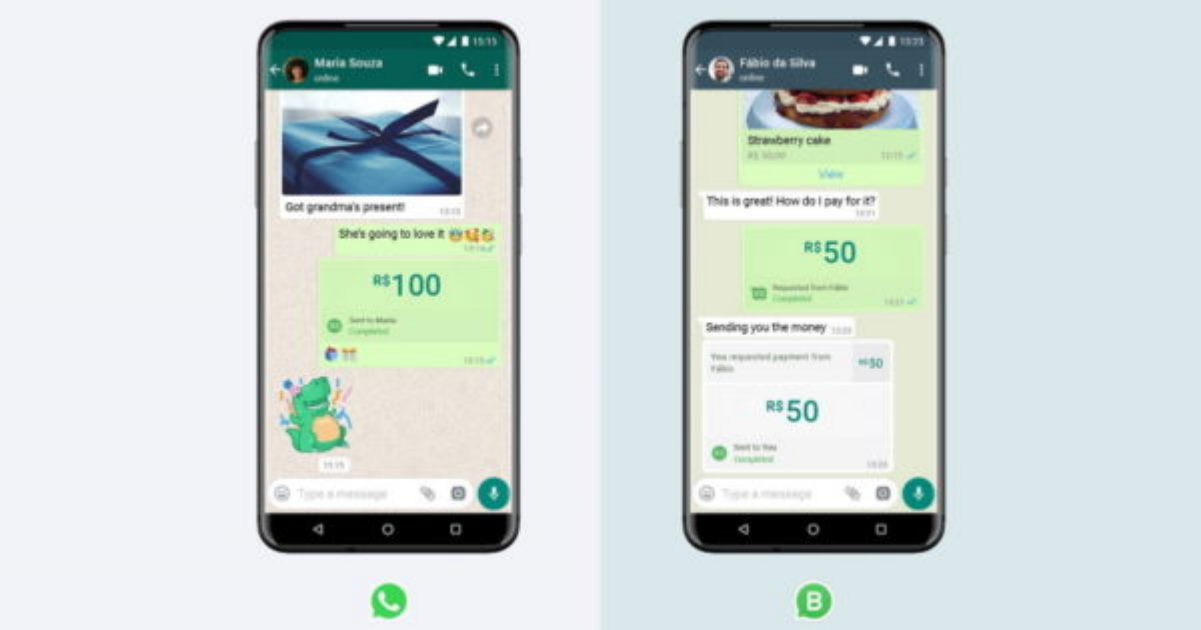
WhatsApp Gets OK to Extend Payments in India



National Payments Corp. of India gave WhatsApp the green light to extend its Payments feature to up to 20 million people in the country.

The Facebook-owned messaging application can offer Payments via NPCI’s Unified Payments Interface multi-bank model.

WhatsApp began testing Payments in India with roughly 1 million users in early 2018.

The company had not responded to a request for comment at the time of this post.

WhatsApp touted the first countrywide rollout of its Payments service in Brazil in June, saying at the time that payments, enabled by Facebook Pay, could be made securely without leaving the app, and a special six-digit PIN or fingerprint would be required in order to prevent unauthorized transactions.

However, that service was put on hold before month’s end by Banco Central do Brasil.

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TikTok Removes Videos From 2 Accounts for Election Misinformation



TikTok removed videos from two high-profile pro-Republican accounts for violating its policies on misleading information.

Taylor Lorenz of The New York Times tweeted about the content Thursday afternoon, writing, “The Republican Hype House and The Republican Boys on TikTok are spreading dangerous misinformation claiming ‘election fraud’ when there’s no evidence of that. The accounts are currently promoting conspiracy theories to millions of young people on TikTok.”

> *The Republican Hype House and the Republican Boys on TikTok are spreading dangerous misinformation claiming “election*

> *fraud” when there’s no evidence of that. The accts are currently promoting conspiracy theories to millions of young ppl on TikTok*
>
> *— Taylor Lorenz (@TaylorLorenz) November 4, 2020*

TikTok communications responded to her tweet in roughly one hour, tweeting, “These videos have been removed for violating our policies on misleading information. Here’s more on our approach to maintaining the integrity of our platform,” and linking to its Safety Center.

> *These videos have been removed for violating our policies on misleading information. Here’s more on our approach to maintaining the integrity of our platform: https://t.co/z4DUtwIf3E*
>
> *— TikTok_Comms (@tiktok_comms) November 4, 2020*

Both accounts are still active on the platform. Republican Hype House has over 957,000 followers, while The Republican Boys has 153,000.

