WhatsApp Debuts Spanish-Language Vaccine Finder in the US

The administration of President Joe Biden teamed up with WhatsApp on a Spanish-language vaccine finder as part of its “National Month of Action” initiative to get 70% of Americans at least one shot by July 4.

Recommended articles
https://www.adweek.com/media/whatsapp-debuts-spanish-language-vaccine-finder-in-the-us/

Facebook Kicks Audio Push Into Next Gear With Live Audio Rooms

The moment that social audio platforms like Clubhouse and Twitter Spaces and podcast platforms like Apple Podcasts, iHeartRadio and SoundCloud have been bracing for has arrived.

Recommended articles
https://www.adweek.com/media/facebook-kicks-audio-push-into-next-gear-with-live-audio-rooms/

YouTube: People Turned to Live, Simultaneous Viewing During the Pandemic

YouTube released a new Culture and Trends Report at Cannes Lions Monday that examined how people used video to connect and find community during the pandemic and zeroed in on three key trends for marketers.

Recommended articles
https://www.adweek.com/media/youtube-people-turned-to-live-simultaneous-viewing-during-the-pandemic/

YouTube Shares Cannes Lions Edition of Ads Leaderboard

YouTube unveiled a special edition of its Ads Leaderboard for Cannes Lions, featuring the 10 most popular ads on its platform worldwide between June 1, 2020, and May 30, 2021.

Recommended articles
https://www.adweek.com/social-marketing/youtube-shares-cannes-

lions-edition-of-ads-leaderboard/

Facebook, Instagram Back Black-Owned Businesses for Juneteenth

Facebook Shop and Instagram Shop will help celebrate Juneteenth by showcasing collections featuring products from Black-owned businesses, under the theme #BuyBlack.

Recommended articles
https://www.adweek.com/social-marketing/facebook-instagram-back-black-owned-businesses-for-juneteenth/

L’Oreal USA Teams Up With Over 20 Pinterest Creators

More than 20 creators on Pinterest will created branded content across seven L’Oreal USA brands through mid-September via Pinterest ads and Idea Pins.

Recommended articles

https://www.adweek.com/social-marketing/loreal-usa-teams-up-with-over-20-pinterest-creators/

Mark Zuckerberg Unfriended by Glassdoor’s Top CEOs in 2021 List

Job insights platform Glassdoor’s Top CEOs in 2021 was missing a familiar face: For the first time since 2013, Facebook CEO Mark Zuckerberg did not crack the annual list’s top 100.

Recommended articles
https://www.adweek.com/media/mark-zuckerberg-unfriended-by-glassdoors-top-ceos-in-2021-list/

Yelp Examines Spikes in New Restaurant and Food Businesses, Reopenings

With more than 60% of adults in the U.S. having received at

least one dose of the Covid-19 vaccine and summer quickly approaching, business directory and crowdsourced review forum Yelp examined the impact of the surge in demand on the restaurant industry.

Recommended articles
https://www.adweek.com/social-marketing/yelp-examines-spikes-in-new-restaurant-and-food-businesses-reopenings/

Earvin ‘Magic’ Johnson Joins Cameo’s Talent Roster and Its Board of Directors

The board of directors at personalized video platform Cameo is getting a touch of Magic.

Recommended articles
https://www.adweek.com/social-marketing/earvin-magic-johnson-joins-cameos-talent-roster-and-its-board-of-directors/

SimpliSafe Will Honor the Pet

Protectors of 100 Lucky Owners With Yard Signs, Window Decals

Home security provider SimpliSafe is saluting furry (and not-so-furry) protectors during Pet Appreciation Week this week by giving away yard signs and window decals so potential thieves know which houses to avoid.

Recommended articles
https://www.adweek.com/social-marketing/simplisafe-will-honor-the-pet-protectors-of-100-lucky-owners-with-yard-signs-window-decals/