365 WAYS DIGITAL CHANGED IN 365 DAYS

DIGITAL YEAR IN REVIEW- 2019
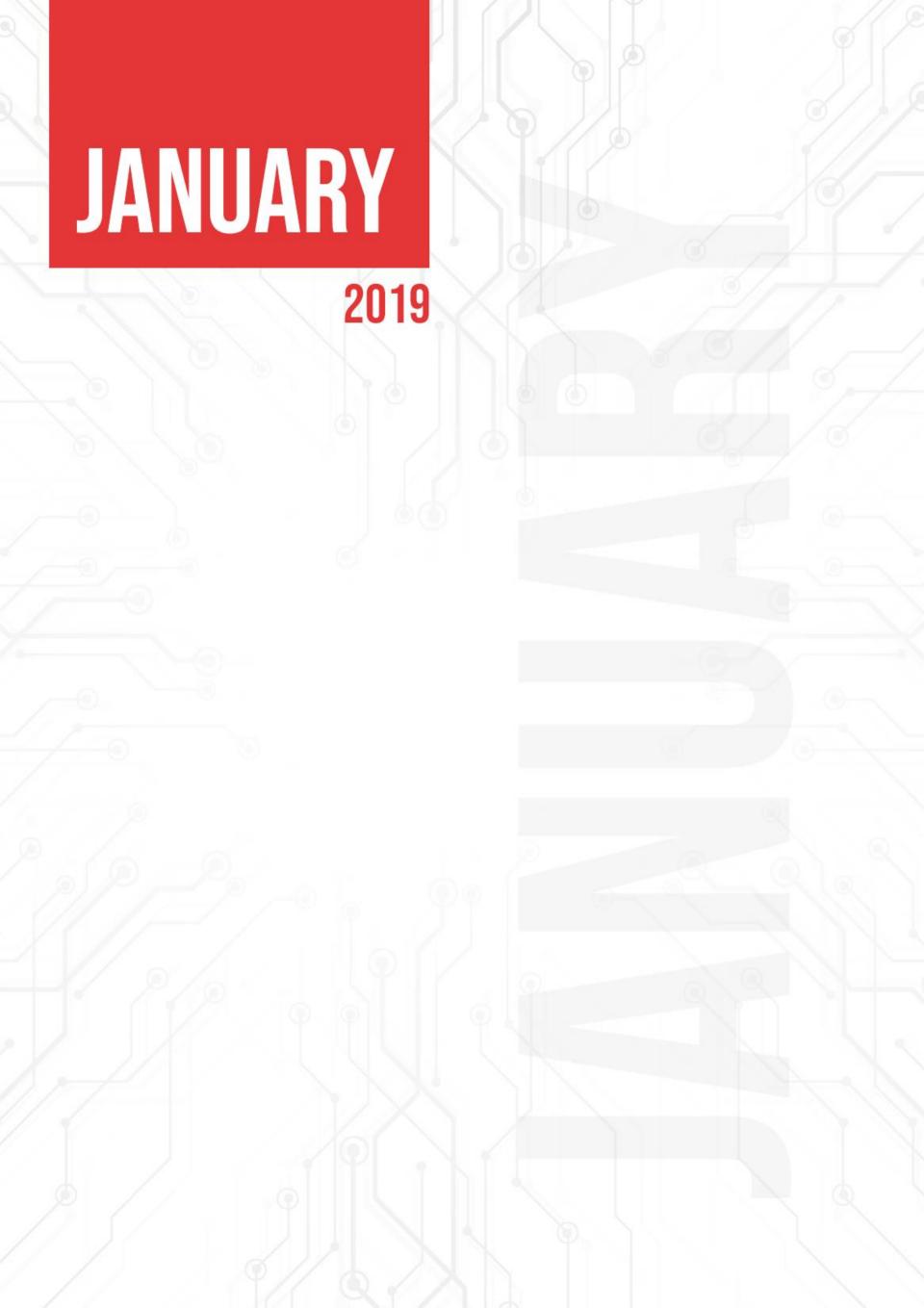
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▌INTRODUCTION

Are you ready for 2020?

Despite being glued to the smart devices day in and day out, it is possible that you may have missed some digital updates over the past year. Not much, but enough to be the reason why your brand missed its flagship marketing or advertising opportunity.

After the tremendous success of our previous e-book, we're back with it for the second time in a row. Not to forget that it's a must-read for all global marketers. Whether you are a business owner, service provider, executive, or an individual contributor —this eBook is an all-you-need reference guide to help you keep track of the digital innovations & trends that went down in 2019.

JANUARY

2019

1 **'Make a Website Hub' rolled out its 2019 social media image optimisation guide**

The released infographic covered image dimensions across all major platforms, including Ello, and popular Chinese platforms.

2 **Twitter announced upcoming changes to image support**

Over the Twitter Developers Forum, the platform announced that it would soon convert uploaded PNG files to a more JPEG format in order to reduce file size only to help decrease the data load, and create a uniform user experience.

3 **Facebook added fresh CTA stickers for Page Stories**

Businesses could prompt viewers to 'Shop Now', 'Get Directions' or 'Book' directly from the Stories feed via direct response tools.

4 **LinkedIn improved their Help Listings by adding contextual prompts**

The updated Help Center tools enabled the users to connect with relevant assistance through quick prompts, without having to go through the entire section of the platform.

5 **Google Voice Assistant emerged as the most popular virtual voice server in the market**

Fluent in 30 languages & available in 80 countries as of January 2019, the virtual voice assistant was estimated to be active on ~1 billion devices as compared to 500 million gadgets the previous year.

6 **YouTube added the option to swipe left/right for viewing the next/previous video**

The 'side-swipe' update was a significant technical shift for the app, and was launched for the iOS users only, aligned with the broader industry shift towards swipeable stories format.

7 **Twitter partnered with the NBA on a unique live broadcasting agreement**

With the unusual partnership, Twitter promised to live-stream the second half of 20 NBA games 2019. Fans on Twitter could vote for only one player, which they wanted to watch during the first half of each game, and then they would see a dedicated follow stream of the chosen star for the latter two quarters.

8 **Facebook schooled brands in context to Stories being the future of ads**

The Facebook team brought in agencies & brands at The Color Factory (NY) for 'story school sessions' and 'story sprints' to train them on diversifying possibilities with Stories and In-story Ads.

9 **Instagram updated its API to include direct Instagram video scheduling**

Previously, the Instagram API was limited to scheduling single-image posts, not yet allowing third-party tools to schedule videos or multi-image posts.

10 **Twitter announced a scheduling upgrade for Tweetdeck**

Twitter added the option for users to schedule tweets with videos or multiple images.

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11 **Twitter announced its plans to remove support for embedded tweet grids**

Twitter had rolled out embeddable tweet grids back in 2015, which enabled users to publish grid-style embedded collections.

12 **Twitter began working on new event and audience analytics tools**

The new analytics tools would help brands understand trending conversations better, and best options to connect with their audiences, including a new real-time Events dashboard, and an in-app activity tracker for expanded insights and analytics.

13 **Twitter Began Allowing Selected Users to Test its Updated Desktop Layout**

The new version included a data saver mode and an easier way to access bookmarks. Tests also indicated that the availability of its Night Mode would be expanded for more user groups.

14 **Instagram introduced an option that allowed posting to multiple accounts at once within its composer**

First spotted in testing back in December '18, the update aimed at cutting down the time spent in posting. It was expected to result in a lot of the same content being shared out from multiple accounts.

15 **YouTube removed the option to share on-platform activity to Twitter**

The YouTube setting, which enabled users to auto-tweet on activities viz. adding new video, adding a video to public playlist, and saving a playlist, was removed to make tweets more customised.

16 **Twitter announced detailed plans for beta testing of new conversational features**

Among the features tested, were color-coded responses, algorithmically sorted replies and status updates —all of which were in discussion during September '18.

17 **Facebook reportedly tested an option to share events within Stories**

The 'Share to Story' function appeared on the event page for several users. Once shared, viewers could register for the event from the Story screen.

18 **Facebook began testing a new link sharing process for businesses**

Facebook reportedly tested the ability for Facebook Pages to share links organically in its Stories.

19 **Facebook added the option to create Dynamic Ads in multiple languages**

As per the update, Dynamic Ads automatically translated to different languages, relative to the viewers' preferences & region. All that businesses had to do was upload the additional language options.

20 **Facebook updated group invites, removing the ability to automatically add members**

After the update, when users would 'add' a friend to a Group, the friend would be listed as 'Invited' in the group admin dashboard, and would have to manually accept that invitation by visiting the Group.

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21 **Facebook offered more cross-posting options to connect Instagram and Facebook better**

Several new prompts rolled out consecutively to encourage content integration between both platforms. For users, it meant increased exposure and engagement potential, with less effort.

22 **Facebook tested a fresh feature that would appeal to its younger users**

A dedicated section within the main app, LOL, was a special feed of funny videos and GIF-like clips divided into categories that replaced the Watch tab for the participating users.

23 **Facebook, Instagram, LinkedIn & Twitter updated automation rules for 2019**

Modifications were made to limit duplicate/recycled content and bulk/simultaneous actions; allow posting/scheduling to business pages from third-party tools but limit their use for automated engagement; update their algorithm to promote content from friends & family; and prohibit crawlers, bots, plugins and extensions from conducting automated actions.

24 **Twitter's 'night mode' turned darker in test mode after user complaints**

With considerations to the health benefits pointed out by users, Twitter began working on a 'darker' night mode for the platform –two years after the initial launch of the feature in 2016.

25 **Facebook launched an option for users to create their own on-platform petitions**

The new feature enabled users to rally other users in support of a social cause under a segment called 'Community Actions' and intended to inspire increased civic action and community participation.

26 **Facebook added 'Page Quality' information as a part of its measures to stop misuse**

The tab was designed to make Page managers more aware of potential rule violations, and limit the capacity for those who break the rules to maintain the same activity through another outlet.

27 **LinkedIn added new interest targeting options for ad campaigns**

Over 200 new professional interest categories within the Campaign Manager aimed to help pages focus on their promotional efforts.

28 **Twitter tested an 'Original Tweeter' tag to highlight replies in threads**

A new conversational feature highlighted the person who began the conversation within tweet threads by labelling them.

29 **Facebook began integrating its messaging platforms to simplify cross-communication**

The tested update would enable users to send messages between apps, with all the existing functionality and tools on each available across Messenger, WhatsApp, and Instagram.

