Messenger From Facebook: How to Use the Stranger Things Sticker Pack



Messenger From Facebook has a new Stranger Things sticker pack that allows users to send embellishments inspired by the Netflix series in conversations. Our guide will show you how to use the Stranger Things sticker pack in the Messenger From Facebook application.

Recommended articles
https://www.adweek.com/social-marketing/messenger-from-facebook-how-to-use-the-stranger-things-sticker-pack/

Twitter, NBA Reach Multiyear

Partnership Extension



The National Basketball Association called next on Twitter Spaces, as the league and the social network inked a multiyear partnership extension last week.

Recommended articles
https://www.adweek.com/social-marketing/twitter-nba-reach-multiyear-partnership-extension/

Meta Expands Facebook Climate Science Center to 100+ Countries

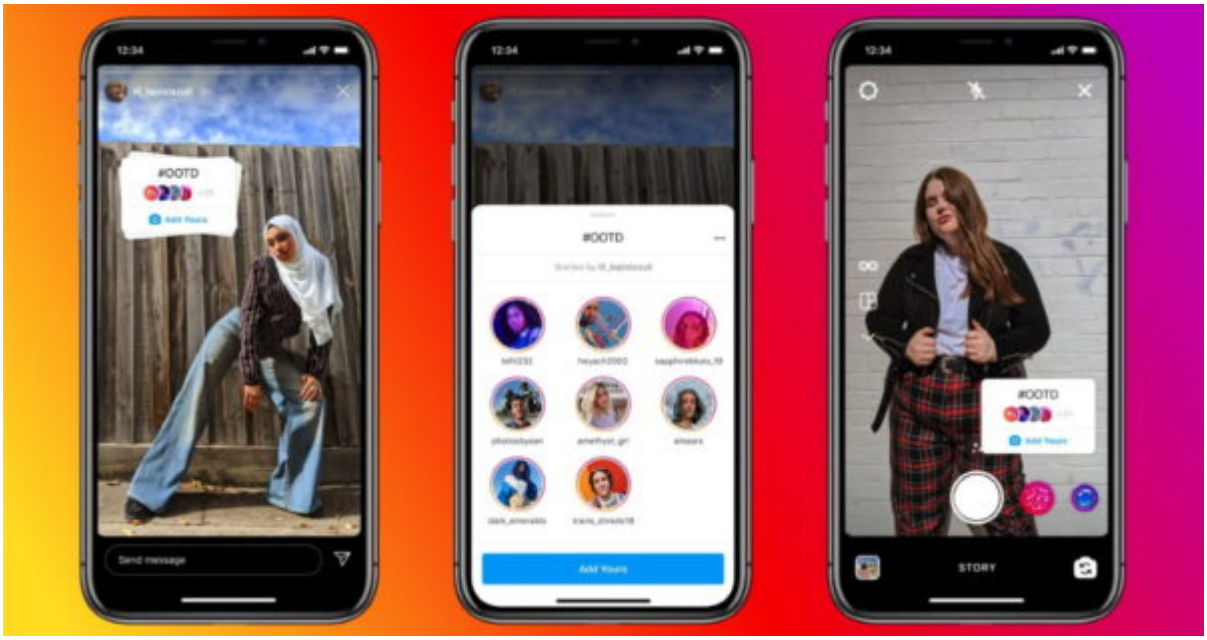
Meta detailed some of its efforts to combat climate change with the 2021 United Nations Climate Change Conference (COP26) ongoing in Glasgow, Scotland, through Nov. 12.



Don’t miss **The Business of Marketing** podcast featuring leading c-suite executives sharing insights on the importance of leveraging the intersectionality of marketing, finance, technology, HR and the boardroom to drive business growth. **Tune in**.

Recommended articles
https://www.adweek.com/media/meta-expands-facebook-climate-science-center-to-100-countries/

Instagram Begins Rolling Out Add Yours Sticker for Stories



A new sticker for Instagram Stories, Add Yours, enables creators to turn their Stories into public threads where

anyone can contribute and participate.