Recommended articles
https://www.adweek.com/media/tiktok-removes-videos-from-2-accounts-for-election-misinformation/

Twitter, Facebook Scramble to Keep Up With False Claims as

Votes Continue to Be Counted



Election Day has come and gone, but the results of the battle for the presidency of the U.S. are still up in the air, keeping Twitter and Facebook on their toes.

As previously reported, President Donald Trump posted the following message to Facebook at 12:47 a.m. ET and tweeted it two minutes later: "We are up BIG, but they are trying to STEAL the Election. We will never let them do it. Votes cannot be cast after the Polls are closed!"

> *We are up BIG, but they are trying to STEAL the Election. We will never let them do it. Votes cannot be cast after the Polls are closed!*
>
> *— Donald J. Trump (@realDonaldTrump)* ***November 4, 2020***

Twitter placed a label over the tweet, reading, "Some or all of the content shared in this tweet is disputed and might be misleading about an election or other civic process," and it also prevented other Twitter users from replying to it or retweeting it, along with removing the tweet's engagement metrics.

Twitter Safety tweeted, “We placed a warning on a tweet from @realDonaldTrump for making a potentially misleading claim about an election. This action is in line with our Civic Integrity Policy.”

Facebook did not remove or fact-check Trump’s post, but it did place a label underneath it, reading, “Final results may be different from initial vote counts, as ballot counting will continue for days or weeks,” citing the Bipartisan Policy Center.

Even before Trump’s brush with the two social networks, Sen. Thom Tillis (R-N.C.) tweeted at 12:05 a.m. ET, “Thank you for this historic victory, North Carolina! Looking forward to SIX MORE YEARS of fighting for you and your family in the U.S. Senate. #ncsen #ncpol.”

His tweet was not hidden, but Twitter added a label cautioning, “Official sources may not have called the race when this was tweeted.”

Democratic Party of Wisconsin chair Ben Wikler drew Twitter’s ire with a tweet at 7:21 a.m. ET Wednesday reading, “Green Bay and Kenosha results are in. (Former Vice President Joe Biden) is now up in Wisconsin by roughly 20,600 votes. That number could wobble a bit, but there’s no realistic path for Trump to pull ahead. Biden has won more votes any prez candidate in WI history. Folks: Joe Biden just won Wisconsin.”

> *Green Bay and Kenosha results are in. Biden is now up in Wisconsin by roughly 20,600 votes. That number could wobble a bit, but there’s no realistic path for Trump to pull ahead.*
>
> *Biden has won more votes any prez candidate in WI history.*
>
> *Folks: Joe Biden just won Wisconsin. https://t.co/xtg0hiSlW4*
>
> *— Ben Wikler (@benwikler) November 4, 2020*

Twitter applied the same label to Wikler's tweet as it did to Trump's.

Wikler had not posted on Facebook since Oct. 9.

Trump fired off another tweet at 10:04 a.m. ET and Facebook post one minute later that also likely violate both platforms' guidelines.

He wrote, "Last night I was leading, often solidly, in many key States, in almost all instances Democrat run & controlled. Then, one by one, they started to magically disappear as surprise ballot dumps were counted. VERY STRANGE, and the "pollsters" got it completely & historically wrong!"

> *Last night I was leading, often solidly, in many key States, in almost all instances Democrat run & controlled. Then, one by one, they started to magically disappear as surprise ballot dumps were counted. VERY STRANGE, and the "pollsters" got it completely & historically wrong!*
>
> *— Donald J. Trump (@realDonaldTrump)* ***November 4, 2020***

Twitter and Facebook took the same actions as they did on Trump's earlier tweet and post.

At 10:17 a.m., Trump tweeted, "How come every time they count Mail-In ballot dumps they are so devastating in their percentage and power of destruction?" Twitter opted not to take action on this tweet. Facebook, meanwhile, attached a label to the bottom of Trump's identical post, citing the Bipartisan Policy Center and reading, "As expected, election results will take longer this year. Millions of people across the U.S. voted by mail, and mail ballots take longer to count."

The president went all-uppercase at 10:35 a.m., tweeting, "WHAT IS THIS ALL ABOUT?" on a quote tweet of blogger Matt

Walsh’s tweet, which shared an update from Travis County GOP chair and podcaster Matt Mackowiak saying that Biden got all 128,000 of the votes in an update from Michigan.

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LinkedIn: How to Stop Receiving InMail

Premium LinkedIn members have the ability to send other users InMail (direct messages) on the professional social network, even if they’re not connected to them. However, did you know that you can turn this setting off on your account so that you no longer receive InMail messages? Our guide will show you how this is done.

Note: These screenshots were captured in the LinkedIn application on iOS.

