# Sensor Tower: TikTok Has Been Downloaded More Than 2 Billion Times

|
19 mins ago
Social video application TikTok has been downloaded more than 2 billion times globally from the iTunes App Store and Google Play Store, according to new data from Sensor Tower.

In the first quarter of 2020, TikTok was downloaded more than 315 million times from the App Store and Google Play, which Sensor Tower said is the most downloads any app has ever received in a single quarter. Sensor Tower previously reported that TikTok saw 113 million downloads in February alone.

Sensor Tower
Breaking things down by platform, Sensor Tower said Google Play has accounted for more than 1.5 billion of TikTok’s total installations (75.5%), while the App Store has accounted for 495.2 million downloads, or 24.5%.

While the Google Play store leads in terms of downloads, the App Store has accounted for the majority of the app’s revenue.

Specifically, TikTok’s lifetime user spending has reached $456.7 million, with the App Store accounting for $435.3 million of that total. Google Play has generated $21.4 million.

Finally, India is the top country for lifetime TikTok downloads, at 611 million. China comes in second with 196.6 million downloads, followed by the U.S. at 165 million lifetime downloads.

Sensor Tower mobile insights strategist for Europe, the Middle East and Africa Craig Chapple said in a blog post, “While TikTok was on the ascent before 2020, the app has hit new levels of popularity so far this year. Its record-breaking first quarter came during a global pandemic, leading in part to an increase in downloads, engagement and revenue. The continuous rise of TikTok gives it an ever-bigger foundation to not only enjoy success for the short-term, but build for the long-term to keep competitors—both existing and emerging—at bay.”

https://www.adweek.com/digital/sensor-tower-tiktok-has-been-downloaded-more-than-2-billion-times/

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# LinkedIn Adds 2 Tools to Help Members Prep for Virtual Job Interviews

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25 mins ago
The job interview process has gone largely virtual due to the coronavirus pandemic, and LinkedIn introduced two new features

to help candidates make the best impression.

The professional network began testing a video introduction feature, which hiring managers can request as part of the process. Applicants can respond either via video or written copy.

Senior director of product management Blake Barnes said in a blog post, “We’ve found that 65% of people believe that the impression you make online is just as important as the one you make in person, but it can be challenging to show your soft skills to potential employers when you’re not in the same room … A carefully crafted response can help you stand out before the official interview process even begins.”

LinkedIn also added feedback powered by artificial intelligence to the interview preparation tools it rolled out in January.

The tools help applicants prepare for the most common questions they will face during the screening process, tailored to specific industries, and members receive videos and tips from experts and hiring managers on how to best answer those questions.

The new AI feedback feature, which is rolling out globally, analyzes practice answers recorded by the applicant for factors including feedback on pacing, how many times filler words are used and sensitive phrases to avoid.

Barnes wrote, “Job searching is stressful in even the best of times, and the impact of the coronavirus has made this an especially tough market. If you’re searching for a job right now, we want to help you stand out to recruiters and prepare for your interview—which most likely will be virtual.”

https://www.adweek.com/digital/linkedin-adds-2-tools-to-help-members-prep-for-virtual-job-interviews/

# Chipotle, David Dobrik Set #ChipotleSponsorMe TikTok Challenge for Cinco de Mayo

|
1 hour ago

Chipotle is serving up a new TikTok challenge, #ChipotleSponsorMe, featuring digital star and Chipotle "superfan" David Dobrik.

Fans can follow the @Chipotle account on TikTok and post a video about why the fast casual chain should sponsor them, along with the #ChipotleSponsorMe hashtag.

Dobrik will pick five winners, who will receive the Chipotle Celebrity Card, which grants the celebrities, athletes and influencers who possess it access to free food. He will comment on the winners' posts after 5 p.m. ET May 5, Cinco de Mayo.

