Guidelines Updated on Usage of Music in Facebook Live, Instagram Live Videos

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5 hours ago

Usage of Facebook Live and Instagram Live has been on a steady upward swing since the onset of the coronavirus pandemic and, with music being incorporated into many of those videos, the social network provided an update on its guidelines.

Facebook said in a blog post, “Music is a bonding force in normal times. During difficult and isolating times like this, we know it can be even more important. As social distancing has forced everyone to stay apart, more people have turned to Instagram and Facebook Live to stay connected with their communities. This rapid rise in usage has created a lot of good during this crisis—raising money for frontline workers and underserved communities, driving awareness of healthy habits, encouraging people to stay safe by staying home and bringing people together through new forms of entertainment. But it’s also highlighted some confusion across the community, especially around the use of recorded music in Live on both Facebook and Instagram.”

There are no limits on usage of music in Facebook Stories and Instagram Stories, or when traditional music performances are captured, such as streaming a live artist or band.

As for Live videos on both platforms, the social network recommended shorter clips of music, saying that videos with full-length recorded tracks were more likely to be flagged.

Facebook added that videos should always contain a visual component, and not be used solely as a way to share recorded audio.

The social network said these guidelines are consistent across all videos on both platforms, live or recorded, and all types of accounts (pages, profiles, verified accounts and unverified accounts).

Licensed music from Facebook is available in more than 90 countries, but recorded music may not be available for use in videos from countries that are not yet supported.

The social network also reiterated that its Sound Collection provides a library of custom music and sound effects that are available to everyone at no cost, with thousands of tracks spanning genres including country, hip-hop, jazz and pop.

On the enforcement front, Facebook said it is improving its in-product notifications to alert people when its systems detect music that doesn’t comply with its licensing agreements in their live or uploaded videos.

Those notifications are being made clearer and, in the case of live videos, will surface earlier so that people can adjust and avoid interruptions.

When videos are muted or blocked, the creators of those videos will also receive clear information on actions they can take to restore their content.

The social network said in its blog post, “With these improvements, we look forward to people, artists and creators continuing to use music to share and bond with each other across our platforms. We will continue to work hand-in-hand with our music partners to enable people to build community with music in new ways and, especially during this time, we’re working together to maximize people’s ability to express

themselves through our products.”

https://www.adweek.com/digital/guidelines-updated-on-usage-of-music-in-facebook-live-instagram-live-videos/

LinkedIn Looks at the State of Sales in 2020, and It’s Mostly Virtual

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7 hours ago
The fourth annual State of Sales report, released by LinkedIn earlier this week, put some numbers behind the coronavirus-spurred shift to virtual selling discussed by professionals in the industry earlier this month.

LinkedIn said its report is based on a survey of 500 buyers and 500 sellers in the U.S., and two additional surveys of sales professionals conducted over the past two months—in order to gauge the impact of Covid-19—were incorporated.

According to the professional network, 70% of sales managers said the ability to manage through change was more important than it was five years ago.

The same percentage said they are prioritizing customer retention, and LinkedIn said this correlates with the finding that sales organizations are highlighting long-term metrics—customer satisfaction and retention—over short-term metrics such as quarterly quotas.

LinkedIn said sales professionals are increasing their reliance on data to help them navigate the current climate caused by Covid-19 and more accurately target businesses, industries and geolocations providing the most likely opportunities for closing deals, with 56% of respondents saying that they are using data to do so.

In addition, the number of sales professionals relying on sales intelligence tools, such as LinkedIn Sales Navigator, is up 54% over the past two years.

Overall, 47% of sales professionals said they use sales technology at least once per day, while 34% do so weekly. In addition, 77% are having more video meetings and 51% are sending more email.

LinkedIn also looked at data about its LinkedIn Learning offerings, saying that time spent on courses about social selling and inside sales more than tripled in North America between February and March, with time spent on courses about Sales Navigator rising 39% during the same time period.

The professional network said, “Building a sales team with the right skills remains challenging. The skills required to thrive in the current environment have shifted, and sales professionals are working hard to expand their talents.”

Addressing the pandemic’s impact on sales, LinkedIn said 55% of respondents anticipated decreases in the pipeline, 44% see decreases in responsiveness to outreach and 60% foresee closing fewer deals.

On that note, only 40% of buyers surveyed said they believe the sales profession in general is trustworthy, while 25% described it as “morally and ethically challenged.”

However, once that trust is forged, 88% of buyers described salespeople they do business with as “trusted advisors.”

