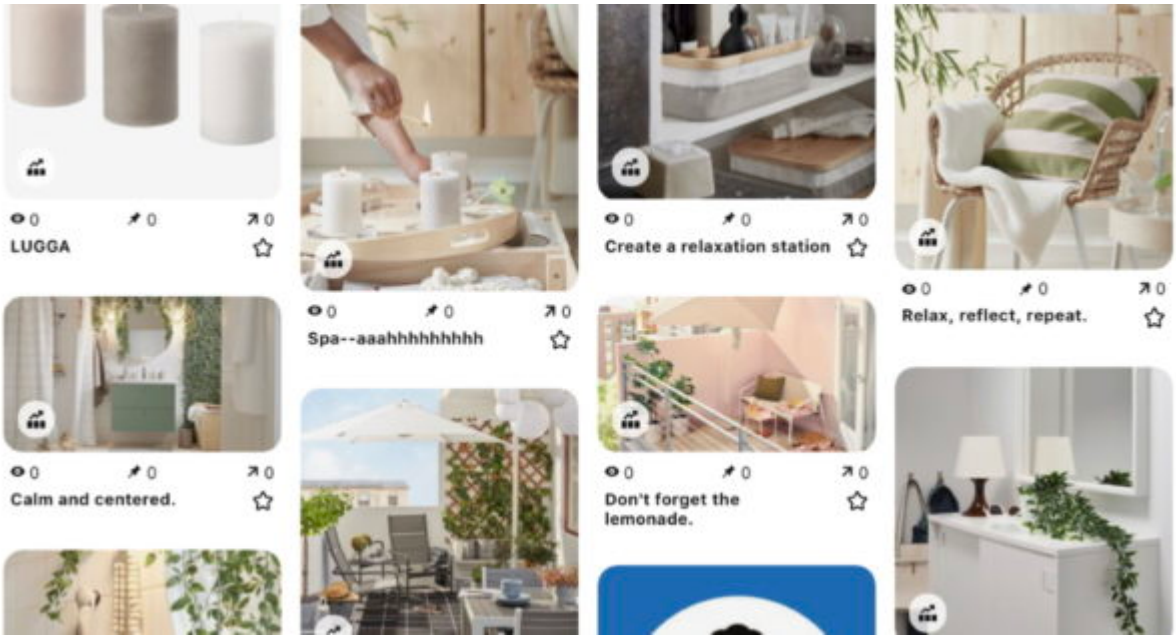
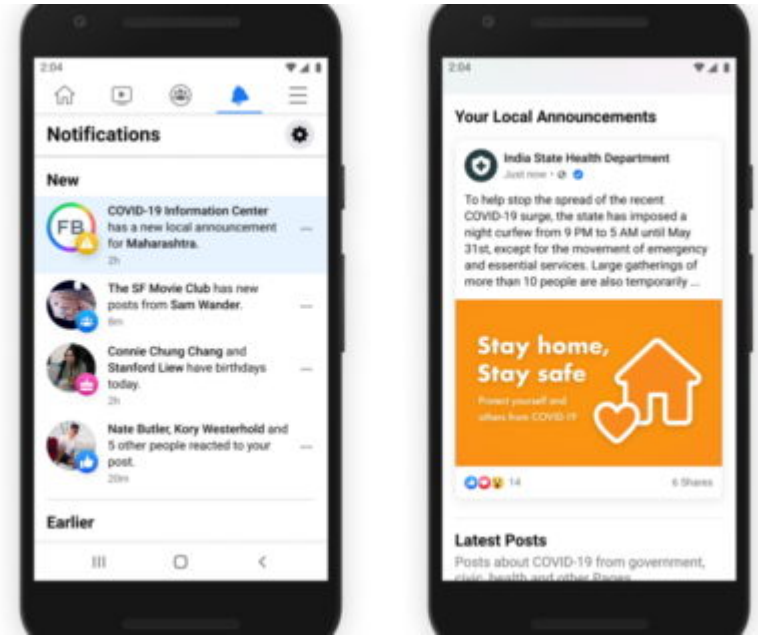
What Is a ‘Renocation?’ Ikea and Pinterest Explain



Renovations plus vacations plus staycations equals “Renocations,” according to Ikea, which kicked off is “Ikea Renocations” campaign on Pinterest this week.

