Facebook, Google and Twitter Formed Tech Together to Fight the Opioid Crisis

Facebook, Google and Twitter are working together to help battle opioid addiction. The three tech giants are teaming up in a new coalition, Tech Together to Fight the Opioid Crisis, which will be led by the Center for Safe Internet Pharmacies. The goal is to share best practices and collaborate on ways to address opioid… https://www.adweek.com/digital/facebook-google-and-twitter-formed-tech-together-to-fight-the-opioid-crisis/

Pinterest's Mobile Apps Are Going Single-Column

Pinterest began rolling out an update to its mobile applications last week in which its tiled images are replaced by what it called "an immersive single-pin format"—a single column of posts. The company also revealed in a blog post that tapping on a Pin under its following tab will bring users directly to the Pin… https://www.adweek.com/digital/pinterests-mobile-apps-are-going-single-column/

Facebook Helped Launch a Documentary Series to Inspire Girls to Create Games

Facebook launched its Women in Gaming initiative in February with the goal of giving women in the video-game industry a place to connect and share their stories. Now, the social network is working with documentary company Artifact Studios to help launch a series of documentaries called Girls Level Up, which were designed to inspire teen… https://www.adweek.com/digital/facebook-helped-launch-a-documentary-series-to-inspire-girls-to-create-games/

Facebook Is Taking Aim at TikTok With Its Rollout of Stand-Alone App Lasso

Facebook last week quietly released its take on TikTok (now part of Musical.ly), iOS and Android application Lasso. Product manager Andy Huang announced the rollout of Lasso in a since-deleted tweet, which was followed up by this tweet from Lasso product manager Bowen Pan: Today, my team launched Lasso (@lassovideos), a new video app that… https://www.adweek.com/digital/facebook-is-taking-aim-at-tiktok-with-its-rollout-of-stand-alone-app-lasso/

Facebook: Here’s How to Turn on Job Alerts

Did you know Facebook allows you to turn on job alerts, so you’re notified when new job listings are posted in your area? Our guide will show you how this works. Note: These screenshots were captured in the Facebook application on iOS. Step 1: Tap the three horizontal lines in the bottom-right corner of the… https://www.adweek.com/digital/facebook-heres-how-to-turn-on-job-alerts/

Snapchat Is Kicking Its Election Day Efforts Into High Gear

With Election Day fast approaching in the U.S., Snapchat is ramping up its efforts to get people to the polls and keep them informed. The messaging application announced a deep integration with TurboVote in September, in support of National Voter Registration Day, and it revealed last week that more than 600,000 users signed up for… https://www.adweek.com/digital/snapchat-is-kicking-its-election-day-efforts-into-high-gear/

Twitter Starts Spreading the Word About the 2018 U.S. Midterm Election

Twitter is doing its part to keep its users in the U.S. informed about the 2018 midterm election Nov. 6. Starting Thursday, people in the U.S. began seeing Election Day countdowns in their timelines, and clicking on the Get Started button will bring up information from Get to the Polls on where their polling place… https://www.adweek.com/digital/twitter-starts-spreading-the-word-about-the-2018-u-s-midterm-election/

Twitter Is Now Allowing Users Who Report Spammy Tweets to Provide More Information

Twitter is now enabling its users to provide more information on the posts that they report as spam. The social network announced in a Twitter Safety tweet that users can specify the type of spam they are reporting, including suspicion that the tweets originated from fake accounts. Activity that attempts to manipulate or disrupt Twitter's… https://www.adweek.com/digital/twitter-is-now-allowing-users-who-report-spammy-tweets-to-provide-more-information/

The Two Teams That Played in the 2018 World Series Dominated Facebook, Twitter and Instagram

The 2018 World Series champion Boston Red Sox also hoisted the trophy for the most growth on Twitter and Instagram in October, while the runner-up Los Angeles Dodgers led Facebook in growth, according to social marketing firm Unmetric. Engagement was led by two teams that were knocked out in their respective leagues' division series, as… https://www.adweek.com/digital/the-two-teams-that-played-in-the-2018-world-series-dominated-facebook-twitter-and-instagram/

Businesses on Instagram Will Still Be Able to Search Hashtags on a Limited Basis

As part of changes to the Instagram Graph API (application-programming interface) that were announced in January and go into effect Dec. 11, the ability for businesses to search hashtags via the API is being removed, but the Facebook-owned photo- and video-sharing network announced a scaled-down version of that capability Wednesday. Software engineer Namrita Pandita revealed…

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