# Nielsen Social Content Ratings, Week of April 23: The NFL Draft Was the Top Pick

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http://www.adweek.com/digital/nielsen-social-content-ratings-week-of-april-23-the-nfl-draft-was-the-top-pick/

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# Facebook Added a Sleep Mode to Messenger for Kids

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http://www.adweek.com/digital/facebook-added-a-sleep-mode-to-messenger-for-kids/

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# Facebook’s Fundraisers Features Got Some New Functionality

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http://www.adweek.com/digital/facebooks-fundraisers-features-got-some-new-functionality/

# Have We Underestimated the Power of the Hashtag?

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http://www.adweek.com/digital/have-we-underestimated-the-power-of-the-hashtag/

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# Pinterest Is Beta-Testing a Way to Factor Skin Tone Into Beauty-Related Searches

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http://www.adweek.com/digital/pinterest-is-beta-testing-a-way-to-factor-skin-tone-into-beauty-related-searches/

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# Snapchat Introduced Snappables, AR-Enhanced Interactive Lenses

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r-enhanced-interactive-lenses/

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# Facebook: Here’s How to Deactivate Your Account

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# Instagram Users Can Upload Multiple Photos, Videos to Their Stories

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# Nielsen Social Content

# Ratings, Week of April 16: WWE Monday Night Raw Reigns

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# YouTube Removed Over 9 Million Videos in Q4 2017, Mostly Spam and Adult Content

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