# Skittles Wins Twitter’s Best of Tweets Brand Bracket

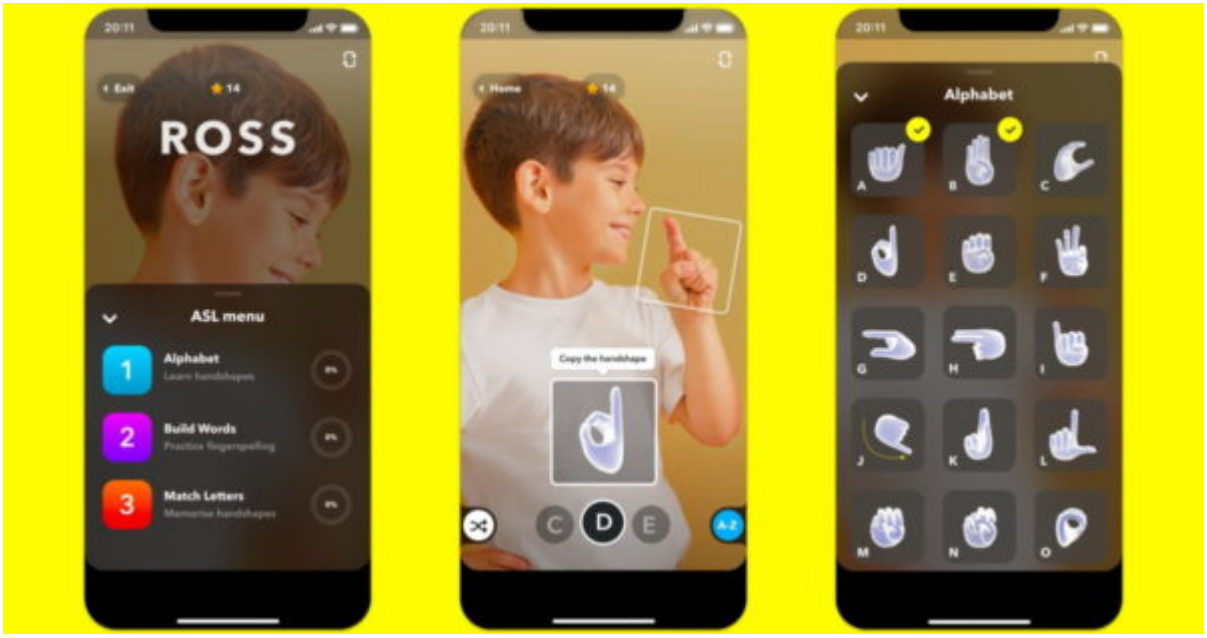



What do Skittles and the University of Kansas Jayhawks have in common? They both finished atop their respective brackets in 2022’s edition of March Madness.

Recommended articles
https://www.adweek.com/social-marketing/skittles-wins-twitters-best-of-tweets-brand-bracket/

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# Snap, SignAll Team Up on ASL Alphabet Lens




Snap Inc. teamed up with SignAll on a lens that helps Snapchatters learn American Sign Language.

Recommended articles
https://www.adweek.com/media/snap-signall-team-up-on-asl-alphabet-lens/

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# PinFlex: Pinterest's Version of 'Work Where You Want to Work'




Pinterest plus flexibility equals PinFlex.

Recommended articles
https://www.adweek.com/media/pinflex-pinterests-version-of-work-where-you-want-to-work/

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# TikTok Kicks Off National Arab-American Heritage Month




Starting Friday, Arab-Americans are being celebrated through the end of April, and TikTok is joining in by spotlighting Arab-identifying influencers in a live series.