30 **Instagram added an option that provided the link to Instagram Stories**

The new option provides a separate URL for an Instagram Story -whether one's own or someone else's.

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31 **Instagram began giving more users access to its Promote option for Stories**

The Promote tool enabled users to either drive traffic to their website or the Instagram profile, and prompted viewers to send them a message.

32 **LinkedIn began developing its own form of lookalike audiences reportedly**

The aim was to help advertisers target users with similar profiles to their existing customer listings.

33 **Pinterest added 'Skin Tone' search qualifier to increase discovery personalisation**

Post the update, on-platform searches began providing a tappable 'skin tone' option to narrow down user's search and helps them choose their skin tone, resulting in more relevant Pin matches.

34 **Rising video app TikTok, began testing in-app ads**

The tested skippable ads dominated the full-screen of the app, and opened within the initial launch flow, not within the regular usage process.

35 **Reddit launched new CPC ad option to expand marketing potential**

With the launch, it now offers four different campaign objectives - reach, video view, traffic and conversions - associated with a complete suite of bid types, including CPM, CPV and CPC.

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FEBRUARY

2019

36 **Google announced an official end date for Google+**

In October 2018, Google announced the coming G+ shutdown with a deadline of August 2019, but then updated that advice on the back of a privacy bug, expediting the closure to April 2, 2019.

37 **Twitter released image editing update for its desktop version**

The editing update included easy re-sizing and cropping tools, and the ability to zoom in on the image for the convenience of desktop posting.

38 **Twitter updated its Events pages with additional features**

The updated events page provided list of users engaging with an event in real time, and allowed viewing the main video on page in a small pop-up while scrolling.

39 **Instagram came close to launching quiz stickers for its Stories**

The aim was to provide additional creative options for boosting engagement via Stories particularly for brands looking to maximise their use of the option.

40 **YouTube expanded the testing of its new on-platform content discovery tool**

The new 'Explore' tool, which replaced the 'Trending' tab, was being tested with a small percentage of iOS users in 2018. Then it expanded to a test pool of a wider range of cross-platform users.

41 **Periscope enabled users to add guests to their Live streams with a new feature**

Although the guests were only able to contribute in audio form, as opposed to being visible on a split video screen.

42 **Facebook rolled out Messenger 'Unsend' feature to all users**

A year after the initial announcement, Facebook finally rolled out an option for users to retract messages within a 10-minute window with an alert for the participants.

43 **Pinterest expanded its eCommerce potential with automated 'Shop the Look' Pins**

The process was scheduled to kick-start with Home Decor Pins on iOS, and aimed to tag organic Pins that were not been linked to a business account.

44 **Facebook Page Admins enabled with an option to send Instagram messages from Page Inbox**

The merge was officially confirmed at the Facebook Community Summit, and made it easier for businesses to manage their direct communications on both platforms in one place.

45 **Instagram announced new regulations related to self-harm images as a part of its safety measures**

The four new regulations prohibited images of self-cutting & healed scars, redirected 'distressed' users to help, and applied sensitivity screen as a warning for non-graphic self-harm related content.

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46   **Instagram rolled out IGTV Promotions in the main feed**

The new promo option gave IGTV broadcasters a chance to share a clip from their latest contribution within the main feed that users can then tap through if they want to see more.

47   **LinkedIn launched its own variation of live-streaming called 'LinkedIn Live'**

LinkedIn Live aimed to give regular members and businesses additional, immediate capacity to share from conferences, product announcements, conduct Q&A, and more.

48   **Instagram began developing an account linking feature to simplify multiple account management**

The new option would give Instagram users a range of account management options, which would extend beyond simply easier management of additional, business-related accounts.

49   **Instagram announced direct messages for its desktop version**

The promised update aimed to provide more ways for users to engage with Direct messages, expanding the function's usage to beyond the app alone.

50   **LinkedIn confirmed new group features catering to increased group engagement**

The features included notifications for new posts on groups, for posts shared by connections on groups, and for important ongoing conversations on the group.

51   **Reddit added app install ads, improved tracking and measurement**

The platform launched new app install campaigns, and an update to its Conversion Pixel to provide more insight into ad performance.

52   **LinkedIn updated its recruiter platforms to consolidate tools**

The platform put all their core tools — Jobs, Recruiter, and Pipeline Builder — on a single platform.

53   **LinkedIn added new AI tools to improve matches**

The platform's new candidate-matching algorithm could learn recruiters' preferences and deliver increasingly relevant candidates across the Jobs product.

54   **Instagram tested 'Donation' sticker in stories**

Users could search & choose a non-profit of their liking and when posted on their story, viewers could click through to a donate page through the fundraising tool for organizational & personal causes.

55   **TikTok reportedly tested native video ads that point to websites**

Under tests were sponsored videos that would direct users to an advertiser's website. The accompanying music carried the label "Promoted Music", which on being tapped displayed an error message indicating that the video ad unit was not publicly available.

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56 Facebook changed location settings on Android to reassure users

Introduction of the new background control on Facebook for Android helped people choose whether they want the app to collect location information when they are not using the app, or not.

57 Instagram put forth new updates for IGTV

A new IGTV layout offered the users an improved search capacity, suggested channels, and included an updated profile layout. The platform also began testing the option to view IGTV content in picture-in-picture mode, even outside the app.

58 Instagram was reportedly testing a public version of its Collections feature

This was significant as it enabled users to share gathered sets of posts on specific topics from their profiles

59 Facebook started migrating all ad campaigns to automated campaign budget optimisation

Facebook announced that both new and existing ad campaigns would be migrated to automated campaign budget allocation system, to help maximise ad performance by allocating more spend to higher performing ad sets.

60 LinkedIn added salary insights on job listings; expanded the availability of salary info

LinkedIn added new notifiers to its wage information that highlighted open positions where users could boost their earnings, and expanded its Salary Insights to more regions.

61 Instagram began testing a new title option for its live

Users discovered a new title option on the pre-launch screen, prompting them to 'add a title for your viewers' that helped add more context for the video and generate increased interest among viewers.

62 Facebook announced 'Facebook Showcase' premium video advertising option

The new ad program aimed at giving bigger advertisers the opportunity to boost brand awareness in connection to popular Watch shows.

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MARCH

2019

63 ## Facebook kick-started its cryptocurrency project to facilitate user-to-user payments

The platform's proposed cryptocurrency offering aimed to enable users of Facebook's apps to exchange money between friends easily, facilitating universal payments.

64 ## Reddit tested a tipping option to pay creators on the platform

The update enabled users to offer real money 'tips' to creators, thus providing a renewed motivation for Redditors to post.

65 ## Pinterest expanded the ways for businesses to share and promote their products

Pinterest ramped up its eCommerce tools with new product catalogs, personalised shopping recommendations, an option to see 'More from (brand)', and made Shopping Ads available through a self-serve ad tool.

66 ## Twitter tested an option that would enable users to hide selected replies to their tweet

Although, other users could still choose the 'View Hidden Tweets' option on any tweet to see what the poster has chosen to hide.

67 ## Facebook announced new themed stickers and frames for Women's History Month

Following on from the themed stickers and tools launched to mark Black History Month, Facebook announced a set of visual tools for Women's history month.

68 ## Facebook added a secret dark mode to its Messenger

Hidden behind an in-app emoji trick, in the Easter egg style, Facebook rolled out the 'Dark Mode' after months of testing.

69 ## LinkedIn added new tools for job seekers

The platform rolled out mobile push alerts for active job seekers, and 'Job Title Highlights' to provide users with more insights into job roles, including top skills, top companies, and connections with same roles.

70 ## Instagram tested new way for brands to expand influencer campaigns

Instagram confirmed testing of Branded content ads that would let brands sponsor posts created by celebrities and publishers, and then promote them.

71 ## Pinterest expanded its ad access to Germany, Austria, Spain and Italy

The expanded availability in the European countries projected higher revenue opportunities given the higher buying intent of users on the platform, and strengthened its case for investment while it inched closer to public listing.

72 ## Instagram Reportedly Tested New Sorting Filter for Followers and Karaoke-Style Music Videos

The new filter could help differentiate longest-serving supporters from the most recent ones, and isolate separate opportunities to connect. The music video with lyrics tool for stories expanded the music sharing options.

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73 | **Google began adding advanced AR masks to YouTube Stories**

The new AR effects utilised improved anchoring processes to make the masks more realistic & responsive to the real-world cues and movements, and could be used on pre-recorded videos too.

74 | **Snapchat launched beta test in eight different languages**

Hindi, Marathi Gujarati, Punjabi, Filipino, Vietnamese, Urdu, and Malay were the new languages added to the app, indicating Snapchat's increasing focus on India as a market.

75 | **Facebook offered a glimpse of its work on ultra-realistic VR Avatars**

Facebook proposed that the idealistic goal of this technology was to create sci-fi like connection capacity with a highly engrossing virtual experience.

76 | **Twitter launched its new beta testing app with the first round of users**

The 'Twttr' test app had a completely new layout for tweet replies. Users' responses were mixed, but predominantly positive. Its logo was plain light blue, with no bird!

77 | **Instagram rolled out the option to 'Pause All' notifications**

The option enabled users to stop any, and all, notifications from the app for a chosen period of time, rather than individually switching on and off specific notification types.

78 | **Facebook tested a new 'Watch Party' option**

Facebook added another direct TV link, with a new variation of its Watch Party communal video viewing option, which extended the process to programming beyond that hosted on platform.

79 | **Facebook announced an extension of its option to share music on user profiles**

With the update, when someone shared a song on their profile, users could tap through to Spotify and listen to the full song.

80 | **Facebook tested a dedicated link to gaming content on the main navigation bar**

On clicking upon the 'puzzle-looking' icon, users could access a feed of content that points to instant games, videos from top e-sports organisations & game publishers, and updates from gaming groups.

81 | **Reports revealed Snapchat's intent to launch an in-app gaming platform**

The games from third-party developers, designed for a dedicated Snapchat gaming platform, presented its potential as a key consideration for advertisers.

82 | **Users spotted a new format for Stories options on Instagram**

The new camera format harked back to the traditional photographic process by providing a selector wheel for users to choose the options which they want to use.

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83 **Twitter's new camera format added new presentation style on the web version**

With a colourful overlay amplified at the bottom of the image, instead of the regular tweet-then-text presentation, the new format stood out! Upon clicking, the tweet opened in a completely new window format.

