

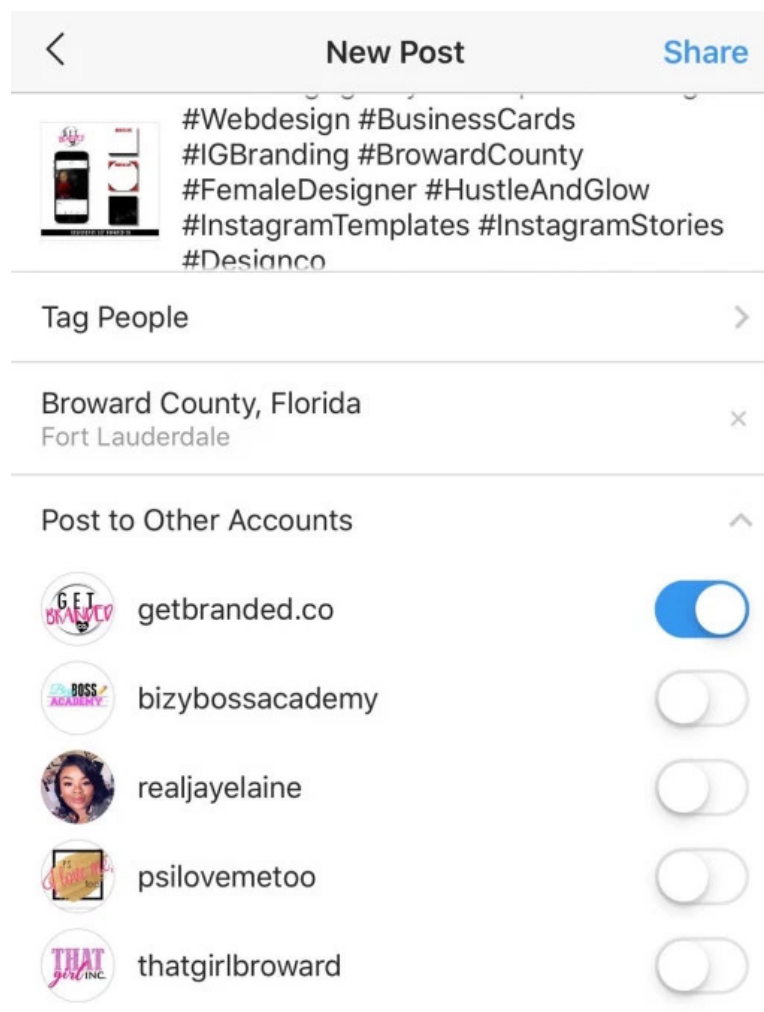
Digital Marketing Digest 2019

Social Media Updates



January

1. Instagram lets iOS users share a post across different accounts they control. Read more [here](#)



February

1. LinkedIn Pages have new additions - Content Suggestions, Page Analytics, and Pages Toolkit. Read more [here](#)
2. New Messenger feature gives you the ability to remove messages for everyone. Read more [here](#)
3. YouTube may disable downvotes to curb mob spamming. Read more [here](#)
4. Vertical video outperforms square video within the Facebook News Feed: Study. Read more [here](#)
5. Link posts have the biggest share of all Facebook posts: Study. Read more [here](#)
6. YouTube expands test of its Instagram-like Explore tab to more devices. Read more [here](#)
7. Reddit's testing a tipping option to pay creators on the platform. Read more [here](#)
8. LinkedIn launches LinkedIn Live. Read more [here](#)
9. Instagram tests new title option for Instagram Live. Read more [here](#)
10. Instagram's working on new updates for IGTV, Public Collections. Read more [here](#)
11. LinkedIn launches new group features.
"NEW @LinkedIn Group Features!"