Recommended articles
https://www.adweek.com/media/tiktok-kicks-off-national-arab-american-heritage-month/

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# TikTok Spotlights Creators for Transgender Day of Visibility

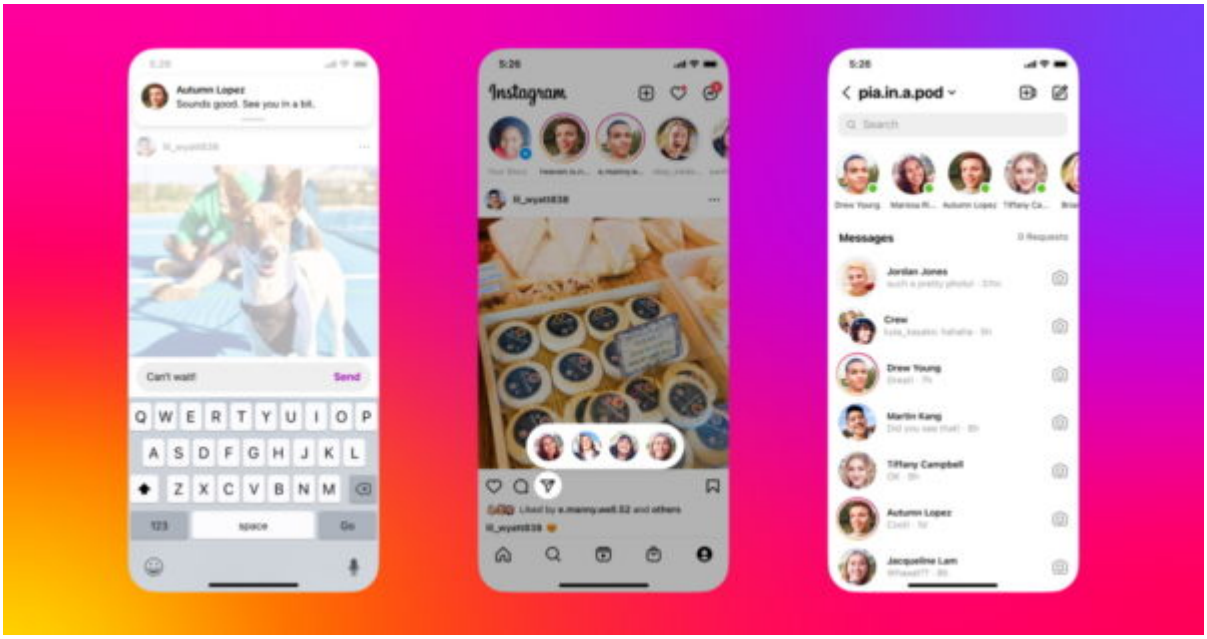



Every year on March 31, Transgender Day of Visibility is celebrated to spotlight those who identify with the community and raise awareness on trans and nonbinary issues still being faced today.

Recommended articles
https://www.adweek.com/media/tiktok-spotlights-creators-for-transgender-day-of-visibility/

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# Instagram Unveils Several New Features for DMs