84 **Facebook ventured to capitalise on FOMO with new notifiers on shared articles**

A highlighted note in the top line of the article's share link denoted that it was 'Read by your friends'.

85 **Twitter announced a review of its API usage regulations to limit third-party usage**

As per the previewed changes, third-party apps had to justify if they sent more than 100, 000 API requests per day, failing which they would be required to pay more for the privilege.

86 **Facebook added new replies option to clarify Messenger streams**

Facebook rolled out a quoted reply option for specific messages within Messenger chat streams that made it easier to make sense of group chat discussions.

87 **LinkedIn added meeting planner tools within it messaging stream**

A new 'Availability' option within the message composer stream, helped users to access calendar and propose time slots, while the new 'Location' option, helped propose the place of the meeting.

88 **Instagram launched 'Checkout on Instagram' to facilitate in-app shopping**

As a next step to facilitate on-platform shopping, Instagram introduced 'Checkout on Instagram' option instead of 'View on Website' button to enable instant purchases before users returned to the feed.

89 **Snapchat launched first voice-activated Promoted Lens for Warner Brothers movie 'Shazam'**

The users could access the new lens upon scanning the Snapcode on the movie's posters, and activate the effect by saying 'Ok, Shazam'.

90 **LinkedIn added new ad targeting options, including lookalike audiences**

LinkedIn broadened its ad targeting toolset further with 'lookalike audiences', 'audience templates' and the addition of Microsoft Bing search data to strengthen interest targeting.

91 **LinkedIn announced data partnership with Adobe to improve ad targeting**

Both parties began aligning key data sources to populate account-based profiles in Adobe Experience Cloud viz. Marketo Engage and Microsoft Dynamics 365 for Sales to empower B2B marketers.

92 **Google launched 'Dynamic Email' interactions within Gmail Exchange**

Google rolled out 'dynamic email' options for desktop that enabled users to take action directly from within the message viz. RSVP to events, fill out forms, browse Catalogs, or reply to comments.

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93   **Users reported that Instagram was testing a video scrubbing option**

One of the most requested features, Instagram was looking to add a new way to search through posted videos, enabling users to find specific moments.

94   **Twitter officially released 'darker' dark mode in response to user complaints**

After more than two months of testing, Twitter delivered on its promise with a new range of 'Automatic Dark Mode', and 'Lights Out' options.

95   **Facebook was considering implementing restrictions on who can go live**

In the wake of 'Christchurch incident' where the attacker broadcasted his crimes on Facebook Live, the platform proposed restrictions on who can go live based on prior Community Standard Violations.

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APRIL

2019

96 **Facebook decided to provide detail as to why users see each post in the News Feed**

Facebook planned to roll out a 'Why am I seeing this?' listing to outline the key factors which determine what users see, like whether it was posted by a connection whose posts they regularly like.

97 **Facebook proposed a separate news tab to promote 'high quality, trusted' journalism**

The measure was to ensure that accurate, quality information is getting increased priority over divisive, opinion-based news that only works to fuel filter bubbles.

98 **LinkedIn added document upload options to regular posts, providing new sharing options**

LinkedIn announced that all members could upload documents and presentations, including PDFs and PowerPoint presentations, directly to their feed, or within group posts.

99 **Snapchat was testing new Snap Map tools and mention stickers**

Users reported a new UI of the Snap Map, which included the ability to check-into locations with a chosen Bitmoji character, enabling their Snap connections to see what they are up to at any given time.

100 **Twitter added streamlined in-app appeal process for reported tweets**

Eliminating the previous online form, Twitter's new process informed the user of the reported tweet with the violated rule, offering the option to either remove the tweet, or submit an 'appeal' on the app.

101 **Twitter extended its testing for new labels to clarify tweet reply streams**

Within the new system, users spotted fresh labels like 'mentioned', 'following' and 'author' to streams, which aimed to help distinguish responses and clarify 'who's tweeting to whom'.

102 **Snapchat announced a range of new tools at its first ever partner summit**

Under discussion were plans for 'Creator Profiles', 'Landmarkers' —a lens for global landmarks, upgrades to developer & integration options, expanding the capacity of StoryKit to other apps, introduction of AdKit to take Snap Ads to third-party apps, and a new games platform for groups.

103 **Twitter reduced the maximum number of accounts users can follow per day to 400**

Snipping off the previous limit of 1000, Twitter brought down the number of accounts any user can follow per day to 400, as a part of its ongoing efforts to rid its platform of misuse.

104 **Snapchat launched an updated, faster version of its Android operating system**

With the potential to provide a range of new opportunities for the app, the updated version made it easy for people on lower quality devices, or with limited data plans to use the app.

105 **Facebook added new tools to help manage the profiles of deceased users**

The 'Legacy contact' could implement a new 'Tributes' option for the deceased's profile and moderate the posts, while new AI tools would prevent the profile from showing up in notifications & reminders.

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106 **Pinterest hit 265 million monthly active users with an increase of 51 million during 2018-19**

Inching closer to the launch of its initial public offering, Pinterest released the stats for the S1 filing, ahead of its IPO, to demonstrate a record of steady, ongoing growth.

107 **Facebook decided to implement new rules & processes to stop the spread of harmful content**

Facebook could proactively detect violating content posted on public, closed, or secret groups, and penalize them. On posting links from questionable sites, its reach would be degraded and a 'Group Quality' feature will provide the admin with an overview of the flagged content & false news.

108 **Pinterest unveiled two ad options: Conversion Optimisation & Promoted Video for Conversions**

The new ad tools for business accounts, served as an automated way for advertisers to optimise their ad reach for specific consumer actions, and drive traffic or conversion goals & objectives.

109 **Facebook launched new brand safety controls to better protect advertisers**

The social networking platform added 'Inventory Filter' that enabled advertisers to choose a level of protection they want to apply to their ad placements by specifying category exclusions.

110 **LinkedIn officially announced its own version of reactions for posts**

Although the users spotted LinkedIn's first test of 'Reactions' the previous year, the final tool was slightly different to the test version but worked exactly like Facebook's response option.

111 **Users reported Facebook's test to bring messaging back into the main app**

Amidst Facebook's plans to lean further towards private messaging, and eventually integrate its various messaging platforms, users spotted a 'Chat' test that kept interactions in the main app.

112 **LinkedIn rolled out new photo-tagging options and stickers for image posts**

Users could tap on the tag icon at the top of the screen, or simply tap on the image itself to search profiles for tagging. They could add the new work-themed cartoonish stickers to their image posts.

113 **Facebook confirmed experimenting with a Stories-like, 'Swipeable' news feed layout**

Users could side-scroll through the posts in their feed, as Facebook tried its options to merge feed and stories into one stream.

114 **Facebook added 'Dark Mode' to regular messenger settings**

After the initial launch of 'Dark Mode' via an Easter egg within Messenger, Facebook added the option to its regular settings with a simple toggle switch.

115 **Facebook announced three new 3D image options**

Facebook added new options for posting 3D photos, including the ability to post them in Stories, post via desktop, and a 3D image creation support for Android.

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116 ### Facebook updated the user interface for its Ads Manager

The new interface offered copy-paste feature for Campaign Creation, auto-naming option for campaigns & ads, and a more intuitive ad-level creative and placement editing tools.

117 ### Facebook Added 'Cost Cap Bidding' within Ads Manager

A new Cost Cap Bidding option enabled advertisers to set maximum CPA, which the system could optimise for improved results.

118 ### LinkedIn added a 'Teammates' option to maintain connection with colleagues

On manually specifying the 'Teammates', users received priority updates from their immediate connections and have them appear higher in their feeds.

119 ### Twitter tested the option to hide replies on user tweets

The platform confirmed its plans to introduce an option for users to hide any reply of their choice regarding its ongoing efforts to reduce spam and abuse, and better protect users from the same.

120 ### Twitter outlined improvements in platform safety with new updates

Twitter stated that its automatic detection systems were getting much better at alerting its teams to potential rule violations before users have even reported them but the concerns around abusive content needed extra human moderation.

121 ### Instagram tested a new communal video viewing option

The option enabled users to view on-platform video content with a friend, while also seeing their reactions on screen via the phone camera.

122 ### Instagram began tests to hide like counts for reducing focus on vanity metrics

The total like count was removed so that only the creator can see the cumulative count in the test mode.

123 ### Snapchat's new creator profiles began appearing in the app

Users reported a different profile layout for the influencers on tapping upon their profile name/image with options to add a custom image and a separate panel with a description field.

124 ### Facebook was testing new font style options for news feed posts

The reported 'Text Effects' option, enabled users to apply a range of stylised text types within their Facebook updates.

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125   **Twitter launched a simplified process to report voter misinformation**

'It's misleading about voting', a new reporting feature to tackle deliberate attempts to mislead about voting, was added to the existing reporting flow.

126   **Snapchat announced Bitmoji characters for Snap Games to add more personalisation**

Snapchat gave its users the capacity to add their own Bitmoji avatars as playable characters not only within Snap games, but in other games on PC, console and on their mobile devices.

127   **Facebook began testing a new Creator Studio dashboard for Instagram**

Instagram Creator Studio appeared as a secondary tab within Facebook Creator Studio, where users could access a range of analytics metrics, viz. engagement stats, listings of when the audience was active and demographic info.

128   **Instagram introduced all-new Quiz Sticker for Instagram Stories**

After months of testing, Instagram officially launched new Quiz Stickers for Stories, expanding creative opportunities for quick engagement with the audiences.

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MAY

2019

129 **Facebook made forward-looking announcements at F8 2019**

The announcements included:

A dedicated desktop app for Messenger, to expand the potential use case of the app.

An option for users to limit their Messenger interactions to selected groups of close friends, while sharing their real-time feelings/activities with an 'emoji status'

Addition of new Messenger lead generation templates to Ads Manager specifically for Businesses.

An option that enabled people to view Facebook video content within chat groups in Messenger.

A 'Product Catalog' option in WhatsApp for Business so that users could view products & services without leaving the platform.

Its plans to rebuild the Messenger app in order to make it faster and more reliable.

130 **Instagram began working on a 'Join Chat' sticker for Stories**

Users uncovered the 'Join Chat' sticker option that prompted Stories viewers to join a private chat group, direct from a Story.

131 **Facebook announced ban on a range of extremist commentators**

Under the 'Dangerous Individuals or Organizations' regulations, as outlined in its guidelines, Facebook banned commentators like Louis Farrakhan, Alex Jones, Paul Nehlen, Milo Yiannopoulos, Paul Joseph Watson, and Laura Loomer. The ban was imposed on their pages and the links to their sites shared by other users.