Chipotle chief marketing officer Chris Brandt said, "On social, we've had so many fans ask us to sponsor them, and the #ChipotleSponsorMe challenge is finally here to answer the call on Cinco de Mayo. We expect our passionate community to create some amazing content, which will help propel five talented individuals to an elite status of Chipotle fandom. This opportunity, combined with free queso and free delivery, means everybody wins with Chipotle on May 5."

The company is also extending its free delivery offer through May 10 for orders placed via its application or website, and using the promo code "QUESO55" on Cinco de Mayo will make Queso Blanco free when it is added to entrées on that day.

https://www.adweek.com/digital/chipotle-david-dobrik-set-chipotlesponsorme-tiktok-challenge-for-cinco-de-mayo/

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# LinkedIn: 550,000 Applications to Healthcare, Essential Services Jobs Since Early April

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18 hours ago
LinkedIn provided an update on the initiative it introduced at the beginning of the month to help fill open positions for front-line workers in the battle against Covid-19.

The professional network said in early April that relevant sectors with urgent hiring needs would be able to post jobs free-of-charge for three months, and that it would begin tagging critical front-line healthcare roles, such as doctors and nurses, as urgent and giving them prime real estate on its homepage and the LinkedIn Jobs homepage.

Vice president of product Tomer Cohen said in a blog post Tuesday that since the start of the initiative, the professional network received requests from almost 2,000 organizations in 25 countries to help fill some 200,000 healthcare and essential services positions, and there have been roughly 550,000 applications to those jobs from members.

Cohen added that beginning this week, Okta, Relativity, SAP,

SmartRecruiters and Uber will begin supporting its Recruiting for Good program by using their own recruiters to source critical front-line talent.

LinkedIn has also been providing free media tools to healthcare organizations and disaster relief nonprofits, and Cohen said this helped the American Red Cross of Los Angeles find over 8,000 volunteer candidates in less than one week, while nonprofit Volunteer Surge uncovered nearly 5,000 for opportunities ranging from nursing assistants to telehealth.

Cohen wrote, “What’s even more remarkable is how our members are responding. In a recent survey, over two-thirds of LinkedIn members said they’re open to volunteering their time to support coronavirus relief, and they’re 50% more likely to apply to an urgent job compared to a job that does not meet a critical hiring need. UnitedHealth Group is one example, where the company saw nearly 150,000 job views and 35,000 applies to their jobs in just two weeks, showing the overwhelming commitment from our members to help during a time of need.”

*As a service to our community, much of our coronavirus-related coverage is available to everyone with a free Adweek membership. Never miss a key story by signing up for our daily First Things First newsletter and consider gaining full access and supporting our journalism with an Adweek Pro Subscription.*

https://www.adweek.com/digital/linkedin-550000-applications-to-healthcare-essential-services-jobs-since-early-april/

# Sprinklr Integrates With TikTok, Supports In-Feed Video Ads

|
53 mins ago

Customer experience management platform Sprinklr is now integrated with video creation platform TikTok, making Sprinklr the first application-programming-interface partner to support in-feed video ads on TikTok.

Advertisers can create and manage in-feed video ads on Sprinklr's platform alongside their campaigns on other supported social platforms, including Facebook, Instagram, Line, LinkedIn, Pinterest and Snapchat.

Big brands currently advertising on TikTok include Burger King, Kroger, Levi's and Nike.

The two companies said giving brands the added flexibility is especially relevant during the coronavirus pandemic, as TikTok's daily traffic was up 15% on March 24 compared with Jan. 21, and the application was downloaded 27% more times in the first 23 days of March (6.2 million times) compared with the same period in February.

In that same time period, TikTok's global gross revenue was up 10%, to $46.4 million, and that figure in the U.S. was 21% ($2.9 million).

In-feed video ads on TikTok have customizable call-to-action buttons that bring viewers to external landing pages, and the two companies said, "With this full-screen, auto-play and sound-on format, brands will fit right into the user experience while driving awareness and consideration more effectively."

