Workplace by Facebook Is Looking to Become a Workplace for Good

Nonprofits and educational institutions have some new, powerful tools to aid their efforts, as Facebook announced that the Workplace Premium tier of its Workplace by Facebook Slack alternative is available to them free-of-charge. The social network announced its Workplace for Good initiative, which is being led by Annette Gevaert, who had been Workplace by Facebook's… https://www.adweek.com/digital/workplace-by-facebook-is-looking-to-become-a-workplace-for-good/

Facebook Tightened Its Policies on Advertising Accessories for Weapons

Starting Thursday (June 21), advertisers on Facebook can no longer promote weapon accessories and other related items to people under 18. The social network already had restrictions in place banning ads for weapon sales and modifications, such as magazines, but weapons accessories—such as products that are mounted on guns for illumination, magnifying or focus, as… https://www.adweek.com/digital/facebook-tightened-its-policies-on-advertising-accessories-for-weapons/

3 Ways to Make Your Marketing More Customer-Focused

“The customer is always right” gained popularity as a catchphrase at the turn of the 20th century, when department stores were beginning to fight each other for market share. Presenting a “very generous attitude” toward customers was understood to be the way to a customer’s heart, and various retailers—from Marshall Field’s to Sears Roebuck &… https://www.adweek.com/digital/3-ways-to-make-your-marketing-more-customer-focused/

What Generation Z’s Migration Away From Social Means for Marketers

For Generation Z, swiping, tapping and scrolling are about as second nature as breathing. For those born after 1997, life without the internet is a foreign concept. 85 percent of Gen Zers use social platforms to learn about new products, and about one-half say they “can’t live without” YouTube. So it might come as a… https://www.adweek.com/digital/what-generation-zs-migration-away-from-social-means-for-marketers/

Resident Evil and Sony Led E3 Conversations on Facebook

The Electronic Entertainment Expo (E3) took place this week in Los Angeles. Now that the conference is over, Facebook revealed the most discussed games and publishers on Facebook and Instagram from June 9-14. On Facebook, the top five countries who talked about E3, as well as the major games and brands at the show, from… https://www.adweek.com/digital/resident-evil-and-sony-led-e3-conversations-on-facebook/

Why Airline Social Media Strategies Are Shifting to Private Interactions

Commercial airlines have used social media semi-successfully for many years, but many brands are shifting to private messaging. In other words, instead of broadcasting updates, responding to user questions and creating discussion threads, brands are starting to use private messages to respond to individual comments, and they are encouraging more private message threads in general…. https://www.adweek.com/digital/why-airline-social-media-strategies-are-shifting-to-private-interactions/

Facebook: Here’s How to Save Your Story Posts to Your Devices

The photos and videos you share to your Facebook Stories will automatically disappear after 24 hours. However, did you know you can have the social network automatically save those photos and videos to your devices so you don’t lose them? Our guide will show you how to turn this setting on in the Facebook mobile… https://www.adweek.com/digital/facebook-heres-how-to-save-your-story-posts-to-your-devices/

How Snapchat’s Pace of Innovation Is Pushing the Industry Forward

In its short history, Snapchat has repeatedly broken new ground with innovations in its application and ads, setting a breakneck pace for other platforms to follow. The result has been sticky usage, with 35 percent of U.S. teens saying that they use Snapchat most often—higher than any other social network, according to Pew Research Center—and… https://www.adweek.com/digital/how-snapchats-pace-of-innovation-is-pushing-the-industry-forward/

How Long Will It Take to Read This Instant Article on Facebook?

TL;DR? Facebook will now tell people if that’s the case, at least when it comes to Instant Articles. The social network is now displaying read time, or the estimated time it would take someone to read, under the links for Instant Articles in News Feed or in its flagship iOS and Android applications. A Facebook…
https://www.adweek.com/digital/how-long-will-it-take-to-read-this-instant-article-on-facebook/

Do These 5 Things to Upgrade Your B2B Marketing Strategy

Business-to-business purchase behavior has changed, and the traditional sales funnel taught in business school is outdated. Buyers and decision makers today start the purchase process on the homepage of the internet, Google. This usually takes place after a conversation they had either online or in person with a peer or co-worker. They spend hours, days…
https://www.adweek.com/digital/do-these-5-things-to-upgrade-your-b2b-marketing-strategy/