132 **YouTube made amends to its 'Preferred' Ad offering**

YouTube outlined changes to its Google Preferred offerings to help advertisers tap into trending content on the platform, and maximize their ad efforts.

133 **YouTube made its originals free to view**

The video sharing platform announced its plans to broadcast more music festivals and make all of its Original series & specials available to watch for free, but with ads.

134 **Facebook announced the shutdown of its group video chat app Bonfire**

Facebook opted to incorporate the same group video chat functionality in Messenger and Instagram instead, after the app failed to generate significant interest in Denmark and European markets.

135 **Facebook announced plans to help small businesses meet their advertising goals**

Facebook Automated Ads was under consideration as a custom marketing tool to make Facebook and Instagram advertising easier for small business owners with limited time and resources.

136 **Facebook announced updates for Groups and an app redesign at F8 2019**

The Groups tab would show a personalised feed of all Group activity. More Group content would be visible on News Feed, while the platform planned to add an opt-in 'Meet New Friends' feature. The proposed desktop version was mostly white, with a tab-like format where each element had a dedicated focus, making it easier to navigate.

137 **Facebook announced updates for its Marketplace and dating app at F8 2019**

The Marketplace update, enabled sellers to ship items anywhere in the continental US, and for buyers to pay for their purchases directly on Facebook. The platform also provided an update on Facebook Dating called 'Secret Crush', which enabled users to select up to nine of their Facebook friends who they would like to express romantic interest in.

138 **Facebook expanded the rollout of Facebook Portal**

Facebook announced that it would launch its Portal smart speaker device in more regions, and add encrypted WhatsApp video chat as an option, increasing privacy.

139 **Facebook expanded WhatsApp mobile payments**

Facebook expanded the mobile payment service on its WhatsApp messaging app in London.

140 **Facebook Eased Out its Policy on Crypto Ads**

The platform announced a crackdown on ads for financial services that are associated with predatory behaviour.

141 **Instagram unveiled a curated @Shop account to showcase online merchants**

Instagram created a special account called @shop that brings together posts from online merchants that sell products through the image-sharing app. Every product shown, had shopping tags that let users make a direct purchase without leaving the app.

142 **Facebook was reportedly appointing privacy oversight officers in a deal with FTC**

Reports said that Facebook had agreed to create a privacy committee to protect its users' data, complete with an external assessor appointed by the company and FTC as well as a head compliance officer to oversee privacy efforts.

143 **YouTube tested a tool to auto-generate 6-second ad variants from longer videos**

Via its new 'Bumper Machine' app, YouTube planned to enable advertisers enter a longer video in, and have a much shorter video come out, which still maintains all the key ad elements.

144 **Facebook announced improved pay and other benefits for content moderators**

Pay increases, additional training and support, and new regulations on limiting overtime, were announced among other measures to provide better care for Facebook's moderation staff.

145 **Instagram separated new likes on posts**

A new option was under test to help users separate new & old likes on their posts, helping them to see latest activity and take action.

365 WAYS DIGITAL CHANGED IN 365 DAYS

146   **Instagram added 'Unfollower' stats for Creator accounts**

Instagram Creator accounts were given access to a new chart of followers & unfollowers to provide additional context on account performance analytics.

147   **Adobe announced the findings of its 2019 Brand Content Survey**

The study found that 2/3rds of Indian consumers (age 23-49 years) likely made unplanned purchases, if digital content they saw was personalised; millennials & Gen X trusted brands that respect their privacy; and 33% consumers indicated that they stopped engaging with a brand if the content was too slow.

148   **YouTube rolled out 'YouTube Bumper Machine' to optimise 6-second ad production**

The tool used machine learning to identify moments with crucial brand or product information from a longer video and compiled it into short-form advert called 'Bumper ads'.

149   **YouTube announced still image ads for non-video advertisers**

Discovery Ads, the new still image option, was to use audience targeting to display the ads to relevant users, based on their activity.

150   **Social Media Today announced top 8 competitor monitoring & analysis tools and apps**

The list was inclusive of social listening tools, page analytics tools, automated reporting tools, content tools, and browser extensions like Awario, Unmetric, Fanpage Karma, Likealyzer, Iconosquare, Socialinsider, BuzzSumo, and AdSova

151   **Twitter added new tweet creation tools to Tweetdeck, including the option to add GIFs**

With the update, users were able to add GIFs, threads, polls, and emoji, and utilise image tagging, all via TweetDeck.

152   **Facebook re-enabled the option to view profile as a non-connection**

The social network had to remove the 'View as Public' option on profiles in 2018 due to a security flaw.

153   **Instagram rolled out an updated explore format, including stories content**

The new Explore tab, was designed to showcase more related trends, and guide users towards its IGTV and on-platform shopping options. It increased focus upon listed content, removed preview images from Explore Topics, and presented a personalised feed to users in the IGTV section.

154   **Instagram announced to shut down its standalone direct messaging app**

Direct, the app, had seen around 1.35 million installs worldwide, with the largest percentage of those coming from Turkey and Italy, which proved not enough to sustain the development & maintenance resources required.

155   **Reports indicated chatbots to be the future of digital marketing**

Figures supported the supposition that advertisers could leverage intelligent chatbots for customer service, building contact lists, relieving workload for social engagement team, sales pre-qualification, providing instant answers, and actively selling products/services.

365 WAYS DIGITAL CHANGED IN 365 DAYS

156 **Myntra announced the 'Roadster Go' store that offers an Omni channel experience**

As a 100% RFID (Radio-frequency identification) enabled store, shoppers could pick products without any assistance, discover real-time online prices and do a self-checkout in 30 seconds.

157 **Facebook updated its algorithm to give users their time's worth**

Facebook's dynamically updating algorithm came with two major changes, that prioritised which friends users might want to hear from the most, and links they might consider the most worthwhile.

158 **Snapchat was working on new music rights deals with major music labels**

These efforts would expand music clip sharing via Snap, providing more tools for users, and more exposure for artist.

159 **Instagram added alternate Stories colour notifier for Pride Month**

To mark Pride Month 2019, Instagram added a new rainbow colour ring for Stories that included a Pride-related hashtag.

160 **Twitter Tested a New Carousel Ad Format for App Install Campaigns**

The new format would provide those running app install campaigns with the opportunity to add multiple images for context.

161 **Reports suggested that Facebook was working on a cryptocurrency-based payment network**

Theoretically, the payment network could compete with directly with conventional credit cards, with estimates being that the value of this cryptocurrency would be linked to conventional currency markets.

162 **Reliance Jio launched PoS terminals to Build a Digital Ecosystem with *kirana* shops**

The launch of Reliance Jio Infocomm's point of sale (PoS) terminal would intensify competition among payment companies seeking to win over the *kirana* store, a key battleground in the digital economy wars

163 **Facebook was reportedly working on a fresh Stories composer layout**

The bottom bar of the new layout covered all previously available options, while an additional right-hand sidebar added quick access to the growing range of Stories tools. There were also 'Privacy' and 'Studio effects' options on the right.

164 **Instagram re-vamps IGTV to better align with rising consumption trends**

Instagram did away with the categories and the lower screen, horizontal feed of videos, opting for a singular feed of algorithmically-defined content that plays through, one-by-one, while it also added larger video tiles, which users could scroll through vertically.

165 **LinkedIn followed Facebook's lead with its own ad transparency tab on Pages**

It aimed to provide oversight into all the ads a company has run on the platform over the preceding six month period.

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166   **Forecasts indicated chatbots would draw sales from other marketing channels & drive savings for retailers**

Retailers would witness major increase in savings, thanks to the automation of customer sales and support processes, as AI-powered chatbots get more sophisticated at responding to customers.

167   **Instagram added support for landscape videos in IGTV**

Publishers could upload horizontal format videos to IGTV, straying from the platform's initial focus on more immersive, vertical viewing.

168   **Canva urged users to change passwords after a data breach affecting ~139 million users**

After the database of Canva was reportedly compromised in a cyber-attack, Canva advised users to change their login credentials as a precaution while assuring that passwords have been "salted and hashed with bcrypt.

169   **Twitter launched 'News Alerts' feature in India for the 2019 Cricket World Cup**

With the tested push notification feature, the platform occasionally pushed personalised news notifications in sports, entertainment or current affairs. On tapping the notification, users were taken to a Twitter Moment about the breaking news topic.

JUNE

2019

170   **Facebook added new Page and Group ranking factors to its News Feed algorithm**

The platform started two additional surveys asking users how interested they were in content from a specific Page they follow, and how important a specific Group they have joined is to them.

171   **Google added 3D images and AR overlays into selected search results**

When users searched for 'Panda' in the Google app, some of them saw a 'View in 3D' option, which provided a moveable 3D representation of the animal on screen. They could also layer a panda into their real-world view, via AR, adding another element to search results.

172   **LinkedIn partnered with Oracle to explore ways to measure video performance**

They introduced Moat Analytics to help advertisers measure LinkedIn Video performance with viewability metrics of their ads.

173   **Facebook launched Bitmoji-like Avatars, starting with users in Australia**

Users could create their own Facebook Avatars, which gave them an alternate, cartoonish identity, for use in a range of stickers and tools that could be applied across both Facebook and Messenger.

174   **TikTok was reportedly testing two new ad targeting options to lure marketers**

Interest-based targeting and pixel tracking, similar to the ad tools on other social platforms, were to be added to the existing targeting by age, gender, location, operating system and network on the device.

175   **Instagram announced the launch of branded content ad options to maximise influencer partnerships**

The update enabled advertisers to promote creators' organic branded content posts as feed ads to reach new audiences and measure impact.

176   **Instagram added on-screen lyrics to music stickers**

Instagram officially launched its new music stickers with lyrics option, which displays the song lyrics on screen, enabling users to sing along.

177   **Facebook was reported to ramp up the plans to launch its cryptocurrency**

Among other details, reports said that Facebook would soon release an overview of the specifics, with the launch of a whitepaper to explain how Facebook's on-platform currency will work.

178   **Snapchat was testing a 'Multi-Snap' feature, event invites and additional sticker options**

The updates enabled users to create & post a string of Snaps at once, replicate what they can do with the Bitmoji extension for iMessage and other messaging tools, and create Events with name, location and time to facilitate a group chat for invitees

179   **LinkedIn officially launched photo tagging and added video within messaging**

It also moved the messaging and post buttons within the app to make them easier to access at all times, and moved all the groups, and followed hashtags to the right side of user's feed on desktop.