- Receive notifications for all new group posts
- See new posts initiated by your connections in main feed + in notifications
- Recommend important conversations feature
- Require approval of new posts option
- Upload a cover image to your group pic.twitter.com/bXlvNJWbxC
- Matt Navarra (@MattNavarra) *February 12, 2019*

March

1. Checkout introduced in Instagram. The announcement [read](#)



When you tap to view a product from a brand's shopping post, you'll see a "Checkout on Instagram" button on the product page. Tap it to select from various options such as size or color, then you'll proceed to payment without leaving Instagram. You'll only need to enter your name, email, billing information and shipping address the first time you check out.

2. Facebook tests new ways for Pages to archive and share Stories. Read [more](#)



"We're always looking to bring more Stories features to Pages on Facebook, like Stories Archive and the ability for people to share a Page's story. We will continue to learn and iterate as we test more features like these," said a Facebook spokesperson in an email to Marketing Land.

3. Pinterest launches catalogs. The announcement [read](#)



Brands can now upload their full catalog to Pinterest and easily turn their products into dynamic Product Pins, which means more shoppable Pins across Pinterest. A new dashboard allows businesses to organize their feed so their products can be discovered and purchased by Pinners.

”

The other updates include

Shop a brand (pictured above): A new dedicated section from retailers is starting to roll out beneath Product Pins. You'll soon be able to dive into a brand's catalog by clicking "more from [brand]".

Personalized shopping recommendations: Alongside style, home, beauty and DIY boards, you'll see in-stock ideas related to what you've been saving, to match your style. Just click "more ideas" then the shopping tag to start shopping ideas picked for you. Tap + to quickly add the Pin to your board, or click the Pin to go straight to checkout on the retailer's site.

Shopping search: With more in-stock Product Pins, there are more products to search. Just search for a product like "midi skirt", "men's watches" or "outdoor furniture" and shopping results appear on the top of home feed. To start shopping, click "see more".

4. Internet Archive to preserve public Google+ posts. Read more [here](#)

April

1. **Snap rolls out new Augmented Reality & Camera Search Experiences. The [announcement](#) read**



Scan is Snap's camera search experience. Today, Snapchatters can "press and hold" on the Snapchat camera screen to Scan and unlock relevant experiences based on what is in the viewfinder or environment. Scan a Snapcode to unlock special Filters and Lenses, a physical product or barcode to surface search results on Amazon, or while listening to music to learn more about what's playing through an integration with Shazam.

For the first time, Lens Studio will include templates for Snap's all-new Landmarker Lens experiences. These Lenses enable augmented reality experiences that can transform the world's most iconic landmarks in real-time. Templates for five locations are available to creators today, including: Buckingham Palace (London), United States Capitol Building (Washington, D.C.), Eiffel Tower (Paris), Flatiron Building (New York City), and the TCL Chinese Theater (Los Angeles), with more to follow.

"AR Bar" and "Scan" will begin rolling out soon to Snapchatters. AR Bar is designed to make it easier than ever before for Snapchatters to discover and navigate Lenses and camera search experiences on Snapchat. With AR Bar, for the very first time, Snapchatters will be able to Create, Scan, Browse, and Explore all in one place.

2. **LinkedIn introduces Reactions. Check the details [here](#)**
3. **Instagram rolls out the option for users to shop from Creators. The [announcement](#) read**



With the ability to tag products in their posts, creators can make it easy for people to shop their favorite styles on the spot.

May

1. For the first time in the last 5 years, Facebook lost share as the most important platform for marketers, dropping from 67% in 2018 to 61% in 2019. Get more insights at 2019 Social Media Marketing Industry Report. Download [here](#)
2. IGTV Now Supports Landscape Videos. Read more [here](#)
3. YouTube changes how real-time subscriber counts are displayed for creators with more than 1,000 subscribers. The [announcement](#) read

”

So what exactly will this look like? For channels with fewer than 1,000 subscribers, the exact (non-abbreviated) subscriber count will still be shown. Once your channel passes the 1000 subscriber milestone, we will begin to abbreviate your public subscriber numbers on a sliding scale.

