Miley Cyrus to Headline NFL TikTok Tailgate Prior to Super Bowl LV

The National Football League said last week that 7,500 vaccinated healthcare workers were invited to Super Bowl LV Feb. 7 as its guests. On Monday, the league and TikTok detailed how they will entertain those guests.

Recommended articles
https://www.adweek.com/media/miley-cyrus-to-headline-nfl-tiktok-tailgate-prior-to-super-bowl-lv/

Tagboard Interactive Released to Help Producers of Live TV Drive Digital Engagement

Interactive storytelling platform Tagboard introduced Tagboard Interactive Monday, a new product suite aimed at enabling producers of live television to drive engagement across social channels in real-time.

Recommended articles
https://www.adweek.com/media/tagboard-interactive-released-to-

help-producers-of-live-tv-drive-digital-engagement/

LinkedIn Lets Members Choose Who Can Comment on Their Posts

LinkedIn added two new ways for users to control their conversation experiences on the professional network.

https://www.adweek.com/media/linkedin-lets-members-choose-who-can-comment-on-their-posts/

TikTok Debuts TikTok Creator Portal

TikTok Friday introduced online hub TikTok Creator Portal, a one-stop shop for educational resources for creators on its platform.

https://www.adweek.com/media/tiktok-debuts-tiktok-creator-portal/

‘Nudes for Valentine’s Day?’ Yes, But Not That Kind, and for a Good Cause

Another request to “Send Nudes” via social platforms? Relax: This one is for a good cause, and there’s a reason why Nudes is uppercase.

Recommended articles
https://www.adweek.com/media/nudes-for-valentines-day-yes-but-not-that-kind-and-for-a-good-cause/

Discord: How to Stop Seeing Emoji Reactions on Messages

Did you know that Discord users can leave emoji reactions on messages? For instance, if someone shares something funny, other users can leave a laughing emoji reaction on the message. If you don’t want to see these emoji reactions on messages, our guide will show you how to turn this feature off.

Brandy Shaul
Recommended articles
https://www.adweek.com/media/discord-how-to-stop-seeing-emoji-reactions-on-messages/

Branded Content Project to Hold Bootcamp for BIPOC Publishers

The Branded Content Project—an initiative started by the Facebook Journalism Project, the Local Media Association and the Local Media Consortium in 2019—is now accepting applications from Black, indigenous and people of color (BIPOC) publishers for its Branded Content Sales Bootcamp.

Recommended articles
https://www.adweek.com/media/branded-content-project-to-hold-bootcamp-for-bipoc-publishers/

Biden White House Gets to Work on Twitter, Creating 50+

New Staff Accounts

The administration of President Joe Biden wasted no time in revving up its Twitter engine, creating over 50 new staff government accounts, along with two new institutional White House accounts: @WHCOS, for chief of staff Ronald Klain; and @WHCommsDir, for communications director Kate Bedingfield.

All of those new accounts will be added to the White House Twitter List.

As for Biden, his @POTUS account followed several White House-related accounts, as well as Chrissy Teigen.

Inaugural youth poet laureate Amanda Gorman, whose recital was a highlight of Inauguration Day Wednesday, saw her Twitter account soar from under 100,000 followers to over 1 million in less than 24 hours.

Recommended articles
https://www.adweek.com/media/biden-white-house-gets-to-work-on-twitter-creating-50-new-staff-accounts/

Reddit Updates the Technology Behind Its Avatars

Reddit’s updates for the period from Jan. 6 through 19 were highlighted by sprucing up its avatars and revamping its notifications experience.

The foundational technology behind avatars was updated to make them more scalable and secure and give them better telemetry.

This enables Redditors to do things like change the color of their beard without changing the color of their hair, or hold something in their right hand without canceling out whatever they’re holding in their left hand.

Profile images and avatars, which had already been available for Android and mobile web, were added for desktop, with iOS to follow.

And new fashions and accessories were released to help avatars ring in 2021.

Reddit also began rolling out a new notification inbox, complete with profile and community images, as well as the ability to hide and manage notifications inline.

The platform said it had been rolled out to roughly 5% of users as of Tuesday.

Once Redditors are on the new version, they will be able to control inbox notifications and emails that they receive via Android, desktop, iOS and the mobile web.

Reddit

Reddit

Android and desktop Redditors can now sign up or login to their accounts via magic links sent to their email addresses, giving them access via one click. This feature had already been available for iOS.

Another feature that was already available on iOS and extended to Android, desktop and the mobile web: New Redditors can select more detailed subtopics that they are interested in.

Reddit is also running an A/B test where the best sort on comment threads will prioritize comments with high upvote ratios, with the goal of helping high-quality comments get the attention they deserve.

The award sheet on posts and comments had been different than that on live videos, and Reddit cleaned that up to make all of them the same.

Reddit is running a limited test for the next two weeks, giving logged-out Redditors on the mobile web various offers and rewards if they download the Reddit application for the first time and login. This test will go to 25% of mobile web users.

Redditors who have yet to verify their accounts are being reminded to do so via a dismissible banner on iOS.

