Facebook Salutes Small Businesses for Sponsoring Youth Sports

Facebook continued to hammer home the importance of small businesses on its platform with a new video from Facebook for Business, “The Smallest Sponsors.”

Recommended articles
https://www.adweek.com/social-marketing/facebook-salutes-small-businesses-for-sponsoring-youth-sports/

Discord: How to Boost a Server on Mobile

Discord allows users to purchase Boosts for their favorite servers, which gives those servers access to additional content and features, such as additional emoji slots and an animated server icon. If you’ve purchased a Nitro subscription on Discord, you receive two server Boosts that you can use to instantly boost your favorite server(s). Nitro subscribers also receive a 30% discount on all future server Boosts. A server Boost costs $4.99 per month, but Nitro subscribers can purchase one for $3.49 instead.

Recommended articles
https://www.adweek.com/media/discord-how-to-boost-a-server-on-mobile/

YouTube: Over 1.8M Videos Removed in Q2 2021 for Violating Child Safety Policies

YouTube said it removed more than 1.8 million videos during the second quarter of 2021 for violations of its child safety policies.

Recommended articles
https://www.adweek.com/media/youtube-over-1-8m-videos-removed-in-q2-2021-for-violating-child-safety-policies/

Messenger From Facebook: How to Use the Spooky Space

Sticker Pack

To celebrate Halloween 2021, the Messenger From Facebook application has been updated with a Spooky Space chat theme and a Spooky Space sticker pack. While the chat theme adds skulls, jack-o-lanterns and more to a conversation’s background, the Spooky Space sticker pack features images of aliens and monsters.

Recommended articles
https://www.adweek.com/media/messenger-from-facebook-how-to-use-the-spooky-space-sticker-pack/

Clubhouse Adds Pinned Links Feature

Creators of rooms on social audio application Clubhouse can now pin links to the top of room pages.

Recommended articles
https://www.adweek.com/media/clubhouse-adds-pinned-links-feature/

Instagram: How to Use the Spooky Space Chat Theme

In honor of Halloween, Instagram has a Spooky Space chat theme that can add a purple background, skulls, jack-o-lanterns and more to Instagram Direct conversations. This Spooky Space theme is also available in the Messenger From Facebook application.

Recommended articles
https://www.adweek.com/media/instagram-how-to-use-the-spooky-space-chat-theme/

Twitter Users Can Now Subscribe to Revue Newsletters Directly via Tweets

Followers of Twitter accounts tied to Revue newsletters can now subscribe to those newsletters directly via tweets on desktop and mobile web, with Android and iOS to be added soon.

Recommended articles
https://www.adweek.com/media/twitter-users-can-now-subscribe-t

o-revue-newsletters-directly-via-tweets/

Billboard Hot Trending Songs Powered by Twitter Chart Debuts

Billboard and Twitter debuted the Billboard Hot Trending Songs Powered by Twitter chart Friday.

Recommended articles
https://www.adweek.com/media/billboard-hot-trending-songs-powered-by-twitter-chart-debuts/

Is Twitter’s Algorithm Actually Biased in Favor of Right-Leaning Content?

Despite a constant stream of rhetoric asserting otherwise, a new study conducted by Twitter found that right-leaning news outlets see greater algorithmic amplification on its platform

compared with left-leaning news outlets, and tweets posted by accounts from the political right receive more algorithmic amplification than the political left when studied as a group.

Recommended articles
https://www.adweek.com/media/is-twitters-algorithm-actually-biased-in-favor-of-right-leaning-content/

All Twitter Users on Android, iOS Can Now Host Twitter Spaces

Twitter extended the ability to host Twitter Spaces to all users via Android and iOS this week.

Recommended articles
https://www.adweek.com/media/all-twitter-users-on-android-ios-can-now-host-twitter-spaces/