LinkedIn Pulls Plug on LinkedIn Lite App

LinkedIn is pulling the plug on LinkedIn Lite, the lightweight Android application it debuted in 2017 to help connect professionals in low-connectivity and low-bandwidth markets such as India.

Recommended articles
https://www.adweek.com/media/linkedin-pulls-plug-on-linkedin-lite-app/

Snap Inc. Reaches Content Extensions With Disney, NBCUniversal, ViacomCBS

Snap Inc. extended its content deals with three media giants: Disney Media and Entertainment Distribution, NBCUniversal and ViacomCBS.

Recommended articles
https://www.adweek.com/media/snap-inc-reaches-content-extensions-with-disney-nbcuniversal-viacomcbs/

Messenger: End-to-End Encryption Fully Rolled Out for Group Chats, Calls

End-to-end encryption for group chats and calls in Messenger is now fully rolled out, and the Meta-owned messaging application added a host of features for those encrypted communications.

Recommended articles
https://www.adweek.com/media/messenger-end-to-end-encryption-fully-rolled-out-for-group-chats-calls/

Report: Meta-Led Diem Association Cryptocurrency Project Explores IP Sale

It appears that the day may soon be seized from Diem Association, the cryptocurrency initiative spearheaded by Meta.

Recommended articles
https://www.adweek.com/media/report-meta-led-diem-association-cryptocurrency-project-explores-ip-sale/

Facebook: How to Use Your Child’s Messenger Kids Code

The Messenger Kids application allows kids to talk to friends and family without the need to sign up for Facebook. Kids can add other people as contacts in the app using a four-word code generated by the platform. Parents can turn on this code from the Messenger Kids parental control shortcut on Facebook.

Recommended articles
https://www.adweek.com/media/facebook-how-to-use-your-childs-messenger-kids-code/

Twitter Forced 4.7M Tweet Removals During First Half of 2021

Twitter updated its Twitter Transparency Center with data covering the first half of 2021, revealing that users were required to remove roughly 4.7 million tweets during that time period for violations of the Twitter Rules.

Recommended articles
https://www.adweek.com/media/twitter-forced-4-7m-tweet-removals-during-first-half-of-2021/

Twitter Website Clicks & Conversions Objective Renamed Website Traffic

Twitter introduced three ad products Tuesday with the aim of improving the performance of campaigns aimed at driving traffic to websites: Site Visit Optimization, Aggregated Measurement and Events Manager.

Recommended articles
https://www.adweek.com/programmatic/twitter-website-clicks-conversions-objective-renamed-website-traffic/

LinkedIn Kicks Off ‘Welcome Professional 2.0’ Integrated Brand Campaign

LinkedIn’s newest fully integrated brand campaign continues to explore what makes its members professionals.

Recommended articles
https://www.adweek.com/social-marketing/linkedin-kicks-off-welcome-professional-2-0-integrated-brand-campaign/

Messenger Kids: How to Turn On Sleep Mode

The Messenger Kids application doesn’t require children to have Facebook accounts to use the platform. However, parents and guardians need to have Facebook accounts in order to create Messenger Kids profiles for their children. Once adults create a Messenger Kids account for their child, they can access parental controls for their child’s profile within the Facebook app.

Recommended articles
https://www.adweek.com/media/messenger-kids-how-to-turn-on-sleep-mode/

NBCUniversal, TikTok Add 2022 Winter Olympic Games, Paralympics to Their Partnership

NBCUniversal added some heat from the Olympic flame to its existing partnership with TikTok.

Recommended articles
https://www.adweek.com/media/nbcuniversal-tiktok-add-2022-winter-olympic-games-paralympics-to-their-partnership/