Experiential Marketing and Social Media: A Killer Combo That Brands Aren’t Doing Right

Although the world is becoming more digital by the day, experiential marketing is gaining newfound momentum. While consumers are used to gathering information and making connections via electronic means, nothing can quite take the place of face-to-face contact. In fact, Freeman chief marketing officer Chris Cavanaugh says that marketers believe brand experiences build loyalty: “We… https://www.adweek.com/digital/experiential-marketing-and-social-media-a-killer-combo-that-brands-arent-doing-right/

Instagram: Here’s How to Share a GIF in a Direct Message

Instagram launched the ability for users to share GIFs in Instagram Direct messages. Our guide will show you how this works. Note: These screenshots were captured in the Instagram application on iOS. Step 1: On your Instagram home feed, tap the paper airplane symbol in the top-right corner of the screen to go to your… https://www.adweek.com/digital/instagram-heres-how-to-share-a-gif-in-a-direct-message/

Instagram Is Tinkering With Hashtags That Aren’t Displayed in Captions

Instagram appears to be testing two potential new features: the ability to add hashtags to posts without having those hashtags appear in the captions, as well as the option of setting specific locations where posts or Stories can be seen. Developer and blogger Jane Manchun Wong shared screenshots of the features in two tweets, and… https://www.adweek.com/digital/instagram-is-tinkering-with-hashtags-that-arent-displayed-in-captions/

ACLU Says Facebook Enabled Companies to Target Job Ads to Male Users

Facebook’s job application tool, which was rolled out in February 2017 to carve into LinkedIn’s dominance in that sector, just hit its first speed bump. The American Civil Liberties Union (ACLU) teamed up with Communications Workers of America and workers’ rights law firm Outten & Golden to file charges with the Equal Employment Opportunity Commission… https://www.adweek.com/digital/aclu-says-facebook-enabled-companies-to-target-job-ads-to-male-users/

YouTube Just Launched a New Destination for Gamers and Is Shuttering the YouTube Gaming App

In 2015, YouTube launched YouTube Gaming, a stand-alone application and destination for users to watch video-game-related content. Now, the Google-owned video-sharing platform has created a new hub for gamers on the standard YouTube website, which contains some of the features first introduced in the YouTube Gaming experience. This hub will replace the YouTube Gaming app… https://www.adweek.com/digital/youtube-just-launched-a-new-destination-for-gamers-and-is-shuttering-the-youtube-gaming-app/

Facebook Started Indexing News Pages to Determine Which Publishers Belong in Its Ad Archive

Facebook announced that it has begun the process of indexing news pages in order to determine which publishers should be included in the Ad Archive that it introduced in June. The Ad Archive, which is available globally, gives people the ability

to search for ads related to politics or issues of national importance, such as… https://www.adweek.com/digital/facebook-started-indexing-news-pages-to-determine-which-publishers-belong-in-its-ad-archive/

WhatsApp: Here’s How to Clear a Chat

Did you know that WhatsApp allows you to clear all of the messages in a chat without actually deleting the chat? Our guide will show you how this is done. Note: These screenshots were captured in the WhatsApp application on iOS. Also note, this process is different on iOS and Android, but our guide will… https://www.adweek.com/digital/whatsapp-heres-how-to-clear-a-chat/

Facebook Just Extended Its Fact-Checking Initiatives to Photos and Videos

Fake news is not delivered solely in the form of text, so Facebook expanded its fact-checking efforts to photos and videos for its 27 fact-checking partners in 17 countries. Product manager Antonia Woodford said in a Newsroom post that the social network developed a machine-learning model that

relies on engagement signals, including feedback from Facebook…
https://www.adweek.com/digital/facebook-just-extended-its-fact-checking-initiatives-to-photos-and-videos/

YouTube Kids Added the Ability for Parents to Hand-Select Content for Their Children

YouTube Kids announced two significant updates to its application: stronger parental controls and a new experience for its “older” users, or those between the ages of eight and 12. Product director James Beser revealed in a blog post that YouTube Kids delivered on its promise in April that it would add the ability for parents…
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Instagram COO Marne Levine Is Heading Back to Facebook to

Oversee All Global Partnerships

Facebook didn’t have to look too far to find a replacement for Dan Rose, who announced last month that he was stepping down from his role as vice president of partnerships—just down the hall to Instagram. Marne Levine, who left her role as Facebook’s vp of global public policy in October 2014 to become chief… https://www.adweek.com/digital/instagram-coo-marne-levine-is-heading-back-to-facebook-to-oversee-all-global-partnerships/