Sprinklr/TikTok

They added that the integration will help brands increase return on ad spend via artificial-intelligence-powered optimization and Sprinklr’s Smart Rules, which enable them to automatically adjust ad content based on factors such as social media conversations, weather or other events.

Advertisers can boost their productivity through real-time reporting, eliminating manual reports from multiple channels and creating customizable dashboards, as well as through streamlined ad creation, removing the need for email-based collaboration and siloed workflows by tapping Sprinklr to drive real-time collaboration between brand and agency teams.

Sprinklr also enables brands to protect their reputation via an auditable governance structure that manages user access to posting TikTok ads based on an employee’s roles and responsibilities.

Sprinklr chief technology officer Pavitar Singh said, “Sprinklr’s partnership with TikTok presents an exciting opportunity for brands to target a highly engaged Gen-Z and millennial audience on a platform that promotes authenticity and creativity. We’re thrilled to provide our customers with the opportunity to increase return on ad spend, improve productivity and protect their brand reputation when managing TikTok ads.”

https://www.adweek.com/digital/sprinklr-integrates-with-tiktok-supports-in-feed-video-ads/

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# Nielsen: TV-Related Tweets Are Up Nearly Across the Board During Covid-19

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2 hours ago
Tweets about television are up in nearly every category from March 1 through April 15 compared with the same time last year, largely driven by the coronavirus pandemic, Nielsen found in a study, but one category stands out as a glaring exception: sports.

Nielsen Social Content Ratings found that social interactions about children and family movies were up a whopping 588% over that time period, followed by: Hispanic talk and news (71%); streaming services (52%); primetime talk and news (17%); and entertainment series and movies (2%).

Social interactions about Hispanic entertainment actually saw a 23% drop.

Nielsen Social Content Ratings also found that the number of TV-related tweets that mentioned Covid-19 or the coronavirus skyrocketed by 40 times in March compared with January.

Nielsen Social Content Ratings

However, live sports has been nonexistent for roughly six weeks, so what are Twitter users who are normally heavy sports viewers tweeting about, and what does this mean for brands trying to reach them?

Nielsen said, “Now more than ever, it is important for brands to find the right audiences, set the right tone and prepare for the future. Sports-heavy networks and advertisers have an opportunity to find aligned audiences in other TV programming and ride the momentum of recent increases in TV consumption. The overlap in social TV audiences is a way to identify and keep track of what these social sports fans are watching and talking about at scale.”

The company shared the top five TV shows that fans of sports that are currently on hold have been tweeting about during the coronavirus pandemic, by affinity share, breaking the results out by league: Major League Baseball, Major League Soccer, Nascar, the National Basketball Association and the National Hockey League.

**Linear TV:**

**MLB:**

1. Man v. Food, Food Network, 45.24%
2. Cavuto: Coast to Coast, Fox Business Network, 30.92%
3. Making Money With Charles Payne, Fox Business Network, 28.9%
4. Varney & Company, Fox Business Network, 28.47%
5. DC’s Legends of Tomorrow, The CW, 28.46%

**MLS:**

1. The Wall, NBC, 9.25%
2. Me Caigo de Risa, UniMás, 6.39%
3. DC’s Legends of Tomorrow, The CW, 6.24%
4. Hoy, Univision, 6.07%
5. Who Wants to Be a Millionaire, ABC, 5.79%

**Nascar:**

1. Live PD: Wanted, A&E, 13.29%
2. America Works Together, Fox Business Network, 12.74%
3. Last Man Standing, Fox, 11.32%
4. Deadliest Catch, Discovery, 11.13%
5. Live PD: Roll Call, A&E, 11.03%

**NBA:**

1. Man v. Food, Food Network, 84.78%
2. The Wall, NBC, 80.11%
3. DC’s Legends of Tomorrow, The CW, 70.32%
4. Desus & Mero, Showtime, 70.12%
5. Nick Cannon Presents: Wild ‘n Out, VH1, 65.37%

