# Facebook’s Menlo Park Campus Now Has A New, Frank Gehry-Designed Building

Facebook unveiled MPK 21, a new building at its headquarters in Menlo Park, Calif. MPK 21 was designed by architect Frank Gehry, and the building was completed in less than 18 months. The new facility features a 3.6-acre rooftop garden with more than 200 trees and a half-mile meandering pathway. Town Square is a sheltered… https://www.adweek.com/digital/facebooks-menlo-park-campus-now-has-a-new-frank-gehry-designed-building/

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# Facebook and Messenger Users Can Bring Jurassic World: Fallen Kingdom Dinosaurs to Life

Universal Pictures Home Entertainment teamed up with Facebook to create sharable in-store and in-home augmented reality experiences tied to the Sept. 18 North American home entertainment launch of Jurassic World: Fallen Kingdom. The integrated AR experiences will be available via Facebook’s flagship mobile applications and its Messenger app. Universal Pictures Home Entertainment said the initiative… https://www.adweek.com/digital/facebook-and-messenger-users-can-bring-jurassic-world-fallen-kingdom-dinosaurs-to-life/

# To Recommend or Not to Recommend: Why Businesses Will Benefit from Facebook Review Changes

Facebook is known as a social network, but it’s also one of the most popular websites for customers to leave reviews for local businesses. Long reliant on a five-star ratings system, the social giant is streamlining its approach with the new recommendations for Facebook business pages. Instead of assigning a star rating and writing a… https://www.adweek.com/digital/to-recommend-or-not-to-recommend-why-businesses-will-benefit-from-facebook-review-changes/

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# Twitter Is Testing a Feature That Suggests Accounts for Users to Unfollow

Social networks continue the trend of urging their users to be less, well, social, as Twitter confirmed that it is testing a feature that suggests accounts people may want to unfollow. At the beginning of this month, Facebook and Instagram rolled out activity dashboards that let users know how much time they’ve spent on the… https://www.adweek.com/digital/twitter-is-testing-a-feature-th

at-suggests-accounts-for-users-to-unfollow/

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# Time Warner Veteran Kristen O’Hara Is Snap Inc.’s New VP of U.S. Global Business Solutions

WarnerMedia veteran Kristen O’Hara joined Snapchat parent Snap Inc. as vice president of U.S. global business solutions. O’Hara will be based in Snap’s New York office and report to chief strategy officer Imran Khan, overseeing three U.S.-based leaders who have been reporting to Khan since February: head of East Coast business solutions Brett Wein, head… https://www.adweek.com/digital/time-warner-veteran-kristen-ohara-is-snap-inc-s-new-vp-of-u-s-global-business-solutions/

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# WhatsApp: Here’s How to Change Your Chat Wallpaper

Did you know that WhatsApp allows you to change the wallpaper, or background, of your conversations? Our guide will show you how this is done. Note: These screenshots were captured in the WhatsApp application on iOS. Step 1: Tap “Settings” in the bottom-right corner of the screen. Step 2: Tap “Chats.” Step 3: Tap “Chat…

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# WhatsApp: Here’s How to Turn on Two-Step Verification

Did you know WhatsApp allows you to turn on two-step verification in order to add extra security to your account? When this feature is turned on, you’ll need to enter a PIN each time you register your phone number with WhatsApp in the future. Our guide will show you how to turn on two-step verification…
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# YouTube Trends of the Moment for Savvy Advertisers, August 2018

For brands, relevancy means tapping into modern culture. And modern culture unfolds daily on YouTube. In this fourth installment of “YouTube Trends of the Moment for Savvy Advertisers,” Earnest Pettie—a YouTube trends analyst who spots videos piquing viewers’ interests—shares three kinds of videos trending now and the insights they reveal. #InMyFeelingsChallenge After the release of…

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# 5 Tips for Winning Over Social Media Clients

Few industries are more competitive at the moment than social media marketing. Agencies are popping up left and right, and it’s often difficult for newer ones to generate enough business to keep the doors open. In order to succeed, you need a plan for winning over clients. In order to understand the challenges new startups… https://www.adweek.com/digital/5-tips-for-winning-over-social-media-clients/

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# Top Facebook Communications Exec Rachel Whetstone Is Netflix-Bound

Facebook vice president of communications Rachel Whetstone is leaving the social network to join Netflix as chief communications officer. Whetstone left Uber in July 2017 to become vp of communications for WhatsApp, Instagram and Messenger. When vp of communications and public policy Elliot Schrage revealed in June that he was stepping down, Whetstone and vp…

https://www.adweek.com/digital/top-facebook-communications-exec-rachel-whetstone-is-netflix-bound/