Finally, Reddit detailed various bug fixes in its blog post.

Recommended articles
https://www.adweek.com/media/reddit-updates-the-technology-behind-its-avatars/

Facebook Continues to Prep Advertisers, Developers, Partners for iOS 14 Updates

Facebook continued to prepare application advertisers, developers, mobile web advertisers and partners for changes to Apple’s iOS 14 operating system.

The social network Tuesday released Facebook Platform SDK (software development kit) version 9.0, which included additional features, as well as required actions in order to

ensure that apps remain integrated with the platform.

Developers using versions 8.2 or below of the Android, iOS or Unity SDKs must begin migrating to version 9.0, as those older SDKs will be deprecated.

Facebook said that moving forward, all new major versions will target annual releases with the aim of aligning the SDK version number with the latest version of Graph API (application-programming interface), although minor updates will continue to be released in order to enhance the functionality of its SDKs.

The social network will also end support for the React Native wrapper around its Android and iOS SDKs, and it is removing the auto-initialization feature for its SDKs.

Facebook introduced a Limited Login mode for Facebook Login in order to implement safeguards to prevent the fact that a person used Facebook to login to an iOS app from being used to target advertising to that person or measure its effectiveness.

Limited Login enables users of apps to create new accounts or access existing accounts while only sharing their names, profile pictures and, optionally, email addresses.

Developers can choose either Limited Login or classic Facebook Login uniformly for all users or conditionally, and the modes are interoperable.

Facebook shared the following actions that must be taken by app advertisers and developers, which must upgrade to Audience Network SDK v6.2.1 in order to monetize with iOS 14 users when that operating system is updated:

- Advertisers that work with mobile measurement partners and do not use the SDK should check with those MMPs for more information on integrating with Facebook to support

SKAdNetwork.

- Those that use the SDK should have the latest version in order to be able to optimize for app events, mobile app installs plus events or value.
- Starting Tuesday, advertisers can confiture the SKAdNetwork conversion schema in Events Manager to measure and optimize for those objectives.
- Advertisers can now set up and test SKAdNetwork-based app install campaigns in Ads Manager and via the API.
- The account-level attribution window will be replaced with a new attribution setting accessible during campaign creation at the ad set level, with settings defaulting to seven-day click and one-day view, which may lead to a decrease in reported conversions.
- Advertisers that use the App Events API and do not use Facebook SDK to support SKAdNetwork API must properly implement SKAdNetwork through Events Manager.
- The social network described its new Resource Center in a blog post: “We are launching Resource Center, a dedicated tab in Ads Manager with a customized checklist of tasks to guide you through actions you can take in order to ensure that your advertising is set up optimally and prepare for the upcoming impact of iOS 14 requirements. The Resource Center will provide a list of relevant updates summarizing how iOS 14 requirements may impact your specific ad account. Most tasks and updates will link to Help Center articles to further support you through these changes.”

Facebook’s tasks for mobile web advertisers and partners are:

- Advertisers can now view all of their events through the new Aggregated Event Measurement and Pixel/Conversions API tabs in Events Manager. The former will provide information on events processed using aggregated event measurement, while the latter includes all other web events.

- Advertisers must verify their domain names in Business Manager.
- Advertisers should limit themselves to eight conversion events per domain.
- Delivery value optimization will transition from Ads Manager to Events Manager, and value sets must be enabled. They will be automatically assigned based on historical data and turned on in Events Manager for advertisers that have previously used value optimization. There is a maximum of eight value sets.
- Performance and audience sizes may decrease for dynamic ads for retargeting. Advertisers should verify product URL domains in their catalog feeds and avoid using URLs that redirect users to different domains. Only one pixel per catalog should be used to optimize for prioritized conversion events across all catalog items.
- The account level attribution window will be replaced with a new attribution setting at the ad set level accessed during campaign creation, ensuring that the conversions measured by Facebook are the same ones that inform campaign optimization, allowing for increased clarity when analyzing ad performance.
- Statistical modeling will be used for certain attribution windows and/or metrics to account for less data availability from iOS 14 users.
- Certain attribution windows will have partial reporting, and metrics will not include all events from iOS 14 users. In-product annotation will communicate when a metric is partial. This will launch in early 2021 upon Apple’s enforcement of its ATT prompt.
- Delivery and action breakdowns will not be supported for offsite conversion events. Offsite conversion events will be reported based on the time the conversions occur and not the time of ad impressions, which may cause small fluctuations in cost metrics, as cost per conversion will reflect spend over a given period divided by conversions that took place over the same

period, whereas today, cost per conversion reflects spend over a given period divided by conversions driven by ad impressions that took place over the same period.

- Attribution window settings for existing and newly created automated rules will no longer be supported, and a default window of seven-day click-through for non-iOS conversions and the SKAdNetwork window for iOS conversions will be implemented.
- Advertisers should specify their attribution window changes and leverage the Comparing Windows feature to see how conversions attributed to ads compare across different attribution windows.

Recommended articles
https://www.adweek.com/programmatic/facebook-continues-to-prep-advertisers-developers-partners-for-ios-14-updates/