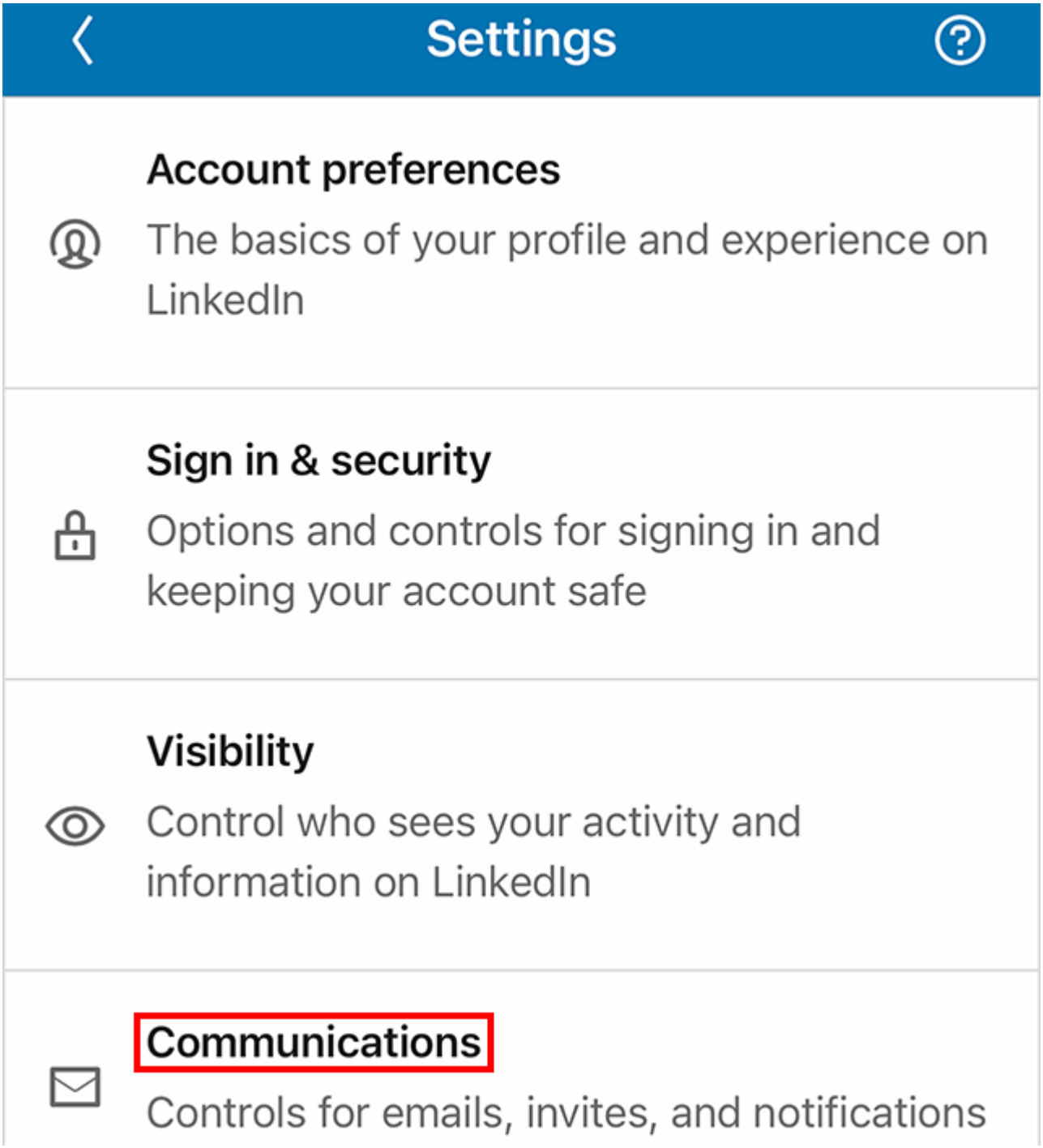
Step 1: Tap your profile picture in the top-left corner of the screen.



