Code Verify Browser Extension Helps Protect WhatsApp Web Users

WhatsApp added a new layer of security for people who use the Meta-owned messaging application via the web, introducing a web browser extension, Code Verify, which ensures that the code running the user’s WhatsApp Web has not been tampered with by hackers, overreaching governments or others.

Recommended articles
https://www.adweek.com/media/code-verify-browser-extension-helps-protect-whatsapp-web-users/

TikTok Debuts SoundOn Promotion and Music Distribution Platform

TikTok turned the volume up on SoundOn, an all-in-one promotion and music distribution platform aimed at helping new and undiscovered artists grow their fanbases, harness their creative voice and get their music heard worldwide.

Recommended articles

https://www.adweek.com/media/tiktok-debuts-soundon-promotion-and-music-distribution-platform/

Meta Updates Community Help Feature for Those in Ukraine, Neighboring Countries

Meta said late Tuesday that it updated its Community Help feature on Facebook so that Ukrainians and others in the war-torn region can find reliable information from local UN agencies and Red Cross societies.

Recommended articles
https://www.adweek.com/media/meta-updates-community-help-feature-for-those-in-ukraine-neighboring-countries/

Twitter Unveils Creator Dashboard for Monetization Features Super Follows,

Ticketed Spaces

Twitter unveiled its new Creator Dashboard, a hub where creators can analyze how they are monetizing their content on its platform.

Recommended articles
https://www.adweek.com/social-marketing/twitter-unveils-creator-dashboard-for-monetization-features-super-follows-ticketed-spaces/

Fleeing Ukraine: A Long Waking Nightmare

Editor's note: As part of our coverage of Russia's invasion of Ukraine, Adweek has been reaching out to creative professionals who remain in the country. Slava Denys, creative director for Cheil Ukraine and citizen of Kyiv, shared the following dispatch with BBDO executive vice president Matt MacDonald and gave permission to share broadly. This piece has been edited for formatting and clarity.

Recommended articles
https://www.adweek.com/media/fleeing-ukraine-a-long-waking-nightmare/

Reddit Bans Links to Russian State-Controlled Media Outlets

Reddit said Friday that it disallowed links to Russian state-controlled media outlets across its platform.

Recommended articles
https://www.adweek.com/media/reddit-bans-links-to-russian-state-controlled-media-outlets/

WWE Kicks Off TikTok Contest to Find Digital Correspondent for WrestleMania 38

WWE is looking for a TikTok correspondent to cover WrestleMania 38, set for Saturday and Sunday, April 2 and 3, at AT&T Stadium in Dallas.

Recommended articles
https://www.adweek.com/social-marketing/wwe-kicks-off-tiktok-c

ontest-to-find-digital-correspondent-for-wrestlemania-38/

Parag Agrawal to Twitter Employees: Work Wherever You Feel Most Productive and Creative

Twitter CEO Parag Agrawal updated the company's policies on business travel and office attendance in a note to employees Thursday, which he also shared in a tweet.

Recommended articles
https://www.adweek.com/media/parag-agrawal-to-twitter-employees-work-wherever-you-feel-most-productive-and-creative/

Twitch Takes Aim at 'Harmful Misinformation Actors'

Twitch said Thursday that it updated its spam, scams and malicious conduct policy to keep "harmful misinformation

actors” off the streaming platform.

Recommended articles
https://www.adweek.com/media/twitch-takes-aim-at-harmful-misinformation-actors/

Automotive Platform Yelp Fusion Details Several Integrations

Business directory and crowdsourced review forum Yelp unveiled several integrations for its Yelp Fusion platform for automobiles’ infotainment systems, mapping applications, search engines and voice assistants.

Recommended articles
https://www.adweek.com/social-marketing/automotive-platform-yelp-fusion-details-several-integrations/