Glassdoor Debuts Company Ratings on Diversity, Equity and Inclusion Topics

Job insights platform Glassdoor expanded upon the tools it introduced last September to help its users better understand diversity, equity and inclusion at companies, introducing employee-provided company ratings and salary reports broken out by specific demographic groups Wednesday.

Recommended articles
https://www.adweek.com/media/glassdoor-debuts-company-ratings-on-diversity-equity-and-inclusion-topics/

Leon Bridges, Kaytranada Debut Original Tracks on TikTok

TikTok’s celebration of Black History Month has taken a musical turn.

Recommended articles
https://www.adweek.com/media/leon-bridges-kaytranada-debut-original-tracks-on-tiktok/

YouTube to Bring Shorts to the U.S. in Beta

Shorts, YouTube’s answer to TikTok and Instagram Reels, will be coming to the U.S. in beta form in the coming weeks.

Recommended articles
https://www.adweek.com/media/youtube-to-bring-shorts-to-the-u-s-in-beta/

Facebook Audience Network Rolls Out Information, Resources for App Developers, Publishers

Monetization platform Facebook Audience Network released a host of new information and resources Tuesday to help application developers and publishers grow their businesses.

Recommended articles
https://www.adweek.com/programmatic/facebook-audience-network-

rolls-out-information-resources-for-app-developers-publishers/

TikTok Fashion Month Kicks Off, Runs Through March 18

TikTok Fashion Month is back, with celebrities, creators, fashion houses and the video creation platform’s community walking its virtual runway through March 18 via hashtags, livestreams and other initiatives.

Recommended articles
https://www.adweek.com/media/tiktok-fashion-month-kicks-off-runs-through-march-18/

Messenger From Facebook, Messenger Kids Roll Out Black History Month Sticker Pack

Messenger From Facebook and Messenger Kids released a limited-edition sticker pack to mark Black History Month.

Recommended articles

https://www.adweek.com/media/messenger-from-facebook-messenger-kids-roll-out-black-history-month-sticker-pack/

Facebook Details Efforts to Protect Myanmar Citizens in Wake of Military Coup

Facebook shared details on steps it is taking to support the citizens of Myanmar following the military coup that occurred there Feb. 1.

Recommended articles
https://www.adweek.com/media/facebook-details-efforts-to-protect-myanmar-citizens-in-wake-of-military-coup/

Brands' AR Lenses on Snapchat Score Big on Super Sunday

More than 59 million Snapchatters in the U.S. engaged with augmented reality lenses on Super Bowl Sunday, and much of that engagement was with content from brands, as sponsored AR

lenses saw over 200 million engagements from U.S. Snapchatters on game day.

https://www.adweek.com/media/brands-ar-lenses-on-snapchat-score-big-on-super-sunday/

Discovery, Snapchat Team Up on Content, Advertising for Next 2 Olympics

The mere six-month gap between the rescheduled 2020 Summer Olympic Games in Tokyo and the 2022 Winter Olympics in Beijing provides a challenge in terms of content creation and advertising opportunities, and Discovery and Snap Inc. are teaming up to meet that challenge head-on.

Recommended articles
https://www.adweek.com/media/discovery-snapchat-team-up-on-content-advertising-for-next-2-olympics/

Facebook Defends Its

Preventive Measures Leading Up to the Capitol Attack

Facebook found itself on the defense over its handling of groups prior to, during and after the violent attacks on the U.S. Capitol Jan. 6 during a press call to detail the release of its Community Standards Enforcement Report for the fourth quarter of 2020.

Recommended articles
https://www.adweek.com/media/facebook-defends-its-preventive-measures-leading-up-to-the-capitol-attack/