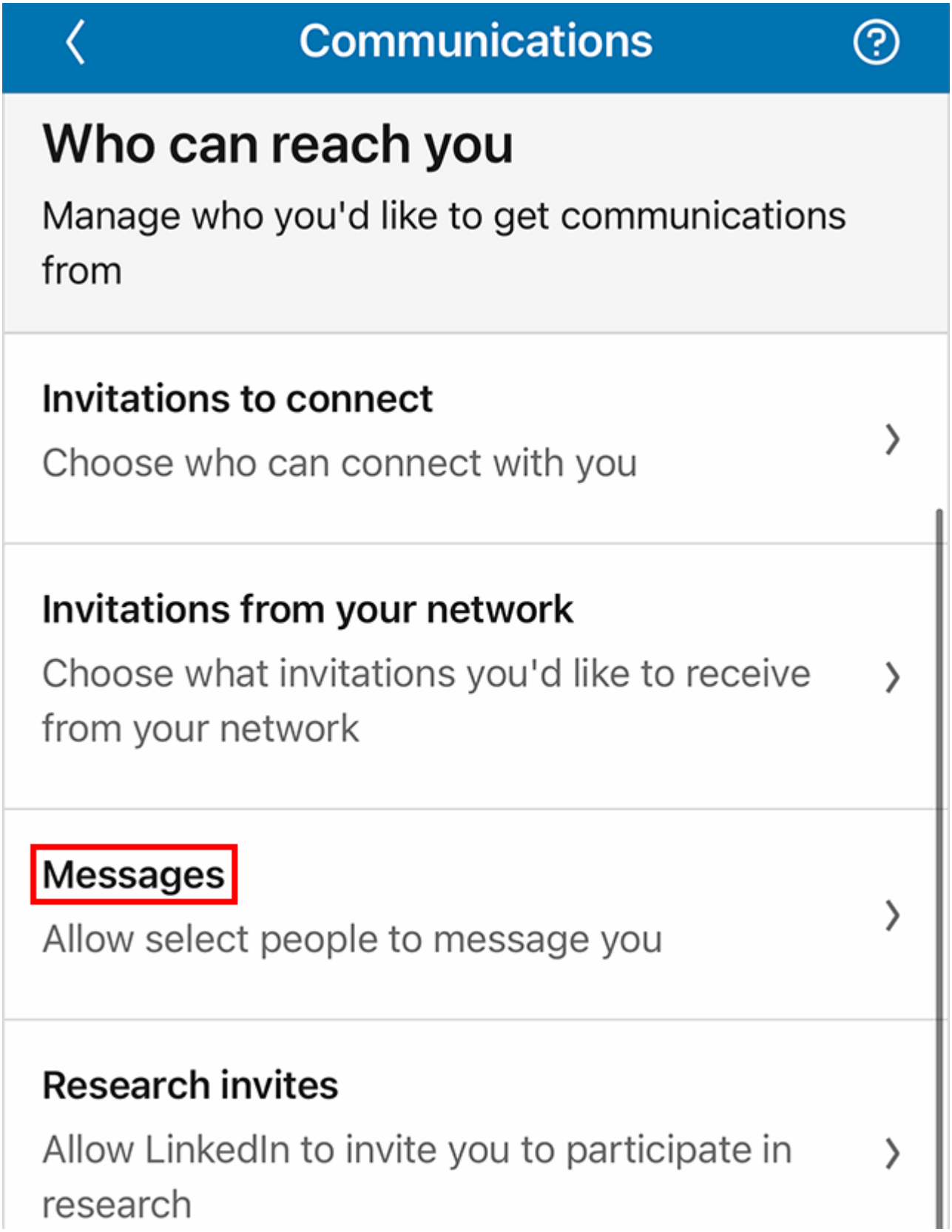
Step 2: Tap “Settings.”



