Facebook Makes Login Connect With Messenger Available to All Verified Businesses

Login Connect With Messenger is now available to all businesses that have completed the social network’s business verification process.

Recommended articles
https://www.adweek.com/social-marketing/facebook-makes-login-connect-with-messenger-available-to-all-verified-businesses/

Fox Gives New Fall Shows a Boost in Partnership With Clubhouse, PopSugar

Fox is going the audio route to drum up interest in some of its upcoming fall season slate, teaming up with social audio application Clubhouse and women’s lifestyle site PopSugar.

Recommended articles
https://www.adweek.com/social-marketing/fox-gives-new-fall-shows-a-boost-in-partnership-with-clubhouse-popsugar/

Facebook Puts $1M Toward Combating Climate Change Misinformation

More than six out of 10 people worldwide want more information about climate change, according to a survey earlier this year by Facebook and the Yale Program on Climate Change Communication, and the social network is responding to those desires with new ways to help its community engage with related topics and boosting access to reliable information while curbing misinformation.

Recommended articles
https://www.adweek.com/media/facebook-puts-1m-toward-combating-climate-change-misinformation/

Snapchatters Can Wrap the Arc De Triomphe Via a New Portal Lens

Recommended articles

https://www.adweek.com/social-marketing/snapchatters-can-wrap-the-arc-de-triomphe-via-a-new-portal-lens/

Facebook Turns Its Focus to Enabling Businesses to Better Communicate With Consumers

Facebook detailed several new ways for businesses to communicate with their customers and potential customers and manage those communications.

Recommended articles
https://www.adweek.com/social-marketing/facebook-turns-its-focus-to-enabling-businesses-to-better-communicate-with-consumers/

Nina Gregory Joins Clubhouse as Head of News and Media Publishers

Social audio application Clubhouse added a heavy dose of editorial experience to its mix by hiring Nina Gregory, senior editor of NPR’s arts desk, as head of news and media publishers.

Recommended articles
https://www.adweek.com/media/nina-gregory-joins-clubhouse-as-head-of-news-and-media-publishers/

TikTok Details Plans for Latinx and Hispanic Heritage Month

TikTok is moving full speed ahead with its celebration of Latinx and Hispanic Heritage Month.

Recommended articles
https://www.adweek.com/media/tiktok-details-plans-for-latinx-and-hispanic-heritage-month/

LinkedIn Commits $25M to

Creator Accelerator Program

LinkedIn will invest $25 million in its new LinkedIn Creator Accelerator Program, which is aimed at helping creators on its platform build their audiences and amplify their voices.

Recommended articles
https://www.adweek.com/social-marketing/linkedin-commits-25m-to-creator-accelerator-program/

Messenger From Facebook: How to Use the J Balvin Chat Theme

Messenger From Facebook released a new chat theme inspired by recording artist J Balvin. When users activate the J Balvin theme in a chat, that chat will have a cloudy sky in the background, and its emoji will automatically switch to the cloud emoji.

Recommended articles
https://www.adweek.com/social-marketing/messenger-from-facebook-how-to-use-the-j-balvin-chat-theme/

#StanleyTweets From NHL, Twitter Go on Display at the Hockey Hall of Fame

The National Hockey League teamed up with Twitter in June on #StanleyTweets, an initiative to engrave 52 tweets to the @StanleyCup account into a first-of-its kind installation at the Hockey Hall of Fame in Toronto. That installation is now live.

Recommended articles
https://www.adweek.com/social-marketing/stanleytweets-from-nhl-twitter-go-on-display-at-the-hockey-hall-of-fame/