Facebook and the National PTA Are Teaming Up on Digital Families Community Events

Facebook is teaming up with the National Parent Teacher Association on Digital Families Community Events, a series of 200 community safety events around the U.S. Local PTAs can apply for grants or to host events, and hosts will be trained on online safety and best practices for handling technology-related issues such as bullying prevention and… https://www.adweek.com/digital/facebook-and-the-national-pta-are-teaming-up-on-digital-families-community-events/

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24 New Languages Were Just Added to Facebook's Automatic Translation Services

Facebook added 24 new languages to its automatic translation services, bringing its total language directions—pairs of languages that it offers translation between—to 4,504. The newly supported languages are: Amharic Romanized Arabic Belarusian Romanized Bengali Cambodian Gujarati Hausa Romanized Hindi Kannada Malayalam Marathi Mongolian Nepali Pashto Punjabi Serbian Sinhalese Somali Swahili Telugu Urdu Romanized Urdu Xhosa… https://www.adweek.com/digital/24-new-languages-were-just-added-to-facebooks-automatic-translation-services/

Adults in the U.S. Don’t Trust the News They Get via Social Media, But They Keep Coming Back

The majority of adults in the U.S. don’t believe the news they see on social networking sites, yet they keep coming back, largely due to convenience, according to a new survey from Pew Research Center. The nonpartisan think tank polled 4,581 U.S. adults who are members of its American Trends Panel, and 68 of respondents…
https://www.adweek.com/digital/adults-in-the-u-s-dont-trust-the-news-they-get-via-social-media-but-they-keep-coming-back/

LinkedIn Began Rolling Out Its New Groups Experience

The new groups experience LinkedIn revealed last month began rolling out to users on desktop and mobile Monday, with existing groups being automatically migrated. LinkedIn groups director of product Mitali Pattnaik reiterated all of the details in a blog post. LinkedIn rolled out group notifications earlier this year to test their effectiveness in prompting members…
https://www.adweek.com/digital/linkedin-began-rolling-out-its-new-groups-experience/

Twitter Is Expanding Its Suicide-Prevention Partnerships to More Countries

Twitter marked World Suicide Prevention Day Monday with a special hashtag-triggered emoji and, more important, a reminder of the resources that are available through the social network. Tweets in 15 different languages through Sept. 16 that include the hashtags #WorldSuicidePreventionDay, #SuicidePrevention, #WSPD2018 or #WSPD will feature a special orange and yellow ribbon emoji, representing the… https://www.adweek.com/digital/twitter-is-expanding-its-suicide-prevention-partnerships-to-more-countries/

New Effects Are Coming for Instagram’s Superzoom Feature

Instagram confirmed that it is in the process of rolling out six new effects for its Superzoom feature, which initially debuted in October 2017. Superzoom enables Instagram users to zoom in on a single object in a video, with dramatic music in the background, and create three-second Superzoom videos. The new effects include a heart-filled… https://www.adweek.com/digital/new-effects-are-coming-for-instagrams-superzoom-feature/

Twitter Is Huddling Up for the 2018 NFL Season With 3 Livestreamed Shows

The 2018 National Football League season kicked off Thursday night, and Twitter marked the occasion by revealing details about livestreamed shows on its network from NFL Media and ESPN, as well as hashtag-triggered emojis for all 32 teams. NFL Digital Media's The Checkdown "football culture brand" will be expanded to a livestreamed show on Twitter… https://www.adweek.com/digital/twitter-is-huddling-up-for-the-2018-nfl-season-with-3-livestreamed-shows/

Twitter Is Testing a New Web Experience With an Emphasis on Bookmarks, Explore

Twitter is testing a new web experience with a focus on its Bookmarks and Explore tab. The social network announced in a tweet, "Love to use Bookmarks and want it on web? Into scrolling through Explore to see what's happening? We are testing out a new Twitter for web, which a small number of people… https://www.adweek.com/digital/twitter-is-testing-a-new-web-experience-with-an-emphasis-on-bookmarks-explore/

Facebook Is Giving Brands a Clearer Picture Across Websites, Mobile and Offline

Facebook announced two updates aimed at giving businesses on its platform more clarity into how people are interacting with their various platforms across the web. The social network said in a blog post that it added eight new standard events, or actions that happen on websites, in applications or in-person. Standard events are available to… https://www.adweek.com/digital/facebook-is-giving-brands-a-clearer-picture-across-websites-mobile-and-offline/

Instagram Is Trying to Help Out Parents With Teens on Its Network

Teens have flocked to Instagram in recent years, but do their parents understand how the Facebook-owned photo- and video-sharing network is being used by their offspring? Instagram chief operating officer Marne Levine introduced A Parent's Guide, a new resource for parents of teens who use Instagram. Levine said in a blog post that there are… https://www.adweek.com/digital/instagram-is-trying-to-help-out-parents-with-teens-on-its-network/