**NHL:**

1. Man v. Food, Food Network, 57.04%
2. Bar Rescue, Spike, 41.39%
3. The Next Revolution With Steve Hilton, Fox News Channel,

40.4%
4. The Greg Gutfeld Show, Fox News Channel, 39.11%
5. Varney & Company, Fox Business Network, 38.3%

**Streaming:**

**MLB:**

1. Last Chance U, Netflix, 27.14%
2. Tom Clancy’s Jack Ryan, Netflix, 21.36%
3. Medal of Honor, Amazon Prime Video, 21.34%
4. Narcos: Mexico, Netflix, 20.43%
5. Sunderland ‘Til I Die, Netflix, 17.82%

**MLS:**

1. Sunderland ‘Til I Die, Netflix, 27.1%
2. The English Game, Netflix, 25.64%
3. Narcos: Mexico, Netflix, 5.04%
4. Glow, Netflix, 4.38%
5. See, Apple TV+, 4.16%

**Nascar:**

1. Medal of Honor, Netflix, 7.92%
2. Central Park, Apple TV+, 5.2%
3. Dolly Parton’s Heartstrings, Netflix, 5%
4. Truth Be Told, Apple TV+, 4.35%
5. Outer Banks, Netflix, 3.29%

**NBA:**

1. Last Chance U, Netflix, 77.61%
2. When They See Us, Netflix, 57.38%
3. #blackaf, Netflix, 55.73%
4. Dirty Money, Netflix, 54.65%
5. Narcos: Mexico, Netflix, 54.52%

**NHL:**

1. Letterkenny, Hulu, 29.82%

2. Tom Clancy’s Jack Ryan, Amazon Prime Video, 29.55%
3. Medal of Honor, Netflix, 29.41%
4. The English Game, Netflix, 25.95%
5. Arrested Development, Netflix, 25.52%

Nielsen said, “Sports networks and brands can look to the large footprint of social affinity data between sports fans and other TV programming to identify where to place ads in the absence of live sports content … This gives marketers and brands the knowledge for more finely tuned advertising strategies based on demonstrated behaviors on social media about TV.”

The research firm concluded, “In these unprecedented times, social TV affinity data can shed light for sports advertisers and networks looking to understand the repercussions of recent cancellations on tight-knit sports communities. They can identify their super fans, keep track of these valuable groups and make sure they’re engaging authentically wherever their audiences are tuning in.”

https://www.adweek.com/digital/nielsen-tv-related-tweets-are-up-nearly-across-the-board-during-covid-19/

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# Advertising, Media, PR Nominees Revealed for 24th Annual Webby Awards

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2 hours ago

The International Academy of Digital Arts & Sciences Tuesday revealed the advertising, media and public-relations nominees for the 24th Annual Webby Awards.

The ceremony was originally scheduled for May 11 in New York, but it was canceled because of the ongoing coronavirus pandemic.

Instead, voting will be open here from now through Thursday, May 7, at 11:59 p.m. (PT), and the winners will be honored with a special internet celebration Tuesday, May 19, WFH: Webbys From Home. Their five-word acceptance speeches will be available via the Webby Awards site.

The IADAS said it received nearly 13,000 entries for the 24th Annual Webby Awards from all 50 states and 70 countries worldwide, and fewer than 10% of those made it to the nominee stage.

The nominees were chosen by IADAS members including: Ana Balarin, executive creative director, Mother London; Linda Boff, chief marketing officer, GE; Christine Cattano, co-founder and global head of virtual reality, Framestore; Kristen Cavallo, CEO, The Martin Agency; Rick Gomez, CMO, Target; Abbey Klaassen, president, 360i; Nick Law, vice president of marketing communications integration, Apple; and John Maeda, chief experience officer, Publics Sapient. They will also select the winners.