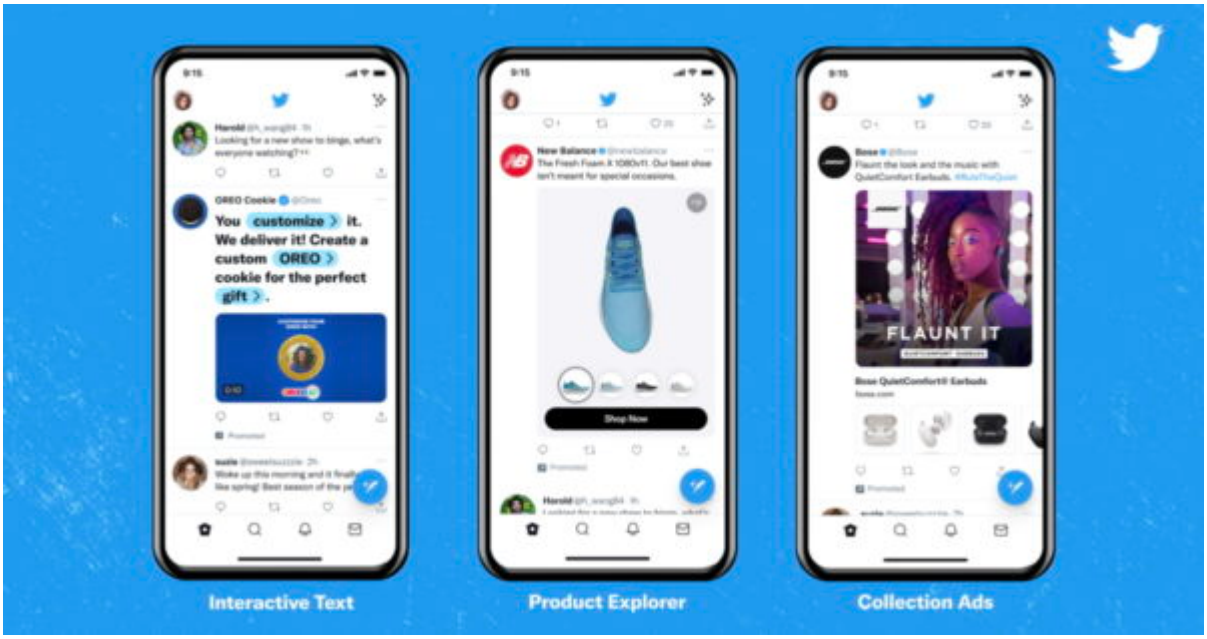



Thursday marked Instagram's turn to unveil new direct messaging features, following similar moves by Meta corporate siblings Messenger and WhatsApp earlier this week.

Recommended articles
https://www.adweek.com/media/instagram-unveils-several-new-features-for-dms/

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# Twitter Begins Pilot Tests for 3 New Ad Formats

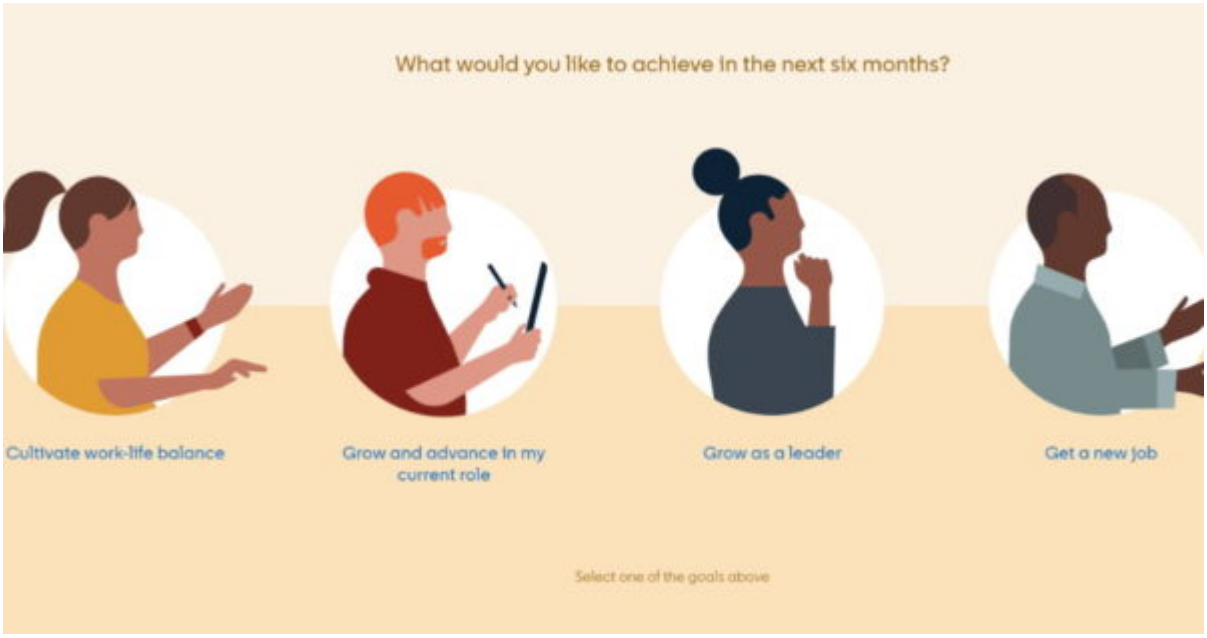



Twitter kicked off pilot tests this week for three new ad formats: Interactive Text Ads, Product Explorer Ads and Collection Ads.

