LinkedIn Is Dipping Its Toes in the Stories Water With Its Beta-Test of Campus Playlists

The stories format making its way to another social networking site probably doesn’t come as much of a surprise, but it might when you consider which site is jumping on board. LinkedIn confirmed that it is beta-testing a new video feature called Campus Playlists, sharing many of the characteristics found in the story formats made… https://www.adweek.com/digital/linkedin-is-dipping-its-toes-in-the-stories-water-with-its-beta-test-of-campus-playlists/

The Lego Movie Can Be Watched in Its Entirety for Free on YouTube on Black Friday

Warner Bros. Pictures is turning Black Friday into Block Friday on YouTube, announcing that for 24 hours Friday, Nov. 23, people viewing the trailer for upcoming sequel film The Lego Movie 2: The Second Part will be able to enjoy the entire, full-length The Lego Movie free-of-charge. Fans can go to YouTube on Black Friday… https://www.adweek.com/digital/the-lego-movie-can-be-watched-in-its-entirety-for-free-on-youtube-on-black-friday/

Jackson Hole Is Encouraging Instagrammers to Tag Photos, But Not With the Exact Location

The Jackson Hole Travel & Tourism Board developed a new way for Instagram users to tag their photos of the Wyoming region's vast natural resources while at the same time protecting them. The organization teamed up with creative agency Colle McVoy on Tag Responsibly, a new part of its Stay Wild movement. When posting images… https://www.adweek.com/digital/jackson-hole-is-encouraging-instagrammers-to-tag-photos-but-not-with-the-exact-location/

Alex and Ani Wants to Help Stumped Holiday Shoppers @BeABetterGifter

Jewelry maker Alex and Ani unveiled @BeABetterGifter, a Twitter handle that will provide gift-giving advice to shoppers. However, the unique thing about @BeABetterGifter is that the advice will come from actual human beings—members of the company's customer experience team—and not from a bot. Alex and Ani is using Spredfast's social listening tool to find tweets…

https://www.adweek.com/digital/alex-and-ani-wants-to-help-stumped-holiday-shoppers-beabettergifter/

The Ability to Remove Messages From Facebook Messenger Has Finally Gone Live

The ability to delete messages from Facebook Messenger, which was teased last week in the release notes for version 191.0 of the Messenger iOS application, has become a reality, but only in a few countries, thus far. The Remove feature went live for iOS and Android users in Poland, Bolivia, Colombia and Lithuania, and a… https://www.adweek.com/digital/the-ability-to-remove-messages-from-facebook-messenger-has-finally-gone-live/

Over $1 Billion Has Been Raised via Facebook's Fundraisers Feature, Donate

Button Since 2015

Facebook announced Wednesday that since it debuted charitable giving tools in 2015, people have raised more than $1 billion for nonprofits and personal causes via its Fundraisers feature and Donate buttons. Vice president, social good Naomi Gleit also revealed in a Newsroom post that nonprofit fundraising tools are being extended to Canada and Australia, and… https://www.adweek.com/digital/over-1-billion-has-been-raised-via-facebooks-fundraisers-feature-donate-button-since-2015/

Nielsen Social Content Ratings, Week of Nov. 5: The People Chose the People's Choice Awards

The People's Choice Awards on E! was the top choice of people on Facebook, Twitter and Instagram in terms of interactions during the week of Nov. 5, according to Nielsen Social Content Ratings. The annual awards show tallied 5.267 million interactions across the three social networks. USA Network's WWE Monday Night Raw followed on the… https://www.adweek.com/digital/nielsen-social-content-ratings-week-of-nov-5-the-people-chose-the-peoples-choice-awards/

Facebook Is Ramping Up Its Career-Development Efforts With a New Site, Other Updates

Facebook took the next step toward honoring its June pledge to train 1 million small business owners in the U.S. on digital skills by 2020 with this week’s debut of career-development site Learn With Facebook. The social network also revealed that businesses can now use its job listings tool to post open positions to groups,… https://www.adweek.com/digital/facebook-is-ramping-up-its-career-development-efforts-with-a-new-site-other-updates/

Who Were LinkedIn’s 2018 Top Voices for Marketing and Social Media?

LinkedIn unveiled its 2018 Top Voices for Marketing and Social Media Tuesday. The professional network said it measured activity from September 2017 through mid-September of this year, factoring in engagement (including comments and reshares) with original content and relative follower growth. LinkedIn and Microsoft employees were excluded from the list. LinkedIn added that its Top… https://www.adweek.com/digital/who-were-linkedins-2018-top-voices-for-marketing-and-social-media/

LinkedIn Re-Created Its Company Pages Experience From Scratch

LinkedIn Company Pages are now LinkedIn Pages, and vice president of products Tomer Cohen said during a press briefing Tuesday that the pages experience has been rebuilt from scratch. LinkedIn Pages product lead Sparsh Agarwal said in a blog post that more than 2 million posts, videos and articles are generated by the professional network's… https://www.adweek.com/digital/linkedin-re-created-its-company-pages-experience-from-scratch/