The IADAS said the contenders for its Agency of the Year award, in order of number of nominations, are: BBDO New York (21), Droga5 (18), R/GA (13), McCann New York (12), Basic (10), Wieden + Kennedy (nine), Denkwerk (nine), Goodby Silverstein & Partners (nine) and TBWA\Media Arts Lab (eight).

The academy added that organizations receiving the most nominations were: Condé Nast (27), Google (24), National Geographic (23), The Washington Post (19), the BBC (14), HBO (12), Spotify (12), Luminary Media (10), Vox Media (10), NASA

(nine), Al Jazeera Media Network (seven), Comedy Central (seven), Tastemade (five), Complex Networks (five), Facebook (four) and Netflix (four).

All nominees are eligible to win the two most prestigious awards: The Webby Award, chosen by the IADAS, and The Webby People's Voice Award, determined via internet voting.

The full nominee list is available via the Webby Awards site, and highlights follow:

**Best Web Personality/Host (Video):**

- The Daily Show With Trevor Noah, Desi Lydic Womansplains, Comedy Central
- Joe La Puma, Complex's "Sneaker Shopping," Complex Networks
- Amazon Studios, Little Late Night, The Foundry @ Meredith
- Dave on TikTok, The Washington Post
- Does it Fart?, Yellow Bear Studios

**Best Writing (Video):**

- The Lift: & Co./NoA
- #MoviePosterMovie "In the Time It Takes to Get There," Black Dog Films
- The Truth Is Worth It, Droga5
- Aftershow: An App to Help Cowardly Politicians Talk About Gun Control, Kelly&Kelly
- National Alliance on Mental Illness—Naughty Or, Wieden + Kennedy

**Art and Experimental (Video):**

- Epoch, Artist
- A$AP Rocky "The Kids Turned Out Fine," Happy Place
- Serious Klein—The Seed (Short Film), Iconoclast Germany
- Brothers, Memory

- Post Malone | Circles, Powster

**Comedy Shortform (Video):**

- The Daily Show With Trevor Noah—Trump's Best Words 2019, Comedy Central
- Billy on the Street With Chris Evans, Funny Or Die
- Making It: Nick Offerman and Amy Poehler Pun-Off, NBC Entertainment Marketing and Digital
- Icelandagram, The Mystery Hour
- Full Frontal With Samantha Bee's "Historians Roast the President," Warner Media

**Fashion and Beauty (Video):**

- Meet Silvia Fendi, the Woman Who's Stepped Into Karl Lagerfeld's Shoes, CNN Worldwide
- Juno Birch Breaks Down Her Alien Queen Beauty Routine | Extreme Beauty | Vogue, Condé Nast Entertainment
- Vogue—Simon: a Survivor's Story, Good Company
- How Japanese Denim Is Made, Mr Porter
- Shady, Micam Refinery29

**Music Video (Video):**

- DAE—"Where We're Going" (Official Video), DAE
- Cellophane, Object & Animal/FKA Twigs
- Bon Iver—Naeem, Park Pictures
- Earth, Ryot/Lil Dicky
- Agoria—Call of the Wild, Soldats Films

**Variety (Video):**

- The Late Show With Stephen Colbert: Stephen Has a Story, CBS Interactive
- Behind the Scenes of Aladdin Crosswalk the Musical w/ Will Smith, CBS Interactive
- Leonardo DiCaprio and Quentin Tarantino Break Down Once Upon a Time in Hollywood's Main Character, Condé Nast Entertainment

- Best Interview Ever—Gaten Matarazzo, IMDb
- If I Could Tell You Just One Thing, Sundog Pictures

**Viral (Video):**

- Best Ever Food Review Show
- Billie Eilish Watches Fan Covers on YouTube | Glamour, Condé Nast Entertainment
- Sleeping Beauty Proposal: Friends at Work
- Motherly: I Was Going to Fold the Clothes But Instead I Held You, Motherly
- La Noria (Short Film), NightWheel Pictures