Recommended articles
https://www.adweek.com/social-marketing/twitter-begins-pilot-tests-for-3-new-ad-formats/

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# Interactive Tool LinkedIn Learning Pathfinder Matches Courses With Members' Goals




LinkedIn unveiled new interactive tool LinkedIn Learning Pathfinder Tuesday, which helps members of the professional network zero in on their next foal and suggests appropriate LinkedIn Learning courses to help them get there.

Recommended articles
https://www.adweek.com/media/interactive-tool-linkedin-learning-pathfinder-matches-courses-with-members-goals/

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# TikTok: How to Hide Your Following List

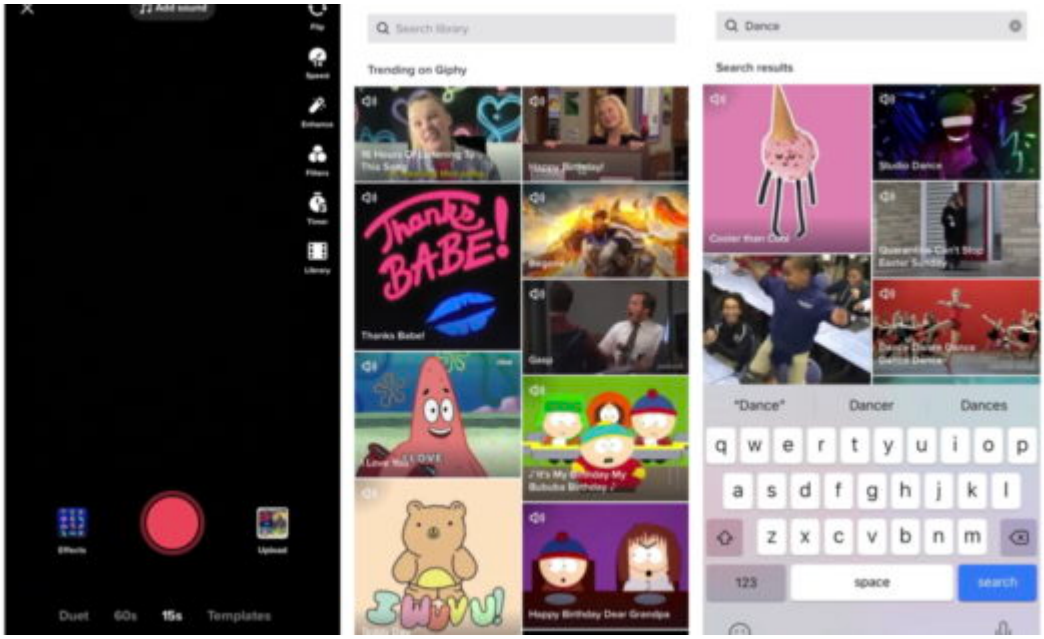



By default, TikTok users can view a list of the users someone follows on the video-sharing platform. However, users can also hide their following list if they don’t want other people to be able to see it.

Recommended articles
https://www.adweek.com/media/tiktok-how-to-hide-your-following-list/

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# TikTok Cuts the Ribbon on TikTok Library Pilot




The doors are opening Tuesday to the pilot of TikTok Library.

Recommended articles
https://www.adweek.com/media/tiktok-cuts-the-ribbon-on-tiktok-library-pilot/