Facebook Just Removed More Pages and Accounts in the Run-Up to the U.S Midterm Elections

Another 559 pages and 251 accounts were removed from Facebook in a bid to thwart a coordinated effort to use the upcoming midterm elections in the U.S. as a way to make their content appear more popular on the social network and drive clicks to websites that are actually ad farms. Head of cybersecurity policy…
https://www.adweek.com/digital/facebook-just-removed-more-pages-and-accounts-in-the-run-up-to-the-u-s-midterm-elections/

Twitter Moments Can No Longer Be Created on iOS, Android Devices After Oct. 23

Twitter Moments can no longer be created via the social network's flagship iOS and Android applications, effective Oct. 23. The move was announced in a Twitter Support tweet, which cited low use of the feature as the reason for sunsetting it. On October 23, we're removing the ability to create Moments on the Twitter for…
https://www.adweek.com/digital/twitter-moments-can-no-longer-be-created-on-ios-android-devices-after-oct-23/

Instant Forms Can Be Added to Facebook Ad Campaigns for Brand Awareness, Reach, Traffic

Facebook announced that brands can now include Instant Forms—formerly known as Lead Forms—in all ad campaigns with brand awareness, reach and traffic objectives. Instant Forms enables actions such as newsletter signups, donor registrations and sample requests, and they enable people to let brands know how they want to be reached and share their contact information…. https://www.adweek.com/programmatic/instant-forms-can-be-added-to-facebook-ad-campaigns-for-brand-awareness-reach-traffic/

Workplace By Facebook Can Now Deploy Facebook's Safety Check Feature

Facebook has brought its Safety Check—which enables people to check on the status of friends and family during times of crisis and lets those in affected areas mark themselves as safe—to its Workplace by Facebook enterprise solution for businesses. The social network introduced Safety Check in October 2014, and it announced at its Flow leadership…

https://www.adweek.com/digital/workplace-by-facebook-can-now-deploy-facebooks-safety-check-feature/

Delta Passengers Can Pick December’s Featured Holiday Movie in a Twitter Poll

One of the side effects of Delta Air Lines’ new initiative with Twitter may be a rekindling of the debate over whether Die Hard counts as a Christmas movie. Delta passengers can use Twitter’s poll feature to decide which holiday-themed feature film will be shown in-flight during the upcoming holiday season. The choices are Die… https://www.adweek.com/digital/delta-passengers-can-pick-decembers-featured-holiday-movie-in-a-twitter-poll/

More News Organizations Are Signing On to Use Trust Indicators From The Trust Project

Last November, Facebook, Twitter, Google and Bing teamed up with nonpartisan global network of news organizations The Trust Project on Trust Indicators, aimed at helping to

validate legitimate news publishers and weeding out fake news. Media partners at launch included dpa, The Economist, The Globe and Mail, the Independent Journal Review, Mic, La Repubblica, La… https://www.adweek.com/digital/more-news-organizations-are-signing-on-to-use-trust-indicators-from-the-trust-project/

LinkedIn Acquired Employee Engagement Platform Glint

LinkedIn announced an agreement to acquire employee engagement platform Glint. Terms of the transaction were not disclosed, but LinkedIn vice president of talent solutions, careers and learning Daniel Shapero said in a blog post that when the deal closes—expected during parent company Microsoft's second fiscal quarter of 2019, which ends Dec. 31—Glint founder and CEO… https://www.adweek.com/digital/linkedin-acquired-employee-engagement-platform-glint/

The Team Behind Coding Interview Startup Refdash Is Joining Facebook

Facebook turned to the team behind Refdash, a platform that enables people to practice interviewing for coding positions,

to help enhance its own jobs offering. Refdash announced in a blog post that its team would be joining the social network, adding that its existing products and services would continue to operate independently, but its live… https://www.adweek.com/digital/the-team-behind-coding-interview-startup-refdash-is-joining-facebook/

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5 Highlights from Evan Spiegel's Memo to Snap Inc. Employees

Snap Inc. CEO Evan Spiegel shared a long memo with employees Sept. 26 in which he outlined several goals, including full-year profitability in 2019. The memo was obtained and shared by Alex Heath of Cheddar. Growth and profitability Spiegel said Snap Inc. will grow revenue three different ways: by increasing daily users and engagement; by… https://www.adweek.com/digital/5-highlights-from-evan-spiegels-memo-to-snap-inc-employees/

Facebook's Camera Effects Platform Is Now Spark AR

Facebook introduced its Camera Effects Platform at its F8 conference in April 2017 as a way to bring augmented reality to the cameras in people's phones, rather than to separate

devices, such as glasses. On Friday, the social network announced that it is renaming the platform Spark AR and expanding it on Instagram. Facebook announced… https://www.adweek.com/digital/facebooks-camera-effects-platform-is-now-spark-ar/