4. Instagram's redesigned Explore grid to feature Stories. Plus, new designs rolled out in Explore. Read the details [here](#)

5. Facebook rolls out two ranking updates based on surveys conducted. The [announcement](#) read

”

Using these survey results, we have updated our algorithm to prioritize the Pages and groups we predict an individual may care about most. Some of the indicators of how meaningful a Page or group is might include how long someone has followed a Page or been a part of a group; how often someone engages with a Page or group; and how often a Page or group posts.

Similar to the close friends update we announced earlier this month, these specific changes will not result in an increase of Page or group content. Rather, they will prioritize content from the Pages and groups we think you care about most so that you see them higher in News Feed.

6. Instagram introduces @shop account handled by an internal team which will curate shoppable posts from the app. More details [here](#)
7. Facebook updates its video ranking algorithm. The [announcement](#) read

”

We are sharing an update on three factors that impact video ranking on Facebook: 1) loyalty and intent, 2) video and viewing durations and 3) originality. These are not new principles, but we will be strengthening their influence among the multiple factors that determine video distribution. The changes will affect video distribution across Facebook, including News Feed, Facebook Watch and our “More Videos” recommendations.

8. YouTube announces changes to ‘Preferred’ Ad Offering; YouTube Originals become free to view. More details [here](#)
9. Twitter lets up to four users broadcast simultaneously. The [announcement](#) read

”

Starting today, your Tweets are going #IRL and now you can host a live video and invite up to three people as guests. Those you allow to join can be heard by everyone and can drop off at any time.

June

1. LinkedIn Pages get new CTA button and analytics, mobile editing capabilities, more. The [announcement](#) read



Five new options make it easy to turn your Page visitors into potential leads, and new analytics dashboards provide deeper insight into how many visitors are clicking through.

Custom CTA button options include:

Contact us
Learn more
Register
Sign up
Visit website

We're also introducing Communities Hashtags, a feature that allows you to associate your Page with relevant hashtags and join important conversations that members and organizations are having on those topics.

2. Facebook to remove 'Company Overview' and 'Biography' fields from Pages. Read more [here](#)

3. Pinterest launches Complete the Look tool. The [announcement](#) read



We've built Complete the Look, which leverages rich scene context to recommend visually compatible results in Fashion and Home Decor Pins. Complete the Look takes context like an outfit, body type, season, indoors vs. outdoors, various pieces of furniture, and the overall aesthetics of a room, to power taste-based recommendations across visual search technology.

4. More than 50% of all tweets, for example, now include images + more insights for digital marketers - Mary Meeker's 2019 Internet Trends. [Read more here](#)
5. Facebook rolls out Study From Facebook app; it will pay users for market research. Read more [here](#)
6. Facebook Video Creation Kit Updates: save drafts of videos; automatically create multiple versions of a video with different aspect ratios + more. The [announcement](#) read



We've added more templates in the Video Creation Kit to help all businesses find a format that suits your brand and advertising objective. For example, we've added new, single-image templates that take a static image and add visually engaging motion to capture your audience's attention.

You can now add holiday and event-specific stickers to your videos to make your ads feel current and fresh throughout the year. We've released stickers for Easter and Mother's Day, and stickers for summer vacation and back-to-school are coming soon. You can find the stickers in the Effects tab within the Video Creation Kit.

7. There are more than 720 million people monthly and 140 million people daily who spend at least one minute in Watch. Here's the Facebook [announcement](#)
8. LinkedIn adds new features such as: sharing a photo and tag people + sharing a moment with a video message + more to help users start conversations and build community. Read more [here](#)

9. Instagram makes it easy to add song lyrics to your Stories. Read more [here](#)
10. Twitter tests desktop redesign with trends on the right, navigation on the left. Read more [here](#)
11. Facebook Introduces New Cryptocurrency: Libra. Here's the Facebook [announcement](#)

”

Today we're sharing plans for Calibra, a newly formed Facebook subsidiary whose goal is to provide financial services that will let people access and participate in the Libra network. The first product Calibra will introduce is a digital wallet for Libra, a new global currency powered by blockchain technology. The wallet will be available in Messenger, WhatsApp and as a standalone app — and we expect to launch in 2020.