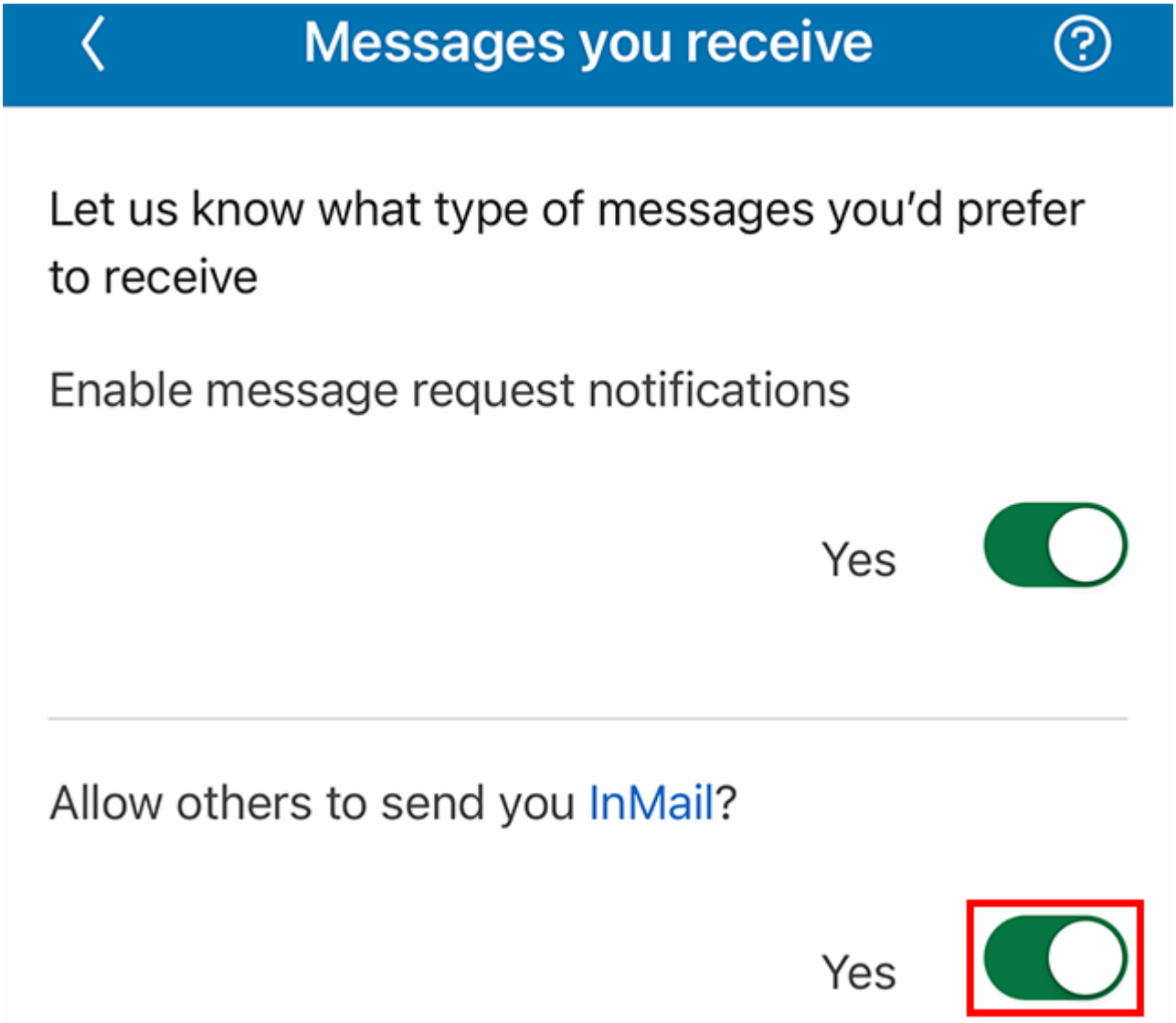
Step 3: Tap “Communications.”



Step 4: Under the “Who can reach you” section, tap “Messages.”



Step 5: Tap the toggle to the right of “Allow others to send you InMail?” to turn this feature off.

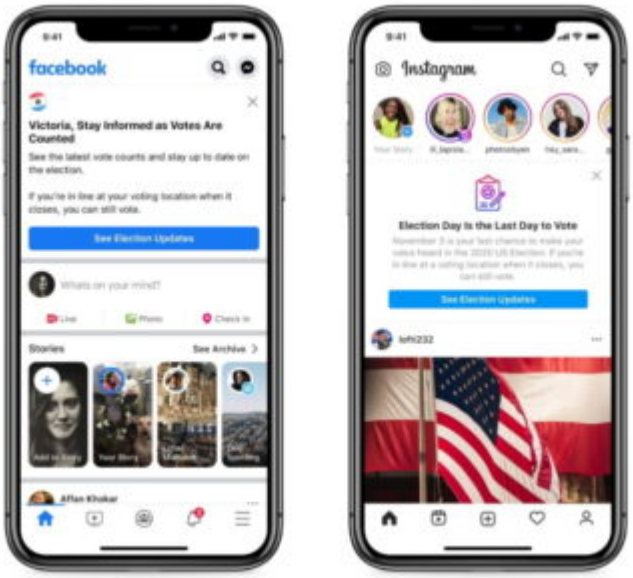


Brandy Shaul

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Facebook Changes Its

Messaging as the Polls Begin to Close



As the polls begin to close on Election Day, beginning with the East Coast, Facebook will adjust the notification it is displaying atop users' News Feeds.

People are currently seeing information about in-person voting or options to drop off mail-in ballots.

However, the social network said that as polls begin to close, its notifications will remind people that as long as they are already in line at closing time, they are eligible to vote.

A link to Facebook's Voting Information Center will also be provided.

Recommended articles
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YouTube Details Its Election Day Offerings

YouTube revealed steps it is taking to keep its viewers informed on Election Day.

An election results information panel will be displayed above search results and beneath videos related to the presidential and federal elections in the U.S., including those about election results.

That panel will indicate that results may not be final and link to parent company Google's election results feature.

