Facebook Users Will Be Able to Add Licensed Music to Their Videos

Sing along with Facebook? The social network announced Tuesday that it is testing the ability for people to include music in the personal videos they create, and it introduced a new feature, Lip Sync Live. Facebook now has licenses through millions of songs through deals with music publishers including January's announcement of pacts with Universal… https://www.adweek.com/digital/facebook-users-will-be-able-to-add-licensed-music-to-their-videos/

How Social Media Can Help Your Startup Grow

As the saying goes, "Build it, and they will come." However, because so many people are building things, it's not that easy anymore. When building your startup, you need to go where your audience members are and engage with them in order to grow. Today, the place to go with your marketing strategy is social… https://www.adweek.com/digital/how-social-media-can-help-your-startup-grow/

Facebook, Messenger and Instagram Released Features for LGBTQ Pride Month

Facebook released several features Friday to help people on the social network celebrate and commemorate LGBTQ Pride Month 2018, and the new effects will be available throughout the year. Searching for “fbpride” among Facebook’s profile picture frames will bring up a host of options, in English and Spanish, that can be repositioned and set as… https://www.adweek.com/digital/facebook-messenger-and-instagram-released-features-for-lgbtq-pride-month/

Sheryl Sandberg: Facebook Adopted a Diverse Slate Approach to Its Board of Directors

Facebook chief operating officer Sheryl Sandberg said during the company’s annual meeting Thursday that a diverse slate approach is being applied to populating its board of directors. In response to a question from the Rev. Jesse Jackson, Sandberg said, “We’re adopting the diverse slate approach for board members going forward. We followed this approach for… https://www.adweek.com/digital/sheryl-sandberg-facebook-adopted-a-diverse-slate-approach-to-its-board-of-directors/

Facebook and the American Red Cross Shared Preparedness Tips for Hurricane Season

Facebook and the American Red Cross are teaming up to ensure that people are prepared for this year's Atlantic hurricane season, which begins Friday. The social network said more people visit its Crisis Response center during hurricanes than during any other type of event, adding that Hurricanes Harvey, Irma and Matthew were among the top… https://www.adweek.com/digital/facebook-and-the-american-red-cross-shared-preparedness-tips-for-hurricane-season/

YouTube Trends of the Moment for Savvy Advertisers, May 2018

Here are three video trends on YouTube for May 2018 that advertisers need to know about: 'Van life'—downsizing and uploading, millennials have a new home A recurring channel theme that has left us somewhat intrigued is channels related to living in vans. We've seen them frequently enough that we've taken note and decided to dig… https://www.adweek.com/digital/youtube-trends-of-the-moment-for-savvy-advertisers-may-2018/

Twitter Tipped Off Its #NBATwitter Campaign With the NBA Finals About to Start

There have been more than 100 million tweets related to the National Basketball Association thus far in 2018, more than any other sports league, and the social network geared up for Thursday night’s tipoff of the NBA Finals with its #NBATwitter brand campaign. Twitter said the spot is meant to convey “the seemingly never-ending conversation… https://www.adweek.com/digital/twitter-tipped-off-its-nbatwitter-campaign-with-the-nba-finals-about-to-start/

YouTube: Here’s How to Hide the Videos You’ve Liked

Did you know YouTube allows you to stop other users from seeing the videos you’ve liked? Our guide will show you how this is done. Note: These screenshots were captured in the YouTube application on iOS. Step 1: Tap your profile picture in the top-right corner of the screen. Step 2: Tap “My channel.” Step… https://www.adweek.com/digital/youtube-heres-how-to-hide-the-videos-youve-liked/

Snapchat’s New Lens Reacts to the Sounds It Hears

You’re not being paranoid: Snapchat really is listening to you. The messaging application Monday began rolling out a lens that reacts to sound, and a spokesperson said additional similar lenses will be added to the lens carousel “over the next few weeks.” The new lens is an animal mask overlay, and its ears pulse and… https://www.adweek.com/digital/snapchats-new-lens-reacts-to-the-sounds-it-hears/

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5 Mistakes Small Businesses Make That Cripple Their Social Media Advertising ROI

Facebook’s earnings report for the first quarter of 2018 surpassed all expectations. The social giant reported $4.99 billion in quarterly profits and $11.97 billion in quarterly revenue. While Facebook has been consistently posting strong earnings, two things made this particular earnings report worthy of note: A key percentage of its earnings came from its ads… https://www.adweek.com/digital/5-mistakes-small-businesses-make-that-cripple-their-social-media-advertising-roi/