Recommended articles
https://www.adweek.com/social-marketing/what-is-a-renocation-ikea-and-pinterest-explain/

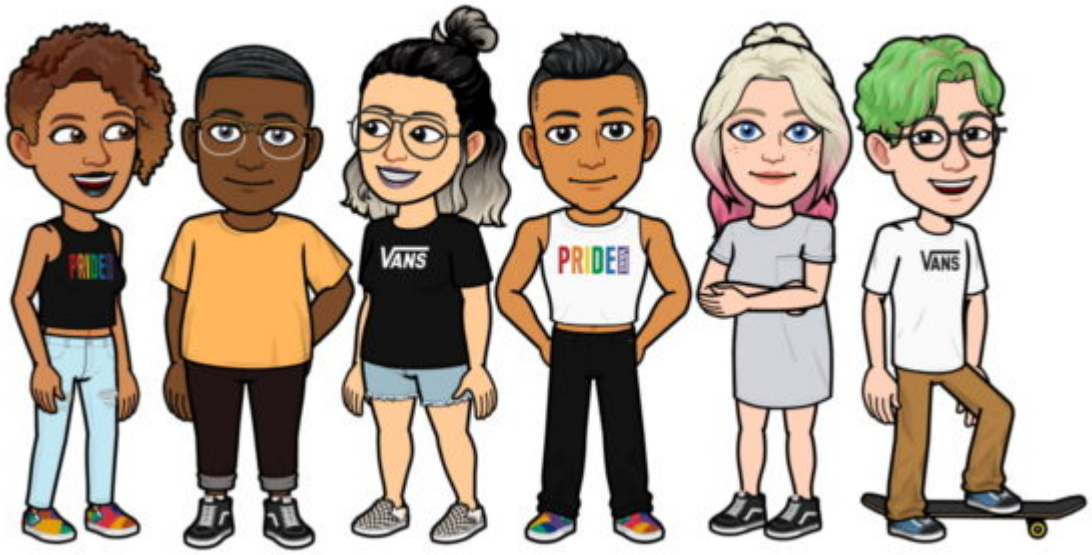
Facebook Rolls Out Covid-19 Announcements Tool in India, US



Facebook rolled out a free Covid-19 Announcements tool this week for eligible government pages in India and the U.S.

Recommended articles
https://www.adweek.com/media/facebook-rolls-out-covid-19-announcements-tool-in-india-us/

Snapchat, Bitmoji Users Can Gear Up Their Avatars With Vans’ Pride Collection



Vans is taking its recently released Pride collection virtual by teaming up with Bitmoji.

Recommended articles
https://www.adweek.com/social-marketing/snapchat-bitmoji-users-can-gear-up-their-avatars-with-vans-pride-collection/

TikTok Partners Up With the Trust & Safety Professional Association



TikTok reached a partnership with the Trust & Safety Professional Association that will give every trust and safety professional at the video creation platform a TSPA membership.

Recommended articles
https://www.adweek.com/media/tiktok-partners-up-with-the-trust-safety-professional-association/

Clubhouse Extends Payments to All US iOS Users



Payments on Clubhouse are now available to all iOS users in the U.S., and the invite-only social audio application said they will be extended to Android soon.

Recommended articles
https://www.adweek.com/media/clubhouse-extends-payments-to-all-us-ios-users/

Snapchat Continues Asian Pacific Islander Desi American Heritage Month Push



Snap Inc. teamed up with several APIDA creatives to continue marking Asian Pacific Islander Desi American Heritage Month with a new series of “I Am APIDA” lenses.

Recommended articles
https://www.adweek.com/media/snapchat-continues-asian-pacific-islander-desi-american-heritage-month-push/

PopSockets, TikTok Team Up on Limited-Edition Smartphone Accessories



Creators need a place to put their phone when shooting videos for TikTok. Enter PopSockets.

Recommended articles
https://www.adweek.com/social-marketing/popsockets-tiktok-team-up-on-limited-edition-smartphone-accessories/

Instagram to Host First-Ever Creator Week



Instagram will host its first-ever Creator Week June 8 through 10, bringing virtual professional development programs for aspiring and emerging creators on Facebook and Instagram designed to help them build their careers, support their wellbeing and connect with peers.

Recommended articles
https://www.adweek.com/social-marketing/instagram-to-host-first-ever-creator-week/

IAS: 59% of Twitter Users Remember In-Feed Ads Relevant to Content Around Them



Digital ad verification provider Integral Ad Science shared the results of a study it conducted last month on more than 1,000 respondents' social media usage and behaviors and, specifically, Twitter users' content preferences and likelihood to engage with in-feed ads.

Recommended articles
https://www.adweek.com/programmatic/ias-59-of-twitter-users-remember-in-feed-ads-relevant-to-content-around-them/

Pinterest Story Pins Renamed Idea Pins, Made More Widely Available



Pinterest introduced Story Pins in beta last September and, starting Tuesday, the feature—renamed Idea Pins—is available to all creators with Pinterest business accounts in Australia, Austria, Canada, France, Germany, Switzerland, the U.K. and the U.S.

Recommended articles
https://www.adweek.com/social-marketing/pinterest-story-pins-renamed-idea-pins-made-more-widely-available/