Facebook IQ Shares Topics to Watch in Q1 2021 Among US Facebook, Instagram Users

Facebook IQ, the social network’s research arm, shared its Topics to Watch for the first quarter of 2021, highlighting topics of conversation on Facebook and Instagram that have shown early growth patterns similar to those of other topics that have posted sustained growth.

Recommended articles
https://www.adweek.com/social-marketing/facebook-iq-shares-topics-to-watch-in-q1-2021-among-us-facebook-instagram-users/

Facebook Issues Guidance on Remote Work, Return to Offices

Facebook shared an update about the guidance it is providing employees with regard to remote work and potentially returning to its offices.

Recommended articles
https://www.adweek.com/media/facebook-issues-guidance-on-remot

e-work-return-to-offices/

TikTok Urges Its Community to #CreateKindness

TikTok kicked off global campaign and creative video series #CreateKindness Wednesday with the aim of raising awareness around online bullying and how we can all choose kindness.

Recommended articles
https://www.adweek.com/media/tiktok-urges-its-community-to-createkindness/

Messenger From Facebook Brings a Fast & Furious Second-Screen Experience

Iconic action movie franchise Fast & Furious will celebrate its 20th anniversary with the June 25 theatrical release of Fast & Furious 9, and Messenger From Facebook and its parent company teamed up with Universal Pictures on a unique second-

screen experience.

Recommended articles
https://www.adweek.com/social-marketing/messenger-from-facebook-brings-a-fast-furious-second-screen-experience/

YouTube: How to Delete a Short

YouTube Shorts, YouTube's version of Instagram Reels or TikTok, allows users to share short, vertical videos that can be viewed in the Shorts section of the YouTube mobile application.

Recommended articles
https://www.adweek.com/media/youtube-how-to-delete-a-short/

Pinterest Kicks Off 'Show Your True Colors' Campaign, Adds Profile Pronouns

Pinterest will add the ability in the coming weeks for both

Pinners and business accounts to self-select pronouns and add them to their profiles, where they will appear adjacent to the user name.

Recommended articles
https://www.adweek.com/media/pinterest-kicks-off-show-your-true-colors-campaign-adds-profile-pronouns/

Snap Debuts Holiday Shopping Insights and Research Hub for Marketers

Yes, already: Snap Inc. is helping marketers set their plans for the holiday shopping season with a new insights and research hub providing data on the value of Snapchatters to brands during their most pivotal time of the year.

Recommended articles
https://www.adweek.com/social-marketing/snap-debuts-holiday-shopping-insights-and-research-hub-for-marketers/

Instagram: How to Use the

Pride Chat Theme

Instagram is celebrating Pride Month with a new Pride chat theme that gives a conversation a rainbow of colors. This Pride chat theme is also available in the Messenger From Facebook application.

Recommended articles
https://www.adweek.com/media/instagram-how-to-use-the-pride-chat-theme/

Messenger From Facebook: How to Use the Pride Month Sticker Pack

Messenger From Facebook released new features celebrating Pride Month. For instance, users can download the “With Pride” sticker pack and send Pride Month-themed stickers in conversations.

Recommended articles
https://www.adweek.com/media/messenger-from-facebook-how-to-use-the-pride-month-sticker-pack/

Portal From Facebook Wants People to ‘Share Something Real’

Portal From Facebook teamed up with TBWA\Chiat\Day New York and director Darius Marder on new brand campaign “Share Something Real,” which kicks off Monday (June 7).

Recommended articles
https://www.adweek.com/social-marketing/portal-from-facebook-wants-people-to-share-something-real/