Professional Network LinkedIn’s New Campaign Looks at What Professional Really Means



LinkedIn kicked off a new television campaign over the weekend featuring members of the professional network and highlighting what it means to be professional, and how that has changed.

Recommended articles
https://www.adweek.com/social-marketing/professional-network-linkedins-new-campaign-looks-at-what-professional-really-means/

Yelp Deposits $100M in JP

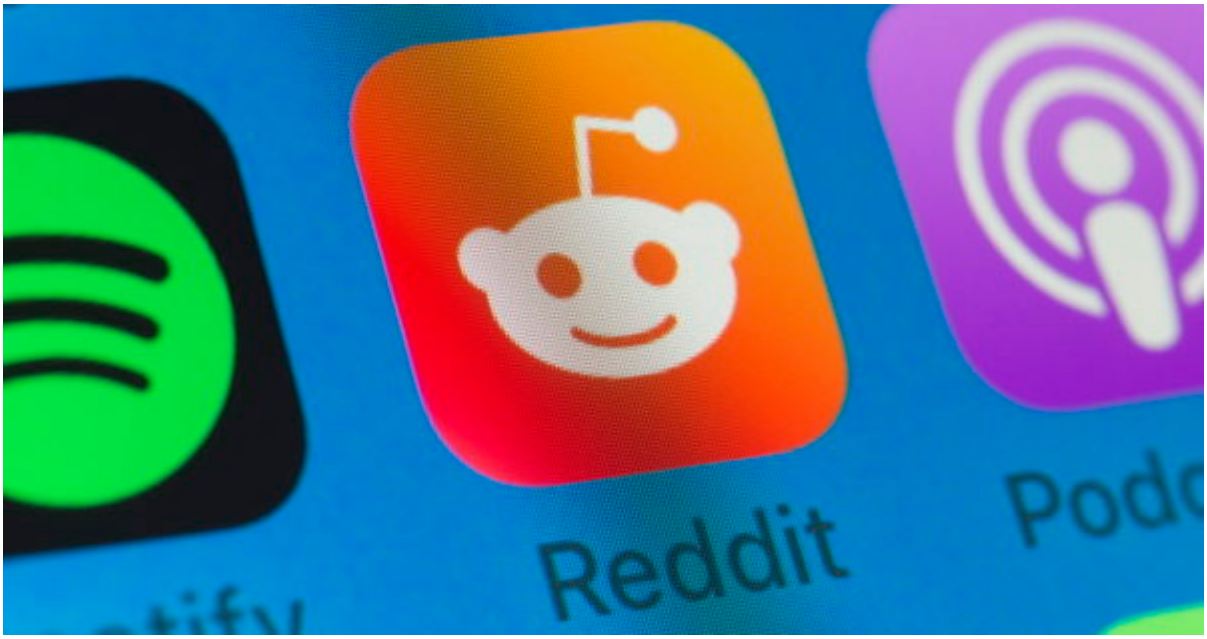
Morgan Empower Money Market Share Class



Business directory and crowdsourced review forum Yelp said Monday that it deposited $100 million in the JP Morgan Empower money market share class, which was formed to bring new economic opportunities to underserved communities, specifically supporting the initiatives of Black-owned banking institutions.

Recommended articles
https://www.adweek.com/media/yelp-deposits-100m-in-jp-morgan-empower-money-market-share-class/

