Clubhouse: How to Start Private Rooms via the Wave Feature

Clubhouse introduced a Wave feature that allows users to create private audio conversations with the users they follow. Our guide will show you how to create a private room in the Clubhouse mobile application.

Recommended articles
https://www.adweek.com/media/clubhouse-how-to-start-private-rooms-via-the-wave-feature/

Messenger From Facebook: How to Use the Astrology Chat Theme

Messenger From Facebook introduced an Astrology chat theme that adds constellations and planets to a conversation’s background. When you change a conversation to the Astrology theme, its emoji will automatically switch to the circle and star.

Recommended articles

https://www.adweek.com/media/messenger-from-facebook-how-to-use-the-astrology-chat-theme/

Twitter Begins Testing Topics for Twitter Spaces

Twitter began testing the ability for creators of Twitter Spaces to add topics when creating or scheduling them.

Recommended articles
https://www.adweek.com/media/twitter-begins-testing-topics-for-twitter-spaces/

Instagram Kicks Off Global Brand Campaign ‘Yours to Make’

Instagram kicked off global brand campaign “Yours to Make” Friday in the U.K. and U.S.

Recommended articles
https://www.adweek.com/social-marketing/instagram-kicks-off-gl

obal-brand-campaign-yours-to-make/

Twitter Introduces Updates to Cut Down on Pixelated Videos

After several upgrades to how images are displayed on its platform, Twitter has turned its attention to video.

Recommended articles
https://www.adweek.com/media/twitter-introduces-updates-to-cut-down-on-pixelated-videos/

Twitter Rolls Out Hashtag-Triggered Emojis for 2021 US Elections

Twitter rolled out its official hashtag-triggered emojis for the 2021 elections in the U.S., with Election Day set for Nov. 2.

Recommended articles
https://www.adweek.com/media/twitter-rolls-out-hashtag-trigger

ed-emojis-for-2021-us-elections/

What the Snapchat Generation Expects From Brands for Hispanic Heritage Month and Beyond

Nearly one-half of Snapchatters responding to a recent survey by Snap Inc. said they intend to observe Hispanic Heritage Month in some fashion.

Recommended articles
https://www.adweek.com/social-marketing/what-the-snapchat-generation-expects-from-brands-for-hispanic-heritage-month-and-beyond/

Facebook Reacts to National Suicide Prevention and Awareness Month

Facebook is marking National Suicide Prevention and Awareness Month with two initiatives: limiting the distribution of content that does not violate its rules but trivializes themes around death, depression or suicide; and releasing a new toolkit to guide conversations about viral suicide challenges.

Recommended articles
https://www.adweek.com/media/facebook-reacts-to-national-suicide-prevention-and-awareness-month/

Andrew Bosworth to Become Facebook's CTO in 2022

The upper ranks at Facebook are undergoing more changes, as longtime chief technology officer Mike Schroepfer will transition to become the company's first senior fellow at some point in 2022, to be succeeded as CTO by Facebook Reality Labs vice president Andrew Bosworth.

Recommended articles
https://www.adweek.com/media/andrew-bosworth-to-become-facebooks-cto-in-2022/

Clubhouse Taps Chelsea Macdonald as Head of Entertainment Partnerships

Chelsea Macdonald will join social audio application Clubhouse Sept. 27 as head of entertainment partnerships.

Recommended articles
https://www.adweek.com/media/clubhouse-taps-chelsea-macdonald-as-head-of-entertainment-partnerships/