12. Facebook shares updates on how comments will be ranked for public posts. Here's the Facebook [announcement](#)
13. LinkedIn Ad Review: a new regular feature on the LinkedIn Marketing Blog. The [announcement](#) read

”

Every month in the LinkedIn Ad Review will shine a spotlight on a top-performing piece of LinkedIn Sponsored Content. In the Review, we'll analyze why the Sponsored Content's headline, visual, and copy work together to get across the brand's message.

14. Pinterest tests Story Pins. The [announcement](#) read

”

You may notice Story Pins showing up on your Pinterest home feed—you'll recognize them by the Story icon below the image. A Story Pin can be made up of multiple pages, so you can tap into it from home feed to get the full experience.

You can add comments or photos to a Story Pin just like you would any other Pin. You can also save Story Pins to your boards like any other Pin, though you can't save an individual page from within a Story Pin.

July

1. Pinterest rolls out video features for creators and businesses to reach their audiences including an improved uploader, video tab, lifetime analytics, and Pin scheduling. Read more [here](#)
2. LinkedIn introduces features to help SMBs promote their service offerings. The [announcement](#) read



That's why we are rolling out the ability for you to share what services you provide right on your profile. This is a great way to quickly indicate to members that you are "open for business." So you provide marketing services? Share this on your profile so other members can reach out to learn more about your work and available services.

3. Instagram is now hiding photo 'like' counts in 7 countries. It's a test feature. Read more [here](#)
4. Instagram starts rolling out an AI-powered anti-bullying feature. Read more [here](#)
5. Indian influencers have the third-highest number of fake followers in the world. The [report](#) found that 16 million Indian Instagram accounts are fake.
6. TikTok tests an Instagram-style grid and other changes. Read more [here](#)
7. Pinterest Adds a Shopping Section to its Home Feed. Read more [here](#)

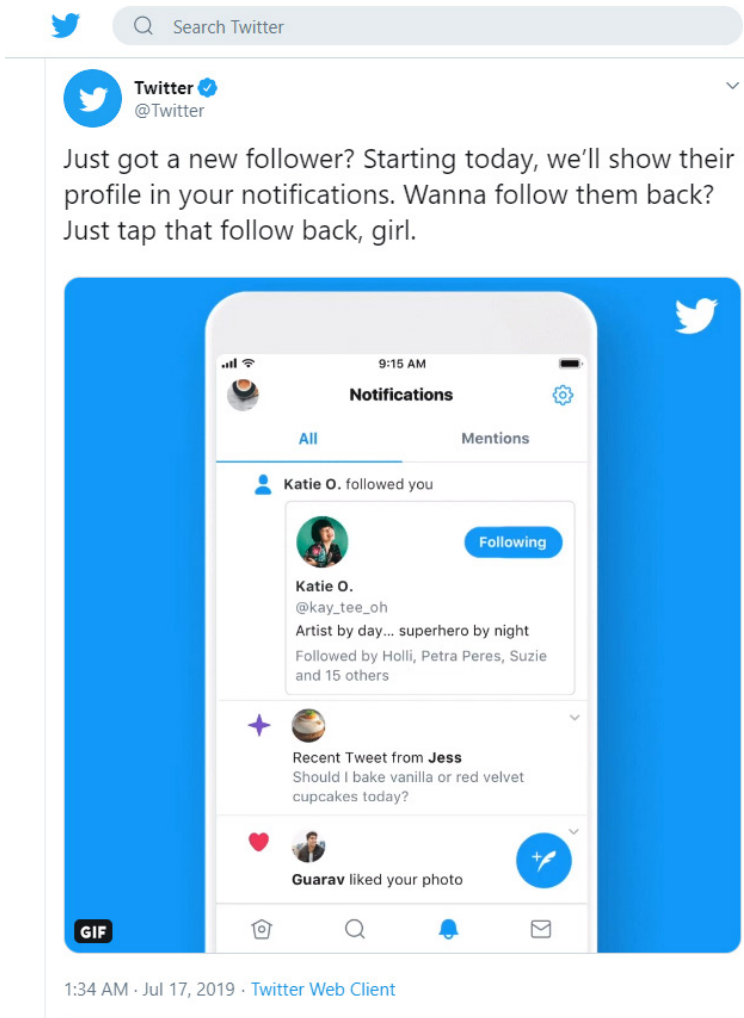
8. YouTube creates new opportunities for creators. The [announcement](#) read

