# Pew: Entertainment, Politics, Sports Dominated News-Related Tweets in US

Pew Research Center surveyed more than 500 adults in the U.S. to learn how they engage with news they see on Twitter and how those behaviors have changed since a similar study in 2015.

Recommended articles
https://www.adweek.com/media/pew-entertainment-politics-sports-dominated-news-related-tweets-in-us/

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# CDC Social Campaign Aimed at Vaccine-Hesitant Multicultural Gen-Z, Millennials

The Centers for Disease Control and Prevention teamed up with multicultural agency Sensis on a campaign to sway vaccine-hesitant multicultural Generation Z and millennials, with a special emphasis on Black populations.

Recommended articles

https://www.adweek.com/social-marketing/cdc-social-campaign-aimed-at-vaccine-hesitant-multicultural-gen-z-millennials/

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# Clubhouse: How to Create a Club

Clubhouse allows users to create Clubs from within its mobile application. Our guide will show you how this is done.

Recommended articles
https://www.adweek.com/media/clubhouse-how-to-create-a-club-2/

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# e.l.f. Cosmetics, Movers+Shakers Create TikTok Native Holiday Film

e.l.f. Cosmetics and creative agency Movers+Shakers continued to stretch whatever boundaries remain on TikTok with Wednesday’s premiere of Big Mood, Big e.l.f.ing City, a holiday film created exclusively for the platform.

Recommended articles

https://www.adweek.com/social-marketing/e-l-f-cosmetics-movers shakers-create-tiktok-native-holiday-film/

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# Snap Debuts Its Lens on the Year Report

Snap Inc. released its first ever Lens on the Year report, recognizing 50 lenses across five categories chosen via a combination of company favorites and global data.

Recommended articles
https://www.adweek.com/media/snap-debuts-its-lens-on-the-year-report/

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# Brands Line Up for Truly Hard Seltzer NHL PreGame Fan Festival

Several major brands are lacing up their skates for the Truly Hard Seltzer NHL PreGame fan festival, which will accompany the National Hockey League’s 2022 Discover NHL Winter Classic

game Jan. 1 at Target Field in Minneapolis—home of Major League Baseball's Minnesota Twins—with the St. Louis Blues visiting the Minnesota Wild.

Recommended articles
https://www.adweek.com/social-marketing/brands-line-up-for-truly-hard-seltzer-nhl-pregame-fan-festival/

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# 2022 Instagram Trend Report Eyes How Gen-Z Will Shape Culture Next Year

Instagram revealed its 2022 Instagram Trend Report, looking at upcoming trends for next year, as defined by Generation Z, that will shape culture.

Recommended articles
https://www.adweek.com/media/2022-instagram-trend-report-eyes-how-gen-z-will-shape-culture-next-year/

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# Instagram Debuts Reels Visual

# Replies

Instagram introduced Reels Visual Replies, which enable people to reply to comments with Reels and have those replies show up as stickers.

Recommended articles
https://www.adweek.com/media/instagram-debuts-reels-visual-replies/

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# Instagram Shop: How to Watch Live Shopping Videos

Instagram’s Shop tab allows users to browse and purchase products without leaving the Instagram application. Users can browse individual product listings and view featured product collections, and they can also watch live shopping videos.

Recommended articles
https://www.adweek.com/social-marketing/instagram-shop-how-to-watch-live-shopping-videos/

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# Instagram: How to Use Text to Speech in Reels

Instagram added a text-to-speech feature to Instagram Reels, which allows users to have the application automatically read the text they've added to their Reels out loud while the Reels are viewed.

Recommended articles
https://www.adweek.com/media/instagram-how-to-use-text-to-speech-in-reels/