Meta, Ciara Team Up to Boost Black-Owned Small and Midsized Businesses

Meta chief operating officer Sheryl Sandberg and Grammy Award-winning singer/songwriter, entrepreneur and philanthropist Ciara shared the microphone at the 2021 Forbes Next 1000 Summit Friday.

Recommended articles
https://www.adweek.com/social-marketing/meta-ciara-team-up-to-boost-black-owned-small-and-midsized-businesses/

The Rock Takes Over Twitter's New TikTok Account

Twitter continued its run of "co-opetition" with its recently created TikTok account, and that account was taken over by none other than Dwayne 'The Rock' Johnson.

Recommended articles
https://www.adweek.com/social-marketing/the-rock-takes-over-twitters-new-tiktok-account/

Meta Creative App Platform Adds New Partners

Meta revealed new partners for the Creative App Platform it initially revealed at its F8 Refresh developer event in June.

Recommended articles
https://www.adweek.com/social-marketing/meta-creative-app-platform-adds-new-partners/

Instagram Begins Testing Feature That Reminds Users to ‘Take a Break’

Instagram began testing a Take a Break feature this week, enabling users to receive in-application break reminders after the specific period of time they set.

Recommended articles
https://www.adweek.com/media/instagram-begins-testing-feature-that-reminds-users-to-take-a-break/

Facebook Releases Widely Viewed Content Report for Q3 2021

Facebook released its Widely Viewed Content Report for the third quarter of 2021, detailing the most viewed organic content in the U.S. on News Feed during that time period.

Recommended articles
https://www.adweek.com/media/facebook-releases-widely-viewed-content-report-for-q3-2021/

Twitter: How to Sign Up for Twitter Blue

Twitter debuted Twitter Blue in the U.S. The optional subscription plan provides access to exclusive features, such as ad-free articles and the ability to change the appearance of the application’s icon. A Twitter Blue subscription is priced at $2.99 per month.

Recommended articles

https://www.adweek.com/media/twitter-how-to-sign-up-for-twitter-blue/

Workplace From Meta Deepens Integration With Microsoft Teams

Enterprise platform Workplace From Meta entered a new partnership with Microsoft Teams that will deepen the integration between the two platforms, enabling information to be shared across them more seamlessly.

Recommended articles
https://www.adweek.com/media/workplace-from-meta-deepens-integration-with-microsoft-teams/

Twitter Card Previews Debut for Instagram

Even fierce competitors occasionally play nice.

Recommended articles

https://www.adweek.com/media/twitter-card-previews-debut-for-instagram/

Twitter Blue Arrives in the US: Here’s What You Need to Know

The Twitter Blue premium subscription service is now available to users in New Zealand and the U.S. via Android, iOS and the web.

Recommended articles
https://www.adweek.com/media/twitter-blue-makes-its-us-debut-rolls-out-in-new-zealand-as-well/

Meta Kicks Off First Consumer Brand Marketing Campaign

Meta kicked off the first consumer brand marketing campaign to raise awareness of its corporate rebranding from Facebook, and it will run in the U.S. through Dec. 5 off- and on-platform

and on television.

Recommended articles
https://www.adweek.com/social-marketing/meta-kicks-off-first-consumer-brand-marketing-campaign/