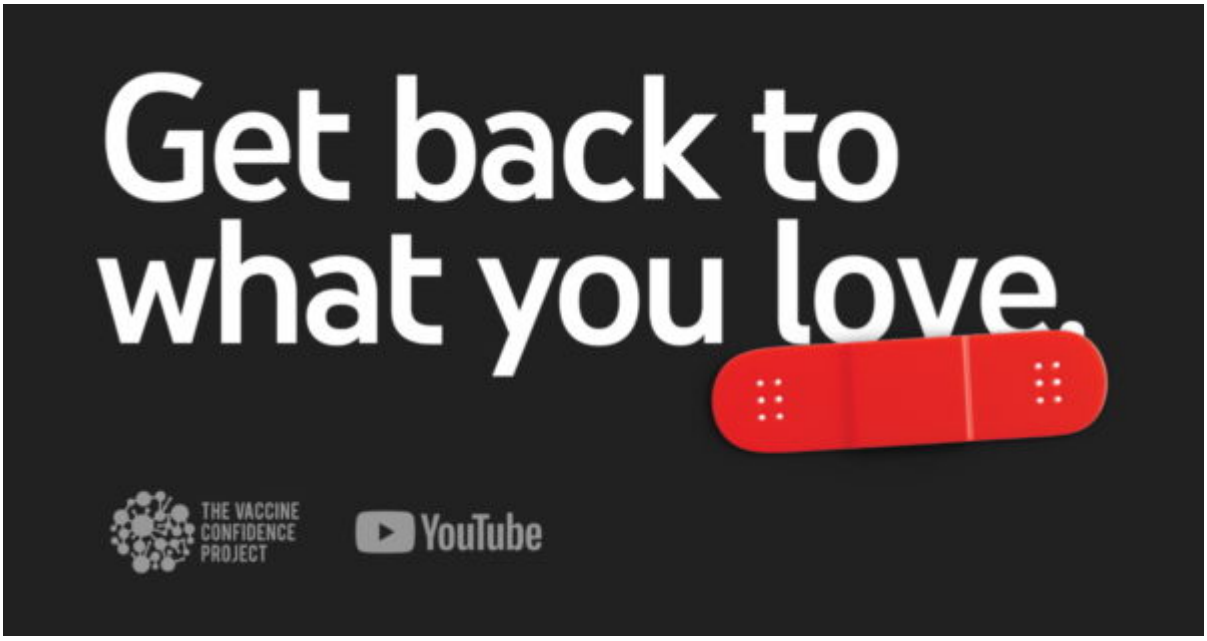
YouTube, Vaccine Confidence Project Kick Off Major PSA Campaign

