Meta Globally Demotes Content From Russian State-Controlled Media Outlets

Meta said late Tuesday that it is now globally demoting content from the Facebook pages and Instagram accounts of Russian state-controlled media outlets, making them harder to find across its platforms.

Recommended articles
https://www.adweek.com/media/meta-globally-demotes-content-from-russian-state-controlled-media-outlets/

Snap Halts All Ads in Belarus, Russia, Ukraine

Snap Inc., Meta and Reddit provided updates Tuesday on measures they enacted in response to Russia’s invasion of Ukraine.

Recommended articles
https://www.adweek.com/media/snap-halts-all-ads-in-belarus-russia-ukraine/

Great Clips, NHL Let Fans Find Out What Type of Hockey Hair They Have

Great Clips, the official hair salon of the National Hockey League, debuted an interactive microsite celebrating hair across the league and featuring hockey hair-themed memes, interactive quizzes and trivia.

Recommended articles
https://www.adweek.com/social-marketing/great-clips-nhl-let-fans-find-out-what-type-of-hockey-hair-they-have/

Instagram Begins Rolling Out Auto-Generated Captions for Feed Videos

Auto-generated captions are now available for all feed videos on Instagram, and the feature will be turned on by default for creators on the platform.

Recommended articles
https://www.adweek.com/media/instagram-begins-rolling-out-auto-generated-captions-for-feed-videos/

Crypto.com, Snap Create AR Lens Based on Super Bowl Spot With LeBron James

Crypto.com teamed up with Snap Inc. on a new augmented reality lens that follows up the cryptocurrency exchange's Super Bowl ad by bringing Snapchatters inside LeBron James' bedroom in 2003.

Recommended articles
https://www.adweek.com/social-marketing/crypto-com-snap-create-ar-lens-based-on-super-bowl-spot-with-lebron-james/

Meta Releases Q4 2021 Community Standards Enforcement Report, Widely

Viewed Content Report

Meta released its Community Standards Enforcement Report for the fourth quarter of 2021 Tuesday, saying that the prevalence of harmful content on Facebook and Instagram remained relatively consistent or decreased in certain policy areas compared with the third quarter, meaning that the “vast majority” of content on those platforms does not violate its policies.

Recommended articles
https://www.adweek.com/media/meta-releases-q4-2021-community-standards-enforcement-report-widely-viewed-content-report/

Instagram Continues to Simplify and Bring Consistency to Its Various Video Formats

Instagram said Monday that it is rolling out a consistent viewing experience for videos on its platform, regardless of how they were created.

Recommended articles
https://www.adweek.com/media/instagram-continues-to-simplify-a

nd-bring-consistency-to-its-various-video-formats/

Off-White c/o Virgil Abloh Makes TikTok Debut With Multicamera Live Event

Fashion brand Off-White c/o Virgil Abloh is marking Paris Fashion Week by making its TikTok debut with Spaceship Earth: An Imaginary Experience, a first-of-its-kind multicamera live event on the platform.

Recommended articles
https://www.adweek.com/social-marketing/off-white-c-o-virgil-abloh-makes-tiktok-debut-with-multicamera-live-event/

Clubhouse: How to Add a Pinned Link to a Room

Clubhouse allows creators to pin links to their rooms. For instance, if a room is created to talk about a recent news article, the room’s creator could pin the link to the article

to the room.

Recommended articles
https://www.adweek.com/media/clubhouse-how-to-add-a-pinned-link-to-a-room/

Meta to Start The Network by We the Culture

Meta provided some updates on its We the Culture creative community, which was started by a team of Black Facebook employees and fueled and curated by Black creators dedicated to championing Black culture.

Recommended articles
https://www.adweek.com/media/meta-to-start-the-network-by-we-the-culture/