Facebook NPE Team Tests Speed Dating App Sparked

Facebook Dating is already a thing and, if a new application being tested by the Facebook NPE Team gains enough traction for an official rollout, Facebook speed dating may become a thing.

Recommended articles
https://www.adweek.com/media/facebook-npe-team-tests-speed-dating-app-sparked/

Great Clips Lets NHL Fans Pick Their ‘Legendhairy Lineup’

What do you see when National Hockey League players remove their helmets?

Recommended articles
https://www.adweek.com/social-marketing/great-clips-lets-nhl-fans-pick-their-legendhairy-lineup/

Nextdoor Taps Juliana Jaoudi as Head of Global Enterprise Ad Sales

Juliana Jaoudi joined Nextdoor as head of global enterprise ad sales.

Don’t miss **The Business of Marketing**, a new series featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/programmatic/nextdoor-taps-juliana-jaoudi-as-head-of-global-enterprise-ad-sales/

LinkedIn Ads Guide Provides

Single Destination for All Ad Specs, Formats

LinkedIn rolled out a new LinkedIn Ads Guide Monday, providing brands with a single destination for ad specifications, formatting recommendations and general information about all of the professional network’s advertising offerings.

Recommended articles
https://www.adweek.com/programmatic/linkedin-ads-guide-provides-single-destination-for-all-ad-specs-formats/

Twitter Begins Building a Team in Ghana

Twitter is looking to establish a presence in Africa by actively building a team that will be based in Ghana.

Recommended articles
https://www.adweek.com/media/twitter-begins-building-a-team-in-ghana/

Facebook Ramps Up Diversity, Equity, Inclusion Efforts in Open Source

Facebook detailed steps it is taking to ensure diversity, equity and inclusion in its open source efforts.

Recommended articles
https://www.adweek.com/media/facebook-ramps-up-diversity-equity-inclusion-efforts-in-open-source/

TikTok: How to Use the Music Visualizer Effect

TikTok began rolling out a series of interactive music creative effects that users can add to their videos. Six new effects will be released in total, with the first being Music Visualizer. This effect adds a background to users' videos that pulses to the beat of the music users select for their content.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/tiktok-how-to-use-the-music-visualizer-effect/

Facebook: 26% of SMBs Globally, 22% in US Were Closed in February

Facebook shared the latest version of its Global State of Small Business Report examining the effects of the pandemic Thursday, saying that 26% of small and midsized businesses worldwide and 22% of those in the U.S. reported that they were closed in February.

Recommended articles
https://www.adweek.com/media/facebook-26-of-smbs-globally-22-in-us-were-closed-in-february/

Less Is More, as Twitter Begins Cleaning Up Its Ad Product Suite

Twitter unveiled a cleaned-up advertising product suite Wednesday, consolidating 22 individual ad product names into five categories and outlining which features apply to those

categories.

Recommended articles
https://www.adweek.com/programmatic/less-is-more-as-twitter-begins-cleaning-up-its-ad-product-suite/

Facebook Joins Forces With UNICEF, WHO for World Health Day

Facebook is marking World Health Day Wednesday by teaming up with UNICEF and the World Health Organization on a worldwide campaign to promote credible information about the Covid-19 vaccine.

Recommended articles
https://www.adweek.com/media/facebook-joins-forces-with-unicef-who-for-world-health-day/