”

We're introducing Super Stickers. This new feature will allow fans to purchase animated stickers during live streams and Premieres to show their favorite creators just how much they enjoy their content.

Today, we're adding one of the most-requested features: membership levels. With levels, creators can now set up to five different price points for channel memberships, each with varying perks.

9. Twitter brings out a new format for follower notifications.

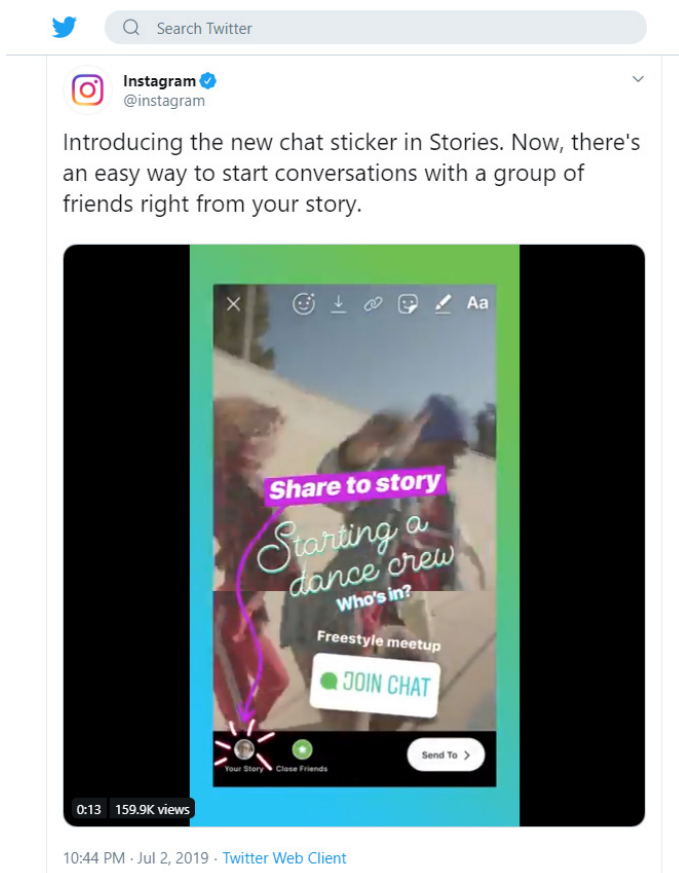


1:34 AM · Jul 17, 2019 · [Twitter Web Client](#)

10 . Twitter tests a new Hide Replies feature.



11. Instagram rolls out a new chat sticker in Stories.



August

1. Brands can't rely on "social media listening" as a proxy for broader consumer sentiment or to evaluate the complete impact of any decision or campaign: Report. Read [More](#)
2. 67% of digital marketers and creatives anticipate video marketing as their first priority. Download the report [here](#)



The types of video marketing that respondents expect to invest in most include Instagram stories (66%) and newsfeed videos (62%).