Korn Ferry sales effectiveness and rewards leader Joseph DiMisa said in the report, “We are seeing a few trends among sales organizations adjusting to the current climate. Everything has shifted to virtual selling, using videoconferencing, sending emails, creating webinars and info sessions … We’re also seeing a rise in data-driven selling. We are finding that sales organizations are placing more emphasis on using data to help a client make informed business decisions based on quantifiable information and numbers.”

https://www.adweek.com/digital/linkedin-looks-at-the-state-of-sales-in-2020-and-its-mostly-virtual/

Chipotle Takes New Complete Customization App Feature to Extremes on TikTok

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8 hours ago
Chipotle is backing the new Complete Customization feature on its application with do-it-yourself menu hacks on TikTok.

The Complete Customization features enables customers ordering food via the fast-casual restaurant chain’s app to make any ingredient light, standard or extra by swiping from left to right on that ingredient while creating their order.

The hack menu Chipotle released on TikTok enables people to virtually sample unique combinations of classic ingredients, such as DIY Nachos, The Extra Dip and Taco Salad Hack.

https://www.adweek.com/digital/chipotle-takes-new-complete-customization-app-feature-to-extremes-on-tiktok/

Twitter Begins Testing Settings to Limit Who Can Reply to Tweets

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9 hours ago

Twitter began testing new conversation settings that enable people to determine who can reply to their tweets: everyone, only people they follow or only people they mention in that tweet.

The social network said a limited group of people will be involved in the test, across Android, iOS and the web.

Tweets set for replies by only followers or only people mentioned will be labeled as such, with the reply icon grayed out to alert people that they are not permitted to reply.

The social network first detailed this test at CES in January with a fourth option of not allowing replies at all.

The version that was shown in January also had labels for the settings determining who can reply to tweets: Global, meaning anyone on Twitter; Group, limiting replies to people followed or mentioned by the tweeting account; Panel, whereby only people mentioned in the tweet can reply; and Statement, which prohibits all replies.

The labels have since been scrapped, and users can opt to keep their tweets reply-free by selecting only people mentioned the

tweet, and then not mentioning other users.

Twitter began testing the option to hide replies to tweets last February before rolling the feature out globally last November.

The social network said that other than the obvious purpose of preventing replies by users who abuse the feature, the new settings can be used to allow the original tweeter to conduct fireside chats, interviews and other kinds of invitation-only conversations with small groups or individual people.

Director of product management Suzanne Xie said in a blog post, “Being able to participate and understand what’s happening is key for useful public conversation. So, we’re exploring how we can improve these settings to give people more opportunities to weigh in while still giving people control over the conversations they start. In addition to this, we’re making it easier to read all conversations around a tweet with a new layout for replies and more accessible retweets with comments.”

She added, “One thing we know for sure is that you’ll be creative with this update. Maybe you’ll host a debate on the benefits of pineapple on pizza (#TeamPineapple) with fellow pizza pals, or invite a panel of distinguished guests for a fireside chat. You could even play a game of tic-tac-toe for people to follow along without messing up your moves. We’re excited to see what you do.”

https://www.adweek.com/digital/twitter-begins-testing-settings-to-limit-who-can-reply-to-tweets/

Facebook Makes Its React Native Open-Source Framework Fully Accessible

|
9 mins ago

Facebook built React Native to create fully accessible mobile apps
Global Accessibility Awareness Day
Facebook is marking Global Accessibility Awareness Day Thursday (May 21) by making its React Native open-source framework fully accessible.

The social network said it built React Native to create fully accessible mobile applications, and it hopes that by taking the GAAD pledge and making the framework accessible, developers using it will be spurred to create fully accessible mobile apps and other organizations will be inspired to build

technology that anyone can use.

Facebook also released the infographic below with tips on how people can make their social media posts more accessible.

https://www.adweek.com/digital/facebook-makes-its-react-native-open-source-framework-fully-accessible/

Pinterest Begins Rolling Out Shopping Spotlights

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1 hour ago
Pinterest added to its shopping arsenal with Tuesday’s rollout of shopping spotlights, which give Pinners access to expert recommendations from fashion and home tastemakers and publishers.

Shopping spotlights follow a host of shopping features introduced by Pinterest in early April, including a new shop tab in its search experience, as well as on Pinners’ own home décor or fashion boards.

Other features that emerged last month include more products being eligible for shoppable product Pins thanks to updates to the platform’s visual search experience, and curated style guides.

