Clubhouse Partners With NHL Just in Time for Stanley Cup Final

Invite-only social audio application Clubhouse punched its ticket to the National Hockey League’s Stanley Cup Final.

Recommended articles
https://www.adweek.com/social-marketing/clubhouse-partners-with-nhl-just-in-time-for-stanley-cup-final/

Pinterest Opens Mexico City Office

Pinterest opened an office in Mexico City this week, which includes its first engineering hub in Latin America.

Recommended articles
https://www.adweek.com/media/pinterest-opens-mexico-city-office/

TikTok: How to Turn a Personal Account Into a Business Account

TikTok users with business accounts have access to features that aren’t available to everyone, such as the ability to add a website URL to their profile. If you already have a personal TikTok account and you want to turn it into a business account, our guide will show you how this is done.

Recommended articles
https://www.adweek.com/social-marketing/tiktok-how-to-turn-a-personal-account-into-a-business-account/

TikTok Fans to Choose Next Color for Gap’s Iconic Logo Hoodie

If it’s hot on TikTok, it’s worth acting upon. That strategy is being used by Gap, as its TikTok followers will choose the next color for its iconic logo hoodie, to be released this fall.

Recommended articles

https://www.adweek.com/social-marketing/tiktok-fans-to-choose-next-color-for-gaps-iconic-logo-hoodie/

TikTok for Business: How to Add an Email Address to Your Profile

TikTok for Business users have the option to add an email address to their profile so that visitors can contact them outside of the TikTok application. Our guide will show you how to add an email address to your TikTok for Business profile.

Recommended articles
https://www.adweek.com/social-marketing/tiktok-for-business-how-to-add-an-email-address-to-your-profile/

Twitter Adds 15-Second View Buying Model for Video Ads

Twitter Thursday added a new bidding model for advertisers globally that consider video completion rate to be their

primary key performance indicator: 15-sevond view.

Recommended articles
https://www.adweek.com/programmatic/twitter-adds-15-second-view-buying-model-for-video-ads/

Twitter Begins Taking Applications for Early Testers of Ticketed Spaces, Super Follows

Twitter began accepting applications for two monetization features it previewed earlier this year: Ticketed Spaces and Super Follows.

Recommended articles
https://www.adweek.com/media/twitter-begins-taking-applications-for-early-testers-of-ticketed-spaces-super-follows/

Snapchatters Are Even More Over the Pandemic Than Non-

Snapchatters

People are excited about vaccines being distributed, pandemic restrictions being lifted and normal activities resuming—Snapchatters even more so than others.

Recommended articles
https://www.adweek.com/media/snapchatters-are-even-more-over-the-pandemic-than-non-snapchatters/

Twitter: How to Share a Tweet to Instagram Stories on iOS

Twitter introduced the ability for iOS users to share tweets directly from the Twitter mobile application to Instagram Stories. Previously, this could only be done by taking a screenshot of a tweet and uploading it to the photo- and video-sharing platform.

Recommended articles
https://www.adweek.com/media/twitter-how-to-share-a-tweet-to-instagram-stories-on-ios/

Workplace From Facebook Reveals Several Updates, New Features

Enterprise platform Workplace From Facebook used its Transform North America virtual event to share several new features and product updates.

Recommended articles
https://www.adweek.com/media/workplace-from-facebook-reveals-several-updates-new-features/