Instagram Rolls Out Branded Content Ads for Reels

Instagram began the global rollout of branded content ads in its Reels short-form videos Friday.

Recommended articles
https://www.adweek.com/social-marketing/instagram-rolls-out-branded-content-ads-for-reels/

Instagram: How to Use the Dune Chat Theme

Instagram added a Dune chat theme that allows users to add a desert scene to their conversations. Our guide will show you how to use the Dune chat theme in the Instagram application.

Recommended articles
https://www.adweek.com/social-marketing/instagram-how-to-use-the-dune-chat-theme/

Apple’s iOS 14.5 Takes a Bite Out of Snap’s Q3 2021 Revenue

The third quarter of 2021 marked the first full quarter in which Apple’s App Tracking Transparency framework, introduced as part of its iOS 14.5 operating system, impacted the entire period, as iOS 14.5 began rolling out April 26. Snap Inc. was the first domino to fall, reporting its financial results for the three months ending Sept. 30 after market close Thursday, but it will likely not be the last.

Recommended articles
https://www.adweek.com/media/apples-ios-14-5-takes-a-bite-out-of-snaps-q3-2021-revenue/

Facebook’s Commerce & Ads IP Tool Is Now Brand Rights Protection

Facebook introduced a revamped version of its Commerce & Ads IP Tool Thursday, Brand Rights Protection.

Recommended articles
https://www.adweek.com/media/facebooks-commerce-ads-ip-tool-is-now-brand-rights-protection/

Can Donald Trump Re-Establish a Presence on Social Media With Truth Social?

Former President Donald Trump is trying to get back into the social media game again, this time with Truth Social, an application set to debut in beta for “invited guests” next month.

Recommended articles
https://www.adweek.com/media/can-donald-trump-re-establish-a-presence-on-social-media-with-truth-social/

TikTok Videos Go Long and Its Community Responds

TikTok began extending the maximum length of its videos to three minutes in July, and it provided an update Thursday on how its community has adapted to the change.

Recommended articles
https://www.adweek.com/media/tiktok-videos-go-long-and-its-com

munity-responds/

Messenger From Facebook Adds Group Effects for Video Calls, Rooms

Messenger From Facebook is giving users a way to spice up their video calls and Rooms with augmented reality Group Effects.

Recommended articles
https://www.adweek.com/media/messenger-from-facebook-adds-group-effects-for-video-calls-rooms/

Pinterest Finds That the Pandemic Is Still Impacting Travel Plans

Pinterest shared some trends from travel-related searches on its platform Friday, showing that although many pandemic-

induced restrictions have been lifted, Covid-19 is still playing a role in Pinners’ plans.

Recommended articles
https://www.adweek.com/social-marketing/pinterest-finds-that-the-pandemic-is-still-impacting-travel-plans/

Twitter Extends Ticketed Spaces to Android Users in the US

Twitter will bring its Ticketed Spaces monetization option for Twitter Spaces audio content to Android users in the U.S. over the next few days.

Recommended articles
https://www.adweek.com/media/twitter-extends-ticketed-spaces-to-android-users-in-the-us/

Twitter to Test Ads Within Tweet Conversations

After much effort to improve the health of conversations on its platform, it was only a matter of time until Twitter looked into ways to monetize those conversations.

Recommended articles
https://www.adweek.com/social-marketing/twitter-to-test-ads-within-tweet-conversations/