Will Location Data From Instagram Soon Make Its Way Over to Facebook?

Instagram appears to be testing a new privacy setting that would enable it to share its users' location histories with parent company Facebook. Developer and blogger Jane Manchun Wong shared the tweet below containing a screenshot of the location history feature within Instagram's privacy settings. Instagram, as a "Facebook Product", is testing Facebook Location History… https://www.adweek.com/digital/will-location-data-from-instagram-soon-make-its-way-over-to-facebook/

Instagram Rolled Out Nametag: Customizable, Scannable Codes That Lead to Users' Profiles

Instagram followed in the footsteps of Snapchat Snapcodes and its corporate sibling's Messenger Codes with its introduction of Nametag, which it had been testing earlier this year. The Facebook-owned photo- and video-sharing network described Nametag as a customizable identification card that people can scan to find that user's Instagram profile. The feature is available globally… https://www.adweek.com/digital/instagram-rolled-out-nametag-customizable-scannable-codes-that-lead-to-users-profiles/

The National Women’s Hockey League Will Drop the Puck on Twitter Again

The Twitter NWHL Game of the Week will return for the 2018-19 season as the result of another partnership between the National Women’s Hockey League and the social network. The NWHL will produce 16 regular season games, the 2019 NWHL All-Star Game and the Isobel Cup Playoffs exclusively for Twitter and available to logged-in and… https://www.adweek.com/digital/the-national-womens-hockey-league-will-drop-the-puck-on-twitter-again/

Facebook Jobs Can Now Be Posted to Groups

Facebook is sprucing up its jobs tool for the holiday shopping season, adding the ability to share job listings in groups. The social network said in a blog post that more than 525,000 seasonal employees were hired in the U.S. last year for the holiday shopping season. Users can now share job listings to groups… https://www.adweek.com/digital/facebook-jobs-can-now-be-posted-to-groups/

Facebook’s Premieres Feature Is Now Available to All Publishers and Video Creators

The Premieres feature for Facebook Live videos that the social network began testing in April is now available to all pages globally, and more pages are getting access to video polls and Top Fans. Premieres enable publishers and video creators to pre-record videos and debut them as live moments on Facebook, enabling people to experience… https://www.adweek.com/digital/facebooks-premieres-feature-is-now-available-to-all-publishers-and-video-creators/

Unmetric: The MLB Pennant Race Heated Up Facebook, Twitter and Instagram in September

Teams battling for spots in Major League Baseball’s postseason upped their social media games in September, as the Arizona Diamondbacks had the most growth on Facebook for the month, while the Colorado Rockies led Twitter and the Instagram title went to the Milwaukee Brewers. The Brewers also led engagement on Twitter and Instagram, while the… https://www.adweek.com/digital/unmetric-the-mlb-pennant-race-h

eated-up-facebook-twitter-and-instagram-in-september/

Pinterest Added Oracle Data Cloud's Moat and NinthDecimal as Measurement Partners

Pinterest announced two new measurement partners Monday morning: Oracle Data Cloud's Moat for viewability, and NinthDecimal for foot traffic. Head of measurement sciences and insights Gunnard Johnson said in a blog post announcing the two new partners that Pinterest has averaged 90 percent viewability for its in-application ads since teaming up with Moat, compared with… https://www.adweek.com/programmatic/pinterest-added-oracle-data-clouds-moat-and-ninthdecimal-as-measurement-partners/

Facebook Messenger Bots Will Soon Have Multiple Personas

Facebook Messenger bots will soon begin expressing themselves through multiple personalities, but it's not schizophrenia—just one of the updates to Messenger Platform that were announced Friday. Developers of Messenger bots now have access to the new Persona API (application-programming interface), in open beta, which enables them to add multiple personals to their bots for different…

https://www.adweek.com/digital/facebook-messenger-bots-will-soon-have-multiple-personas/

Halloween Is Coming: What Are People Searching For on Pinterest?

There have been 95 million Pinterest searches related to Halloween over the past year, up 51 percent year-over-year, and Pinterest shared some of the top trending topics so that brands can get a jump on spooky season. In the makeup and beauty category, face paint is drawing a good deal of search attention, with searches… https://www.adweek.com/digital/halloween-is-coming-what-are-people-searching-for-on-pinterest/

Facebook Added a Premium Option for Its In-Stream Video Ads

Facebook unveiled some new options for video ad campaigns on its platform. The social network said in a blog post that over 70 percent of its in-stream ads are viewed to completion, most with audio enabled. Those ads are delivered as mid-roll for News Feed videos and as either pre-roll or mid-roll elsewhere

on the…
https://www.adweek.com/programmatic/facebook-added-a-premium-option-for-its-in-stream-video-ads/