TikTok Adds 6 Certified Sound Partners to TikTok Marketing Partners Program

TikTok is expanding its TikTok Marketing Partners program, adding six certified Sound Partners to the mix to help brands build sound-on strategies for their efforts on the video creation platform.

Recommended articles
https://www.adweek.com/social-marketing/tiktok-adds-6-certified-sound-partners-to-tiktok-marketing-partners-program/

Halloween Kills on Facebook, Instagram, Messenger

Facebook, Instagram and Messenger From Facebook are marking the Oct. 15 release of Halloween Kills, the newest film in the Halloween franchise, with a Movie Mate experience tailored around the 2018 version of Halloween.

Recommended articles
https://www.adweek.com/social-marketing/halloween-kills-on-facebook-instagram-messenger/

Snapchat Rolls Out Run for Office Mini

The newest Snap Mini is aimed at encouraging its younger users in the U.S. to consider running for local office.

Recommended articles
https://www.adweek.com/media/snapchat-rolls-out-run-for-office-mini/

Facebook Files Motion to Dismiss FTC’s Amended Complaint

The back-and-forth between Facebook and the Federal Trade Commission continued this week, as the company filed a second motion to dismiss the amended complaint filed by the agency in August.

Recommended articles
https://www.adweek.com/media/facebook-files-motion-to-dismiss-ftcs-amended-complaint/

Facebook Gaming Adds Co-Streaming

Facebook Gaming introduced co-streaming for all content creators on its platform, not just those in the company’s Facebook Gaming Partners program.

Recommended articles
https://www.adweek.com/media/facebook-gaming-adds-co-streaming/

Clubhouse Makes Clips Available for All iOS Users

The Clips feature Clubhouse introduced in beta last week was rolled out to all iOS users Monday, with Android to follow soon.

Recommended articles
https://www.adweek.com/media/clubhouse-makes-clips-available-for-all-ios-users/

Case of the Mondays: Facebook, Instagram, WhatsApp, Other Apps Down for 6+ Hours

Facebook, Instagram, WhatsApp and other properties both public and internal were nonexistent for the bulk of Monday, with Downdetector initially reporting the outages at 11:40 a.m. ET.

Recommended articles
https://www.adweek.com/media/case-of-the-mondays-facebook-instagram-whatsapp-other-apps-down-for-6-hours/

Twitter Takes the Wraps Off Twitter for Professionals

Twitter unveiled Twitter for Professionals, calling it a single destination for businesses, creators, developers and publishers across all industries to showcase their content, products and services directly on Twitter free-of-charge.

Recommended articles
https://www.adweek.com/social-marketing/twitter-takes-the-wraps-off-twitter-for-professionals/

Nextdoor Brings Back Treat Map for Halloween, in Partnership With Reese’s

Neighborhood social network Nextdoor teamed up with Reese’s to bring back annual Halloween season feature Treat Map.

Recommended articles
https://www.adweek.com/social-marketing/nextdoor-brings-back-treat-map-for-halloween-in-partnership-with-reeses/

Clubhouse Unveils 4 New Features

Social audio application Clubhouse shared progress with some of its existing features Thursday and introduced four new ones.

Recommended articles
https://www.adweek.com/media/clubhouse-unveils-4-new-features/