Recommended articles
https://www.adweek.com/media/instagram-begins-rolling-out-add-yours-sticker-for-stories/

Twitter Details Several Initiatives for COP26 on Its Platform

Twitter created an event page for the 2021 United Nations Climate Change Conference (COP26), featuring commentary and resources from environmental experts and key organizations, as well as the latest news from the event, taking place in Glasgow, Scotland, through Nov. 12.



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Recommended articles
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Twitter Extends Super Follows Feature to iOS Users Globally

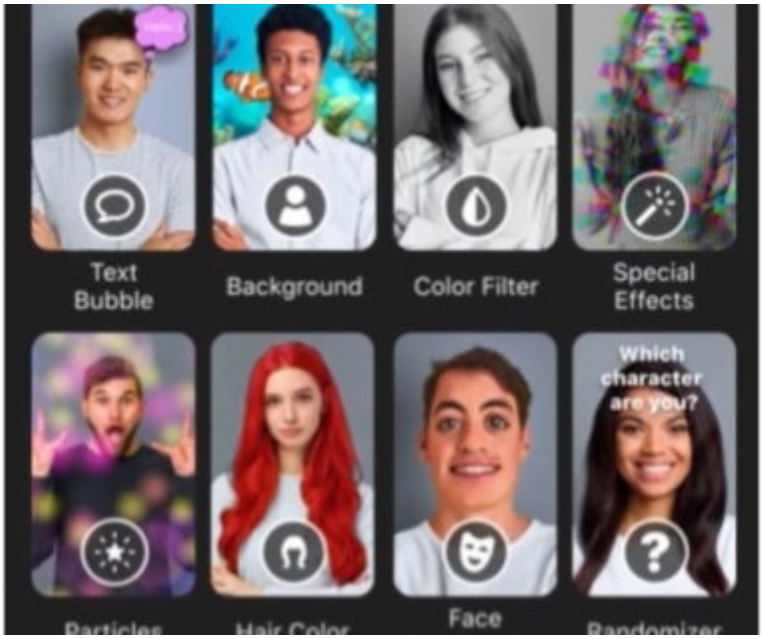


Twitter opened up more access to its Super Follows monetization option for creators on its platform, saying in a tweet that all users worldwide on iOS can now Super Follow select creators.

Recommended articles
https://www.adweek.com/media/twitter-extends-super-follows-feature-to-ios-users-globally/

Meta CMO Alex Schultz:

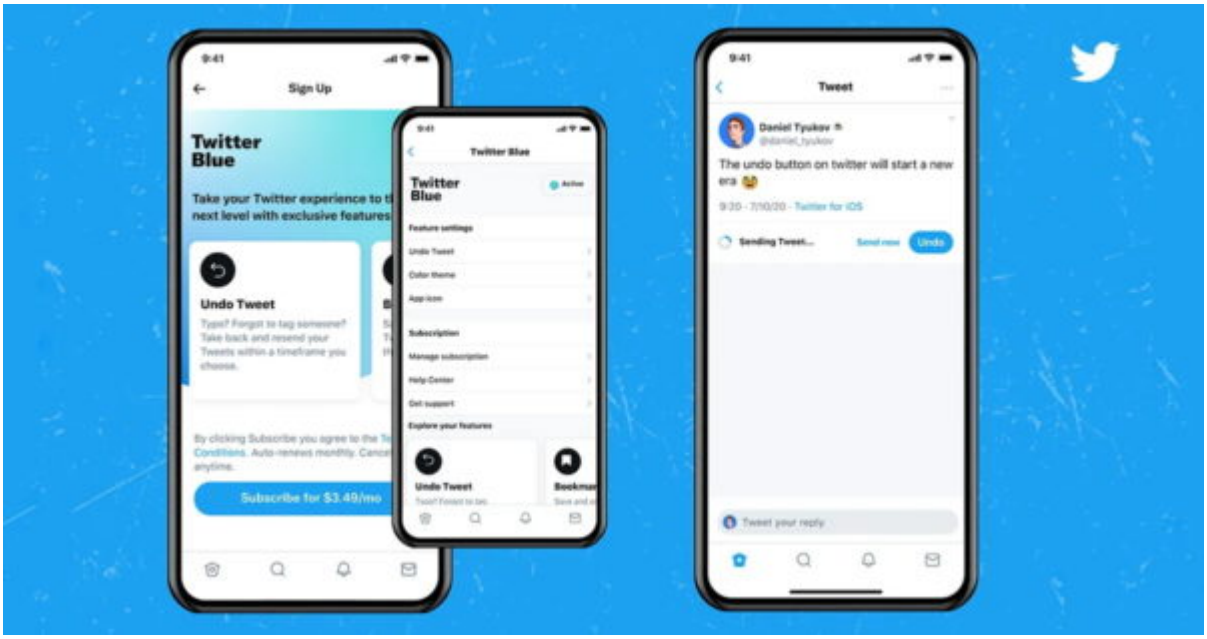
Creators Will Guide SMBs Into the Metaverse