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180 **Pinterest was working on 'Complete the Look' option to help users find relevant product matches**

The process essentially broadened recommendations to visually similar or contextually related products, based on 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.

181 **Facebook was working on a 'Preview' option for Page posts**

The new 'Preview' button appeared beside the 'Share Now' prompt. When tapped, users were taken to a preview window, which showed exactly how their post would look, once shared, with options to view in mobile or desktop format.

182 **Twitter announced removing the option to tag the precise location in tweets**

Twitter noted that most people did not use the option anyway. However, the app would still be able track their exact location, if the users had the capacity switched on.

183 **Instagram began working on a 'Stop-Motion' tool for Stories**

The option would help create interesting video updates, without having to record any actual video at all. It would assist the creation process by ghosting the frame being captured with the previous, so that users can ensure that their placement and movement is correct.

184 **Twitter was officially testing swipeable custom feeds to emphasize Lists**

The test enabled users to switch between their main timeline and list timelines, complete with a title for each, with a simple left swipe.

185 **Facebook added 'Top Fans' targeting option for organic Page posts**

The update enabled Pages to publish updates targeted to their top Page fans specifically, in order to 'thank them or share exclusive content'. Top Fans targeting could give admins another way to facilitate more community engagement, and foster stronger connection.

186 **LinkedIn added custom CTA buttons for Pages, to help direct visitor actions**

Beyond the primary "Follow" button, five new CTA options viz. Contact Us, Learn More, Register, Sign Up, and Visit Website, would make it easier to turn Page visitors into potential leads, and the new analytics dashboards would provide deeper insight into how many visitors are clicking through.

187 **Instagram announced upcoming ad units in its Explore tab**

After tapping on a photo or video in Explore, people may begin to see ads as part of their browsing experience just like in the main feed.

188 **YouTube rolled out new tools to enable customisation of video recommendations**

YouTube added topic tags within listings to help users find more specific recommendations and enabled them to remove selected channels from there. It also added information marker on recommended videos based on what "other viewers with similar interests have liked and watched in the past".

189 **Twitter announced new warning labels on controversial tweets from high-profile users**

The tool intended to provide more clarity as to why and when Twitter has chosen not to remove a tweet that violates its rules, with a tap-through 'View' option to see the actual tweet.

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190

Twitter updated search results with additional contextual info

The motive was to show users more information about their search, guide them better towards apt results, and help them better understand whether a profile is worth following, in order to get them to tap through for more info.

191

Google was testing a carousel format for its text-based ads

Previously, Google allowed a maximum of four ads displayed vertically on mobile search results, and marketers only paid when someone clicks. The carousel format would allow Google to present many more ads that would appear in a left-to-right scrollable fashion.

192

Facebook expanded the territory for sponsored posts on Instagram

Advertisers could indicate the sponsored posts that they want to appear in Explore by selecting it as an extension of their Instagram campaigns, which they could typically set up through Facebook's automated ad manager.

193

YouTube announced users could now indicate if they wanted to override recommendations

Users could tell YouTube to stop suggesting videos from a particular channel by tapping the three-dot menu next to a video on the homepage or Up Next, then choosing "Don't recommend channel."

194

Twitter trialled new options to simplify common engagement actions

The first option would prompt users with direct sharing links via DM to the people they most regularly communicate with. The other option offered a mini profile card alert for new follows, which made it easier to get more context about that user, and follow back from the prompt.

195

Facebook tested a fresh layout to promote the various Facebook stories options

Facebook began working on a new iteration of the Stories composer screen, which placed more Stories options along the right-hand side of the composer, while also labelling each element more clearly.

JULY

2019

196

Snapchat launched Bitmoji Tennis to add to its gaming options

It enabled users to challenge friends to matches, or even hold group tournaments, where the winner of each match could continue playing. Users could practice in solo mode, with in-game upgrades for racket and other equipment to incentivise use.

197

Instagram launched 'Join Chat' sticker to promote private group discussion

Instagram officially launched its new 'Join Chat' sticker for Stories, which, when tapped, will connect Stories viewers into a private discussion.

198

Facebook updated its News Feed algorithm to demote misleading health claims

Facebook took action against misleading ads with two new News Feed algorithm updates, designed to reduce the reach of ads that promote miracle health claims.

199

Instagram added anti-bullying measures, including comment warnings and user restrictions

Included in the announcements was an automated warning to prompt users when their comment may be considered offensive, giving them a chance to review it. It was also testing a 'restricted' mode to help users lessen the impact of certain users without alerting them.

200

Pinterest introduced four video-related updates for Creators and brands

Business profiles included a videos tab, where marketers could feature all video content in one place. The company added video analytics tools to give businesses data on lifetime views & insights into performance. Creators & brands could use Pinterest's Pin Scheduler to set up video posts in advance.

201

Twitter launched a creative team to help brands produce video content with "Twitter ArtHouse"

It aimed at providing marketers with a slew of advertising options and creative assistance, with offerings like Digital strategy, Video creation and editing, Influencer and artist management, and Event live streaming.

202

LinkedIn upgraded campaign manager with three new objectives

The options offered in Campaign Manager were brand awareness, website conversions and job applicants that would help marketers achieve their more complex business goals.

203

Facebook emulated rivals' monetisation playbooks to draw more Creators

New offerings included Stars, as a sort of tipping system where users could send Creators small payments during streams. It was building out a focus on fan subscriptions akin to the model made popular by Patreon. It intended to add intimate groups, only accessible to subscribers of a particular Creator.

204

Google started an invitation-only test for a new social networking tool

Shoelace, the app, would reportedly bring people together in the real world — not just digitally — based on their activities and interests, as it provides suggestions every day on nearby happenings.

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205   **YouTube announced amplified monetisation options for Creators**

The platform unveiled Super Stickers, in multiple languages, which the viewers could purchase during livestreams to show support for Creators. It also introduced membership tiers, which the company calls levels, where Creators could set price points for five different levels to offer different perks for subscribers based on how much they pay.

206   **Facebook tested 'Suggested Moderators' to help with group administration**

The platform would suggest group members, which Facebook's system has identified as people who may be able to help you manage your online community.

207   **Snapchat was testing a dedicated tab for its exclusive snap shows**

The tab aimed at boosting the exposure for its exclusive content, separate from Discover, focused solely on Snap's Originals, making it easier to binge for users.

208   **Twitter announced a full rollout of the platform's new desktop experience**

After testing the new version of its desktop UI with selected users over the past few months, Twitter finally rolled out the updated Twitter.com experience to all users.

209   **Twitter rolled out detailed follower listings in notifications**

The follower listings included a larger profile panel within your Notifications tab, and enabled users to follow back directly from the alert.

210   **Facebook rolled out a dedicated anti-scam ad reporting process in the UK**

The new, on-platform ad reporting option provided an additional way for users to submit more specific feedback on any scam ads they see in their feeds.

211   **Instagram expanded its test of removing like counts to more regions**

The platform expanded its test of removing like and video view counts to six more regions, including Ireland, Australia and Brazil.

212   **Twitter announced a 'LiveCut' video editing and publishing tool to replace SnappyTV**

The new tools enabled users to edit clips from live broadcasts, while there were also new scheduling options to help plan video content better.

213   **Twitter was trying out new icons to add more clarity to reply streams**

Twitter's new beta test app, called 'Twttr' was tested using icons instead of words to delineate conversational contributors that were less intrusive but still provided the same additional context.

214   **Instagram added warnings for accounts that were close to being banned**

Instagram updated its policy enforcement processes to implement time-based accruals of policy violations, and enable the implementation of new warnings for accounts that were close to being banned.

365 WAYS DIGITAL CHANGED IN 365 DAYS

215 **Pinterest added a self-help tool to assist users dealing with mental stress and fatigue**

The tools were designed to assist users who are dealing with mental health issues by offering quick exercises that they can follow along with, right from the app.

216 **LinkedIn added services listings for profiles to help freelancers and SMBs**

The listings enabled freelancers and SMBs to list the services they provide on their LinkedIn profile, and be found for the same in search results.

217 **Twitter introduced the option to both 'retweet' and 'retweet with comment' on the same tweet**

The option provided users with more capacity to add their own context to every tweet, while also sharing the original message, adding yet another way to ramp up their own engagement, by liking, re-tweeting AND quote tweeting themselves.

218 **Instagram was reportedly testing a new listing of stories mentions to notify users**

The new section would list all the Stories in which a user has been @mentioned or tagged by the Story creator, separating these notifications from general notifications stream.

219 **Pinterest launched a mobile ad tool to help create campaigns on the go**

With the ease of Mobile Ad Tools, businesses got simplified ad creation with consolidated targeting options, taking the guesswork out of setting up Promoted Pins.

220 **Facebook expanded search ads availability to more businesses**

The access to Facebook's new search ad option significantly expanded, when a range of Facebook advertisers reported that 'Search' had turned into an option within their Ad Placements tools.

221 **Twitter began testing the ability to drag and re-order attached tweet images**

The functionality would make it easier for users to compose tweets, as they would like, as opposed to uploading images in the exact right order to correlate with their presentation.

222 **Pinterest added new personalised recommendations and related product listings on Pins**

'Picked for You' Pin collection appeared at the top of home feed, and an updated shopping section below Pins from certain businesses showcased expanded brand Catalogs based on the items that users had shown an interest in.

AUGUST

2019

223   ### Snapchat launched an updated streamlined ad creation process

The platform introduced Instant Create, where advertisers could select their objective (increase web visits, app installs, or app visits), enter their business website and finalise their targeting.

224   ### Facebook was reportedly working on a TV-connected streaming and video call device

The device could enable the users to stream videos while placing it on the kitchen platform or desk. It would be complete with a remote, where Facebook used its video calling technology to build this device.

225   ### TikTok added GIF Integration with Giphy to add more creative capacity

The feature enabled the users to create creative videos to make sure their users can enjoy the platform to the fullest.

226   ### Facebook added Instagram scheduling to the Creator Studio

The option helped content creators to schedule their posts and check how their posts will look like after posting.

227   ### Facebook funded Facebook Watch exclusive news programs in Australia

By partnering with Australia's leading news and current affairs organisations, Facebook enabled Australians to connect and share timely and relevant news videos.

228   ### Twitter reportedly tested the option to snooze push notifications for a set time period

The option enabled its users to pause the push notifications for 1, 3 or even 12 hours to avoid embarrassments at an interview, meeting or to have an uninterrupted sleep.

