Unmetric: MLB Playoff Contenders Take the Lead in July on Facebook, Twitter, Instagram

Two first-place teams and another club that most people expected to be in first place posted the highest growth among Major League Baseball squads on Facebook, Twitter and Instagram in July, according to social marketing firm Unmetric. The scuffling Washington Nationals led Facebook in growth, while the Houston Astros topped Twitter and the surprising Philadelphia… https://www.adweek.com/digital/unmetric-mlb-playoff-contenders-take-the-lead-in-july-on-facebook-twitter-instagram/

Twitter Is Going the Academic Route to Measure Its Public Conversation Health Efforts

Twitter revealed the winners of the request for proposals it issued in March to devise ways to measure the overall health of public conversation on its network. The social network said in March that nonprofit research organization Cortico developed four indicators to measure conversational health—shared attention, shared reality, variety of opinion and receptivity—and it was… https://www.adweek.com/digital/twitter-is-going-the-academic-route-to-measure-its-public-conversation-health-efforts/

LinkedIn: Here’s How to Delete a Conversation

Did you know LinkedIn allows you to delete conversations from your inbox? Our guide will show you how this works. Note: These screenshots were captured in the LinkedIn application on iOS. Also note, if you want to remove a conversation from your inbox without permanently deleting it, you can archive it instead. Step 1: Tap… https://www.adweek.com/digital/linkedin-heres-how-to-delete-a-conversation/

Twitter Is Taking the Pitch for the 2018 MLS All-Star Game, MLS Homegrown Game

Twitter is lacing up its cleats for the 2018 Major League Soccer All-Star Game Presented by Target, which will take place at Mercedes-Benz Stadium in Atlanta Aug. 1. Hashtag-triggered emoji were created for both the All-Star Game and the MLS Homegrown Game, a showcase of young talent from the league’s youth development system, in which… https://www.adweek.com/digital/twitter-is-taking-the-pitch-for-the-2018-mls-all-star-game-mls-homegrown-game/

Facebook Acquired Email Startup Redkix for Workplace by Facebook

Facebook’s latest acquisition was completed with an eye toward its Workplace by Facebook enterprise offering, as email startup Redkix was scooped up by the social network. Redkix combined email, messaging and calendar features in a single application, but that app will be shuttered following its acquisition by Facebook. Facebook said Redkix employees including co-founders and… https://www.adweek.com/digital/facebook-acquired-email-startup-redkix-for-workplace-by-facebook/

LinkedIn Added a Voice Messaging Feature

LinkedIn users who prefer saying it over typing it can now do so with voice messaging on the professional network. The feature is currently rolling out on LinkedIn’s iOS and Android applications, with full availability expected in the next few weeks, and voice messages can be received on mobile and web. Senior product manager Zack… https://www.adweek.com/digital/linkedin-added-a-voice-messaging-feature/

Facebook Launched a Pre-Emptive Strike Prior to Brazil's General Election

General elections are coming up in Brazil in October, and Facebook detailed some steps it is taking to ensure that the social network is not used to compromise those votes. Head of cybersecurity policy Nathaniel Gleicher said in a Newsroom post that the social network recently took down a network of 196 pages and 87… https://www.adweek.com/digital/facebook-launched-a-pre-emptive-strike-prior-to-brazils-general-election/

How to Determine Instagram Pricing for Influencer Marketing

Instagram has undoubtedly contributed to the majority of influencer marketing spend over the past few years. In fact, in 2017, Instagram influencer marketing had already become a $1 billion industry, and sources predicted that it would double by 2019. Our recent research at Activate even found that 92 percent of marketers and 88 percent of… https://www.adweek.com/digital/how-to-determine-instagram-pricing-for-influencer-marketing/

LinkedIn Overhauled the Reporting Experience in Its Campaign Manager

LinkedIn Thursday announced several changes to the reporting experience in its Campaign Manager aimed at giving advertisers and marketers quicker and more personalized access to data on the performance of their ads and campaigns. Taylor Greason, who works on product management for the professional network, detailed the changes in a blog post, saying that brands… https://www.adweek.com/digital/linkedin-overhauled-the-reporting-experience-in-its-campaign-manager/

Forget Retargeting: Here Are 3 Ways to Reclaim Lost Customers on Social Media

Businesses have come to terms with the fact that not all leads will become customers. Most marketers celebrate when they convert 15 percent of their prospects. But what’s hard to accept for most of them is losing valuable customers who have been nurtured through the sales cycle. Losing a customer is one of the biggest… https://www.adweek.com/digital/forget-retargeting-here-are-3-ways-to-reclaim-lost-customers-on-social-media/