Facebook Reminds Auto Marketers That ‘It’s a Great Day to Play With Cars’

Facebook announced at the AutoMobility LA event in Los Angeles Wednesday that its auto team will debut a digital campaign Dec. 3, It’s a Great Day to Play With Cars. The social network said the campaign is aimed at providing brands in the auto industry with the best practices for designing mobile creative and why… https://www.adweek.com/digital/facebook-reminds-auto-marketers-that-its-a-great-day-to-play-with-cars/

Over $125 Million Was Raised via Facebook on Giving Tuesday

It was, indeed, a Giving Tuesday on Facebook, as the social network said it saw the largest amount ever raised via its platform in a single day, over $125 million. For comparison’s sake, last year’s total was more than $45 million. The social network also teamed up with PayPal to match $7 million in donations… https://www.adweek.com/digital/over-125-million-was-raised-via-facebook-on-giving-tuesday/

Instagram Just Added 2 Features to Aid the Visually Impaired

Instagram is considered the most visual among the social platforms, but that doesn’t mean it’s ignoring the visually impaired. The Facebook-owned photo- and video-sharing network detailed two accessibility updates in a blog post Wednesday, aimed at helping the 285 million-plus people in the world who are visually impaired. Instagram is introducing automatic alternative text, enabling… https://www.adweek.com/digital/instagram-just-added-2-features-to-aid-the-visually-impaired/

Snapchat Certified Partners Program Hails Adtaxi

Denver-based digital marketing agency Adtaxi became the latest member of Snapchat’s Certified Partners program. Adtaxi will receive access to educational resources, training materials, support services, partner events and feedback opportunities from Snapchat, as well as additional tools and exclusive benefits. Chris Loretto, the agency’s executive vice president, said in a release, “Since its inception, Snapchat… https://www.adweek.com/digital/snapchat-certified-partners-program-hails-adtaxi/

LinkedIn’s Share Box Is Getting a New Look

LinkedIn is in the process of rolling out a revamped share box, with completion expected in the coming weeks. The professional network said the new share box makes it easier for members to designate what type of content they wish to share (short-form post, videos, images, links to articles) and who they want to share… https://www.adweek.com/digital/linkedins-share-box-is-getting-a-new-look/

Instagram Is Tinkering With the Layout of Its Profiles

Instagram users: If your profile starts looking a little different to you, you’re not seeing things. There’s a reason for it. The Facebook-owned photo- and video-sharing network revealed in a blog post that it is testing different ways to rearrange the icons, buttons and navigation tools on users’ profiles. Instagram said the potential changes being… https://www.adweek.com/digital/instagram-is-tinkering-with-the-layout-of-its-profiles/

Facebook: Here’s How to Create a Watch Party

In July, Facebook made its Watch Party feature available to all Facebook groups around the world. Now, users can create their own Watch Parties on News Feed without being associated with a group. The Watch Party feature allows users to invite friends to watch videos with them on the social network. Our guide will show… https://www.adweek.com/digital/facebook-heres-how-to-create-a-watch-party/

Will the New Ralph Breaks the Internet Sticker Pack Break WhatsApp?

Walt Disney Pictures marked the theatrical release of Ralph Breaks the Internet Wednesday by becoming the first entertainment studio to create a sticker pack for WhatsApp. The Facebook-owned messaging application’s 1.5 billion monthly users will have access to the Ralph Breaks the Internet sticker pack via both iOS and Android. Disney Disney also created a… https://www.adweek.com/digital/will-the-new-ralph-breaks-the-internet-sticker-pack-break-whatsapp/

Nielsen Social Content Ratings, Week of Nov. 12: The Trophy Goes to the Latin Grammy Awards

Univision’s presentation of The 19th Annual Latin Grammy Awards tallied 4.242 million interactions across Facebook, Twitter and Instagram, propelling it to the top of the Nielsen Social Content Ratings for the week of Nov. 12. World Wrestling Entertainment action on USA Network grabbed the next two spots, with WWE SmackDown! totaling 2.053 million interactions across… https://www.adweek.com/digital/nielsen-social-content-ratings-week-of-nov-12-the-trophy-goes-to-the-latin-grammy-awards/

Nike Shared the Stories of Everyday Athletes in Documentary-Style Videos for Instagram’s IGTV

Nike dipped its toes in the IGTV waters for the first time with its documentary-style profiles of everyday athletes, which it began sharing on the platform in September. Instagram introduced IGTV in June as a stand-alone video application enabling videos of up to one hour long. The athletic wear and sneaker giant teamed up with… https://www.adweek.com/digital/nike-shared-the-stories-of-ever

yday-athletes-in-documentary-style-videos-for-instagrams-igtv/