Facebook Updates Its Test of Subscriptions in Instant Articles

Facebook began testing subscriptions in Instant Articles with 10 publisher partners last October, and Wednesday, the social network provided an update, as well as a look at what's ahead. Head of news products Alex Hardiman and product manager Sameera Salari revealed in a blog post that people who saw instant Articles from publishers in its… https://www.adweek.com/digital/facebook-updates-its-test-of-subscriptions-in-instant-articles/

Facebook's Largest Fundraiser to Date Inspires 2 New Features

Reunite an immigrant parent with their child: Fundraiser for RAICES has become Facebook's largest fundraiser to date, and it spurred the social network to add two new features to its fundraisers tool. Dave and Charlotte Willner started Reunite an immigrant parent with their child: Fundraiser for RAICES, which had raised nearly $20.4 million from over… https://www.adweek.com/digital/facebooks-largest-fundraiser-to-date-inspires-2-new-features/

Facebook Is Testing a Way for Users to Hit the Snooze Button on Specific Keywords

Spoiler alert: Facebook just began testing a feature that can help you avoid spoilers or, basically, any topic you don’t want to see in your News Feed. News Feed product manager Shruthi Muraleedharan revealed in a Newsroom post that the social network is testing a Keyword Snooze feature, which would enable users to keep posts… https://www.adweek.com/digital/facebook-is-testing-a-way-for-users-to-hit-the-snooze-button-on-specific-keywords/

Video Chat Comes to Instagram Direct

Three Instagram features that were announced at Facebook’s F8 annual developer conference in May—video chat in Instagram Direct, the addition of topic channels to the Explore tab and new camera effects—are going live Tuesday. Instagram iOS and Android users can now start video chats in Direct, with one person or a group of people, by… https://www.adweek.com/digital/video-chat-comes-to-instagram-direct/

Facebook Just Reopened the Door for Cryptocurrency Ads From Pre-Approved Brands

The blanket ban on cryptocurrency ads that Facebook announced in late January is no longer in effect, but that doesn't mean every company with "coin" at the end of its name can flood the social network with ads. Product management director Rob Leathern announced in a blog post Tuesday that ads that promote cryptocurrency and… https://www.adweek.com/digital/facebook-just-reopened-the-door-for-cryptocurrency-ads-from-pre-approved-brands/

Twitter Acquired Security Technology Outfit Smyte

Twitter giveth, and Twitter taketh away—quite abruptly, in the case of the latter. The social network announced in a Twitter Safety blog post that it acquired Smyte, a San Francisco-based technology company that specializes in safety, spam and security issues. However, existing Smyte clients—which include Indiegogo, GoFundMe, npm, Musical.ly, TaskRabbit, Meetup, OLX, ThredUp, YouNow, 99designs,… https://www.adweek.com/digital/twitter-acquired-security-technology-outfit-smyte/

YouTube Unveiled New Monetization Options for Creators at VidCon

YouTube used VidCon in Anaheim, Calif., this week to reveal several new monetization options for creators on its platform. Chief product officer Neal Mohan said in a blog post that the Google-owned video site now has more than 1.9 billion logged-in monthly users, along with localized versions in 90 countries and 80 languages. Mohan added… https://www.adweek.com/digital/youtube-unveiled-new-monetization-options-for-creators-at-vidcon/

Messenger Kids Gets a Pledge, Kindness Stickers and an Appreciation Mission

Facebook revealed several new features for its Messenger Kids application, as well as two more countries where it is available: Canada and Peru (both iOS and Android). The social network introduced Messenger Kids last December, giving children access to features of its flagship messaging app, but with full parental control. Product management director Loren Cheng… https://www.adweek.com/digital/messenger-kids-gets-a-pledge-kindness-stickers-and-an-appreciation-mission/

7 Reasons Why EMV Is Outdated for Influencer Marketing Measurement

Last month, social influence analytics service Klout shuttered its doors after 10 years. Klout would rank the influence of social media profiles on a scale of 1 to 100. Given the rise of influencer marketing, why would a service that scores influence for marketers go under? Ultimately, black-box one-metric numbers provide comfort but are meaningless—measurement…
https://www.adweek.com/digital/7-reasons-why-emv-is-outdated-for-influencer-marketing-measurement/

JBL Will Bring the Sounds of the NBA Draft to Instagram via DraftWav

Instagram is a visual social network, but an audio company is looking to change that. JBL, the official sound partner of the National Basketball Association, will debut 60-second audio series DraftWav on its @jbl_cast Instagram account just in time for the 2018 NBA Draft Thursday night. DraftWav will feature projected top-10 picks Marvin Bagley III,…
https://www.adweek.com/digital/jbl-will-bring-the-sounds-of-the-nba-draft-to-instagram-via-draftwav/