A link to Google's where to vote feature will be added for those who still haven't gone to the polls.

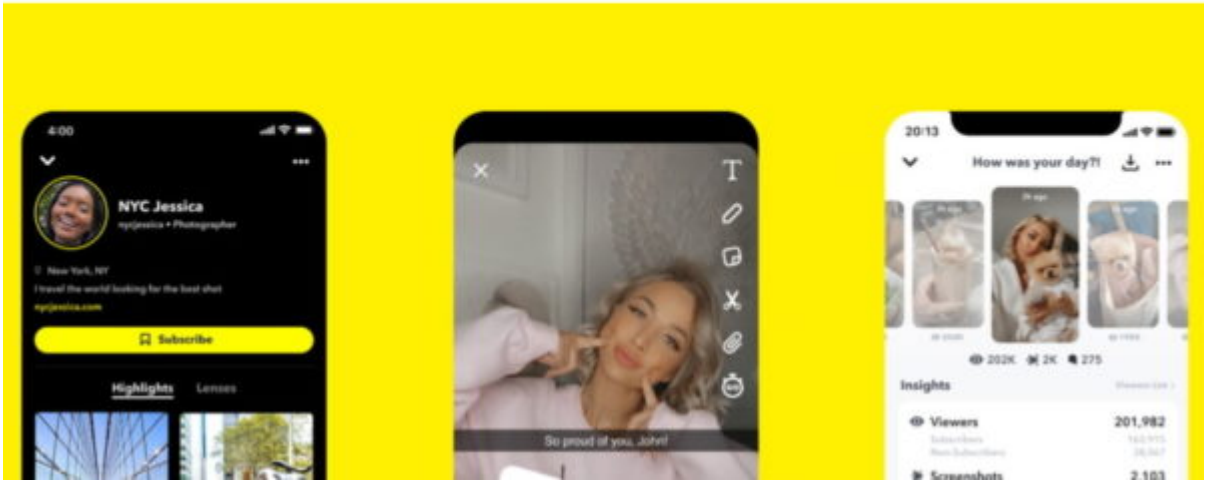
As those polls begin to close, YouTube will feature a shelf of livestreams of news coverage.

Finally, the video site shared a list of some of the news providers viewers can follow along with:

Recommended articles
https://www.adweek.com/media/youtube-details-its-election-day-

offerings/

Snapchat Lets Creators Publicly Display Their Follower Counts



For the first time, creators on Snapchat have the option of publicly displaying their follower counts.

The feature was turned on by default for those with especially large subscriber counts, while others must go into their settings to activate the feature.

A Snap Inc. spokesperson confirmed the new feature, saying, “We’ve listened to feedback from our creator community, and many of them expressed interest in having the option to show that their community on Snapchat is growing. So, starting today, we are giving creators the option to make subscriber counts visible on their public profiles. We are excited to

share this new feature. However, we understand that not every creator wants to have public metrics visible to their fans. Therefore, creators can choose to toggle this metric on and off as needed in their settings."

Snapchat introduced creator profiles in September, giving select creators access to the same benefits as verified Snap Stars, including:

- Full-screen profiles where they can share more details about themselves, including bio, photo, URL, location and email.
- Highlights, or a collection of photo and video content that can be added to profiles from Snapchat Stories or camera rolls.
- Any lenses crafted by creators in Lens Studio appear in their public profiles.
- Story replies, which enable creators to interact with fans and filter those replies, although Snapchat automatically hides negative comments and spam.
- Quoting, which lets creators share subscribers' replies to their public Stories.
- Creators can share access to their profiles or performance insights with brands through a roles feature, while team members can help manage those profiles.

Insights that were made available to creators include:

- Recent, which shows the reach (unique viewers) and number of Snaps in each story. Story tiles can be tapped to bring up views, reach, screenshots and interactions for each Snap.
- A 28-Day Summary brining up the latest trends for that creator.
- Story insights: tapping "See More" gives creators access to each metric over seven or 28 days, and past Snaps—which are filtered based on a 24-hour time

window—can be filtered by metrics including average view time, reach, Story view percentage and Story views, to be compared with past Stories.
- Audience: Number of subscribers, gender breakdown, top location and top interest of the creator's Story audience over the past 28 days can be accessed. Tapping "See More" enables creators to drill deeper into audience's interests with Snapchat lifestyle categories and compare by age, category, gender and location.
- An activity tab enables creators to track the posting activity of anyone with access to their public profiles.

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TikTok Reaches Agreement With Sony Music Entertainment



Tracks from Sony Music Entertainment superstars and emerging

artists are now available for TikTok users to add to their videos following an agreement between the two companies, revealed Monday.