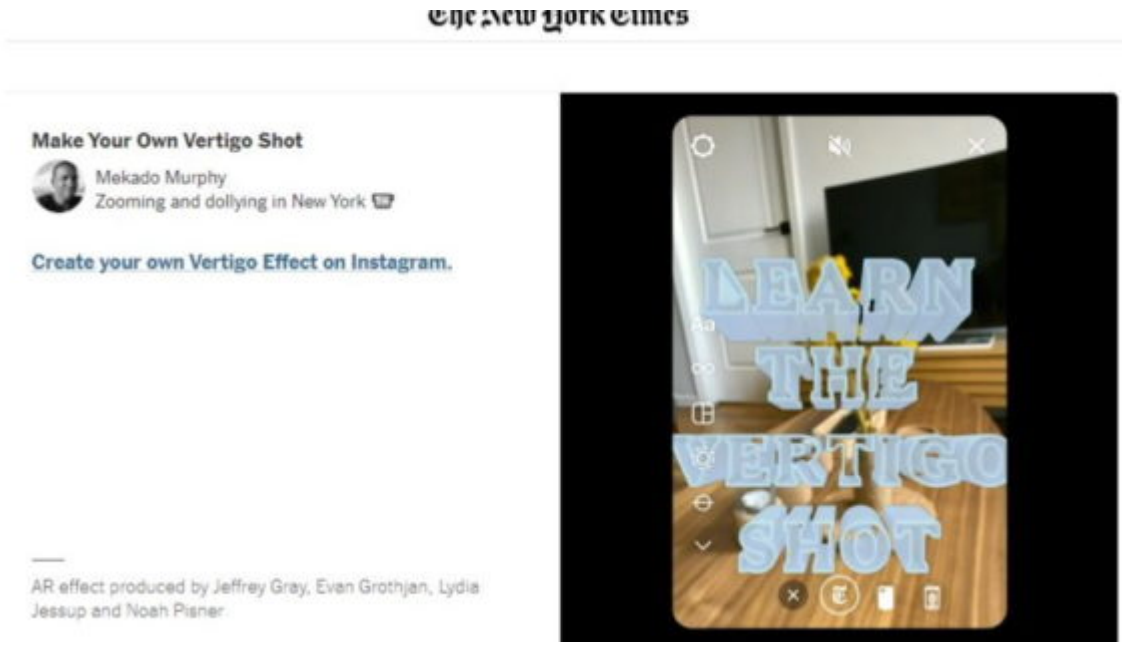


YouTube teamed up with the Vaccine Confidence Project on a global public service announcement campaign aimed at urging young adults to become informed about Covid-19 vaccines and remind them of the activities they have been missing out on due to the pandemic.

Recommended articles
https://www.adweek.com/social-marketing/youtube-vaccine-confidence-project-kick-off-major-psa-campaign/

The New York Times Creates

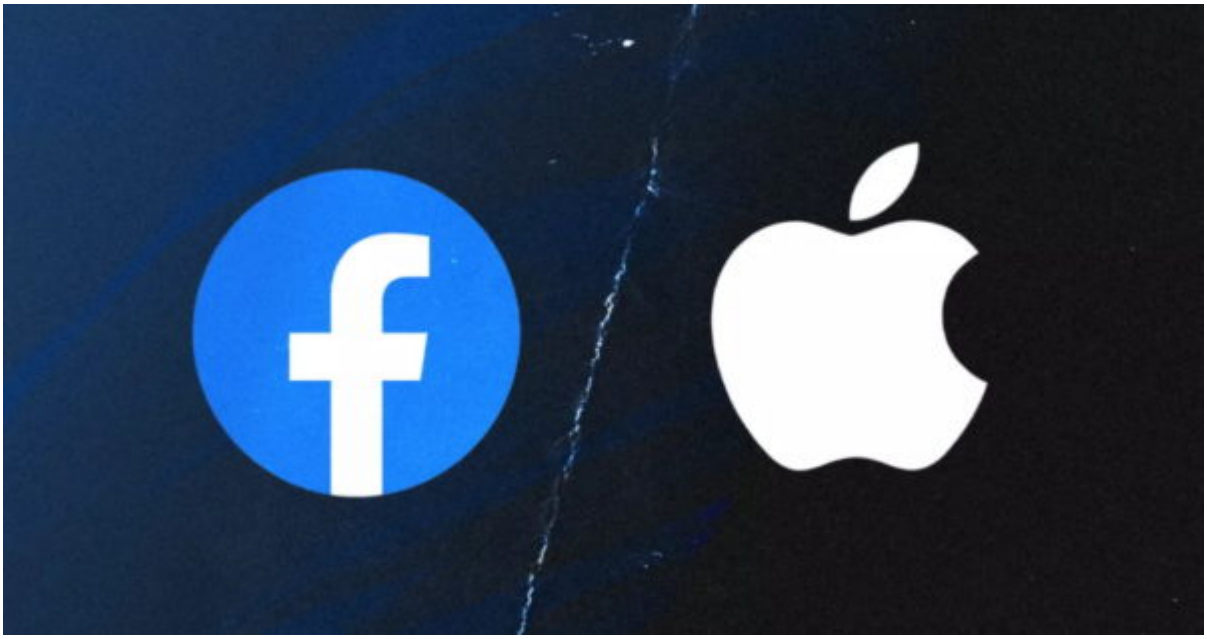
Vertigo Effect for Instagram



The New York Times is helping film fans get ready for the 93rd Academy Awards Sunday night (April 25) by bringing an effect used in many classic films to Instagram.