Guest editors for the debut of shopping spotlights include: fashion blogger Blair Eadie; interior designer Sarah Sherman Samuel; and Elaine Welteroth, journalist, author and former editor in chief of Teen Vogue.

They will be joined by publishing partners Domino, Harper’s Bazaar, InStyle, Nylon, Refinery29 and Who What Wear.

Shopping spotlights enable Pinners to shop for cent trends such as intergalactic makeup, terracotta home accents and tie dye.

They will appear on the search tab with articles featuring product Pins linking directly to in-stock retailer product pages where Pinners can make purchases.

The feature began rolling out Tuesday, with all Android, iOS and web users to be onboarded in the coming days.

Pinterest wrote in a blog post, “With the feel of a personal stylist and the look of an editorial magazine, shopping the latest trends, as well as product picks of your favorite influencers and magazines, has never been easier.”

https://www.adweek.com/digital/pinterest-begins-rolling-out-shopping-spotlights/

Twitter Updates Terms, Privacy Policy to Reflect Previously Detailed Settings Changes

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2 hours ago
Twitter updated its Terms and Privacy Policy to reflect changes to one of its settings that were revealed to users last month.

In early April, some Twitter users began seeing an update atop their feeds, reading, “An update to your data-sharing settings: The control you have over what information Twitter shares with its business partners has changed. Specifically, your ability to control mobile app advertising measurements has been removed, but you can control whether to share some non-public data to improve Twitter’s marketing activities on other sites and apps. These changes, which help Twitter to continue operating as a free service, are reflected now in your settings.”

A Twitter spokesperson clarified at the time that the change affects a data-sharing setting relating specifically to mobile applications measurement, and it applies globally to all users except those in the European Union, European Free Trade Association states and the U.K., in order to comply with the General Data Protection Regulation.

The social network further elaborated last month: “Twitter shares certain non-public personal information with advertisers who run mobile app advertising campaigns through

Twitter. This information can include which ads a particular browser or device saw, watched or otherwise interacted with; but it does not include your name, email, phone number or Twitter username. For example, Twitter might share that a mobile device identifier viewed or clicked on an ad for a particular mobile application."

Twitter said in a blog post Tuesday that further updates were made to reflect Brexit, including calling out the U.K. separately from the rest of the EU, and all of the changes were made to its Terms of Service and Privacy Policy, with the revisions set to go into effect June 18.

The social network wrote Tuesday, "We updated our Privacy Policy to make clear that in limited cases, Twitter shares information with other companies to help prevent things like state backed information operations across the web. For example, accounts that attempt to manipulate the conversation on Twitter may also try to post that same information elsewhere online. Being able to share this information helps us to act quickly with our peers to protect the people using our service."

https://www.adweek.com/digital/twitter-updates-terms-privacy-policy-to-reflect-previously-detailed-settings-changes/

Twitter: Over 1.5 Million Tweets About Final Episode of The Last Dance

|
37 mins ago

It was the last dance for The Last Dance Sunday night, as ESPN aired the final two episodes of the 10-episode documentary series, and Twitter's servers may have been dancing, as well.

Twitter said there were more than 1.5 million tweets about the final episode Sunday night, bringing the total volume of tweets about the documentary series above the 11 million mark.

The social network added that when the final installment concluded, 20 of the 30 trending topics on its platform were related to The Last Dance

The Last Dance chronicles the National Basketball Association's Chicago Bulls during the 1997-98 season, which resulted in the last championship of the dynasty led by superstar Michael Jordan and head coach Phil Jackson.

The first two installments debuted April 19, and Twitter said at the time that at one point that Sunday night, 25 of the 30 trending topics were related to The Last Dance, and there were over 1.6 million tweets related to the series during the 24-hour period from April 19 into April 20.

Twitter said the five most-mentioned people throughout the running of The Last Dance were:

1. Jordan
2. LeBron James
3. Kobe Bryant
4. Dennis Rodman
5. Scottie Pippen

According to social media management platform Sprout Social, there were 863,448 mentions of The Last Dance on Twitter from May 11 through 18, with 486,374 of them, or 56%, coming Sunday night.

The #thelastdance hashtag saw 676,187 during the same time

period, with 434,541 coming May 18.

Sprout Social said sentiment for Twitter conversations around The Last Dance was overwhelmingly positive during the past week—81% positive, 13% unrated and 6% negative.

