**OCTOBER/NOVEMBER STATE OF SOCIAL**

*Jordan Metzman*

**Social Media**

*Instagram*

* [Any content to IG Stories even if older than 24 hrs](https://www.socialmediatoday.com/news/instagram-now-lets-you-post-any-content-to-stories-even-if-its-older-than/510411/)
* [Expanding access to promoted tags on content](https://www.socialmediatoday.com/news/instagrams-expanding-access-to-branded-content-tags/510298/)
  + Use automation to decide where and when it should be used on content
  + Want better transparency
* [New Story feature previews](https://www.socialmediatoday.com/news/instagram-adds-new-stories-preview-format-to-prompt-more-engagement/508477/) 
  + Includes showing pinterest links/tags
  + Also testing stop motion camera

*Facebook*

* [Working on a way to automatically animate profile images](https://www.socialmediatoday.com/news/facebooks-working-on-a-way-to-automatically-animate-your-profile-image-a/511685/)
  + Think Harry Potter style photos
* [Testing return of status message](https://www.buzzfeed.com/alexkantrowitz/facebook-is-testing-short-disappearing-status-updates?utm_term=.myX6G5K2o#.qcP7mxdV8)
  + 101 characters set to expire after certain period of time
  + Testing has been rolling out this week
* [Facebook launches new “Creator” app for Publishers](https://www.socialmediatoday.com/news/facebook-launches-new-creator-app-adds-tools-for-video-publishers/511154/)
  + - Ramping up original video efforts
    - Ability to create HQ video through app
* [More video sharing data for publishers](https://www.socialmediatoday.com/news/facebooks-adding-new-video-sharer-data-to-provide-publishers-with-more-con/511043/)
  + Highlighted shares- top 5 pages that have shared content
* [Cover Swipe Slideshow for Pages](https://www.socialmediatoday.com/news/facebooks-adding-new-cover-slideshows-for-pages/510791/)
  + Useful tool to build facebook page
* [Revamping events app](https://www.socialmediatoday.com/news/facebooks-revamping-its-events-app-to-put-more-focus-on-local-happenings/510638/)
  + New app called “Facebook Local”
  + Focus on local events
* [Campaign Budget Optimization option](https://www.socialmediatoday.com/news/facebooks-adding-a-new-option-to-help-advertisers-maximize-their-ad-budget/510408/)
  + Help advertisers maximize budget by allocating money to best performing ad set
* [Some new poll presentation features](https://www.socialmediatoday.com/news/facebooks-adding-some-new-poll-presentation-options-including-gifs/510044/) 
  + including GIFs
* [Adds tools for group admins to control](https://www.socialmediatoday.com/news/facebook-adds-new-tools-for-groups-to-help-admins-grow-their-communities/508274/)
* [Testing LinkedIn Like features](https://www.socialmediatoday.com/news/facebooks-testing-out-new-resume-like-option-similar-to-linkedin/507487/)
* [Adding paypal for peer to peer messaging payments](https://www.socialmediatoday.com/news/facebooks-adding-paypal-as-a-new-peer-to-peer-payment-option-in-messenger/507805/)
* [Adds Explore feed to desktop](https://www.socialmediatoday.com/news/facebook-adds-explore-feed-to-desktop-which-could-provide-reach-benefits/507612/)
  + Click for relevant/local news, things related to your interests
* [Testing Image search for related products](https://www.socialmediatoday.com/news/facebooks-testing-out-image-based-search-for-related-products/506841/)
* [Testing cross posting IG Stories to FB](https://www.socialmediatoday.com/news/facebook-confirms-ability-to-cross-post-instagram-stories-to-facebook-is-co/506619/)
  + Increase exposure across both platforms
  + Option in IG app to share also to FB

*Pinterest*

* [New discovery options](https://www.socialmediatoday.com/news/pinterest-adds-new-discovery-options-including-lens-your-look-and-pinco/510900/)
  + Pincodes
    - QR codes that take you to curate relevant content
  + Look Your Lense
    - Basically photo search on the app
* [New Board Sections to better organize pins](https://www.socialmediatoday.com/news/pinterest-adds-new-board-sections-to-help-better-organize-pin-presentatio/510543/)
  + Separate boards within a board
  + Tap to add new section

*Snap*

* [Rolling out new filters based on AI](https://www.socialmediatoday.com/news/snapchats-rolling-out-new-filters-based-on-automated-object-identification/511688/)
  + Relevant filters based on content
* [New data on usage released](https://www.socialmediatoday.com/news/snapchat-provides-new-data-on-usage-an-audience-you-cant-reach-through-o/511476/)
  + Lots of graphics on who’s using snap right now compared to other platforms
* [Snap Pixel](https://www.socialmediatoday.com/news/snapchat-adds-snap-pixel-to-track-ad-response-showcases-new-lens-option/509824/)
  + “a conversion tracking tool which will enable advertisers to measure the traffic being driven to their sites via Snapchat ads.”