Recommended articles
https://www.adweek.com/social-marketing/the-new-york-times-creates-vertigo-effect-for-instagram/

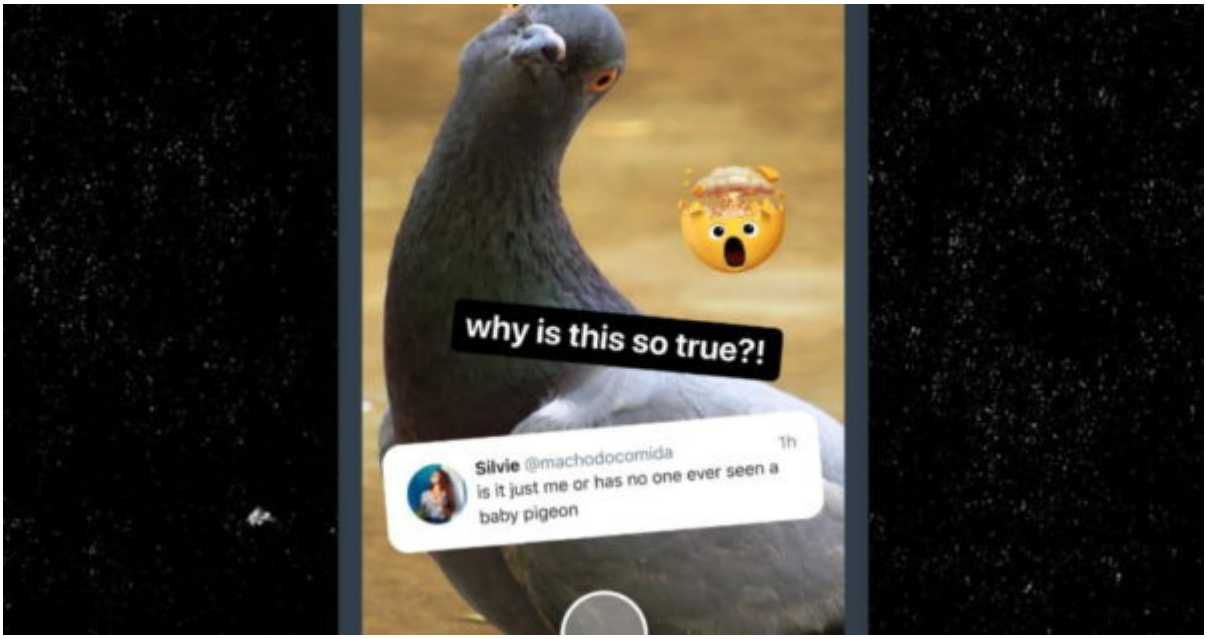
Facebook Preps Advertisers, App Developers, Audience Network Clients for iOS 14.5 Next Week



Apple confirmed earlier this week that iOS 14.5 and its accompanying prompts that will ask users whether they want to be tracked by applications will be made generally available next week, and Facebook responded by sharing suggestions for how advertisers, app developers and brands using the Facebook Audience Network monetization platform should prepare for the changes.

Recommended articles
https://www.adweek.com/programmatic/facebook-preps-advertisers-app-developers-audience-network-clients-for-ios-14-5-next-week/

Twitter Adds Backgrounds for Fleets on iOS



Twitter users on iOS can now add backgrounds to their Fleets.

Recommended articles
https://www.adweek.com/media/twitter-adds-backgrounds-for-fleets-on-ios/