3. YouTube Originals available for all. Read more [here](#)
4. YouTube to gradually roll out abbreviated public subscriber counts throughout September. Read more [here](#)
5. Instagram to let users report 'False Information'. Read more [here](#)

6. Facebook lets users see and control the data that apps and websites share with the platform. The announcement [read](#)

”

“With Off-Facebook Activity, you can see and control the data that other apps and websites share with Facebook. You can:

See a summary of the information other apps and websites have sent Facebook through our online business tools, like Facebook Pixel or Facebook Login;

Disconnect this information from your account if you want to; and

Choose to disconnect future off-Facebook activity from your account. You can do this for all of your off-Facebook activity, or just for specific apps and websites”.

7. LinkedIn Sales Navigator released product updates including

”

“Save Leads While Connecting — two great steps in one List Sorting — less time, more action”

Read the full announcement [here](#)

September

1. **Instagram tests reminders for product launches on Instagram shopping. The [announcement](#) read**

”

Today we're testing a new way to set reminders about upcoming product launches so people can buy your products the moment they're available, right on Instagram. From checkout to shopping from creators, this is part of our ongoing investment to make it easier for people to shop.

2. **80% of Instagram users name 'How-to videos' as their favorite type of Instagram video content: Report. Download the report [here](#)**
3. **Facebook app marketers: All apps must be set to Live Mode for production use. The announcement [read](#)**

”

Starting October 23, 2019, all apps must be set to Live Mode for production use. Apps that stay in Development (Dev) Mode will not be able to manage any assets (for example: Pages or ad accounts) that aren't owned by their own business or access the data of any users who aren't associated with the app.

4. **Pinterest upgrades Lens for more online to offline inspiration. The [announcement](#) read**

”

A new Lens design makes it easier and faster to take a photo or quickly upload a photo from your camera roll. You can also now save photos from Lens, turn them into a Pin and save them to one of your Boards so you can come back to it anytime.

5. **Facebook rolls out updates for Video Creators & Publishers: Live, Watch Party and Creator Studio. The announcement read**

”

The features we're announcing today were built based on feedback from our community of video creators and publishers. These updates include:

Live: Rehearsals, trimming, extended duration, simulcasting via the Live API, and global availability of Live on Facebook Lite.

Watch Party: Scheduling, replay, new metrics, branded content, and global availability of Live Commentating.

Creator Studio: A new visualization in Loyalty Insights, a new Distribution metric, 13 new languages for auto-captioning, and the ability to publish and schedule content for Instagram Feed and IGTV.

6. **Facebook considers removing “Like” counts. Read more [here](#)**

7. Facebook gives creators new ways to build audiences. The [announcement](#) read



To help public figures reach new audiences, we're testing the ability for multiple public figures to contribute to the same Facebook Story during an event, as well as a new feature in News Feed to help people discover public figures to follow.

We're adding more tools to make it easier for public figures to engage directly with their communities, including a new Fan Reply Sticker for Facebook Stories.

We're building out ways for public figures to make money and grow their businesses on Facebook, including more ways to sell directly to fans and expanding Facebook Stars.

We're committed to protecting public figures from abuse on our platforms, so we're sharing new ways to help ensure interactions between people and public figures are safe and authentic.

8. Twitter rolls out a new playbook on effective brand tweeting strategies. Read more [here](#)
9. Why conversation is the future of commerce: Facebook study. Read more [here](#)
10. Instagram shares tips on leveraging Instagram Stories. Read more [here](#)
11. Facebook removes its Group Stories option. Read more [here](#)
12. Gen Z is down to do their own digging, but user opinion makes a big difference in a few key categories: Snapchat research on GenZ. Read more [here](#)
13. Facebook publishes a new guide to digital brand building. Read more [here](#)

October

1. Facebook and Instagram ban 'sexual' emoji including peach, eggplant, and sweat drip. Read more [here](#)
2. Facebook rolls out three new features for Messenger designed to help businesses communicate with their customers on the platform. The announcement [read](#)

”

We are making it easier for brands that have multiple apps connected to the Messenger platform to easily select the app that they want to use for their click to Messenger ads.

Brands can now set icebreakers on their Messenger profile via the API. Icebreakers help businesses reduce friction in starting a conversation by surfacing common questions or topics of interest.