**Branded Entertainment, Comedy (Video):**

- CollegeHumor/Universal Pictures: "Sneaking Into Your Own R-Rated Movie," CH Media
- Now That's a Cardiac, Kovert Creative
- Adidas Originals "Donald Glover Presents," Mamag Studios
- Make It With Idris Elba, Squarespace
- Lyft—Giving Strangers a Lyft in Miami ft. Will Smith, Tool

**Best Overall Social Presence—Media/Entertainment (Social):**

- HBO, Engine
- National Geographic Social Media, National Geographic
- The New Yorker on Social Media, The New Yorker
- Vogue, Vogue
- Miracle Workers Social Campaign, Warner Media

**Best Social Video Series (Social):**

- Under a Minute, All Arts
- 60 Second Docs, Indigenous Media
- Golden Globes Elevator Series, InStyle
- NFL Draft Letters, NFL
- Apple—@apple—Experiments, TBWA\Media Arts Lab

**Best Influencer (Social):**

- #Transform Ur Dorm, 360i
- #twoistoofew, Lyft
- Women Worth Watching, mcgarrybowen
- NASA Names ‘Rolling Stones Rock’ on Mars, NASA Jet Propulsion Laboratory
- Nike—PLAYlist, R/GA

**Arts and Entertainment (Social Video):**

- Oscars First Call, Academy of Motion Picture Arts and Sciences
- BMI’s Emoji That Track, Broadcast Music Inc.
- A Holiday Reunion, Goodby Silverstein & Partners
- Best Advice, Hoff Productions
- #NiceTweets With Tom Hanks

**Celebrity/Fan (Social):**

- Comments By Celebs, Comments By Celebs
- The Ellen DeGeneres Show, Ellen Digital Network
- Jennifer Garner Instagram Account (specifically the Pretend Cooking Show series), Jennifer Garner
- The Tonight Show Starring Jimmy Fallon, The Tonight Show Starring Jimmy Fallon
- Variety’s Power of Young Hollywood, Variety

**Experimental and Innovation (Social):**

- Let’s Get Consensual: Consent Drop, Heat
- Lucky Bastards, Lucky Generals
- Baby Blocker, McCann Manchester
- Vogue Non Issue—AR experience, McCann Paris
- Celine Dion: Album Scavenger Hunt Across Instagram and Spotify, WMA/Weller Media Agency

**Fashion and Beauty Social Content Series and Campaigns (Social):**

- Red, White, and You Do You, Billie
- e.l.f. Cosmetics #eyeslipsface TikTok Campaign, e.l.f.

Beauty
- Adidas Originals Archive video series, Havas New York
- eos “Make It Awesome,” Mekanism
- Beauty Mark, Digitas

**Best Host (Podcasts):**

- Under the Skin with Russell Brand, Luminary Media
- The Catch and Kill Podcast With Ronan Farrow, Pineapple Street Studios
- Mobituaries, Simon & Schuster
- ZigZag Stable, Genius Productions
- Second Life, Who What Wear

**Best Miniseries (Podcast):**

- The Dropout, ABC News
- The Shrink Next Door
- Dolly Parton’s America, OSM Audio
- The Catch and Kill Podcast with Ronan Farrow, Pineapple Street Studios
- Mob Queens, Stitcher

**Best Writing (Podcasts):**

- Fool Me Twice, Auscast Network
- Bear and a Banjo, Jingle Punks
- The Dream, Little Everywhere
- Fiasco, Luminary Media
- The Only Podcast Left—Daybreak, Netflix

**Television and Film (Podcasts):**

- Here to Make Friends, HuffPost
- Masterpiece Studio, Masterpiece
- Behind the Scenes Netflix, Netflix
- Office Ladies, Stitcher
- Vanity Fair’s Little Gold Men, Vanity Fair

**Entertainment (Apps, Mobile and Voice):**

- The Star Wars App, Lucasfilm
- Marvel Unlimited, Marvel Entertainment
- NFL Mobile App, National Football League
- Reelgood, Reelgood
- Apollo’s Moon Shot AR, Smithsonian Channel

