WNBA Teams Up With Twitter on a Hoodie That’s More Than a Hoodie

The Women’s National Basketball Association tips off its 25th season Friday night (May 14), and all 144 players, along with friends and influencers of the league, are sporting a special hoodie as part of a collaboration with Twitter.

Recommended articles
https://www.adweek.com/social-marketing/wnba-teams-up-with-twitter-on-a-hoodie-thats-more-than-a-hoodie/

Facebook-Led Diem Association Cryptocurrency Project Pivots Again

Diem Association, the digital payments and cryptocurrency project spearheaded by Facebook, pivoted once again, revealing a partnership between its wholly owned U.S. subsidiary, Diem Networks U.S., and Silvergate Capital, under which the latter will be the exclusive issuer of a Diem stablecoin tied to the U.S. dollar, as well as a shift in its operations from Switzerland to the U.S.

Recommended articles
https://www.adweek.com/media/facebook-led-diem-association-cryptocurrency-project-pivots-again/

Facebook: #MonthofGood Hashtag Used Over 5M Times During Ramadan 2021

Facebook shared some data on Ramadan initiatives across its platform as the holy month came to an end Wednesday (May 12).

Recommended articles
https://www.adweek.com/media/facebook-monthofgood-hashtag-used-over-5m-times-during-ramadan-2021/

YouTube Shorts Fund to Get $100M to Creators Over 2021, 2022

YouTube is betting $100 million on TikTok and Instagram Reels clone YouTube Shorts being around for a long time—or at least

through 2022, anyway.

Recommended articles
https://www.adweek.com/media/youtube-shorts-fund-to-get-100m-to-creators-over-2021-2022/

Facebook Has Removed 16M+ Pieces of Content for Covid-19 and Vaccine Misinformation

Acknowledging President Joe Biden’s goal of having 70% of adults in the U.S. get at least one Covid-19 vaccine shot by July 4 and reaching 160 million fully vaccinated Americans by that date, Facebook head of health Kang-Xing Jin provided an update on the social network’s various related initiatives.

Recommended articles
https://www.adweek.com/media/facebook-has-removed-16m-pieces-of-content-for-covid-19-and-vaccine-misinformation/

TikTok Rolls Out New Safety Center

TikTok introduced a revamped Safety Center Tuesday with the goal of ensuring a positive experience for teens on its platform and enabling their parents or guardians to help.

Recommended articles
https://www.adweek.com/media/tiktok-rolls-out-new-safety-center/

Facebook Begins Testing Prompt When News Articles Are Shared Without Being Opened

Facebook began testing a prompt that will appear when someone is about to share a news article link that they have not opened themselves.

Recommended articles
https://www.adweek.com/media/facebook-begins-testing-prompt-when-news-articles-are-shared-without-being-opened/

Twitter’s MoPub Adds Inclusive Inventory Program

Twitter’s MoPub mobile monetization platform introduced its Inclusive Inventory Program Monday, enabling applications from companies that publicly self-identify as being Black-owned or Latinx-owned in the U.S. or woman-owned globally to participate.

Recommended articles
https://www.adweek.com/programmatic/twitters-mopub-adds-inclusive-inventory-program/

GLAAD Calls the Entire Social Media Sector ‘Unsafe for LGBTQ Users’

GLAAD released its inaugural Social Media Safety Index Monday, analyzing LGBTQ user safety across Facebook, Instagram, TikTok, Twitter and YouTube, and the lowlight of its glum findings was, “Surveying the current landscape of leading social media platforms, the entire sector is effectively

unsafe for LGBTQ users.”

Recommended articles
https://www.adweek.com/media/glaad-calls-the-entire-social-media-sector-unsafe-for-lgbtq-users/

Instagram Debuts #RethinkOurInfluence Campaign

Instagram continued its celebration of Asian American and Pacific Islander Heritage Month with the debut Friday of its #RethinkOurInfluence campaign, as well as the rollout of a custom augmented reality filter on its @creators account.

Recommended articles
https://www.adweek.com/social-marketing/instagram-debuts-rethinkourinfluence-campaign/