Facebook’s PET Projects to Help It Navigate Changes by Apple, Google

The pillars of Facebook’s response to enhanced privacy options that Apple introduced with its iOS 14.5 operating system in April have been “personalized advertising” and “protecting small businesses,” and the social network went into detail Wednesday on how it plans to continue providing personalized experiences despite Apple’s moves and similar changes from Google scheduled to go into effect in 2023.

Recommended articles
https://www.adweek.com/programmatic/facebooks-pet-projects-to-help-it-navigate-changes-by-apple-google/

Facebook Removes Networks From Myanmar, Russia in July for Coordinated Inauthentic Behavior

Facebook issued its coordinated inauthentic behavior report for July 2021, providing details on two networks that were

removed from its platform last month.

Recommended articles
https://www.adweek.com/media/facebook-removes-networks-from-myanmar-russia-in-july-for-coordinated-inauthentic-behavior/

Instagram Reels Creators Gain Ability to Search for Audio

Instagram users worldwide can now search for audio via the search tab on Instagram Reels.

Recommended articles
https://www.adweek.com/media/instagram-reels-creators-gain-ability-to-search-for-audio/

Nextdoor Reveals Its 2021 Neighborhood Favorites

Neighborhood social network Nextdoor revealed the winners of its 2021 Neighborhood Favorites local business awards Tuesday.

Recommended articles

https://www.adweek.com/social-marketing/nextdoor-reveals-its-2021-neighborhood-favorites/

Twitter Wraps Up 2020 Summer Olympic Games

Brazilian skateboarder Rayssa Leal left her mark on the Twitterverse during the 2020 Summer Olympic Games from Tokyo, as she was the social network's most mentioned athlete between July 23 and Aug. 8, and her silver medal in women's street skateboarding was the most tweeted about event during that time period.

Recommended articles
https://www.adweek.com/media/twitter-wraps-up-2020-summer-olympic-games/

Spotify Unit Rolls Out Megaphone Audience Insights Dashboard

Megaphone, the podcast analytics and production platform acquired by Spotify last November, rolled out the Megaphone Audience Insights Dashboard for enterprise podcast publishers, powered by Nielsen.

Recommended articles
https://www.adweek.com/social-marketing/spotify-unit-rolls-out-megaphone-audience-insights-dashboard/

Twitter Sees 7.5B K-Pop Tweets From July 1, 2020, to June 30, 2021

Twitter saw 7.5 billion tweets about K-pop between July 1, 2020, and June 30, 2021, setting a record for the most related tweets in a 12-month period.

Recommended articles
https://www.adweek.com/social-marketing/twitter-sees-7-5b-k-pop-tweets-from-july-1-2020-to-june-30-2021/

Messenger From Facebook: How

to Use the Billie Eilish Happier Than Ever Chat Theme

Messenger From Facebook released a chat theme inspired by musician Billie Eilish‘s new album, Happier Than Ever. When you activate the theme in a chat, it will give the chat a golden fabric background (if you use the theme in dark mode, the background will be a dark brown color). In addition, when you activate this theme, it will automatically change the chat’s emoji to the mirror emoji.

Recommended articles
https://www.adweek.com/social-marketing/messenger-from-facebook-how-to-use-the-billie-eilish-happier-than-ever-chat-theme/

The Unofficial Bridgerton Musical Goes from TikTok to Concept Album, Live Performances

Abigail Barlow and Emily Bear, the creators behind TikTok viral hit Bridgerton the Musical, are taking their creation way off-platform, with live shows and a concept album emerging from their unique take on hit Netflix drama Bridgerton.

Recommended articles
https://www.adweek.com/social-marketing/the-unofficial-bridgerton-musical-goes-from-tiktok-to-concept-album-live-performances/

Documentary The Outsider to Be the First Film to Premiere as a Paid Online Event on Facebook

The Outsider, a feature documentary about the construction and curation of the National 9/11 Memorial and Museum, will be the first ever film to premiere on Facebook as a paid online event.

Recommended articles
https://www.adweek.com/social-marketing/documentary-the-outsider-to-be-the-first-film-to-premiere-as-a-paid-online-event-on-facebook/