Meta Store to Open May 9 in Burlingame, Calif.

Meta is entering the brick-and-mortar retail arena, but in real life, not the metaverse.

Recommended articles
https://www.adweek.com/commerce/meta-store-to-open-may-9-in-burlingame-calif/

Microsoft 365 Taps TikTok Effect House for Community Effect

Announcing Social Media Week 2022. Join Adweek and a coast-to-coast network of brand marketers, May 9-11, to discuss new opportunities in social media like creator collaboration, converging experiences and more. Register for #SMW now.

Microsoft 365 became the first brand to introduce a community effect organically on TikTok, and it was built by the augmented reality creative department at VMLY&R.

Recommended articles
https://www.adweek.com/social-marketing/microsoft-365-taps-tiktok-effect-house-for-community-effect/

Instagram: How to Use Earth Day Stickers in Stories

To mark Earth Day April 22, Instagram added Earth Day stickers to Stories. When a user adds one of these Earth Day stickers to their Stories post, the post will be added to a multi-author Story that will appear in the first position in the application’s Stories bar.

Recommended articles
https://www.adweek.com/media/instagram-how-to-use-earth-day-stickers-in-stories/

Messenger: How to Use the Everyday Earth Sticker Pack

As part of its Earth Day initiatives, Meta released a new sticker pack in Messenger inspired by the holiday. The

Everyday Earth sticker pack features eight embellishments users can send in conversations.

Recommended articles
https://www.adweek.com/media/messenger-how-to-use-the-everyday-earth-sticker-pack/

Meta Details Earth Day Initiatives Across Its Family of Apps

To mark Earth Day April 22, Meta released a number of new features across Instagram, Messenger and Facebook.

Recommended articles
https://www.adweek.com/media/meta-details-earth-day-initiatives-across-its-family-of-apps/

Twitch: How to Hide a Recommended Channel

As users browse the Twitch mobile application, they may see

live channels that Twitch has recommended for them. These recommended channels can appear in multiple areas throughout the Twitch app.

Recommended articles
https://www.adweek.com/media/twitch-how-to-hide-a-recommended-channel/

TikTok: How to See Who Has Viewed Your Profile

TikTok’s Profile View History feature allows users to see who has viewed their profile within the last 30 days. When a user turns this feature on, other TikTok users who have also activated this feature will be able to see when the user has viewed their own profiles as well.

Recommended articles
https://www.adweek.com/media/tiktok-how-to-see-who-has-viewed-your-profile/

Twitch: How to Hide Profanity

in Chat

Twitch users have the ability to customize their chat experience by turning on chat filters that will attempt to hide different kinds of offensive text from the chat window. One of these filters allows users to hide profanity from chat.

Recommended articles
https://www.adweek.com/media/twitch-how-to-hide-profanity-in-chat/

TikTok: How to Turn on Profile View History

TikTok introduced a profile view history feature that allows users to see who viewed their profile in the last 30 days. When a user turns this feature on, other TikTok users who have activated this feature will also be able to see when the user has viewed their own profiles.

Recommended articles
https://www.adweek.com/media/tiktok-how-to-turn-on-profile-view-history/

Comment Search Highlights Updates to Reddit’s Search Functionality

Reddit detailed several improvements to the search functionality on its platform, highlighted by the global rollout of comment search.

Recommended articles
https://www.adweek.com/media/comment-search-highlights-updates-to-reddits-search-functionality/