Ads for Bail Bonds Are Now Prohibited on Facebook, Instagram, Messenger, Audience Network

Chico’s Bail Bonds may have been able to sponsor the Bad News Bears, but it can no longer run ads on Facebook. The social network said in a blog post that ads for bail bonds are now prohibited on Facebook, Instagram, Messenger and mobile ad network Facebook Audience Network. Facebook said it “consulted a wide…
https://www.adweek.com/digital/ads-for-bail-bonds-are-now-prohibited-on-facebook-instagram-messenger-audience-network/

Want Better Results From Your Social and Search Teams? Make Them Work Together

Take a look at your company’s digital marketing team. You likely have people dedicated to paid search and people dedicated to paid social. While both can assist with upper-funnel approaches such as creating awareness and driving consideration, they can also both drive conversion. However, it’s rare to find these two teams working together, even though…
https://www.adweek.com/digital/want-better-results-from-your-social-and-search-teams-make-them-work-together/

Company Email Addresses Are No Longer a Requirement for Workplace by Facebook

Employees no longer need company email addresses to use the Workplace Premium version of Workplace by Facebook. Workplace by Facebook said the new administrator feature will grant full access to its platform to anyone with an employee ID. Employees no longer need to use personal email addresses or phone numbers, which Workplace by Facebook said… https://www.adweek.com/digital/company-email-addresses-are-no-longer-a-requirement-for-workplace-by-facebook/

Nielsen Social Content Ratings, Week of July 30: Here Comes the NFL

The Major League Baseball pennant races may be heating up, but all it took was one preseason game for the National Football League to surge to the top of the Nielsen Social Content Ratings for the week of July 30. NBC’s airing of the 2018 Hall of Fame Game between the Chicago Bears and Baltimore… https://www.adweek.com/digital/nielsen-social-content-ratings-week-of-july-30-here-comes-the-nfl/

LinkedIn Tweaked Its Experience Section to Group All Positions at the Same Workplace

LinkedIn tweaked the design of its experience section with an eye toward helping professionals on its network better highlight their past jobs and career movement. Associate product manager Ian Brooks shared the new look in a blog post, saying that it will begin rolling out on desktop and mobile in the U.S. this week, with… https://www.adweek.com/digital/linkedin-tweaked-its-experience-section-to-group-all-positions-at-the-same-workplace/

Instagram Stories Celebrates Its 2nd Birthday

Instagram Stories made their debut exactly two years ago today, and 400 million people now use them each day. The Facebook-owned photo- and video-sharing network said one-third of the most-viewed Instagram Stories come from the 25 million-plus businesses that are using the feature, with a spokesperson adding, “This evolution was not an accident: From day… https://www.adweek.com/digital/instagram-stories-celebrates-its-2nd-birthday/

Facebook and the National Urban League Will Team Up to Offer Digital Training in 13 Cities

The National Urban League is doing its part to help Facebook achieve its goal of training 1 million people and small businesses in digital skills by 2020. Facebook chief operating officer Sheryl Sandberg and National Urban League president Marc Morial announced at the National Urban League's Annual Conference in Columbus, Ohio, that the two organizations… https://www.adweek.com/digital/facebook-and-the-national-urban-league-will-team-up-to-offer-digital-training-in-13-cities/

WhatsApp Is Getting Down to Business With Its New API

WhatsApp introduced an application-programming interface that allows businesses to manage conversations with users and gives users an easy way to start conversations with businesses. The Facebook-owned messaging app also revealed that it has been testing Facebook ads that enable users to click to WhatsApp. The process of getting businesses to engage people via WhatsApp, and… https://www.adweek.com/digital/whatsapp-is-getting-down-to-business-with-its-new-api/

Snapchat Is Introducing Voice-Controlled Lenses

Voice-controlled lenses are making their way to Snapchat users starting Wednesday. When voice-controlled lenses are added to the messaging application's Lens Carousel, they will recognize "a small subset" of words in English, and on-screen prompts will help users learn how to activate them. Snapchat said voice-controlled lenses will appear in Lens Carousel "periodically." A Snap… https://www.adweek.com/digital/snapchat-is-introducing-voice-controlled-lenses/

How Much Time Did You Spend on Facebook and Instagram Today?

Facebook and Instagram want people to spend quality time on their platforms, even if that means spending less time on their platforms. Instagram product management director Ameet Ranadive and Facebook director of research David Ginsberg officially unveiled a feature that has been discovered in testing on both Instagram and Facebook in recent months: activity dashboards… https://www.adweek.com/digital/how-much-time-did-you-spend-on-facebook-and-instagram-today/