229   ### Facebook added a slideshow option to Facebook Stories to boost usage

The slideshow option helps users to add multiple photos with ease. This feature was an attempt to attract more people to use Facebook Stories.

230   ### Twitter reportedly began the test of optional notifications for replies to any tweet

The feature helped users to select any tweet, from any profile and subscribe to tweet replies to see how the discussion evolves.

231   ### Facebook took its first step towards building a dedicated, 'trusted' news section

The news section facilitated users to stay connected to the trusted news even if they have missed it on the News Feed.

232   ### Twitter tested a DM search option among various other tweaks

The DM search option enabled users to search the messages they want to read again, instead of scrolling through all the list of DMs.

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233 **YouTube expanded Super Chat Creator payment option to more regions**

The feature gave an additional revenue stream for live-stream producers on the platform.

234 **LinkedIn added audience insights through third-party partnerships**

With this feature, users could leverage the key topics suggested by the third-party partners to improve LinkedIn campaigns.

235 **Instagram opened its AR Filter Creation tools to all users**

The feature enabled users to use AR filter and stay updated with unique effects from the creator community.

236 **LinkedIn expanded content curation and sharing options in Sales Navigator**

Sales Navigator received alerts from Elevate within their Navigator dashboard, where users could also take actions upon it directly.

237 **Twitter tested a content filtering system for message requests**

The feature sent unwanted, offensive messages in your additional messages to a separate section, helping its users to view it only if they want.

238 **YouTube updated Content ID claim policies to protect Creators**

YouTube updated its Content ID claims process, which some publishers had been using to take ad revenue from YouTubers for the smallest of infringements.

239 **Instagram launched a new option for reporting misinformation as on-platform scams grow**

The new feature enabled users to report the misleading information to reduce the reach of false data.

240 **Facebook removed its Group Chats feature to limit spammers**

The removal of this feature restricted strangers from sending DMs to the members of their group.

241 **Twitter launched 6-second video ad bidding, providing new options for video marketers**

In this new feature, the advertisers were charged if and only their ads were viewed for the complete 6 seconds.

242 **Facebook announced its plans to Launch WhatsApp Payments in Indonesia**

The payment feature essentially enabled users to process digital payments on WhatsApp.

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243 **Facebook finally launched Its 'Clear History' tool, starting in Ireland, South Korea and Spain**

The feature allowed users to manage their data and activity on Facebook. The users could delete the information from their account and restrict Facebook from sharing it with advertisers.

244 **YouTube announced to remove its in-app messaging option soon**

With this update, the platform wanted to focus on improving public conversations than personal conversations.

245 **Facebook Introduced 3D Photos to Android devices**

The feature allowed Facebook users to add depth to their still images using 3D photos, making their posts more creative.

246 **Twitter tested larger image tweet carousel ad format**

The carousal ad format allowed advertisers to include multiple images to a single link.

247 **Facebook tested a listing of Post Reactions in users' notifications stream**

The update would help users to understand what kind of reactions their posts received and accordingly spur the engagement.

248 **Instagram developed a separate messaging app called 'Threads'**

The new messaging app helped users to maintain connections with their close friends and build stronger bonds.

249 **Facebook tested a screen-sharing option for Messenger**

The feature helped users to share their phone screen in messenger chat, enabling them to share in-app experiences, videos, etc.

250 **LinkedIn modified its algorithm to create a better news feed for users**

The algorithm allowed users to scroll through the content about topics they cared about the most.

251 **Google tested carousel local pack with ads included**

In the new design, user could view the local results in a scrollable carousel format with an ad spot at the top.

252 **Google updated Google Images to make it easier to shop via search**

When a user selected an image, it appeared in a side panel on the page, next to the search results. The selected image stayed still as the user scrolled, allowing them to compare images with others.

253 **YouTube announced to roll out abbreviated subscriber counts**

Instead of showing the accurate number of subscriber, this feature displayed an abbreviated number of subscribers to the users.

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SEPTEMBER

2019

254 **Facebook tested a separate panel in Feed for Stories**

The update could provide expanded promotional opportunity for brands, prompting advertisers to focus upon Facebook Stories for promotions and even cross-posting Instagram stories.

255 **Facebook updated face recognition permissions to provide more control**

The platform notified users that they can opt out of 'tag suggestions' settings, upon which it shall also delete previously stored face recognition templates for the user.

256 **Facebook began rolling out an updated desktop layout for simpler navigation**

The new layout made it easier for users to navigate to their favourite elements, with tabs along the top of the screen, and a more compressed view.

257 **Twitter started allowing line-breaks in profile bios on twitter.com**

Users had a new option to present their information on Twitter in a different way, probably similar to how they do on Instagram.

258 **LinkedIn added auto-generated alt-text tags to uploaded images**

It was important from both an accessibility and search capacity perspective, as it ensured that the audience gets the most out of updates, and the platform gets more data points to refer to when displaying relevant content.

259 **Twitter was testing new tabs for lists and bookmarks, new 'Topics' shortcut**

Out of the two new tabs spotted, one linked straight to the bookmarked tweets and the other made it easier to view lists. Twitter was also testing a quicklink to list creation within the 'Lists' tab and a new 'Topics' sidebar

260 **Facebook tested new in-app shopping ads for both Facebook and Instagram**

Two new shopping ads were spotted —one that allowed users to order an advertised item from the News Feed Ad itself, and another where brands could turn their Instagram Shopping Ads into Paid Promotions.

261 **Snapchat added the option to share music via Spotify within Snaps and Stories**

Users could share playable Spotify tracks as stickers, without the availability of an exclusive music sticker option on the app.

262 **Twitter officially launched an option to drag to re-order attached tweet images**

It saved the users from the hassle of having to upload their images in an order they prefer, giving them more control over tweet presentation to maximise performance.

263 **Instagram added the IGTV Series option to categorise videos**

The update was focused upon boosting exposure for IGTV content and enabled creators to segment their videos into dedicated collections.

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264 **LinkedIn added the 'Find an Expert' post option to connect with relevant freelancers**

Users could now fill in relevant fields in order to put out a call for help from experts, while making their requests stand out within LinkedIn feeds.

265 **Reddit launched new content sharing integration with Snapchat**

To share Reddit content in Snapchat, Redditors simply had to tap the "share" icon on an image, text or link-based post on its iOS app and select the Snapchat option.

266 **LinkedIn rolled out Skill Assessments feature to let users validate their skills**

LinkedIn's Skill Assessment feature was constructed through a rigorous content creation and review process in partnership with LinkedIn Learning industry and subject matter experts. It enabled users to showcase their proficiency and become more discoverable.

267 **Facebook added new video publishing tools, including Live Rehearsals and Watch Party Replays**

Live rehearsals, replay trimming and simulcast live broadcasting were added to Facebook Live. Furthermore, Watch Party scheduling was introduced to generate an announcement post, along with Watch Party replays to showcase video & related discussions after the live. Lastly, it added new metrics to Creator Studio that would help understand how Watch Parties are driving viewership.

Facebook also added a new visualization to its 'Loyalty Insights' element, to indicate which videos are driving returning viewers. Facebook added a Distribution metric in Creator Studio that would allocate a score to each video's performance based on the Page's historic average. Creator Studio expanded its auto-captioning with 13 new languages. Facebook expanded the range within which users can schedule Instagram and IGTV posts. Facebook announced that it is working on adding post-editing features for those who were using Creator Studio for Instagram scheduling.

268 **Facebook published an updated guide to Creator Studio**

The guide, released on Facebook's Creator website, covered an overview of all key elements & features, and explained their basic functionality and insights, including the data displayed, and what it meant for user's strategy.

269 **Pinterest announced Lens updates; released new stats on visual search**

Pinterest added an option, which enabled users to save the images they capture through Lens, and added more Shoppable Pins to Pin results. The platform also reported numbers to indicate the importance of visual information during a search session on the platform.

270 **YouTube clarified the verification process with new icons and requirements**

YouTube removed its verified badges, and introduced a grey swipe across the entire channel title. In addition, it started accounting for Authenticity and Prominence, apart from follower count to determine which channel deserves a verified status.

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271 **Pinterest added fresh emoji reactions and chat features to group boards**

Pinterest designed new tools for its group boards to increase engagement and interaction within the collaborative option. In addition, it enabled the users to sort Pins within group boards by reaction, comments, and the time that each was pinned.

272 **Facebook announced the removal of its group stories option**

Following the update, Facebook group members were unable to contribute to a single, collaborative Story within that group.

273 **Facebook announced three new versions of its Portal video calling devices**

The highlight of this launch was the device, which could connect to home TV sets, along with the inclusion of WhatsApp video calling to the Portal. Facebook improved its options for video calling, with an AI-powered Smart Camera, and Smart Sound.

274 **Twitter launched Lists as alternate, swipeable timelines on iOS**

The feature enabled users to pin up to five selected lists from their 'Lists' settings and have them appear as swipeable feeds from the home timeline.

275 **Pinterest announced a new business profile format, Shop the Look collection ads**

Pinterest expanded its shoppable post format into paid ads, enabling businesses to showcase multiple items within each Pin. The new business profile format enabled brands to use custom images, or even video, in their header section. It offered a dedicated 'Shop' tab and included an "updated messaging feature for quick customer support and feedback".

276 **Snapchat expanded ad length limits; announced new ad formats**

Following the update, skippable ads of selective format could be up to three-minute long. It also added an interactive option for its unskippable six-second video ads, with a "swipe up" option.

277 **Inventory uploads got faster for Facebook ads and shopping posts**

Facebook aimed to help keep user Catalogs current, and information about inventory accurate, while also giving the customers a better experience with faster inventory uploads.

278 **Gmail launched its own dark theme on Android and iOS**

Google announced the dark theme support for Gmail on mobile, which Android 10 & iOS users could turn on through settings, while it was automatically enabled for Pixel users.

279 **Instagram added branded content tags for IGTV**

While the Instagram's Branded Content Tags were still limited to select users, the platform expanded the feature to long-form IGTV content, which when applied would display a 'Paid Partnership with...' note in the header of the video post.

280 **Facebook began hiding like counts on posts to end the 'popularity contest'**

Facebook officially started to hide like counts on posts from everyone else apart from the author, beginning with Australia.

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OCTOBER

2019

281 **Twitter was testing emoji 'reactions' for Direct Messages**

The option enabled users to attach one of seven quick emoji responses to any given message in a stream.

