# Snap, Mariah Carey Kick Off ‘All I Want for Christmas’ Spotlight Challenge

Mariah Carey season continues on social platforms with Monday’s kickoff of the “All I Want for Christmas” Spotlight Challenge on Snapchat.

Recommended articles
https://www.adweek.com/social-marketing/snap-mariah-carey-kick-off-all-i-want-for-christmas-spotlight-challenge/

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# Delivery-Only TikTok Kitchen Restaurants Are Coming in March

TikTok is letting people take a bite out of something besides its endless video content.

Recommended articles
https://www.adweek.com/social-marketing/delivery-only-tiktok-kitchen-restaurants-are-coming-in-march/

# Messenger, Instagram Movie Mate Lets Fans Scream Along With the Original Scream Film

Meta is marking the 25th anniversary of the Scream franchise and the Jan. 14 theatrical release of the latest installment, Scream (2022).

Recommended articles
https://www.adweek.com/social-marketing/messenger-instagram-movie-mate-lets-fans-scream-along-with-the-original-scream-film/

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# Meta, 6 Partners Team Up on End-of-Year Integrations of Sharing to Stories

Meta teamed up with six of its partners to help people mark their end-of-year milestones via its Sharing to Stories integration for third-party applications.

Recommended articles

https://www.adweek.com/media/meta-6-partners-team-up-on-end-of-year-integrations-of-sharing-to-stories/

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# TikTok Debuts New Camera, Editing Tools

TikTok detailed updates to its camera and editing tools.

Recommended articles
https://www.adweek.com/media/tiktok-debuts-new-camera-editing-tools/

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# TikTok Takes Steps to Avoid Too Many Videos on One Topic in Its For You Feed

Variety is the spice of life, and TikTok is taking steps to ensure that variety exists in its users' For You feeds.

Recommended articles
https://www.adweek.com/media/tiktok-takes-steps-to-avoid-too-many-videos-on-one-topic-in-its-for-you-feed/

# Messenger: How to Use the Heads Up! Group Effect

Messenger released a new Group Effect in the Messenger and Instagram applications inspired by the Heads Up! game from Ellen DeGeneres. Users can activate Group Effects during video calls with two or more people.

Recommended articles
https://www.adweek.com/media/messenger-how-to-use-the-heads-up-group-effect/

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# Snap, Nielsen: Snap Ads Drive Double the ROI for CPGs vs. Industry Benchmarks

Snap Inc. commissioned two analyses from Nielsen to help it quantify sales driven by ads on the Snapchat platform for advertisers in the consumer packaged goods and beauty categories in the U.S.

Recommended articles

https://www.adweek.com/social-marketing/snap-nielsen-snap-ads-drive-double-the-roi-for-cpgs-vs-industry-benchmarks/

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# Reddit Files Form S-1 With SEC to Begin Its IPO Process

Redditors on r/wallstreetbets will soon be able to discuss Reddit itself, as the company is prepping for an initial public offering, revealing late Wednesday that it confidentially submitted a draft registration statement on Form S-1 with the Securities and Exchange Commission.

Recommended articles
https://www.adweek.com/media/reddit-files-form-s-1-with-sec-to-begin-its-ipo-process/

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# Clubhouse: How to Edit Your Club Rules

Clubhouse allows users to create their own Clubs that other users can join. After someone creates a Club, they can set up to three rules for the Club that other Clubhouse users will

need to accept before joining it. Clubhouse will also require non-members to accept these rules before they speak in a Club’s rooms.

Recommended articles
https://www.adweek.com/media/clubhouse-how-to-edit-your-club-rules/