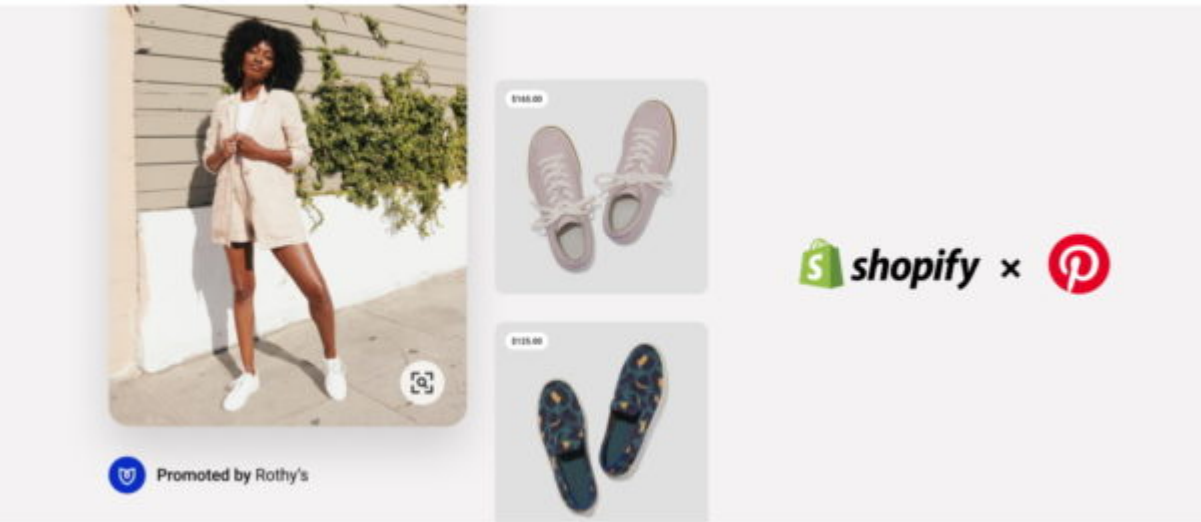
LinkedIn Updates Its Measurement Efforts



LinkedIn provided an update on its measurement efforts and ongoing work on that front with third-party advertising standards organizations.

Recommended articles
https://www.adweek.com/programmatic/linkedin-updates-its-measurement-efforts/

Pinterest, Shopify Extend Partnership to 27 More Countries



The existing partnership between Pinterest and Shopify was extended to 27 additional countries Wednesday.

Recommended articles
https://www.adweek.com/social-marketing/pinterest-shopify-extend-partnership-to-27-more-countries/

TikTok Gains ISO 27001 Certification in the UK, US



TikTok said Tuesday that it is officially ISO 27001 certified in the U.K. and the U.S., with India, Ireland and Singapore to follow soon.

Recommended articles
https://www.adweek.com/media/tiktok-gains-iso-27001-certification-in-the-uk-us/

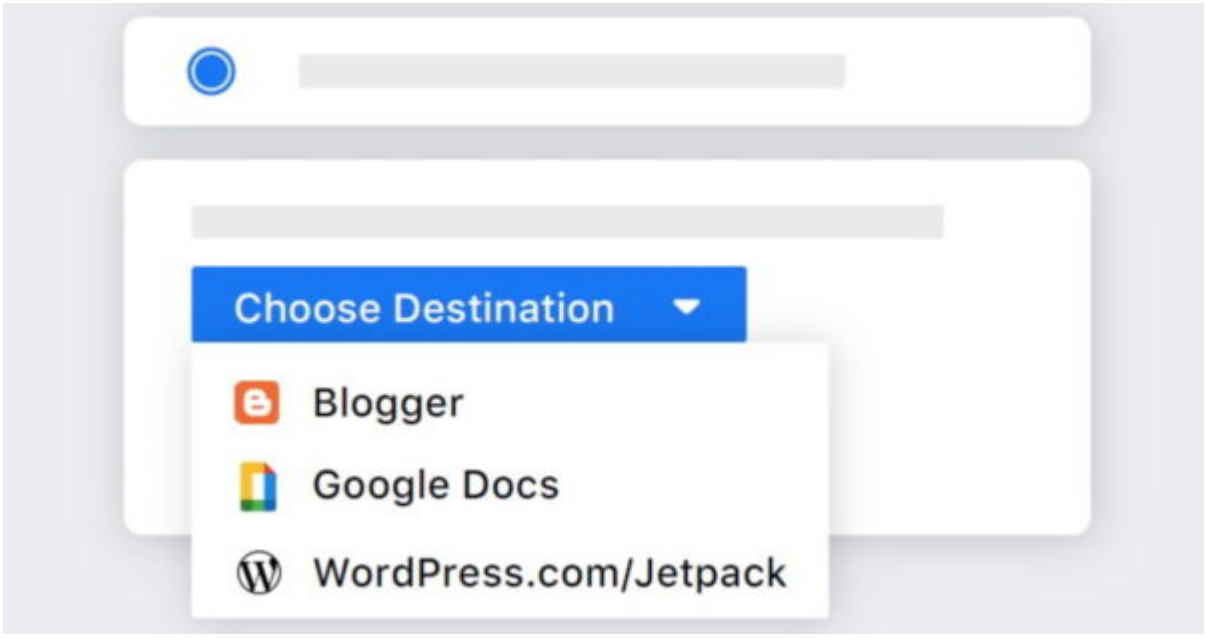
Pinterest Rolls Out Content Claiming Portal Tool