282 **Instagram launched @Creators account to provide tips and advice for influencers**

The new account, shared tips, tricks and tutorials from platform experts, as well as the official Instagram updates and data insights, to give creators a better understanding of how they can maximise their Instagram presence, and build their audience.

283 **Instagram launched product launch reminder stickers and tags to capitalise on audience interest**

The new options enabled users to set reminders for the item launch date, preview the product details in-stream, and then make a subsequent purchase as soon as a product becomes available - all without leaving Instagram.

284 **Facebook added 'Click to Message' CTA to Stories ads across Facebook, Instagram and Messenger**

The option enabled businesses to drive direct conversations from their Stories ads with a 'Swipe up' prompt that took them through to a Messenger conversation, without leaving the app.

285 **YouTube announced a new comment filters for its Studio**

The filter made it easier for creators and brands to identify key video responses of interest, based on Response Status, Contains Question, Subscriber Count, Subscriber Status, and Member Status.

286 **Twitter rolled out DM search option to iOS users after month-long testing**

The update enabled users to search their DMs by name, to check for personal and group messages that include it, with a limitation on searching the messages by content.

287 **LinkedIn launched new tools to improve targeting for on-platform ad campaigns**

LinkedIn expanded its audience forecasting tools within the ad creation flow, making it easier to see exactly who would the campaign reach, based on entered parameter. Another new feature added, was Boolean Logic - i.e. using 'and/or' qualifiers to refine the targeting further.

288 **Facebook was reportedly expanding its test of keyword alerts for groups**

The reported format enabled admins to add relevant discussion terms, which they want to monitor within the group, and get alerts about the posts that include them in a separate tab.

289 **Instagram added new 'Restrict' option to limit the exposure of trolls and cyberbullies**

Users could 'restrict' someone by swiping left on a comment, through the Privacy tab in Settings, or directly on the profile of the account they intend to restrict. After that, all comments on the user's post by a restricted account was visible to that person only.

290 **Google added data security tools including YouTube history auto-delete and password check-up**

Google Maps' incognito mode enabled users to hide their location history. A new option enabled users to set an auto-delete timer on YouTube viewing & search history, while another helped them delete their history of voice commands to Google Assistant. It also rolled out a password check-up tool, to indicate if it is weak, used across multiple sites, or compromised in a third-party data breach.

365 WAYS DIGITAL CHANGED IN 365 DAYS

291 Instagram launched tests of new AR 'Try On' ads with selected advertisers

Users were able to actively engage with the advertised product virtually, see how it looks, and share these experiences via Instagram Stories, helping to spread the word.

292 Twitter tested fresh engagement filters to advanced search queries

Users could sort their query results by a set number of replies, Likes or retweets, helping to find the most engaging tweets on any given subject. It required knowledge of the exact commands to include within the query string, required after the search term.

293 Snapchat was developing a 'Home' Geofilter option for home addresses

Users could create simple, free Geofilters tagged to their home addresses that their visitors could add to their snaps. Businesses could avail the same option, but only after payments.

294 Twitter was testing a new option to 'Stream' tweets in real-time

The new test saw the addition of a 'Stream Tweets' toggle, which, when activated would mean that users would see new tweets as soon as they are shared when a user is at the top of the timeline.

295 LinkedIn was updating its group categories to 'Listed' and 'Unlisted'

LinkedIn was reportedly changing its group types to 'Listed' and 'Unlisted', as opposed to the current 'Standard' and 'Unlisted', with a subtle clarification that the 'Listed' title specifically stated that a group is listed, and is discoverable in search.

296 Instagram launched a messaging app for close friends called 'Threads'

The app included a new 'Auto-Status' feature that would help keep people updated on user's movements throughout the day in a dedicated, private space through photos and videos.

297 Snapchat enabled in-game purchases for first time in a campaign with Adidas

The Adidas campaign used a simple 8-bit game, inspired by the Adidas Baseball 8-BIT collection. Through the game, players were able to purchase the brand's latest cleats.

298 Instagram added the 'Emails from Instagram' security confirmation listing

Instagram added an in-app anti-phishing element, with a listing of all official emails, which it sends to the users.

299 Instagram removed its 'Following' tab that highlighted friend activity in the app

Following was the best way to discover new content before the advent of 'Explore' section in the app, which had established itself as the primary means of discovering new stuff on Instagram.

300 Facebook announced a change to organic Page impressions; removed grey verification badges

The grey verified badges were originally designed to display Page authenticity. The platform also re-configured its reach calculations so they are more in line with how it displays ad reach.

365 WAYS DIGITAL CHANGED IN 365 DAYS

301   **TikTok was questioned for turning user-submitted content into ads, without user knowledge**

TikTok was reportedly using popular videos submitted to its platform as part of its ongoing, external promotional campaign, without notifying or compensating the original creators.

302   **Instagram updated its Stories camera with new 'Create' mode to highlight creative options**

The updated format made the app's various 'Stories tools' easier to access and apply directly from the main function bar. It minimised Stories creation efforts, ensuring that users utilise all the options available in order to improve engagement and performance.

303   **Instagram added the dark mode on the latest versions of iOS and Android**

The app joined the dark mode movement, with the platform officially launching a new dark mode option for iOS 13 and Android 10.

304   **Snapchat launched 'Dynamic Ads' to create ads based on uploaded product Catalogs**

This powerful e-commerce solution helped advertisers create mobile ads at scale, by syncing with an uploaded product Catalog. They could easily choose mobile-native templates to showcase products, choose a prospective or re-engagement audience, and deliver ads that adjusts to Catalog updates.

305   **Instagram was reportedly testing event 'Invites' sticker for Stories**

The new Stories sticker option aimed at facilitating event participation, with invites that carry details & description of an upcoming event, and enabled viewers to RSVP directly from the sticker itself.

306   **Facebook began testing 'Suggested Time' feature for scheduled posts**

The new 'Suggested' option was spotted within Facebook's post scheduling options for Pages that would enable Page admins to reach the audiences when they are most active on the platform.

307   **LinkedIn rolled out a fresh format for its 'Daily Rundown' professional news updates**

LinkedIn announced some changes to its Daily Rundown professional news listings, which users can opt-in to, in order to receive a key business news overview each day.

308   **Twitter showcased increase in active users; reports slowdown in ad revenue growth**

Twitter reported growth in 'monetizable daily active users' while avoiding direct comparison with 'overall daily active users' of its competitors. It attributed the revenue slowdown to "revenue product issues and greater-than-expected seasonality"

309   **Facebook launched 'News' as a dedicated tab for news content**

Following the multi-million dollar agreements with publishers, and months of testing, Facebook released a dedicated & trusted 'News' tab where users could view the latest, verified news by topic, hide sections or publications, get a general news update.

310 **Facebook launched an option that enables advertisers to list ad text variants**

'Multiple Text Optimisation' gave advertisers the ability to include alternative text options, which its systems can then test and optimise to generate the best results.

311 **Instagram expanded its ban on self-harm images to include depictions in drawings and memes**

The app banned fictional depictions of self-harm or suicide on Instagram, such as drawings or memes or content from films or comics that use graphic imagery. It also banned the accounts posting such content from it search or discovery surfaces.

312 **Facebook launched 'Preventive Health' tool to raise awareness of personal health concerns**

It was an optional process within its main app, which can prompt users to undergo regular health check-ups, based on their age and gender information.

313 **Twitter banned all political ads in response to concerns around misinformation**

 Twitter announced a ban all political ads on its platform, following the ethical concerns on how social platforms should address political speech and misinformation that influence votes, and affects millions of lives at large.

314 **LinkedIn published a research into common mistakes made in measuring social ROI**

Measuring social ROI too quickly, using generic, traditional measurements to filter results, and optimising campaigns too soon under the pressure to perform faster were the prime concerns listed in the report.

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315

Facebook announced updates to help brands connect with customers via Messenger

The Messenger graph API was updated to simplify the process of connecting the right app to the Messenger campaigns. A new option, 'icebreakers' was introduced for brand profiles, which enabled businesses to provide questions that users could ask via message in order to initiate conversations.

316

Facebook launched 'Work Groups' to connect with co-workers on the platform

The option intended to reduce the need to connect with every colleague and let them into personal interactions viz. they could exchange messages without being Facebook friends.

317

LinkedIn added two new language translation settings to broaden usage capacity

The settings allowed users to input the languages they understand and do not want translations for, as well as being able to define which language they would like all content translated into.

318

Snapchat released a 3D paint feature, allowing users to draw augmented reality filters

The update allowed users to draw 3D objects on their face, or on objects in their environment using the mobile device's front or back-facing camera to capture the scene, and the finger to draw.

319

Facebook changed its corporate logo to distinguish products from main app

The new logo was solely meant to represent the corporate parent of Facebook, WhatsApp, and Instagram (among other divisions), and was not a new logo for the social media service i.e. Facebook.

320

Twitter launched a study of key cultural shifts based on billions of tweets

Using machine learning to remove commonplace topics & fads, Twitter uncovered 18 of the fastest-evolving trends, and 6 overarching themes. Users could also download a 'Trend Pack' to understand how analysts reached these conclusions.

321

YouTube launched an updated desktop and tablet app layout

The updated format provided more room for each preview panel, enabling additional context. It featured a new 'Add to Queue' option make it easier for users to quickly build video playlists, while the 'Don't Recommend Channel' option appeared for the desktop version too.

322

Instagram expanded the hiding of total 'Like' counts for US users

The initial test was launched in Canada back in May, before being expanded to seven more countries in July. The expansion of the test for American users suggested that Instagram was generating results.

323

Facebook added an option to control navigation bar icons and notifications

The update also included the capacity to easily change the listed icons, and get rid of the red dot notifications on each.

324

WhatsApp launched product Catalogs for small businesses

With the update, brands on WhatsApp were able to utilise product Catalogs in their WhatsApp Business listings, helping to provide more information about, and images of, the items that they provide.

365 WAYS DIGITAL CHANGED IN 365 DAYS

325

Reports revealed the impact of Instagram's hidden Likes experiment on influencer engagement

HypeAuditor released a study of content from more than 154k Instagram influencers, each of whom sees at least 30% of their following coming from users in the tested regions. The results were not definitive but reflected an overall reduction in 'Like' activity in regions impacted by the change.

326

TikTok tested social commerce links in videos as a step closer to full monetisation

Within the tests, users were enabled with options to add links into user bios and eCommerce URLs directly into uploaded videos. A clickable shopping cart icon accompanied these video links.