Now, businesses can see people's reaction to messages from businesses and build a deeper connecting with their customers. Message replies adds context to a conversation. Businesses can see which message the user is responding to.

3. Facebook rolls out Threads from Instagram, a new camera-first messaging app that helps you stay connected to your close friends. The announcement [read](#)

”

Threads is a standalone app designed with privacy, speed, and your close connections in mind. You can share photos, videos, messages, Stories, and more with your Instagram close friends list. You are in control of who can reach you on Threads, and you can customize the experience around the people who matter most.

4. LinkedIn Pages introduces new features to help employees share their company's key updates or highlight their incredible work. The announcement [read](#)



With Employee Notifications, Page Admins can now alert employees of important posts, which employees can then engage with or share to their LinkedIn network.

With Kudos and Team Moments, Page Admins can leverage a custom content format built specifically to welcome new team members, spotlight outstanding work, and recognize the people behind an organization's pivotal moments.

5. Facebook is changing how it calculates organic impressions.

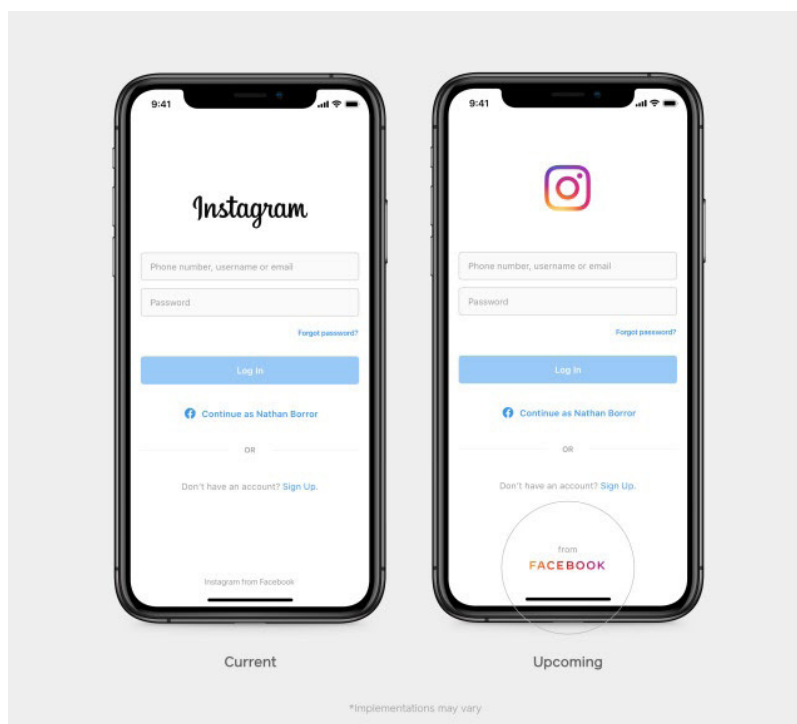


November

1. Facebook launches a new logo and a unique branding for all of its products. Read the announcement [here](#)

”

We started being clearer about the products and services that are part of Facebook years ago, adding a company endorsement to products like Oculus, Workplace and Portal. And in June we began including “from Facebook” within all our apps. Over the coming weeks, we will start using the new brand within our products and marketing materials, including a new company website.



2. TikTok hits over 1.5 billion downloads worldwide. The [announcement](#) read

”

India has been the main driver of TikTok downloads across the App Store and Google Play, with 466.8 million, or about 31 percent of all unique installs coming from the country. China has generated the second most downloads for the app, accounting for 173.2 million, or 11.5 percent.

3. Instagram details how posts are chosen for the Explore Page. Read the blog post [here](#)

”

We predict individual actions that people take on each piece of media, whether they're positive actions such as like and save, or negative actions such as "See Fewer Posts Like This" (SFPLT). We use a multi-task multi-label (MTML) neural network to predict these events. The shared multilayer perceptron (MLP) allows us to capture the common signals from different actions.