*Twitter*

* [Label political ads](https://www.buzzfeed.com/alexkantrowitz/twitter-will-end-dark-ads-and-establish-a-transparency?utm_term=.hi9GVKmZJ#.mslMDWv2E)
* [Testing Tweetstorm Feature](https://www.socialmediatoday.com/news/twitters-confirmed-its-testing-a-tweetstorm-feature-has-expanded-the-tes/511240/)
  + Creating a series of automatically linked tweets
  + Can go back and edit other posts in the series
* [Doubles length of display names](https://www.socialmediatoday.com/news/twitter-doubles-the-length-of-display-names-providing-a-new-profile-option/510641/)
  + 50 characters long
* [Add new video website card for better sharing experience for ads](https://www.socialmediatoday.com/news/twitter-adds-new-video-website-card-to-provide-more-immersive-ad-experience/507493/)
  + Connect video ads to a website
* [Bookmarks Tab](https://www.socialmediatoday.com/news/twitters-adding-a-new-bookmarks-feature-to-help-keep-track-of-tweets/506953/)
  + Help keep track of tweets want to return to without having to like them
* [Happening Now tab](https://www.socialmediatoday.com/news/twitters-adding-a-happening-now-module-to-highlight-real-time-discussion/506963/)
  + Highlight real time discussion
  + Tailored to your interests

**Paid Search/Media**

* [Google Shopping makes it easier to compare products](https://www.searchenginejournal.com/google-shopping-makes-easier-discover-research-compare-products/225263/)
  + Bigger image
  + Quick View
  + GKP update to display reviews, descriptions, and further info
  + Alert of new model if looking at old product
* [Facebook outlines new Ad principles](https://marketingland.com/facebook-outlines-advertising-principles-show-229082)
  + Includes protecting personal information, being transparent about ads across its properties
* [Snapchat Promoted Stories](https://marketingland.com/snapchats-new-promoted-stories-format-gives-advertisers-slot-apps-stories-tab-228908)
  + Inserts branded story in the mobile app’s stories tab among organic stories
  + Hybrid of snap ad and organic stories
  + Can add attachments like swipe up to view brand site
  + Will be in a “sponsored” section of the app’s stories tab, NOT THE DISCOVER PAGE
* [Facebook’s View Ads Tab on pages](https://marketingland.com/sorting-fake-news-trees-facebooks-new-ad-transparency-228066)
  + View ads tab will allow user to press to view all ads being promoted by that business, including messenger and instagram
  + Prevent advertisers from skirting disclosure
  + Being tested in Canada only for now-- keep watch for global rollout in 2018
* [Google Trends Updating and Advancing Filters](https://www.socialmediatoday.com/news/googles-updating-google-trends-with-more-data-filters-and-tools/511683/)
  + More info on search behaviors
* [Instagram changing look of ads to blend more into feed](https://www.socialmediatoday.com/news/instagrams-changing-the-look-of-their-ad-ctas-to-better-merge-with-user-fe/507379/)
  + Call to action bar changed color

**SEO**

* [Still see a rise in featured snippets in search](https://moz.com/blog/knowledge-graph-eats-featured-snippets)
  + Images or graphs attached to GKP searches
* [Coupons and Vouchers showing up in events snippet will be penalized](http://webmasters.googleblog.com/2017/11/a-reminder-about-event-markup.html)
  + Creates a bad user experience
  + Announced by Google Webmaster (aka this is for real)
* [Launch Google Finance Feature, drops portfolio feature](https://searchengineland.com/google-launches-new-google-finance-features-search-dropping-portfolio-feature-287341)
* [Search box will automatically expand to show you recent searches on Google.com](https://searchengineland.com/google-home-page-search-box-now-shows-recent-searches-default-287154)