The company also provided data on three prominent related brands during the same time period: Gatorade tallied 3,169 Twitter mentions in conjunction with The Last Dance from May 11 though 18, with 3,133 coming on May 17 and 18; Nike totaled 1,838, spiking Sunday with 767; and State Farm scored 402 Twitter mentions for the week, with 300 coming Sunday.

DiGiorno sent a tweet in reference to the suspected food poisoning Jordan suffered after ordering pizza for delivery in Utah, and the frozen pizza brand garnered 8,281 Twitter mentions Sunday, accounting for 72% of its total for the week.

> *Delivery pizza. Go figure.*
>
> *— DiGiorno (@DiGiorno) May 18, 2020*

Twitter said that through four episodes, Jalen & Jacoby: The After Show—ESPN's live, digital-exclusive show featuring Jalen Rose and David Jacoby reacting to each episode and speaking with director Jason Hehir—totaled more than 8 million views and 6.5 million viewers, with each episode averaging roughly 2 million and 1.6 million, respectively.

Finally, the social network shared some of the most retweeted tweets about the series:

> *in a 48-hour span: Dennis Rodman played hooky to no consequence, whooped DDP's ass on Nitro, made the game-clinching free throws in a Finals game, and then went home with Carmen Electra.*
>
> *this hot streak may never be conquered.*
>
> *— Rob Perez (@WorldWideWob) May 18, 2020*

> *Dennis Rodman is the pioneer of keeping your job and personal life separate. When he's off the clock he is OFF the clock*
>
> *— Sanch (@jsanchezcomedy) May 18, 2020*

> *This is far less a dig about LeBron and far more about Michael Jordan, but The Last Dance has undoubtedly widened the gap between the two — particularly for the younger generation… MJ is the greatest. Here we are, 22 years later, and his star shines brighter than ever.*
>
> *— Jordan Schultz (@Schultz_Report) May 18, 2020*

> *Jordan had a list like ayra stark.*
>
> *— r i ć h (@son_ofa_GUNN) May 18, 2020*

https://www.adweek.com/digital/twitter-over-1-5-million-tweets-about-final-episode-of-the-last-dance/

Papa John’s Rolls Out Giphy Sticker Pack Highlighting Shaquille O’Neal and Its New Papadia

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2 hours ago
Papa John’s released a new sticker pack via Giphy inspired by National Basketball Association legend, board member and franchise owner Shaquille O’Neal, along with a gamified Snapchat lens.

https://www.adweek.com/digital/papa-johns-rolls-out-giphy-sticker-pack-highlighting-shaquille-oneal-and-its-new-papadia/

Instagram Debuts Guides Feature With Initial Focus on Wellness, Mental Health

|
3 hours ago
Instagram introduced a new Guides feature Monday with the aim of enabling its users to easily discover recommendations, tips and other content from creators, public figures, organizations and publishers.

With the coronavirus pandemic in mind, Guides will debut with a focus on wellness and mental health-related content, with topics including ways to handle xenophobia or discrimination as a result of Covid-19, tips on dealing with anxiety or loneliness and coping with grief.

Instagram said partners it is working with in the U.S. include the American Foundation for Suicide Prevention, the Asian-American Justice Committee, Boys and Girls Club of America, the Hispanic Heritage Foundation, the NAACP, the National Eating Disorders Association, Unicef and WE.

Globally, partners include e-Enfance (France), Headspace (Australia), Heads Together (U.K.), Kilcksafe (Germany), The Live Love Laugh Foundation (India), SudahDong (Indonesia) and Vita Alere (Brazil).

The Facebook-owned photo- and video-sharing network is also working with publishers including BuzzFeed, Parents Latina, Refinery29 and Shape.

Instagrammers can go to the profiles of participating organizations and publishers and tap the middle icon to view Guides, which will also be added to the Explore tab in the coming weeks.

Guides will contain posts and videos curated by the creator, along with tips and advice.

Users who wish to learn more about specific posts can tap the image or video to be taken to the original Instagram post.

Guides can also be shared in users’ Stories or via Instagram Direct messages by tapping the share button in the upper-right corner.

Instagram said in a blog post, “We want Instagram to be a place where you can easily find reliable information and inspiration from your favorite accounts. That’s why we are introducing Guides, a way to more easily discover recommendations, tips and other content from your favorite creators, public figures, organizations and publishers on Instagram.”

https://www.adweek.com/digital/instagram-debuts-guides-feature-with-initial-focus-on-wellness-mental-health/