Facebook’s Watch Party Feature Is Now Available to All Groups Worldwide

Facebook began testing its Watch Party feature in January, enabling members of a group to view videos together—Live or recorded—comment on them and react to them. On Wednesday, the social network announced that Watch Party is available to all groups worldwide. Starting a Facebook Watch Party on desktop Facebook Starting a Facebook Watch Party on… https://www.adweek.com/digital/facebooks-watch-party-feature-is-now-available-to-all-groups-worldwide/

More Personalization Was Added to Profiles in Workplace by Facebook

Workplace by Facebook revealed some new features aimed at boosting collaboration by employees using the social network’s answer to Slack. Product marketing manager Sabrina Morsello introduced the new features in a blog post, highlighted by Workplace Profiles. Workplace Profiles enable users to personalize their profiles with information including: Fields for division and organization, so that… https://www.adweek.com/digital/more-personalization-was-added-to-profiles-in-workplace-by-facebook/

LinkedIn: Here’s How to Save a Post as a Draft

LinkedIn now allows users to save an unfinished post as a draft and come back and finish it later on. Our guide will show you how this works. Note: These screenshots were captured in the LinkedIn application on iOS. Step 1: Tap “Share an article, photo, video or idea” at the top of your LinkedIn… https://www.adweek.com/digital/linkedin-heres-how-to-save-a-post-as-a-draft/

LinkedIn Beefed Up Its Messaging Features

LinkedIn added several new features to its messaging Thursday. Director of product, messenger and groups Chris Szeto provided details on all of the updates in a blog post. Users now have more flexibility when it comes to the size of the message compose box, as that box can now be expanded across the platform “for… https://www.adweek.com/digital/linkedin-beefed-up-its-messaging-features/

Instagram Is Letting People Know When Their Friends Are Available to Chat on Direct

The corporate synergy between Facebook Messenger and Instagram keeps coming, as the latter introduced a feature that has been available on the former for quite some time. Instagram announced in a blog post that users can now see when their friends are available to chat via Instagram Direct. Green dots will appear next to the… https://www.adweek.com/digital/instagram-is-letting-people-know-when-their-friends-are-available-to-chat-on-direct/

Facebook Messenger Users Can Now Import Their Instagram Contacts

Facebook confirmed the official rollout of a feature enabling Messenger users to import their contacts from Instagram. Users with access to the feature will see a Sync Instagram Account option under the People tab in the Messenger application. In November 2016, Facebook introduced a single inbox for businesses, enabling them to access their communications from… https://www.adweek.com/digital/facebook-messenger-users-can-now-import-their-instagram-contacts/

The Translate Tweet Button Was Added to Twitter’s Mobile Site, Twitter Lite, Twitter for Windows

Twitter added a Translate Tweet option for its mobile site, the Twitter Lite application and Twitter for Windows. The translations, which are powered by Microsoft, have been available on desktop and via Twitter’s iOS and Android apps since January 2015. The social network announced the new feature in the tweet below: Found a Tweet in… https://www.adweek.com/digital/the-translate-tweet-button-was-added-to-twitters-mobile-site-twitter-lite-twitter-for-windows/

The Brand Champions of 2018 FIFA World Cup Russia

With 64 games and more than four weeks of action behind us, 2018 FIFA World Cup Russia has finally come to a close. After beating Croatia in a 4-2 battle, France has been named World Cup champions for the first time since 1998. From Belgium’s 94th-minute game-winning goal against Japan to Russia upsetting Spain and… https://www.adweek.com/digital/the-brand-champions-of-2018-fifa-world-cup-russia/

LinkedIn Added Closed Captioning for Videos, Sharing of Quotes From Articles

LinkedIn Wednesday announced several features to help its members enhance their posts on the professional network. Director of product management Pete Davies detailed all of the new features in a blog post. Captions can now be added to videos in order to provide more context, as well as to help users who are viewing them… https://www.adweek.com/digital/linkedin-added-closed-captioning-for-videos-sharing-of-quotes-from-articles/

Instapaper Unpins Itself From Pinterest, Becomes Separate Company Again

Some acquisitions turn out to be successful, and for others, there's always the "undo" button (or in this case, the "unpin" button). Instapaper announced Monday that control over its application was being transferred from Pinterest to a new company owned and operated by the Instapaper team, Instant Paper, following a 21-day waiting period. Pinterest acquired… https://www.adweek.com/digital/instapaper-unpins-itself-from-p

interest-becomes-separate-company-again/