Car Shoppers in 2 Cities Can ‘Tweet to Test Drive’ a Mini Countryman

Mini USA teamed up with Twitter on an initiative that enables car shoppers to arrange for test drives via the social network. The program is available exclusively in San Francisco and Los Angeles through Nov. 30. Car shoppers who are interested in test-driving a new Mini Countryman or Mini Countryman plug-in hybrid can tweet #MINIonDemand… https://www.adweek.com/digital/car-shoppers-in-2-cities-can-tweet-to-test-drive-a-mini-countryman/

Pinterest Shared 7 Steps for Brands Launching Ad Campaigns

Pinterest small and midsized business marketing lead Lisa Fong shared seven steps that the 1.5 million-plus brands on its platform should go through when launching ad campaigns aimed at some of its more than 250 million monthly users. Fong wrote in a blog post: Create your ad: After creating a business profile, defining a clear… https://www.adweek.com/digital/pinterest-shared-7-steps-for-brands-launching-ad-campaigns/

LinkedIn Sponsored Content Campaigns Can Now Be Tracked via Google Campaign Manager

LinkedIn Monday announced a further measurement integration with Google Campaign Manager (formerly DoubleClick Campaign Manager). The professional network revealed an integration with Google Campaign Manager earlier this year for several ad formats, and it has now been extended to Sponsored Content. Taylor Greason, who works on product management for LinkedIn, said in a blog post… https://www.adweek.com/digital/linkedin-sponsored-content-campaigns-can-now-be-tracked-via-google-campaign-manager/

Steve Pearce and Max Muncy Made Their Mark on the 2018 World Series, and on Twitter

The Boston Red Sox wrapped up Major League's Baseball's 2018 World Series with a 5-1 victory over the host Los Angeles Dodgers in game five, and the end of the game was the top-tweeted moment of the series, according to Twitter. The three top-tweeted World Series moments were: The end of game five. Max Muncy… https://www.adweek.com/digital/steve-pearce-and-max-muncy-made-their-mark-on-the-2018-world-series-and-on-twitter/

Snapchat Just Introduced a Snap Camera App for Desktops

Why should mobile users have all of the fun? Snapchat Friday introduced Snap Camera, a free application for Mac and Windows desktops that brings thousands of the messaging application's lenses to those devices. Classic lenses from Snapchat can be used, as well as lenses created by the app's Lens Creator community via its Lens Studio…. https://www.adweek.com/digital/snapchat-just-introduced-a-snap-camera-app-for-desktops/

Facebook Is Testing a Special Halloween Stories Feature in the U.S.

Facebook conjured up some Halloween tricks and treats for Facebook Stories. The social network is testing a Halloween Story feature, which has the same 24-hour shelf life that traditional Facebook Stories do, but is separate from users' personal Stories, although they will be able to upload photos and videos to both of them. On Oct…. https://www.adweek.com/digital/facebook-is-testing-a-special-halloween-stories-feature-in-the-u-s/

Stickers Are Coming to WhatsApp

WhatsApp finally followed its parent company, Facebook, and corporate siblings Messenger and Instagram, into the world of stickers. The messaging application announced in a blog post Thursday that stickers are now available for use via its iPhone and Android apps, and the first three sticker sets are called Cuppy, Komo and Salty. The feature will… https://www.adweek.com/digital/stickers-are-coming-to-whatsapp/

Facebook Must Pay the Maximum Fine in the U.K. Due to the Cambridge Analytica Scandal

The Information Commissioner’s Office, the privacy regulator in the U.K., followed through on its threat in July to impose its maximum financial penalty on Facebook due to the misuse of user data by Cambridge Analytica. However, calling the punishment a slap on the wrist would be exaggerating matters. The maximum fine that can be levied… https://www.adweek.com/digital/facebook-must-pay-the-maximum-fine-in-the-u-k-due-to-the-cambridge-analytica-scandal/

Facebook Just Added a Candidate Info Tool for the Upcoming U.S. Midterm Election

With a crucial U.S. midterm election coming up Nov. 6, Facebook introduced a new Candidate Info tool to give people access to information about candidates for office, as well as short videos created by those candidates. Product manager, civic engagement Mike Hogan said in a Newsroom post that more than 25 million people in the… https://www.adweek.com/digital/facebook-just-added-a-candidate-info-tool-for-the-upcoming-u-s-midterm-election/

Listen Up: Music Can Now Be Added to Facebook Stories

Music is in the air, and Facebook was in tune with the updates it revealed Wednesday: the addition of music to Facebook Stories, the expansion of its Lip Sync Live feature to pages, the addition of lyrics to Lip Sync Live and testing the ability for people to add songs to their profiles. The social… https://www.adweek.com/digital/listen-up-music-can-now-be-added-to-facebook-stories/