U.S. Teens Believe Elected Officials, Social Networks Fail to Protect Them From Cyberbullying

Cyberbullying is an issue that continues to rear its ugly head, and a new survey from Pew Research Center found that teens believe their parents are doing a good job at addressing the problem, but their views were different when it came to social networks and, more drastically, elected officials. Pew found that 59 percent… https://www.adweek.com/digital/u-s-teens-believe-elected-officials-social-networks-fail-to-protect-them-from-cyberbullying/

WhatsApp: Here’s How to Hide Your Status Posts From Certain Contacts

Did you know that WhatsApp allows you to hide your Status posts from certain contacts? Our guide will show you how this works. Note: These screenshots were captured in the WhatsApp application on iOS. Also note, this process is a bit different on iOS and Android. Step 1: On iOS, tap “Status” in the bottom-left… https://www.adweek.com/digital/whatsapp-heres-how-to-hide-your-status-posts-from-certain-contacts/

eMarketer: Snapchat’s Self-Serve Platform Means More Advertisers, Less Revenue

While the move to a self-serve advertising platform in June 2017 sparked a rise in the number of advertisers on Snapchat, it also resulted in lower ad prices on the platform, according to the latest forecast from research outfit eMarketer. eMarketer lowered its projection for 2018 net digital ad revenues in the U.S. to $662.1… https://www.adweek.com/programmatic/emarketer-snapchats-self-serve-platform-means-more-advertisers-less-revenue/

Pinterest Is Opening Up Its First Office in Canada Next Month

Pinterest will set up shop in its first Canadian office next month, in downtown Toronto, where newly hired country manager Erin Elofson will run the show. Elofson most recently led sales teams at Facebook Canada. Prior to that, she spent 11 years with Microsoft Canada, acting as the global lead for the company’s partnership with… https://www.adweek.com/digital/pinterest-is-opening-up-its-first-office-in-canada-next-month/

Twitter Brought the Fantastic Beasts: The Crimes of Grindelwald Trailer to Billboards

Some Fantastic Beasts took over billboards in New York, Toronto and Tokyo, with an assist from Twitter. Legendary author J.K. Rowling debuted the trailer for upcoming feature film Fantastic Beasts: The Crimes of Grindelwald on NBC's Today Tuesday morning. Shortly thereafter, the trailer was exclusively available on Twitter, complete with a special cast introduction, and… https://www.adweek.com/digital/twitter-brought-the-fantastic-beasts-the-crimes-of-grindelwald-trailer-to-billboards/

Nielsen Social Content Ratings, Week of Sept. 17: 70th Primetime Emmy Awards Take the Trophy

The 70th Primetime Emmy Awards drew 5.132 million interactions across Facebook, Twitter and Instagram during the week of Sept. 17, topping the Nielsen Social Content Ratings list of television series and specials. The awards show on NBC was

distantly followed by WWE Monday Night Raw on USA Network (1.8 million interactions across the three social… https://www.adweek.com/digital/nielsen-social-content-ratings-week-of-sept-17-70th-primetime-emmy-awards-take-the-trophy/

Survey Says: Twitter Wants Its Users to Help Craft Its Dehumanization Policy

Twitter is turning to its users for help crafting its dehumanization policy, making a survey available via this blog post where people can share their feedback until Tuesday, Oct. 9, at 6 a.m. PST/9 a.m. ET. Legal, policy and trust and safety lead Vijaya Gadde and vice president of trust and safety Del Harvey outlined… https://www.adweek.com/digital/survey-says-twitter-wants-its-users-to-help-craft-its-dehumanization-policy/

LinkedIn Lit Up the Next Stage of Its ‘In It Together’ Campaign With an Emmy Spot

LinkedIn continued its strategy of using major awards shows as launching pads for its campaigns. The third phase of LinkedIn’s In It Together integrated marketing campaign kicked

off with television spots during the 70th Primetime Emmy Awards Sept. 17 in four large U.S. markets, accompanied by out-of-home, radio, digital, online video, social and search components….
https://www.adweek.com/digital/linkedin-lit-up-the-next-stage-of-its-in-it-together-campaign-with-an-emmy-spot/

Twitter Is Doing Its Part to Get Out the Vote in the U.S.

Nonprofit, nonpartisan organization TurboVote has been the darling of <span aria-describedby="tt" class="glossaryLink " data-cmtooltip=" Social Network A social network is a website or mobile app that lets users connect with other users and share personal or professional messages. Examples include Facebook, Twitter and Instagram. “>social networks of late, with Twitter announcing that the two companies…
https://www.adweek.com/digital/twitter-is-doing-its-part-to-get-out-the-vote-in-the-u-s/

Facebook Is Teaming Up With TurboVote for National Voter Registration Day

With National Voter Registration Day fast approaching Tuesday, Facebook outlined the steps it is taking before, on and after

Election Day to ensure that people in the U.S. are part of the process. Prior to Nov. 6, Election Day, the social network is teaming up with TurboVote on an initiative to help people register to… https://www.adweek.com/digital/facebook-is-teaming-up-with-turbovote-for-national-voter-registration-day/