Instagram Marks Pi Day With Women in STEM Stickers

Instagram released a set of new stickers saluting women in STEM (science, technology, engineering and mathematics) just in time for Pi Day (March 14).

Recommended articles
https://www.adweek.com/media/instagram-marks-pi-day-with-women-in-stem-stickers/

Clubhouse: How to End a Room

After you create a Room on Clubhouse, you'll have the option to close (or "end") the Room whenever you want. Our guide will show you how this is done.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/clubhouse-how-to-end-a-room/

Twitter Touts Pay Equity Progress in Its 2020 Annual Inclusion & Diversity Report

Twitter’s 2020 Annual Inclusion & Diversity Report, released Thursday, includes the results of its annual pay equity study, and the company found that women earned 100% of what equivalent men on its work force took home, and employees who identified as underrepresented minorities earned 100% of what equivalent white employees were paid.

Recommended articles
https://www.adweek.com/media/twitter-touts-pay-equity-progress-in-its-2020-annual-inclusion-diversity-report/

Pinterest Furthers Efforts Vs. Covid-19 Vaccine Misinformation

Pinterest detailed steps it is putting in place to thwart the spread of misinformation related to the Covid-19 vaccine via its platform.

Recommended articles

https://www.adweek.com/media/pinterest-furthers-efforts-vs-covid-19-vaccine-misinformation/

Blue Moon LightSky Gives Instagram, Twitter Users Beer for Spring Cleaning

Beer brand Blue Moon LightSky teamed up with The Home Edit founders Clea Shearer and Joanna Teplin on the “Lighten Up” campaign, which “bribes” people to take care of spring cleaning in exchange for beer.

Recommended articles
https://www.adweek.com/social-marketing/blue-moon-lightsky-gives-instagram-twitter-users-beer-for-spring-cleaning/

Eric Toda and Tatiana Holifield to Co-Chair Adweek’s Social Media Council

Adweek has formed its first Social Media Council, featuring 16 leaders in the social space ranging from the technology industry to entertainment and consumer-packaged goods and representing over $849 billion in revenue. The council’s efforts are aimed towards advising Adweek in its commitment to helping marketers learn and grow in their journey to be future CMOs, including an active presence in Social Media Week’s New York event on May 4-7.

Recommended articles
https://www.adweek.com/brand-marketing/eric-toda-and-tatiana-holifield-to-co-chair-adweeks-social-media-council/

Clubhouse: How to Connect Your Instagram Account

Did you know that Clubhouse allows you to connect your Instagram account to your Clubhouse profile? This allows you to add a link that other users can tap on. Our guide will show you how to connect your Instagram account to your Clubhouse profile.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/clubhouse-how-to-connect-your-instagram-account/

Media Outlets Working With Branded Content Project Ring Up $1M in Sponsorships in 4 Months

The Branded Content Project—a joint project between the Local Media Consortium and the Local Media Association and funded by the Facebook Journalism Project—said Tuesday that local media outlets working with it have sold over $1 million in content series sponsorships in just over four months.

Recommended articles
https://www.adweek.com/media/media-outlets-working-with-branded-content-project-ring-up-1m-in-sponsorships-in-4-months/

Shania Twain Kicks Off #LetsGoGirls TikTok Challenge for International Women’s Day

Country and pop super star Shania Twain kicked off the #LetsGoGirls challenge on TikTok just in time for International Women’s Day Monday.

Recommended articles
https://www.adweek.com/media/shania-twain-kicks-off-letsgogirls-tiktok-challenge-for-international-womens-day/

Facebook Keeps Pressing for Updated Comprehensive Internet Regulations in the US

“A (Too) Short History,” the latest spot in Facebook’s “It’s Time” public affairs campaign, is a study in contrasts, serving up a blitz of images depicting how the internet has changed in the past 25 years, while bemoaning the fact that internet regulations in the U.S. have not been updated once during that time period.

Recommended articles
https://www.adweek.com/media/facebook-keeps-pressing-for-updated-comprehensive-internet-regulations-in-the-us/