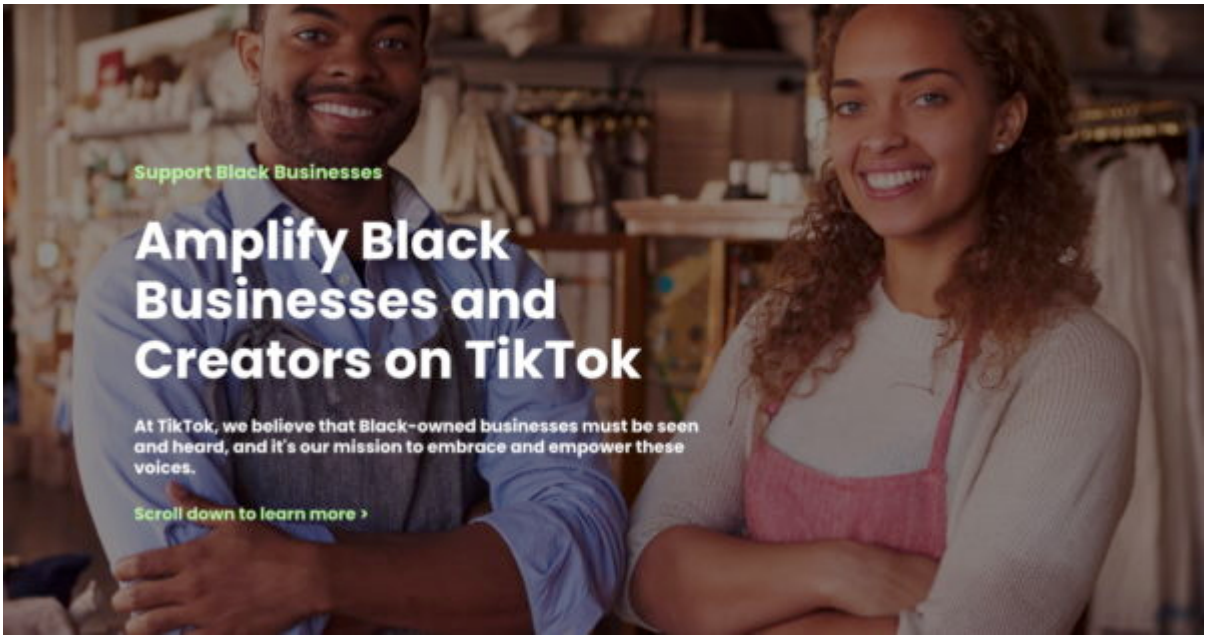
TikTok and Sony Music will also work together to support greater levels of personalization and creativity on the platform and new opportunities for fan engagement with artists.

TikTok global head of music Ole Obermann said in a blog post, “We are thrilled to enter into this agreement with Sony Music so that we can continue to work together to connect the incredible roster of Sony artists in the U.S. and across the globe to new audiences and harness the power of TikTok. Especially during this time when the artist community is challenged to find new ways to reach fans with their music, we are committed to working together to do just that.”

Sony Music Entertainment president of global digital business and U.S. sales Dennis Kooker added, “Short-form video clips have developed into an exciting new part of the music ecosystem that contribute to the overall growth of music and the way fans experience it. TikTok is a leader in this space, and we are pleased to be partnering with them to drive music discovery, expand opportunities for creativity and support artist careers.”

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TikTok Unveils Support Black Businesses Online Hub



TikTok introduced online hub Support Black Businesses as a place where Black entrepreneurs can learn about the video creation platform's ongoing partnerships and initiatives to help drive awareness, support and patronage of their businesses, as well as in-application campaign #ShopBlack.

Support Black Businesses builds upon previous efforts by TikTok to promote inclusivity in entrepreneurship, including its commitment this summer to grant $500,000 to the Accion Opportunity Fund to provide relief to Black small business owners impacted by the pandemic.

TikTok said in a blog post that with nearly 121,500 Black-owned businesses in the U.S., it knows there is more work to be done.

North America lead, product marketing Gabriel Nicolau added, "We're excited to support and empower Black-owned businesses, especially during a time when Covid-19 has heavily impacted the economy and widened the opportunity gap for Black entrepreneurs. This is just the beginning, and we're committed

to finding new and creative ways to provide continued support to the Black community."

ShopBlack, kicking off Nov. 10, enables the TikTok community to participate in a hashtag challenge and create videos that spotlight their favorite Black-owned businesses or share their own stories as Black entrepreneurs.

