and conversion efforts while on-the-go. Alerts can be set up to receive notifications when notable changes occur.

The Facebook Analytics app will allow you to:

- Check the metrics you care about most in a personalized overview tab.
- Create dashboards with the reports you have saved on desktop.
- Browse automated insights relevant to your business.
- Get notifications about anomalies in your data.

To get started, download the app by searching for “Facebook Analytics,” then log in with the same credentials you would use to access Facebook Analytics on the web.

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