327

Pinterest expanded self-help tools; outlined improvements in detection of self-harm content

On searching for a term related to self-injury, ten new coping & self-help assistance exercises would appear in the results. Users could also access the collection by searching for #pinterestwellbeing.

328

LinkedIn re-introduced the option to invite connections to follow a company page

The feature was previously removed due to spam, was brought back in May, removed again, and was back again with a restriction that it can only be utilised by company page admins.

329

Facebook launched another teen focused app, this time to make memes

Whale, a new app by Facebook's NPE Team LLC, enabled users to create their own memes with simplified templates and tools without any distractions, or hidden subscription pricing.

330

Instagram launched 'Reels' Mode, similar to the key functionality of TikTok

'Reels' was launched as an element within Instagram Stories, offering the same content creation method as TikTok. Instagram looked forward to feature Reels content in a new 'Top Reels' section in Explore, adding to the discoverability of the tool.

331

Instagram was reportedly testing a new display layout for IGTV content

Instagram tested a format for IGTV content, which would switch the main feed into a vertical scrolling list, leading users to the next video in stream, and would categorise the IGTV discovery listings based on Following, Popular, and History.

332

Twitter tested tweet scheduling built into its Tweet Composer

Twitter officially confirmed that it is testing a new option to schedule tweets within the Tweet Composer window in the app. The option was particularly beneficial for managing tweets on the go.

333

Twitter added new 'Conversation Insights' to its Media Studio

Twitter unveiled the amount of tweet mentions over a chosen period of time, the specific people engaging with the profile and amplifying the messaging. Users could filter the tweet timelines by follower and engagement thresholds, language, Tweet format, and verification status.

334

Twitter rolled out an option to hide tweet replies for all users globally

The option enabled users to remove any tweet replies, and have better control tweet engagement by ensuring no shift in the topic or tone of a discussion that derails the original conversation.

365 WAYS DIGITAL CHANGED IN 365 DAYS

335 **Facebook was testing a 'favourites' friend listing for Facebook Stories**

Reports said that the feature enabled users to share their Facebook and Messenger Stories with smaller & selected groups of friends, as opposed to all of their connections.

336 **Facebook removed the option to add friends to live-stream broadcasts**

Facebook, at one time, was all-in on Facebook Live but the service took a back seat as that initial hype died down.

337 **AdRoll highlighted four crucial digital marketing trends for 2020**

The report pointed out why marketers should focus upon Conversational marketing, AI/ML-based data management, Community marketing, and Consumer privacy.

338 **Google announced Site Kit Plugin's availability for global WordPress users**

The ability to see all site performance metrics, captured across various Google products, on Site Kit gave WordPress users an out-of-the-box dashboard experience without having to pull data from disparate sources.

339 **YouTube added 'Super Stickers' and an option to add @Mentions in video titles**

YouTube added 'Super Stickers' to its Super Chat streamer payment tools, that could stand out clearly in comment streams and help gain attention of the broadcaster during a hot streak.

365 WAYS DIGITAL CHANGED IN 365 DAYS

DECEMBER

2019

340 **Twitter launched an updated Privacy Center to better communicate platform rules and processes**

It included links to related regulatory documentation, including the GDPR and the California Consumer Privacy Act, and an overview of updates to Twitter's terms and processes.

341 **Facebook added warning labels to posts in Singapore after demands from Singaporean government**

The update arrived after the Singaporean Government instructed Facebook to publish a correction notice on any updates in relation to a story about the arrest of an alleged whistle blower in the region.

342 **Facebook launched new photo and video transfer tool as the first step in data portability**

The update enabled people to transfer their Facebook photos and videos over to Google Photos, providing users with more control over all of their Facebook data.

343 **Facebook launched the Facebook viewpoints app to reward users for their feedback**

Available for iOS and Android, the Facebook Viewpoints app, offered users in the United States (over the age of 18) an opportunity to participate in various surveys, tasks, and research related to Facebook's family of apps.

344 **TikTok had to refine content policies in response to various concerns**

TikTok abolished its policy of limiting the reach of content uploaded by seemingly mentally disabled users. It was also forced to update the age bar for 'virtual gifting' in live-streams to 18+ years as opposed to 13.

345 **Facebook added two measures to enforce targeting restrictions on potentially discriminatory ad types**

The Ad restrictions for housing, employment and credit opportunities were extended across all of its ad creation surfaces. Facebook also began adding all approved ads in these categories, to its Ad Archive.

346 **Instagram added age checks for new accounts and new options to restrict messaging**

Instagram announced a new process, where users had to enter their date of birth when signing up for a new account. It also implemented new controls for messaging, which enabled the users to choose who could message them.

347 **Instagram published new guides for parents and teens on safe use of the app**

Instagram published two new guide books, both for parents and for teens, to help them better understand how to use the app safely, and how to manage the potential psychological impacts of navigating the feed.

348 **Snapchat began testing 'Cameo' mode that inserted user image into GIFs**

The update enabled users to insert their faces into GIFs, adding their own, unique spin to a range of short video clips.

349 **Instagram was testing new layout options for Instagram Stories Frames**

The new option enabled users to choose a split-screen grid type for images, with six different grid styles to consider, where they could add still images to each grid segment.

365 WAYS DIGITAL CHANGED IN 365 DAYS

DIGITAL YEAR IN REVIEW - 2019

350 **Facebook added new, interactive features for Portal Smart Speaker**

Facebook added more stories for Portal's interactive 'Story Time' mode, which enabled users to share kids' stories via Portal video calls, complete with AR features to enhance the experience. It also added 'Mic Drop', a lip-synching option which enabled users to perform popular song clips "on an AR stage during a call", and came with Stories-style AR masks to "transform users into various music genre characters".

351 **Facebook added new Star Wars-themed features to Messenger**

With the new Star Wars film 'The Rise of Skywalker' set for release, Facebook added a set of Star Wars-themed features in Messenger to help fans celebrate what looks to be the final instalment of the epic series.

352 **Instagram was working on a new 'Poses' mode for Stories**

Instagram was reportedly developing yet another Stories camera option, in the form of 'Poses' which would create stop-motion style clips out of multiple images.

353 **Twitter announced a new team to explore a decentralised social media network model**

The new team, called Bluesky, was to examine the potential of "an open and decentralised standard for social media" because the model could help address some key areas of concern for social networks, such as acceptable content moderation guidelines, universal systems for tackling the spread of misinformation and, most interestingly, a new approach to algorithm recommendations.

354 **YouTube updated its policies on harassment, expanding definitions of personal attacks**

The expanded policies would prohibit, take action, and implement restrictions on "veiled or implied" threats, insults based on race, sexual orientation or gender and repeated attacks over time.

355 **Instagram began rolling out collaborative group stories option**

Aligned with Instagram group chats, the option enabled users and their friends to collaborate on a private Story, providing yet another way to engage and interact with group members.

356 **Twitter added updated candidate profile labels for 2020 US Election Period**

The profile labels for election candidates helped better identify who they are, and where they are standing in the 2020 US election period.

357 **Twitter announced expansion of Trust and Safety Council to improve platform policies**

Twitter said it would expand its Trust and Safety Council advisory group to ensure that it considers the perspectives of a broader cross-section of society when establishing its platform rules and policies.

358 **Facebook added new automatic member approval option for Groups**

The platform announced a full roll out of a new, automatic member approval process for groups, which could help reduce management time for group admins, while still enabling them to maintain some control over group membership.

365 WAYS DIGITAL CHANGED IN 365 DAYS

359 **Facebook added additional fact-checking resources via 'Community Reviewers'**

The diverse group of non-Facebook employees would be called upon by Facebook to check potentially false reports.

360 **LinkedIn added new features for groups to help boost engagement**

With the new features, admins had an option to review all posts before they go live in their group; allow or prevent group members from inviting connections to a group; locate members, with member search filters like 'Location', 'Industry', 'Company', or 'School'; delete all posts from a chosen member; and block members direct from a comment in a group.

On the other hand, members could find comments and content based on keywords; share information about groups in the LinkedIn feed and in private messages; find group posts that have been recommended by admins; and stay aware of the most relevant group posts.

361 **Instagram officially launched new layout mode for Stories**

The new layout was complete with six different grid display styles for still images within a single frame, providing new options for user's Stories images.

362 **Twitter added new preview cards when sharing Twitter List URLs**

The first feature was a list-specific card format that would add an image and title link card, when sharing Twitter lists. Twitter also added new recommendation tools to provide guidance on who users should add to their lists.

363 **Facebook added new holiday features to Messenger Kids App**

This was inclusive of new masks and AR-style overlays for images, along with an option to 'message Santa'. The move was aimed at facilitating social sharing among users aged 6 - 12.

364 **Facebook expanded Brand Collabs Manager to include Instagram Creators**

The aim was to make Brand Collabs Manager a more comprehensive creator marketplace tool, and establish the building blocks for the definitive Instagram influencer database.

365 **Snapchat tested image recognition-triggered ads with popular brand logos**

The ads would enable users to 'scan' a brand logo in order to unlock a unique, branded AR experience.

365 WAYS DIGITAL CHANGED IN 365 DAYS

We raise a toast to the efforts of the assiduous content creators, who keep the world updated with every changing element within the vast expanse of digital technologies and platforms.

You are our heroes!

We are not done yet, and neither are the digital evolutions! With changing times, the digital world is also transforming at an unprecedented rate. So, staying up to date with the evolving trends and coming up with an effective marketing strategy is only going to take your business to a higher level. 2019 was only a glimpse of what is coming up next in the Digital World 2020.

So, as we always say,

"Keep your eyes and ears open, and both your thumbs active!"

A quick brief about White Rivers Media:

White Rivers Media is one of India's most awarded independent marketing agencies of 2019, with a team strength of 120+ people. Based out of Mumbai and Delhi, the agency was founded by Shrenik Gandhi & Mitesh Kothari in 2012, and has been one of the most award-winning independent agencies in 2019.

In the last 7 years, White Rivers Media has worked with some of India's well-known and reputed brands like Red Chillies Entertainment, Dharma Productions, Sony Entertainment Television, ALTBalaji, Balaji Motion Pictures Limited, Zee Studios, Vedanta Group, Aditya Birla Money, Viacom18, Gatsby, Dun & Bradstreet, and more.

AN INITIATIVE BY

WRM ALPS

WHITE RIVERS MEDIA'S ACCELERATED LEARNING PROGRAMMES