In addition, over 40 Black Shopify merchants from across Canada and the U.S. will be featured on the Support Black Businesses website Nov. 10 through 15, during which time the TikTok community can explore their products and services via the #ShopBlack hashtag and branded effect.

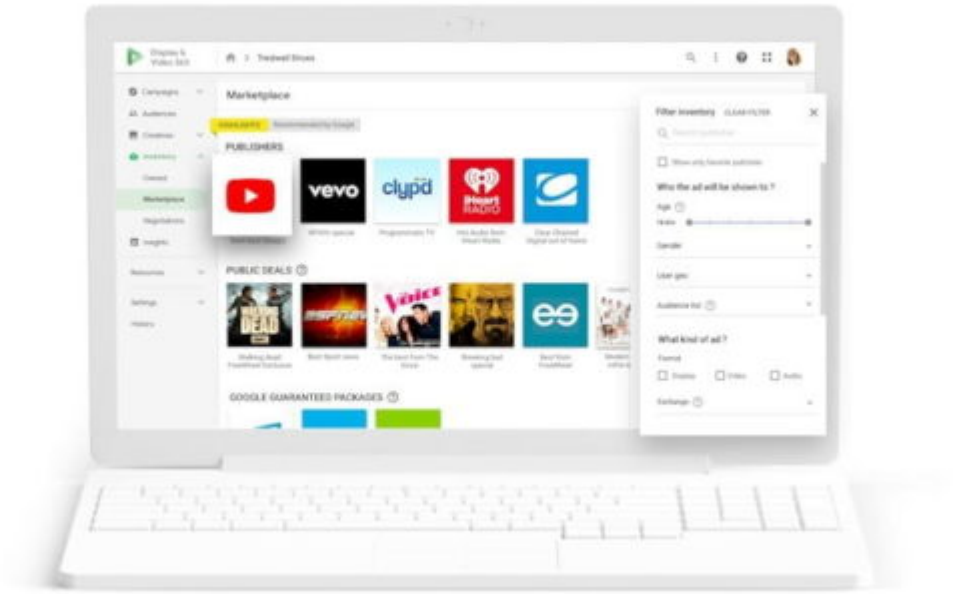
The official #ShopBlack campaign music comes from Black musician, educator, and community advocate D Smoke, who has his own Shopify store.

Yinka Taiwo-Peters, co-founder of the Support Black Businesses initiative at TikTok, said in the blog post, "More than ever before, 2020 has highlighted the disproportionate burden on Black-owned businesses. When we thought about how we could best support them, we listened to feedback from TikTok creators, who asked us to highlight more Black-owned businesses. As a descendant of Black small business owners, I know the value of giving this community a voice and promoting a #ShopBlack mindset on and off our platform."

Christina Funke Tegbe, founder of 54 Thrones, a premium skincare brand that celebrates and elevates traditional African beauty rituals, added, "I am beyond excited to be part of the #ShopBlack campaign. The hashtag challenge is an incredible opportunity to share our brand story with the TikTok community, and I'm so happy that Black business owners like me are being given a platform to amplify our voices."

Recommended articles
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DoubleVerify Authentic Brand Safety Targeting Comes to Google Display & Video 360



DoubleVerify said Monday that its Authentic Brand Safety targeting is now available on Google Display & Video 360, Google Marketing Platform's demand-side platform.

The digital media measurement, data and analytics platform said Authentic Brand Safety enables consistent activation of brand suitability criteria in a pre-bid setting, enabling advertisers to reduce block rates and boost returns on their digital investment.

DoubleVerify said its solution supports over 75 avoidance categories and more than 44 languages, and brands can address their specific concerns through exclusion and inclusion lists and other customization options.

Applying these criteria before media is purchased lets

advertisers allocate spend only toward qualified impressions and helps protect them in environments where blocking is not supported, such as VAST video.

DoubleVerify added that its DV Pinnacle unified service and performance platform helps slash the administrative time and complexity associated with the setup, deployment and maintenance of brand suitability controls across multiple buying platforms and campaigns, enabling them to create a single profile with automatic, consistent updates to pre-bid targeting and post-bid measurement criteria across all DSPs.

Authentic Brand Safety is also available on DSPs and buying platforms including Adelphic, Adobe, Amobee, Basis by Centro, Beeswax, MediaMath, The Trade Desk, Verizon Media and Xandr.

DoubleVerify CEO Mark Zagorski said in a statement, “At a time when it has never been more important for brands to align their values with their advertising buys, we are excited to bring the power of Authentic Brand Safety to Display & Video 360. With our proprietary Authentic Brand Safety solution, global brands can create a single quality profile that is centrally deployed, managed and optimized—ensuring seamless brand protection, while making execution far more efficient.”

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