Twitter Permanently Suspends 373 Accounts Tied to State-Linked Information Operations

Twitter permanently suspended a total of 373 accounts from four networks in Armenia, Iran and Russia (two) for violations of its platform manipulation policies and added those networks to its archive of state-linked information operations.

Recommended articles
https://www.adweek.com/media/twitter-permanently-suspends-373-accounts-tied-to-state-linked-information-operations/

Facebook Tests New Ways to Prevent Sharing of Content That Victimizes Children

Facebook is testing new tools aimed at preventing people from sharing content that victimizes children, as well as improvements to its detection and reporting tools.

Recommended articles
https://www.adweek.com/media/facebook-tests-new-ways-to-prevent-sharing-of-content-that-victimizes-children/

Facebook to Work With Colorintech Again on Promoting Diversity in the European Tech Sector

Facebook is teaming up with U.K. nonprofit Colorintech for the second consecutive year to help close the racial gap in the tech industry in Europe.

Recommended articles
https://www.adweek.com/media/facebook-to-work-with-colorintech-again-on-promoting-diversity-in-the-european-tech-sector/

DoubleVerify: Inflammatory and Misleading Content Spiked 83% Year Over Year Last November

Brands unwittingly spent a minimum of $235 million in

advertising on sites linked to disinformation in 2019, according to Global Disinformation Index estimates, and digital media analytics, data and measurement platform DoubleVerify released a new report that examined three of the most important news events of 2020: the U.S. presidential election, the pandemic and the Black Lives Matter movement for racial justice.

Recommended articles
https://www.adweek.com/media/doubleverify-inflammatory-and-misleading-content-spiked-83-year-over-year-last-november/

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6 Seconds or 15 Seconds? Snap, Magna, IPG Media Lab Seek the Answer

What’s the difference between six seconds and 15 seconds? Snap Inc., Magna and IPG Media Lab fought the urge to reply, “nine seconds,” and instead examined responses to video ads of those lengths.

Recommended articles
https://www.adweek.com/media/6-seconds-or-15-seconds-snap-magna-ipg-media-lab-seek-the-answer/

Facebook Gaming Backs Community Tournaments With Prize Money, Technology

Facebook Gaming is teaming up with several gaming community partners to hold over 90 community tournaments.

Recommended articles
https://www.adweek.com/media/facebook-gaming-backs-community-tournaments-with-prize-money-technology/

YouTube Spaces Goes 100% Virtual

The coronavirus-induced trend of shifting from physical locations to virtual locations caught YouTube Spaces in its wake.

Recommended articles
https://www.adweek.com/media/youtube-spaces-goes-100-virtual/

Let’s Try This Again: WhatsApp Preps Users for Changes to Terms of Service, Privacy Policy

WhatsApp’s much-maligned updates to its terms of service and privacy policy, pushed back from its original Feb. 8 deadline for acceptance by users, will now take effect May 15, and the Facebook-owned messaging application detailed steps it will take to provide more information, while taking a shot at some of its competitors.

Recommended articles
https://www.adweek.com/media/lets-try-this-again-whatsapp-preps-users-for-changes-to-terms-of-service-privacy-policy/

Twitter Commits to 25×25 Pledge on Underrepresented Groups in Leadership Roles

The number 25 looms large in Twitter’s diversity, equity and inclusion plans.

Recommended articles
https://www.adweek.com/media/twitter-commits-to-25×25-pledge-on-underrepresented-groups-in-leadership-roles/

Oculus Quest 2 Users Can Now Experiment With Multi-User Accounts, App Sharing

As promised in January, Oculus From Facebook began rolling out two experimental and highly requested features for its Oculus Quest headsets: multi-user accounts and application sharing.

Recommended articles
https://www.adweek.com/media/oculus-quest-2-users-can-now-experiment-with-multi-user-accounts-app-sharing/