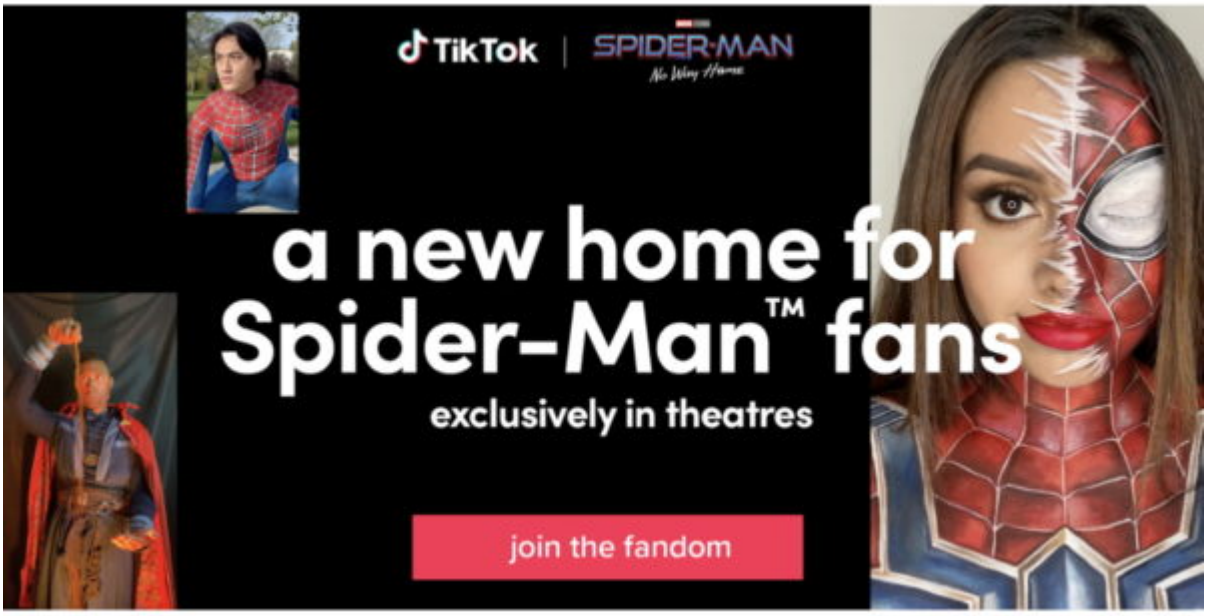
Reddit Names Country Manager for Canada



RJ Pauloski joined Reddit as its first country manager for Canada, where the platform opened an office in March, in Toronto.

Recommended articles
https://www.adweek.com/media/reddit-names-country-manager-for-canada/

TikTok Helps Fans Gear Up for Premiere of Spider-Man: No Way Home



Sony Pictures feature film Spider-Man: No Way Home hits theaters Dec. 17, but fans of the web slinger have found their way home, to TikTok.

Recommended articles
https://www.adweek.com/social-marketing/tiktok-helps-fans-gear-up-for-premiere-of-spider-man-no-way-home/

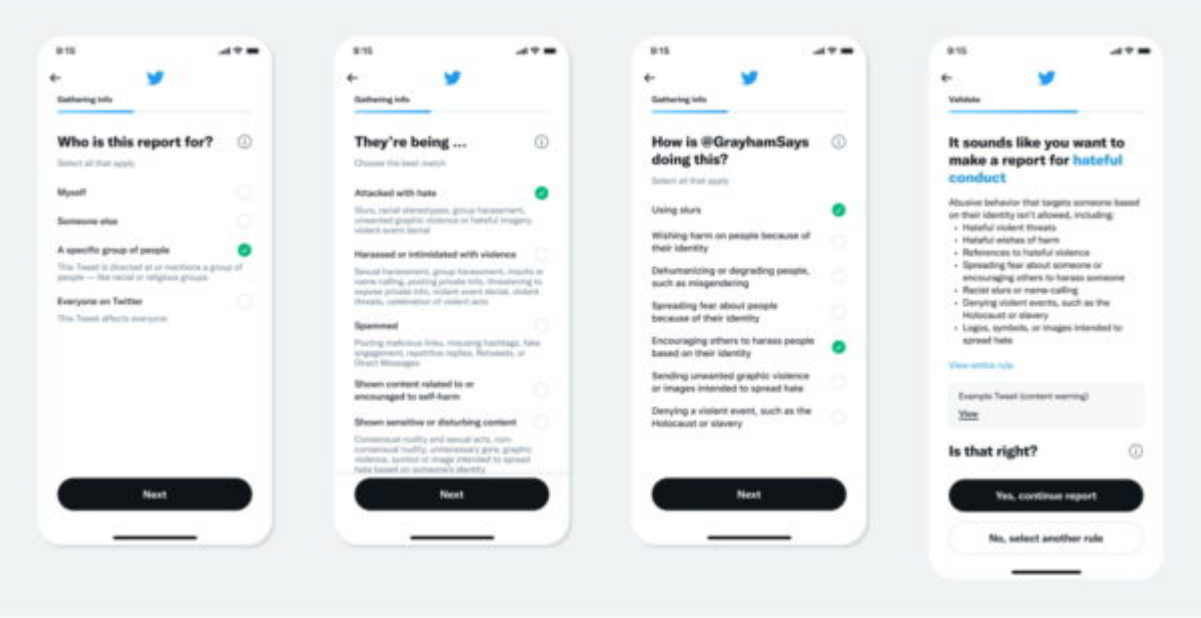
Twitter Shares Its #OnlyOnTwitter Best of 2021 List



Twitter shared its highlights for 2021 in its annual #OnlyOnTwitter blog post Thursday.

