Facebook Introduced 2 User Privacy Protection Tools for Developers of Apps, Websites

Facebook Friday introduced two new tools aimed at helping developers respond to the privacy concerns of their applications' users and comply with the European Union's General Data Protection Regulation, which went into effect Friday. The social network introduced a callback URL that can be used when users remove apps and websites from Facebook's apps and… https://www.adweek.com/digital/facebook-introduced-2-user-privacy-protection-tools-for-developers-of-apps-websites/

Snapchat Quietly Rolled Out a New Way for Friends to Share Their Locations

Snapchat has been quietly rolling out a new way for users to share their locations or request the whereabouts of their friends. The messaging application said the feature has been rolling out over the past few weeks to iOS and Android users, and most of its user base should now have it. Here's how it… https://www.adweek.com/digital/snapchat-quietly-rolled-out-a-new-way-for-friends-to-share-their-locations/

Facebook IQ Explored Why People Like to Shop at Local Businesses

Why do people choose to shop locally? More than 85 percent of people surveyed by Facebook IQ, the social network's research arm, cited trust and security as their main motivation. Facebook IQ commissioned a survey of more than 6,000 local businesses and over 10,000 people in the U.S., U.K., Germany, France, Italy, Spain, Poland and… https://www.adweek.com/digital/facebook-iq-explored-why-people-like-to-shop-at-local-businesses/

The Mad, Mad Rush to Conform With GDPR: Could Greater Trust in Digital Be the Ultimate Outcome?

As companies struggled to meet Friday's deadline to comply with the European Union's General Data Protection Rule, the digital advertising industry has been venturing outside of its comfort zone—the legal liabilities it now faces are more immediately measurable than other recent concerns about such advertising-based issues as measurement and attribution. Aligning to the law could…

https://www.adweek.com/digital/the-mad-mad-rush-to-conform-with-gdpr-could-greater-trust-in-digital-be-the-ultimate-outcome/

Snap Inc.’s Yellow Initiative Will Provide Green to Mobile Media Startups, Creators

Snapchat Thursday announced the launch of Yellow, an accelerator fund aimed at startups and creators building media projects specifically for mobile devices. Facebook has been running a similar program, FbStart, since May 2014. Snapchat said in a blog post that it will select “a small group of individuals and teams from around the world” to… https://www.adweek.com/digital/snap-inc-s-yellow-initiative-will-provide-green-to-mobile-media-startups-creators/

Facebook Will Once Again Remind Users About Their Privacy Options

Facebook continues to take steps to ensure that “I didn’t know” is no longer an excuse when it comes to users and the privacy controls that are available to them. Chief privacy officer Erin Egan announced in a Newsroom post that people on Facebook will begin seeing customized alerts atop their News

Feeds this week,… https://www.adweek.com/digital/facebook-will-once-again-remind-users-about-their-privacy-options/

YouTube: Here’s How to Hide Your Subscriptions From Other Users

Did you know YouTube allows you to hide the channels you’re subscribed to from other users? Our guide will show you how this 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 3:… https://www.adweek.com/digital/youtube-heres-how-to-hide-your-subscriptions-from-other-users/

At the Movies: Facebook’s Short Film Details Its Anti-Fake News Efforts

Get your popcorn ready: Facebook created an 11-minute film, Facing Facts, to shed more light on its efforts to combat misinformation and fake news. Facing Facts can be found on Inside Feed, a new communications channel the social network

created to share insight on how the company makes decisions and the people who are involved… https://www.adweek.com/digital/at-the-movies-facebooks-short-film-details-its-anti-fake-news-efforts/

Twitter Is Shuttering Its TV Apps for Roku, Android TV, Xbox May 24

Twitter's recent push to steer users to its flagship mobile applications and desktop site and away from other apps, both third-party and Twitter-owned, will claim three more victims Thursday, as Twitter for Roku, Twitter for Android TV and Twitter for Xbox will be shuttered. The social network said in a Twitter Support tweet Tuesday, "On… http://www.adweek.com/digital/twitter-is-shuttering-its-tv-apps-for-roku-android-tv-xbox-may-24/

Facebook Revealed a Host of Updates to Its Ads Manager

Facebook detailed several updates that are coming to its Ads Manager, stressing efficiency, education and optimization. The social network will roll out an updated version of its ads reporting over the next month, which will include a feature that enables users to drag and drop metrics such as age,

gender and placement and customize the… http://www.adweek.com/digital/facebook-revealed-a-host-of-updates-to-its-ads-manager/