Indoors in July? Console Games Were One of Facebook IQ’s Topics to Watch

July is perceived as a month for outdoor activities, but when the temperatures got too high, Facebook users turned to console games, making them a Topic to Watch for the month, according to Facebook IQ. The social network’s research arm found conversation volume up 2.4 times both year-over-year and month-over-month for console games and related… https://www.adweek.com/digital/indoors-in-july-console-games-were-one-of-facebook-iqs-topics-to-watch/

Instagram Reacted to the Hack That Locked Users Out of Their Accounts

Amid widespread reports of a hack locking Instagram users out of their accounts, the Facebook-owned photo- and video-sharing network shared steps victims should take to restore their accounts, as well as safety precautions for all of its users in order to avoid similar fates. Instagram said in a blog post that people who have been… https://www.adweek.com/digital/instagram-reacted-to-the-hack-that-locked-users-out-of-their-accounts/

Adidas and Twitter Are Teaming Up to Livestream High School Football

Adidas and Twitter are teaming up on Friday Night Stripes, a slate of eight livestreamed high-school-football games featuring nationally ranked teams. The games will be available to logged-in and logged-out users globally via @adidasFballUS, and the livestreams will feature a Twitter timeline including real-time conversation about the action. Intersport will produce the livestreams, with ESPN… https://www.adweek.com/digital/adidas-and-twitter-are-teaming-up-to-livestream-high-school-football/

Facebook Is Cleaning Up Administrator Access to Pages With Large U.S. Followings

Facebook is taking steps to ensure that page administrators of pages with large audiences in the U.S. are who they say they are, and to prevent unauthorized access to those pages. The social network announced in a blog post that page admins who meet those criteria will see notices atop their News Feeds prompting them… https://www.adweek.com/digital/facebook-is-cleaning-up-administrator-access-to-pages-with-large-u-s-followings/

Instagram: Here’s How to Hide an Ad in Stories

As you view Instagram Stories posts from the users you follow, you may be presented with an advertisement you’re not interested in seeing. Our guide will show you how to hide an Instagram Stories ad. Note: These screenshots were captured in the Instagram application on iOS. Step 1: Tap the three dots in the bottom-right… https://www.adweek.com/digital/instagram-heres-how-to-hide-an-ad-in-stories/

Why One-Off Influencer Campaigns Do More Harm Than Good

When influencer marketing emerged as the hot new discipline (think YouTube, circa 2011), I considered its risks and benefits. I never wanted to produce content that looked (or smelt) like an “ad,” and saw an immediate opportunity in this new medium. I also had a gut feeling that treating influencers as quick-hit engagement vehicles to… https://www.adweek.com/digital/why-one-off-influencer-campaigns-do-more-harm-than-good/

The 5 LinkedIn Videos Every Executive Should Be Making

The fact that video gets so much more engagement on LinkedIn today than text—three times more, according to LinkedIn senior director of product Abhishek Srivastava—means that every executive must consider how to incorporate video into their business-to-business social marketing strategies. Today's mobile devices have incredible cameras, so hardware is not the limitation, and getting comfortable… https://www.adweek.com/digital/the-5-linkedin-videos-every-executive-should-be-making/

LinkedIn: Here's How to Mute Conversation Notifications

Did you know that LinkedIn allows you to mute conversations so that you no longer receive notifications when a new message is received? You can mute both one-on-one and group conversations. Our guide will show you how this works. Note: These screenshots were captured in the LinkedIn application on iOS. Step 1: Tap the "Messages"… https://www.adweek.com/digital/linkedin-heres-how-to-mute-conversation-notifications/

‘Unfun’ Products and Effective Influencer Marketing: It’s All About the Delivery

It’s easy to see how certain products lend themselves naturally to influencer marketing. They’re visually rich. Or fun to have. Or fashionable. (Or all three.) And they’re also immediately perceived as contributing to an aspirational lifestyle. But what about “unfun” products that also make life better but don’t have the same organic visual appeal or… https://www.adweek.com/digital/unfun-products-and-effective-influencer-marketing-its-all-about-the-delivery/

Wave Goodbye to Facebook Friend List Feeds

Another little-used Facebook feature is falling by the wayside, as the social network is alerting people via messages on its flagship mobile application that friend list feeds will be unavailable as of Thursday. Friend list feeds functioned as a separate News Feed containing only posts from people included on friend lists created by users. Friend… https://www.adweek.com/digital/wave-goodbye-to-facebook-friend-list-feeds/