New Reddit Users Can Add Gender Identity During Signup Process

New users signing up for Reddit will have the option of adding their gender identity to their account during the creation process, with a variety of options to choose from, including a free-form field and skipping the process altogether.

Recommended articles
https://www.adweek.com/media/new-reddit-users-can-add-gender-identity-during-signup-process/

TikTok Joins Coalition to End Wildlife Trafficking Online

TikTok joined the Coalition to End Wildlife Trafficking Online, which was established by the International Fund for Animal Welfare, Traffic and the World Wildlife Fund in 2018.

Recommended articles
https://www.adweek.com/media/tiktok-joins-coalition-to-end-wildlife-trafficking-online/

Facebook Completes First Phase of Fiber Build Across Indiana

Facebook said Monday that it completed the first phase of a fiber network build across Indiana, running nearly 80 miles alongside Interstate 70 from the Indiana-Ohio border to downtown Indianapolis.

Recommended articles
https://www.adweek.com/media/facebook-completes-first-phase-of-fiber-build-across-indiana/

Oscar Mayer Smokes 1,500 Pairs of Shoelaces With Bacon

Oscar Mayer teamed up with Black Ops Productions to create 1,500 pairs of limited-edition shoelaces cold-smoked with actual Oscar Mayer Hardwood Smoked Bacon to capture their scent.

Recommended articles

https://www.adweek.com/social-marketing/oscar-mayer-smokes-1500-pairs-of-shoelaces-with-bacon/

Cameo: How to Change Your Notification Settings

By default, the Cameo application will send users notifications when they receive a new direct message, when there are celebrity updates they may be interested in and more. However, users can change their notification settings so that they only receive the types they are interested in. Our guide will show you how to change your notification settings in the Cameo app.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/cameo-how-to-change-your-notification-settings/

How Are Snapchatters Celebrating Easter, Holi,

Passover and Ramadan?

For the second consecutive year, holidays and festivals that fall in March and April—Easter, Holi, Passover, Ramadan—will be celebrated differently due to the pandemic, and Snap Inc. shared its findings on how Snapchatters plan to adjust their celebrations while upholding traditions.

Recommended articles
https://www.adweek.com/social-marketing/how-are-snapchatters-celebrating-easter-holi-passover-and-ramadan/

Twitter Acqui-Hires Reshuffle to Bolster API v2

Twitter’s latest acquisition is aimed at speeding the process of rolling out new features for Twitter API v2 (application-programming interface).

Recommended articles
https://www.adweek.com/media/twitter-acqui-hires-reshuffle-to-bolster-api-v2/

Singapore by Stream Takes Twitch Viewers on a Taxi Tour

People can now take a taxi tour through Singapore without leaving the couch.

Recommended articles
https://www.adweek.com/social-marketing/singapore-by-stream-takes-twitch-viewers-on-a-taxi-tour/

Twitter Seeks Users’ Input on How to Handle Content From World Leaders

Twitter kicked off a public survey Friday aimed at learning how its users believe it should craft its approach to treatment of world leaders.

Recommended articles
https://www.adweek.com/media/twitter-seeks-users-input-on-how-to-handle-content-from-world-leaders/

Facebook Shops: Over 1 Million Active, 250 Million People Interacting Per Month

There are now more than 1 million active Facebook Shops, and over 250 million people are interacting with them every month, according to CEO Mark Zuckerberg.

Recommended articles
https://www.adweek.com/media/facebook-shops-over-1-million-active-250-million-people-interacting-per-month/