

**December**

**Facebook launches photo and video transfer tool**

The tool will allow users to port the data to Google Photos. Worldwide availability is expected in the first half of 2020.

**December**

**FTC could block Facebook's integration of Instagram & WhatsApp**

The injunction would be the most forceful actions against Facebook, a sign that the FTC is looking to further police big tech companies in 2020.



**December**

**Instagram will ask new users to provide their birthdays**

Age can provide restrictions on privacy settings and allow users to have age-appropriate experiences on the platform. Current users will not be asked to provide their information.

**December**

**Instagram is rolling out Group Stories**

The new option enables users and their friends to collaborate on a private story.

**December**

**Facebook enforces targeting restrictions on discriminatory ad types**

Ads related to housing, employment or credit opportunities will be visible within Facebook's Ad Archive for increased transparency. Previously, advertisers could exclude audiences by ethnic affinity.

**December**

**Facebook adds 'suggested moderators' for groups**

As groups continue to grow in popularity, Facebook is providing group creators a list of users who could be good moderators based on their involvement and engagement on content within the group.

**December**

**Instagram launches Layout options in Stories**

The new option enables you to choose a split-screen grid type for your images, with six different grid styles to consider.

**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**

**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 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.



**December**

**Snapchat launches Cameo**

The feature allows users to replace the faces of people in videos with their own selfies, creating a 'deepfake' video that feels authentic. Snapchat is adding videos for users to search and alter through GIPHY.

**October**

**Snapchat launches 'Dynamic Ads'**

Ads will be created from uploaded product catalogs, displaying products relevant to audiences.

**December**

**Twitter tests tweet scheduler in composer**

The new feature allows you to compose and schedule your tweets within the composer window on desktop.

**December**

**Twitter announces list of 2020 updates**

Users can remove themselves from conversations, remove retweet abilities, prevent users from @ mentioning them and remove @ mentions from conversations.



**December**

**YouTube to institute stricter policy on harassment**

The change includes a ban on implicit threats of violence and insults that target someone for their race, gender expression or sexual orientation.

**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.

**December**

**Twitter rolls out option to hide tweet replies**

Users can now remove any tweet replies, giving them more control over the conversation.

**December**

**Twitter allows iOS live photos to be posted as GIFs**

When drafting a tweet, select a photo from your camera roll, then tap the "GIF" button in the lower-left corner of the photo in your tweet compose window.



**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.

