Twitter Is Making Some Changes to How Reported Tweets Are Displayed

Twitter announced changes to the way it displays tweets that have been deleted following enforcement action by the social network, as well as tweets that people have reported. When a tweet is deleted after Twitter notifies the account holder that the tweet violated the Twitter Rules and he or she cannot tweet again until that… https://www.adweek.com/digital/twitter-is-making-some-changes-to-how-reported-tweets-are-displayed/

Why Social Media Isn't Working for Your Business, and 6 Things You Can Do About It

"Facebook profit hits an all-time high, unaffected by recent scandals—so far." "Twitter posts record $100 million profit but loses 1 million users." The above are recent headlines from top publications about the profitability of two of the biggest social media networks' advertising business models. It gets interesting. The following screenshot (courtesy of Statista) shows Instagram's… https://www.adweek.com/digital/why-social-media-isnt-working-for-your-business-and-6-things-you-can-do-about-it/

Facebook Is Trying to Keep News Feed Free of Content Copied From Other Sites

The most recent tweak to Facebook’s News Feed algorithm is taking aim at low-quality sites that predominantly copy and republish content from other sites without adding any value. The social network quietly announced the change in an update to a Newsroom post from May 2017, when it announced that fewer links to low-quality web pages… https://www.adweek.com/digital/facebook-is-trying-to-keep-news-feed-free-of-content-copied-from-other-sites/

Facebook: Here’s How to Add a Life Event to a News Feed Post

Facebook’s Life Event feature allows users to highlight major events in their lives, such as when they got married or had a child. Our guide will show you how to share a life event in a Facebook News Feed post. Note: These screenshots were captured in the Facebook application on iOS. Step 1: Near the… https://www.adweek.com/digital/facebook-heres-how-to-add-a-life-event-to-a-news-feed-post/

Facebook Users Turned to the Absurd in September, According to Facebook IQ

Life had no meaning for Facebook users in September, as absurdism—along with associated topics ethical egoism, nihilism, pessimism, existentialism, skepticism, surrealism, anarchism, Albert Camus, philosophy and meme—was one of Facebook IQ's Topics to Watch for September 2018. Conversation on those topics was up nine times compared with September 2017 and 0.8 times versus August, dominated… https://www.adweek.com/digital/facebook-users-turned-to-the-absurd-in-september-according-to-facebook-iq/

Why Organic Growth Is the Key to Growing Your Brand on Instagram

There are a lot of people—and brands—out there who see Instagram as a kind of Wild West where anyone can strike it rich, especially with the help of some third-party tools. But the fact of the matter is that those tools only work if you already have a coherent social media strategy and a definite… https://www.adweek.com/digital/why-organic-growth-is-the-key-to-growing-your-brand-on-instagram/

Facebook Is Taking Aim at Posts With False Information About How to Vote

Facebook continues to take steps to safeguard the upcoming midterm elections in the U.S., announcing late Monday that it is targeting posts containing misrepresentations about how to vote. Public policy manager Jessica Leinwand said in a Newsroom post that posts with false information about the voting process are now banned, offering as examples claims that…
https://www.adweek.com/digital/facebook-is-taking-aim-at-posts-with-false-information-about-how-to-vote/

Nike’s Jordan Brand Is Using a Facebook Messenger Bot to Deliver Content

Nike teamed up with conversational artificial intelligence platform Snaps on a Facebook Messenger bot for its Jordan Brand that it hopes will jump out of the gym among the sneakerhead community. Dan Harbison, global senior director, digital for the Jordan Brand, said his team looks at the two-way conversations enabled by Messenger bots as a…
https://www.adweek.com/programmatic/nikes-jordan-brand-is-using-a-facebook-messenger-bot-to-deliver-content/

Facebook Just Rolled Out 3D Photos in News Feed and via Virtual Reality

Photos on Facebook’s News Feed and when the social network is viewed via virtual reality are going 3D, and people don’t even need those cheesy cardboard glasses. The social network announced in a blog post that people can now take photos in portrait mode using their compatible dual-lens smartphones, and those images can be shared… https://www.adweek.com/digital/facebook-just-rolled-out-3d-photos-in-news-feed-and-via-virtual-reality/

Members of Facebook Groups Will Be Able to Chat With Up to 250 Fellow Members

Facebook is adding a touch of Messenger to its groups, enabling members of groups to chat with up to 250 fellow members, as well as to start audio or video calls with up to 50 members. The social network said more than 1.4 billion people are using groups each month, and there are tens of… https://www.adweek.com/digital/members-of-facebook-groups-will-be-able-to-chat-with-up-to-250-fellow-members/