Snapchat to Stay the Course With iOS 14



Snapchat will continue to collect IDFA (Identifier for Advertising) data for opt-in events on iOS 14, showing Apple's permission system to users to enable them to opt in to tracking and websites owned by third parties.

Recommended articles
https://www.adweek.com/programmatic/snapchat-to-stay-the-course-with-ios-14/

Wave.tv to Create Social Sports Betting Content for FanDuel



Wave.tv entered into a partnership with FanDuel under which the sports media company will create in-depth sports betting content and share it across all major social platforms.

Recommended articles
https://www.adweek.com/media/wave-tv-to-create-social-sports-betting-content-for-fanduel/

Reddit Names First Ever CFO, Drew Vollero

Reddit has its first ever chief financial officer: Drew Vollero, who joins the platform from security and facility services firm Allied Universal, where he held the same role.



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/media/reddit-names-first-ever-cfo-drew-vollero/

LinkedIn Pauses Collection of IDFA Data via Its iOS App



LinkedIn’s iOS application will no longer collect IDFA (Identifier for Advertising) data for now as the professional network plots its strategy for dealing with the changes Apple is bringing to its iOS 14 operating system.

Recommended articles
https://www.adweek.com/programmatic/linkedin-pauses-collection

-of-idfa-data-via-its-ios-app/

TikTok Rolls Out Q&A Feature for All Creators



More give-and-take is coming to TikTok, as the video creation platform rolled out a Q&A feature for all creators Thursday.

Recommended articles
https://www.adweek.com/media/tiktok-rolls-out-qa-feature-for-all-creators/

Clubhouse: How to Hide a Room



When you open Clubhouse, the audio chat application will show you different rooms you may be interested in joining. If you come across a room you no longer want to see, our guide will show you how to hide it.

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

Facebook Audience Network Issues Deadlines for Android Apps to Go Bidding-Only



Facebook revealed a Sept. 30 deadline for Android applications on its Facebook Audience Network monetization platform to convert to bidding-only.

Recommended articles
https://www.adweek.com/programmatic/facebook-audience-network-issues-deadlines-for-android-apps-to-go-bidding-only/

Pinterest Details New Research, Features at Its Pinterest Presents Global Advertiser Summit



Pinterest revealed several new and upcoming features at its Pinterest Presents global advertiser summit Wednesday, which featured sessions in six countries: Australia, Canada, France, Germany, the U.K. and the U.S.

Recommended articles
https://www.adweek.com/social-marketing/pinterest-details-new-research-features-at-its-pinterest-presents-global-advertiser-summit/

Clubhouse: How to Find More People to Follow



When you create a Clubhouse account, the Clubhouse application will encourage you to follow at least 25 people. If you want to find new people to follow in the Clubhouse app, our guide will show you how this is done.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/clubhouse-how-to-find-more-people-to-follow/

Canada Goose, NBA Reach Multiyear Partnership for All-Star Weekends



Canada Goose reached a multiyear agreement with the National Basketball Association to be an outerwear partner for NBA All-Star Weekend.

Recommended articles
https://www.adweek.com/social-marketing/canada-goose-nba-reach-multiyear-partnership-for-all-star-weekends/