# Instagram Reels: How to Tell Instagram You Don’t Want to See Reels From a User

As users browse Instagram Reels, they can now tell Instagram when they don’t want to see Reels created by certain users. When a user tells the application they don’t want to see Reels from a particular creator, the app will use this information to improve their experience going forward.

Recommended articles
https://www.adweek.com/media/instagram-reels-how-to-tell-instagram-you-dont-want-to-see-reels-from-a-user/

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# Snap, Nielsen Examine How to Handle AR Executions Within Marketing Mix Models

Augmented reality executions should be modeled in paid impressions as their own entity within marketing mix models, and not combined with other digital or social tactics, according to a study by Nielsen commissioned by Snap Inc.

Recommended articles

https://www.adweek.com/programmatic/snap-nielsen-examine-how-to-handle-ar-executions-within-marketing-mix-models/

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# Instagram Reels: How to Tell Instagram You Don’t Like Certain Audio

Instagram now allows users to tell the application that they don’t want to see Reels with particular audio tracks. When a user tells Instagram they’re not interested in an audio track (like a song), the app will use this information to improve the user’s experience going forward.

Recommended articles
https://www.adweek.com/media/instagram-reels-how-to-tell-instagram-you-dont-like-certain-audio/

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# Pinterest to Invest $1.2M More in Pinterest Creator Fund

Pinterest is making a bigger commitment to its Pinterest Creator Fund initiative, investing an additional $1.2 million in underrepresented creators and extending the program to run throughout the full year of 2022.

Recommended articles
https://www.adweek.com/media/pinterest-to-invest-1-2m-more-in-pinterest-creator-fund/

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# Reddit Brings Back r/place April Fools' Day Stunt After 5 Years

One of Reddit's most popular April Fools' Day stunts returns April 1 after a five-year hiatus, and this is no joke.

Recommended articles
https://www.adweek.com/media/reddit-brings-back-r-place-april-fools-day-stunt-after-5-years/

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# DuClaw Brewing Wants People to ‘Give a Crap’ About Colon Cancer

DuClaw Brewing teamed up with Biomerica and Squatty Potty on the “Give a Crap” campaign to raise funds for the Colon Cancer Foundation.

Recommended articles
https://www.adweek.com/social-marketing/duclaw-brewing-wants-people-to-give-a-crap-about-colon-cancer/

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# Twitter Set to Kick Off Watch Parties for Halo on Paramount+

When ViacomCBS and Twitter detailed their multiyear global agreement last November, watch parties for original series on subscription streaming platform Paramount+ were part of the mix, and the first one will occur Friday (March 25) in support of the premiere of Halo.

Recommended articles
https://www.adweek.com/social-marketing/twitter-set-to-kick-of

f-watch-parties-for-halo-on-paramount/

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# Snap’s First-Ever Oscars Spot Features Its Lenses That Help People Learn ASL

Accessibility is the theme behind Snap Inc.’s first-ever Academy Awards television spot, set to air during the event Sunday (March 27).

Recommended articles
https://www.adweek.com/social-marketing/snaps-first-ever-oscars-spot-features-its-lenses-that-help-people-learn-asl/

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# SiriusXM Media, Crooked Media Ink Multiyear Ad Sales Deal

SiriusXM Media reached a deal this week with American political media company Crooked Media to be its exclusive advertising sales agent starting May and become a distributor of its video and audio content.

Recommended articles
https://www.adweek.com/media/siriusxm-media-crooked-media-ink-multiyear-ad-sales-deal/

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# SMBs Owned By Women, Minorities Continue to Be Hit Harder By the Pandemic

Meta released the March 2022 edition of its Global State of Small Business report, examining the effects of the pandemic on small and midsized businesses in the U.S. and worldwide.

Recommended articles
https://www.adweek.com/social-marketing/smbs-owned-by-women-minorities-continue-to-be-hit-harder-by-the-pandemic/