Pinterest rolled out a way for creators to protect their content and determine how it can be used on the platform.

Recommended articles
https://www.adweek.com/media/pinterest-rolls-out-content-claiming-portal-tool/

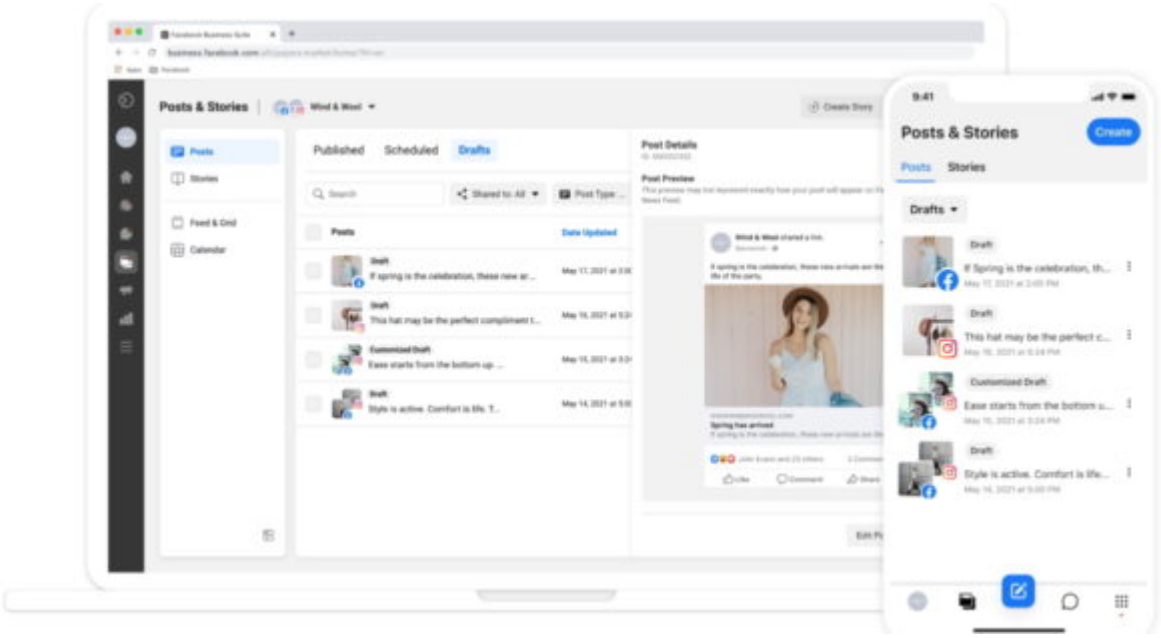
Facebook’s Data Portability Tool Renamed Transfer Your Information



Facebook added new options to its data portability tool, enabling users to directly transfer their notes and posts to Blogger, Google Docs and WordPress, and the tool is being renamed Transfer Your Information.

Recommended articles
https://www.adweek.com/media/facebooks-data-portability-tool-renamed-transfer-your-information/

Facebook Details Updates, Tests, Ad Options for Businesses on Its Platform



Facebook is testing and introducing several updates to help businesses on its platform boost their chances of being discovered and better connect with customers and potential customers.

Recommended articles
https://www.adweek.com/media/facebook-details-updates-tests-ad-options-for-businesses-on-its-platform/