**Health, Fitness and Lifestyle: Voice (Apps, Mobile and Voice):**

- Red Cross Blood Donation Voice Skill, American Red Cross
- Corti: Audio to Augment Medical Professionals, Corti
- Bedtime Explorers, Kinderling Kids Radio
- Silent Whistle, Leo Burnett
- Ten Percent Happier, Ten Percent Happier

**News and Magazines (Apps, Mobile and Voice):**

- Consumer Reports, Consumer Reports
- The Guardian App for iOS and Android, Guardian News and Media
- National Geographic, National Geographic
- The New Yorker Today App, The New Yorker
- The Washington Post App for Smart TVs: The Washington Post

**Public Service and Activism (Apps, Mobile and Voice):**

- Pre-Check, Colenso BBDO
- Call Me Out, Commonwealth-McCann
- Global Citizen Mobile App, Global Citizen
- Malaria Must Die Voice Petition, R/GA
- .comdom, Wunderman Thompson Belgium

**Best Influencer Endorsement (Advertising, Media and PR):**

- Giving Songs, De La Cruz and Associates
- It’s bubly!m Goodby Silverstein & Partners
- Bring on Winter, Host/Havas
- Wrangler on My Booty, Mother New York
- Oreo x Wiz Khalifa, The Martin Agency

**Best Branded Editorial Experience (Advertising, Media and PR):**

- Miss Vogue, Condé Nast Creative Studio Spain
- Google Year in Search 2019, Google Brand Studio
- Watchmen x The Atlantic: The Massacre of Black Wall Street, HBO
- Puma: Run My Way, MediaMonks
- Allbirds | The View From Above, T Brand

**Best Cause-Related Campaign (Advertising, Media and PR):**

- Walk Like a Woman, Cummins&Partners
- Heart the Hate, Facebook
- Project Understood, FCB
- Covering Climate Now, TBWA\Chiat\Day
- UNICEF Backpack Graveyard, UNICEF

**Best User Interface (Websites):**

- Basic Culture Manual, Basic
- Welcome to Bron Bron Land, ESPN
- Haus website, Haus
- Astro ID, Logitech
- Safe Cities 2019, The Economist Group

https://www.adweek.com/digital/advertising-media-pr-nominees-revealed-for-24th-annual-webby-awards/

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# Twitter Largely Eliminates Tweeting via Text Message

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13 hours ago
Twitter turned off the ability to tweet via text message in most of the world Monday.

The social network initially turned off the feature last September after the account of CEO Jack Dorsey was hacked via messaging service CloudHopper, which enabled its users to tweet via text message after linking their mobile phone numbers to their accounts. Twitter acquired CloudHopper in April 2010.

Twitter turned the feature back on the following day for locations that depended on SMS to tweet.

Twitter Support tweeted Monday, “We want to continue to help keep your account safe. We’ve seen vulnerabilities with SMS, so we’ve turned off our Twitter via SMS service, except for a few countries. Everyone will still have access to important SMS messages needed to log in to and manage their accounts.”

The social network also confirmed to Matt Binder of Mashable that millions of inactive accounts that were created via SMS were deleted from its platform.

A Twitter spokesperson told Binder, “We are removing accounts that were created via SMS as we no longer support this technology and because these accounts have a high risk of becoming compromised. As a result of this, some accounts may see a drop in followers. We want people to have confidence that their follower counts are meaningful, accurate and reflect active accounts on Twitter, and this is part of our ongoing work to ensure that.”

https://www.adweek.com/digital/twitter-largely-eliminates-tweeting-via-text-message/

# Walgreens Turns to Filters on Facebook, Instagram, Snapchat for Red Nose Day

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59 mins ago

Walgreens won’t let the coronavirus pandemic ruin Red Nose Day.

