Facebook Fantasy Games Become a Reality for Android, iOS Users in Canada, US

Fantasy football draft season is winding down with the National Football League set to kick off its season Thursday night, but Facebook rolled out a host of other fantasy options for users in Canada and the U.S. last week.

Recommended articles
https://www.adweek.com/media/facebook-fantasy-games-become-a-reality-for-android-ios-users-in-canada-us/

Facebook IQ Shares Topics to Watch for Q2 2021

Facebook IQ shared its Topics to Watch for the second quarter of 2021, shining the spotlight on topics of rising conversation on Facebook and Instagram in the U.S. during that three-month period.

Recommended articles
https://www.adweek.com/media/facebook-iq-shares-topics-to-watch-for-q2-2021/

Here’s What’s New in the Most Recent Quarterly Update to LinkedIn Sales Navigator

LinkedIn Sales Solutions released several new features in its quarterly update to its Sales Navigator platform with the aim of helping sellers to fine-tune their outreach efforts.

Recommended articles
https://www.adweek.com/social-marketing/heres-whats-new-in-the-most-recent-quarterly-update-to-linkedin-sales-navigator/

The First Twitter Communities Are Set to Go Live

Communities, Twitter’s answer to Facebook groups, officially debut Wednesday after being introduced during the company’s Analyst Day in February.

Recommended articles
https://www.adweek.com/media/the-first-twitter-communities-are-set-to-go-live/

Reddit Adds Conversation Placement Option for Advertisers

Reddit launched its newest advertising option called Conversation Placement. This ad space is positioned between the original post and the first comment in a conversation thread, allowing advertisers to reach users even if they access a conversation thread directly from a search engine instead of a subreddit’s feed.

Recommended articles
https://www.adweek.com/media/reddit-adds-conversation-placement-option-for-advertisers/

WhatsApp Teams Up With Sky Sports News Introducing Latest Privacy Feature, View Once

Sky Sports News has partnered with WhatsApp to bring fans the latest behind-the-scenes news and action via the platform’s privacy feature View Once on Transfer Deadline Day, the window during the year where football clubs can transfer players.

Recommended articles
https://www.adweek.com/media/whatsapp-teams-up-with-sky-sports-news/

The Washington Post Looks to Add to Its TikTok Team

The legendary TikTok team at The Washington Post is looking to expand by two.

Recommended articles
https://www.adweek.com/media/the-washington-post-looks-to-add-to-its-tiktok-team/

Facebook Gaming Reopens Applications for Black Gaming

Creator Program

Facebook Gaming reopened applications Monday for its Black Gaming Creator Program, which was introduced last December to support the Black gaming community with $10 million in funding over two years, along with other benefits.

Recommended articles
https://www.adweek.com/media/facebook-gaming-reopens-applications-for-black-gaming-creator-program/

TikTok, Hispanic Heritage Foundation Team Up on #CreciendoconTikTok

TikTok is teaming up with the Hispanic Heritage Foundation on #CreciendoconTikTok, a $150,000 grant fund aimed at expanding and elevating 30 small Latinx businesses across the U.S.

Recommended articles
https://www.adweek.com/media/tiktok-hispanic-heritage-foundation-team-up-on-creciendocontiktok/

TikTok Welcomes Taylor Swift

In a move that may prompt a run on cardigans by Generation Z, pop superstar Taylor Swift joined TikTok Monday.

Recommended articles
https://www.adweek.com/social-marketing/tiktok-welcomes-taylor-swift/