4. Facebook rolls out Facebook Pay to its users in the US. Read more [here](#)

”

With Facebook Pay you can:

Add your preferred payment method once then use Facebook Pay where available to make payments and purchases on our apps, instead of having to re-enter your payment information each time

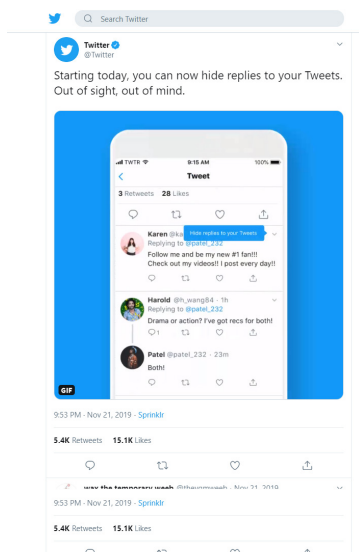
Set up Facebook Pay app-by-app, or choose to set it up for use across apps (where available) – that means we won't automatically set up Facebook Pay across the apps you are active on, unless you choose to do so

5. YouTube's CEO updates on Monetization Tools, Copystrikes and Content Guidelines. The [announcement](#) read

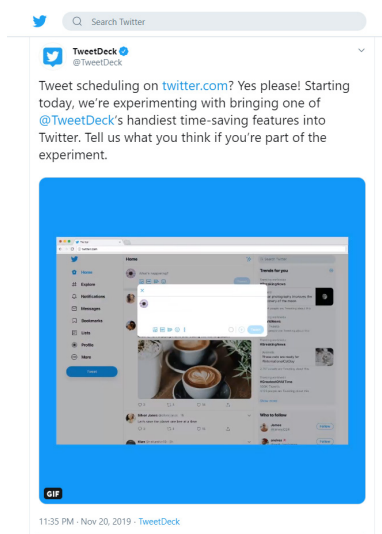
”

“Today, thousands of channels have more than doubled their YouTube revenue by using new features that help fans engage with creators, like Super Chat, Channel Memberships, and Merchandise. More than 100,000 channels have received Super Chat, and some streams are earning more than \$400 per minute as fans reach out to creators to say hello, send congratulations, or just to connect. And we're building on the success of Super Chat by expanding the launch of Super Stickers to eligible creators in 60 countries around the world.”

6. Twitter's new 'Hide Replies' option will be rolled out to all users globally.



7. Twitter rolls out a new scheduling feature on desktop.



December

1. Instagram's creators test Facebook's Brand Collabs tool. The announcement [read](#)

”

We're opening up Facebook's Brand Collabs Manager—a marketplace tool previously only available to Facebook creators—for a select group of Instagram creators. They'll now be able to share insights and engagement with brands and find partners that will resonate with their audience.

Creators in Brand Collabs Manager can also search for like-minded brands looking to partner on content creation. They can source new deals, manage partnerships, and automatically share insights with them (before this, many creators could only send brands screenshots of their analytics)

2. Facebook admins can now set requirements that can automatically approve members to join their group. Read more [here](#)
3. Twitter launches the [Twitter Privacy Center](#). The announcement [read](#)

”

We believe companies should be accountable to the people that trust them with their personal information, and responsible not only to protect that information but to explain how they do it.

That's why we're launching the Twitter Privacy Center to provide more clarity around what we're doing to protect the information people share with us. It is the central place that host's everything that's part of our privacy and data protection work: related initiatives, announcements, new privacy products, and communication about security incidents. It should be easier to find and learn more about the work we're doing to keep your data secure, including what data we collect, how we use it, and the controls you have.

4. Facebook releases a new report on the key topics and trends that will inform social predictions for users and marketers going into 2020. Check it [here](#)
5. Facebook releases a tool that will enable its users to transfer their Facebook photos and videos directly to other services, starting with Google Photos. Read more [here](#)