The drug store chain has been the exclusive retailer of Red Nose Day for the past five years, selling red noses in its stores across the country to raise money for the campaign to end child poverty, which is spearheaded by nonprofit Comic Relief.

While Walgreens’ 9,277 stores (as of last Aug. 31) across all 50 states, the District of Columbia, Puerto Rico and the U.S. Virgin Islands are still open, as they are considered essential businesses, the company wanted to find a way to continue its efforts for Red Nose Day while at the same time encouraging people to follow social distancing guidelines, stay home unless they are replenishing vital items and not touch their faces.

“Somewhere in a Walgreens distribution center are hundreds of thousands of red noses that we put in storage,” senior vice president and chief operating officer Pat McLean said. “We don’t want to encourage people to put something on their face when you’re telling them not to touch their face.”

So, the drug store chain turned to social platforms as it pivoted its strategy.

From now through May 30, shoppers can donate online via the Walgreens site to unlock a special Red Nose filter that can be shared via Facebook, Instagram and Snapchat, encouraging

friends and family to follow suit.

In-store shoppers can still donate by telling their cashiers upon checkout.

All donations will go to Red Nose Day, with organizations set to benefit this year including Boys & Girls Clubs of America, Children’s Health Fund, City Year, Covenant House, Feeding America, The Global Fund, International Rescue Committee, Laureus Sport for Good, Save the Children and UnidosUS.

“There has never been a more important time to address things like child poverty,” McLean said. “We wanted to raise as much money as we can without the physical red nose: Let’s not lose the idea of a red nose, but let’s take it digital. The platforms have been great partners, very supportive. Supplier partners like Coca-Cola and Procter & Gamble are also supporting the cause.”

Walgreens president Richard Ashworth added, “Red Nose Day has always been about celebrating kindness and caring, and our commitment to support children in need is more urgent than ever before. The digital red nose is a simple and safe way for people to provide immediate support to the children and communities that are most vulnerable to the Covid-19 health pandemic, especially at a time when physical distance makes traditional ways of helping difficult.”

NBC will air The Red Nose Day Special Thursday, May 21 at 8 p.m. ET.

acebook-instagram-snapchat-for-red-nose-day/

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# Even Without Parades, St. Patrick’s Day Was a Hot Topic on Facebook, Instagram in March

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2 hours ago
While subjects related to the coronavirus pandemic certainly made their mark on the list of Hot Topics for March 2020 from Facebook IQ, the hottest topic of the month on both Facebook and Instagram involved the luck of the Irish.

St. Patrick’s Day was the hottest Hot Topic on both platforms last month, followed closely by Super Tuesday in the holidays and events category. The pandemic was also a strong topic of discussion on Facebook, but Instagrammers talked up Women’s History Month, instead.

Quarterback Tom Brady, his new team (the National Football League’s Tampa Bay Buccaneers) and the canceled 2019-20 Men’s NCAA Division I Basketball Championship tournament dominated sports talk on both Facebook and Instagram.

The coronavirus led the people and culture category on Facebook and Instagram, trailed on both platforms by Tom Hanks, who tested positive for Covid-19 and has since recovered, and late country music star Kenny Rogers.

The Centers for Disease Control and Prevention topped the brands and products category on both platforms, followed by

Costco on Facebook and by Feeding America on Instagram.

Facebook users chatted up Dolly Parton, Jimmy Fallon and The Walking Dead in the entertainment category last month, while Tyga and Reese Witherspoon captured the attention of Instagrammers.

Finally, with Facebook users and Instagrammers confined to their homes last month, GrubHub led the food and drink category on both platforms, followed by Waffle House on Facebook and bread on Instagram.

Facebook IQ measured subjects that drove disproportionately high volumes of discussion on both social platforms, marking the latest in a Facebook-Adweek Hot Topics monthly series that began in 2015.

Check out the data-based graphics below to learn more about recent, topical social trends:

Facebook IQ

Facebook IQ
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