Alex Schultz became Facebook’s chief marketing officer last September, named as the successor to Antonio Lucio, who revealed his departure the previous month.

Recommended articles
https://www.adweek.com/social-marketing/meta-cmo-alex-schultz-creators-will-guide-smbs-into-the-metaverse/

Twitter Blue Adds New Features, But No New Markets Yet



Twitter added new features to Twitter Blue, the premium subscription offering that debuted in Australia and Canada in June and is still available only in those markets.

Recommended articles
https://www.adweek.com/media/twitter-blue-adds-new-features-but-no-new-markets-yet/

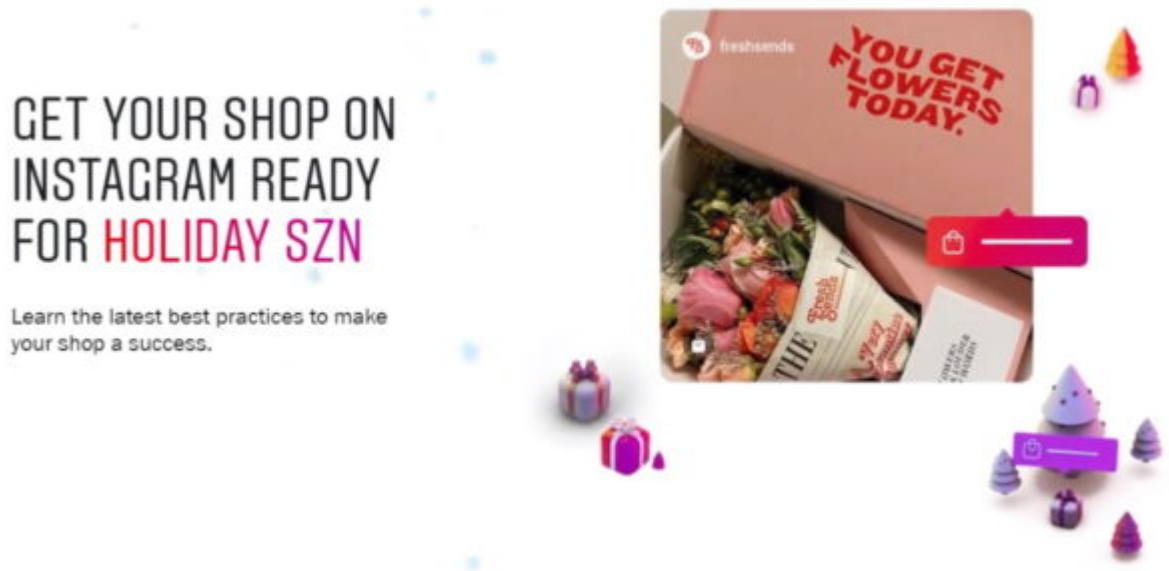
MLB, Twitter Team Up on #PostcardsFromHomePlate



Major League Baseball and Twitter are focusing on the “World” in World Series, teaming up on the #PostcardsFromHomePlate initiative.

Recommended articles
https://www.adweek.com/social-marketing/mlb-twitter-team-up-on-postcardsfromhomeplate/

Instagram Releases Holiday Success Guide for Businesses



Instagram released a Holiday Success Guide to help businesses on its platform prepare for the all-important holiday shopping season.

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