Spotify Adds Anniversary Option to Promo Cards

Artists using Spotify’s Promo Cards now have the option of using the customizable graphics generating feature to mark anniversaries.

Recommended articles
https://www.adweek.com/social-marketing/spotify-adds-anniversary-option-to-promo-cards/

Twitter Pauses Verification Applications Again

For the second time since opening up applications for verification in May, Twitter has called a time out.

Recommended articles
https://www.adweek.com/media/twitter-pauses-verification-applications-again/

TikTok Users Showed Their #OlympicSpirit

TikTok said the #OlympicSpirit hashtag it rolled out in collaboration with the International Olympic Committee tallied more than 5.6 billion views during the 2020 Summer Olympic Games from Tokyo.

Recommended articles
https://www.adweek.com/media/tiktok-users-showed-their-olympic spirit/

Messenger From Facebook Adds End-to-End Encryption for Voice and Video Calls

Messenger From Facebook extended the option of using end-to-end encryption to voice calls and video calls.

Recommended articles
https://www.adweek.com/media/messenger-from-facebook-adds-end-to-end-encryption-for-voice-and-video-calls/

MLB Goes the Distance With Field of Dreams Game Initiatives on Twitch, Minecraft

Major League Baseball built it, and Thursday night, the New York Yankees, Chicago White Sox and roughly 8,000 fans will come to the Field of Dreams site in Dyersville, Iowa, for the first MLB game to take place in that state.

Recommended articles
https://www.adweek.com/social-marketing/mlb-goes-the-distance-with-field-of-dreams-game-initiatives-on-twitch-minecraft/

TikTok Bolsters Safety Options for Teen Users

TikTok released several updates aimed at protecting younger users of the video creation platform.

Recommended articles

https://www.adweek.com/media/tiktok-bolsters-safety-options-for-teen-users/

Reddit to Raise $700M in Series F Funding Round

Reddit plans to raise up to $700 million in series F funding, led by Fidelity Management and Research and including other existing investors, which would bring the company’s valuation to more than $10 billion.

Recommended articles
https://www.adweek.com/media/reddit-to-raise-700m-in-series-f-funding-round/

Instagram Kicks Off ‘Who We Become Is Yours to Make’ On-Platform Campaign

Instagram kicked off on-platform campaign “Who We Become Is Yours to Make,” featuring creators calling for optimism,

progress and reinvention and cautioning that after a challenging year due to the pandemic, “None of us is going back to the way things were.”

Recommended articles
https://www.adweek.com/social-marketing/instagram-kicks-off-who-we-become-is-yours-to-make-on-platform-campaign/

Twitter Blue Adds ‘View in Reader Mode’ Button to Threads

Twitter’s subscription offering, Twitter Blue, added a “View in Reader Mode” button to threads being viewed by users.

Recommended articles
https://www.adweek.com/media/twitter-blue-adds-view-in-reader-mode-button-to-threads/

Fresh Bird: Twitter Adds Beakful of Design Changes

Twitter unveiled some design tweaks Wednesday with the aim of making its platform “more accessible, unique and focused on you and what you’re talking about.”

Recommended articles
https://www.adweek.com/media/fresh-bird-twitter-adds-beakful-of-design-changes/