Recommended articles
https://www.adweek.com/media/twitter-shares-its-onlyontwitter-best-of-2021-list/

Twitter Tests a Different Approach to Its Reporting Process



Twitter is testing a new approach to its reporting process with a small group of users in the U.S., with the aim of simply asking users what happened, rather than putting the responsibility on them to determine whether or not there was a violation and what type of violation occurred.

Recommended articles
https://www.adweek.com/media/twitter-tests-a-different-approach-to-its-reporting-process/

Snap Details Updates to Lens Studio, Next-Generation Spectacles



Snap Inc. said during its Lens Fest 2021 virtual event this week that there are now more than 250,000 Lens Creators from over 200 countries and territories.

Recommended articles
https://www.adweek.com/media/snap-details-updates-to-lens-studio-next-generation-spectacles/

Meta Brings Horizon Worlds VR App Out of Beta



While Facebook’s corporate rebranding to Meta was the biggest news to come out of the Connect 2021 virtual event in late October, one of the biggest questions from attendees was when virtual reality application Horizon Worlds would come out of beta. That question was answered Thursday.

Recommended articles
https://www.adweek.com/media/meta-brings-horizon-worlds-vr-app-out-of-beta/

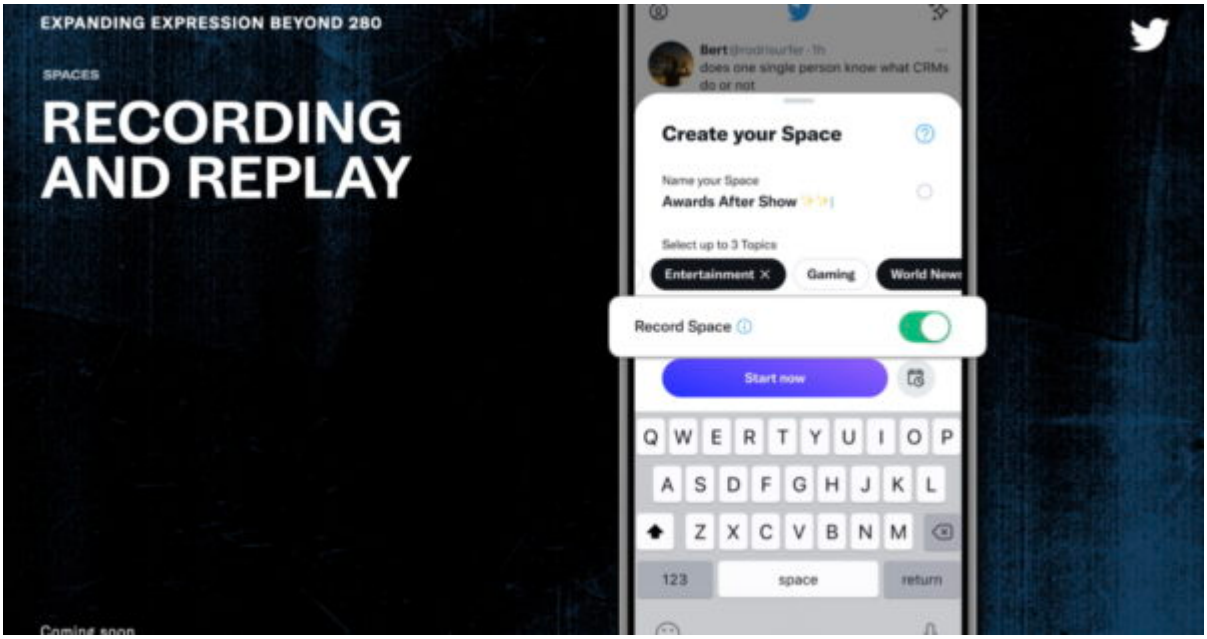
Reddit: How to Add Social Links to Your Profile



Reddit allows users to add social links to their profiles. For instance, if someone enjoys using Twitter, they may want to add a link to their Twitter profile. These links can be viewed and clicked by other Reddit users.

Recommended articles
https://www.adweek.com/media/reddit-how-to-add-social-links-to-your-profile/

Twitter: How to Record Your Twitter Spaces



Twitter now allows some users to record the Spaces they host on the platform. If a user decides to record their Twitter Space, they'll be able to share the recording after the Space is over. Users can listen to a public recording of a Twitter Space until it "expires after 30 days."

Recommended articles
https://www.adweek.com/media/twitter-how-to-record-your-twitter-spaces/