

November

Facebook creates a corporate identity
A custom sans-serif, colorful, all-cap logo has been introduced for FACEBOOK the corporation to distinguish it from the platforms it owns.

November

Facebook unifies payments across apps with Facebook Pay
The payment service will be rolled out on Facebook and Messenger, with plans to add it on Instagram and WhatsApp.

November

Instagram is testing hidden like counts globally
The goal is for users to focus less on the number of people engaged on a post, and more on the content itself. Users can click to see likes on their own content.

November

Nonprofits can now add Donate buttons on Instagram
The change will allow nonprofits to get donations at any time. Previously, a sticker was available on Instagram Stories, but only lasted for 24 hours.



November

Facebook launches Facebook News
A dedicated news tab is now live, sorting news by topic or publication. To keep the tab accurate, publishers must request verification to join the News Page Index.

November

Facebook adds Multiple Text Optimization to Ads Manager
Brands will be able to add additional text options which will then be optimized based on audience interests.

November

Instagram to cover IGTV production cost for creators
Instagram is offering to cover the cost for creation of some influencers, with deals surpassing \$250K for 20 posts.

November

Instagram launches Reels
Currently limited to Brazil, the video-music remix feature appears in Instagram Stories. Users can poach music from other videos or search for trending songs, similar to TikTok.

October

Facebook adjusts video ad metrics
10-second video view metrics will be removed entirely, and other metrics are being renamed for clarity and consistency.

November

Facebook introduces new safety tools for Audience Network
Advertisers can choose pre-created whitelists to select the sites and apps in which ads will appear.



November

Pinterest announces new pin format
An updated mobile look focuses on the visual for individual pins and shifts tabs and ideas around to increase the focus on search.

September

Pinterest announces new business profile format, ads
New profile features include the option to use a video as their cover image, while Shop the Look collections provides brands a way to share and shop product catalogs.

November

Twitter removes all political advertising
Ads from or mentioning political candidates, political parties or legislation are banned, while some cause-based advertising issues will be allowed for education and raising awareness.

October

Twitter launches swipeable lists on iOS
Users can pin up to five lists to swipe through from the home timeline on mobile.



November

TikTok begins testing shoppable links within videos
The tool opens up the possibility for social commerce within the app, though testing has not begun in the US.

November

TikTok tests links in profiles
The addition will allow users to drive viewers to products and services seen in videos.

November

YouTube adds new comment filters in YouTube Studio
The tool helps creators identify key responses by status, question, subscriber count and status.

November

Shopping ads come to YouTube
Brands can advertise products and services within the YouTube home feed and search results. Products will be matched by interest on product details and information submitted through the Merchant Center.



November

LinkedIn rolls out new format for 'Daily Rundown'
The tool will provide the key headlines around professional news, trends and career tips each day, encouraging communication between users.

October

LinkedIn adds new tools for companies
To drive employee engagement, admins will be able to push company alerts to employees to encourage them to share with their own network.

