The Washington Post Just Set Up a Channel on Livestreaming Network Twitch

Amazon corporate siblings The Washington Post and Twitch are getting together. The newspaper now has a channel on the livestreaming service for gamers, and it will feature live event coverage hosted by Post on-air reporter Libby Casey, as well as Playing Games With Politicians, a series hosted by Post political reporter Dave Weigel. The Post… https://www.adweek.com/digital/the-washington-post-just-set-up-a-channel-on-livestreaming-network-twitch/

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4 Steps for Influencing Merchandising Events' Success

The way we consume or look for product information is changing. I could argue that it already has. Social media and video are playing a more active role in all aspects of the shopping journey. And this is the case for both traditional brick and mortar and ecommerce. With these changes, brands have had to… https://www.adweek.com/digital/4-steps-for-influencing-merchandising-events-success/

Twitter Released a Hashtag-Triggered Emoji for the 2018 MLB All-Star Game

Twitter is warming up for the 2018 Major League Baseball All-Star Game next Tuesday with a special hashtag-triggered emoji, as well as a livestreamed preshow prior to Monday night’s Home Run Derby. Tweeting with the hashtags #AllStarGame and #HRDerby will add the special emoji to those tweets. The Gatorade Home Run Derby Preshow will livestream… https://www.adweek.com/digital/twitter-released-a-hashtag-triggered-emoji-for-the-2018-mlb-all-star-game/

Facebook’s Fifth Annual Diversity Report Followed the Pattern of Slow Progress

Facebook’s fifth annual diversity report, released Thursday, followed the same pattern as the company’s four previous diversity reports: progress, but at a slow pace. Highlights from this year’s report include: 100 percent pay equity for women globally. The percentage of women at Facebook globally has increased to 36 percent today from 31 percent when the… https://www.adweek.com/digital/facebooks-fifth-annual-diversity-report-followed-the-pattern-of-slow-progress/

The First Batch of Facebook-Funded News Shows for Watch Is Debuting Monday

Facebook announced last month that it was funding an initiative to create news shows from 10 to 12 U.S. publishers for its Facebook Watch video platform, and the first slate of those shows will begin streaming Monday, July 16. Head of global news partnerships Campbell Brown and product manager for video Samir Lakhani revealed the… https://www.adweek.com/digital/the-first-batch-of-facebook-funded-news-shows-for-watch-is-debuting-monday/

WhatsApp Is Now Labeling Messages That Are Forwarded

WhatsApp users will now have a way to tell if messages they receive have been forwarded to them. The Facebook-owned messaging application said in a blog post that starting Tuesday, it will label messages that have been forwarded from other people. WhatsApp wrote, “Starting today, WhatsApp will indicate which messages you receive have been forwarded… https://www.adweek.com/digital/whatsapp-is-now-labeling-messages-that-are-forwarded/

The Google News Initiative Is Putting $25 Million Toward Fighting Fake News on YouTube

YouTube now has 25 million new ways to combat fake news, courtesy of parent company Google. The video site revealed in a blog post by chief product officer Neal Mohan and chief business officer Robert Kyncl that the Google News Initiative will commit $25 million specifically to YouTube. Google unveiled the Google News Initiative in… https://www.adweek.com/digital/the-google-news-initiative-is-putting-25-million-toward-fighting-fake-news-on-youtube/

Instagram: Here’s How to Create a Music Post on Instagram Stories

Instagram recently introduced the ability for users to add music to their photos and videos in Instagram Stories. Part of this feature is a new “Music” mode, which allows users to record a video while a song is playing. Our guide will show you how this Music mode works. Note: These screenshots were captured in… https://www.adweek.com/digital/instagram-heres-how-to-create-a-music-post-on-instagram-stories/

Pairing Declared Data With Social Sentiment for Marketing Mastery

Marketing technology joined the advertising fray on the promise of being the industry's savior. But advertising, which had once been positioned as a creative, gut-driven industry, could now become a core part of the data economy. By gathering information about consumers at every turn, particularly on social, brands could develop a rock-solid view of their… https://www.adweek.com/digital/pairing-declared-data-with-social-sentiment-for-marketing-mastery/

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5 Tips for Delivering Deeper Consumer Connections via Video

It's nearly impossible to visit any social platform today and not be exposed to some sort of video content. Online media guru and LinkedIn superstar Gary Vaynerchuk posts his inspirational missives nearly exclusively via video. My Twitter feed is filled with images and videos. Every Facebook and Instagram ad I'm exposed to is powered by… https://www.adweek.com/digital/5-tips-for-delivering-deeper-consumer-connections-via-video/