

# Platform Updates

**MICHIGAN STATE UNIVERSITY**

# Facebook: Updates

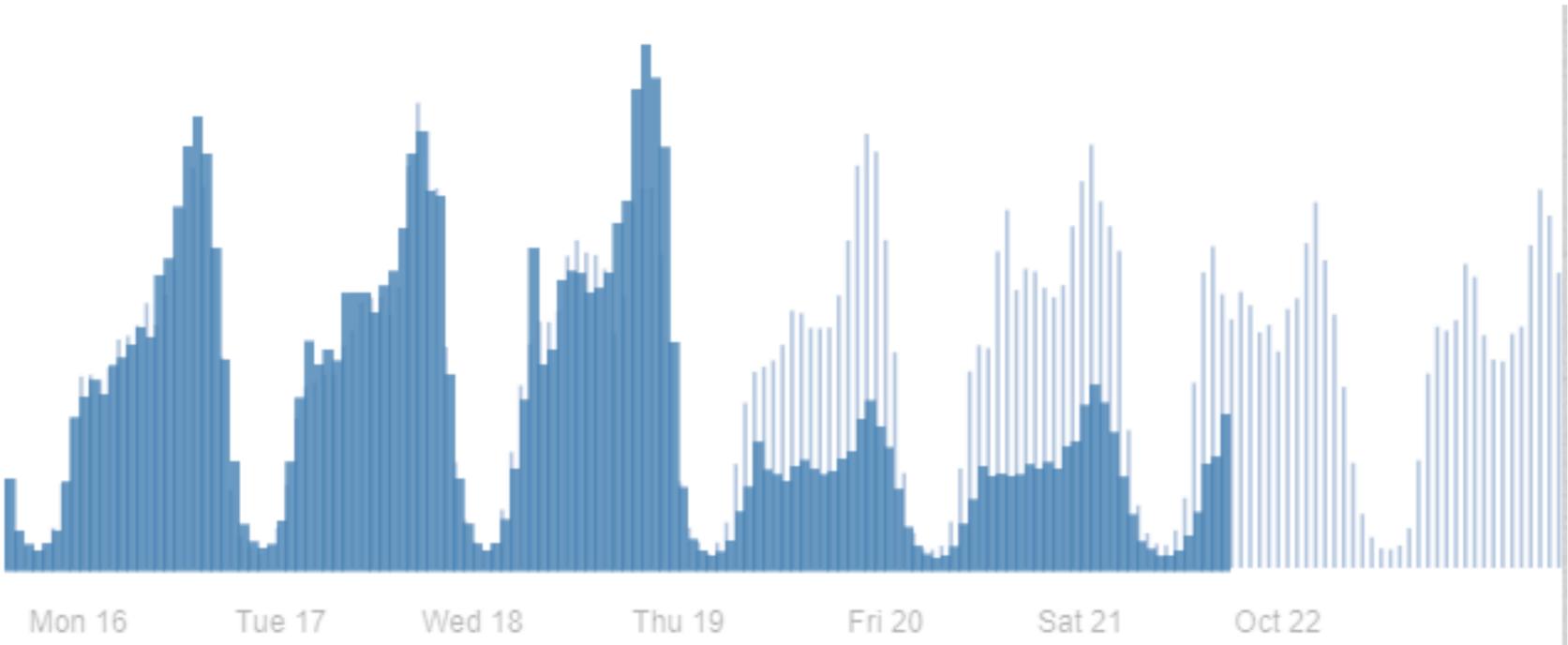
Option to cross-post IG Stories to FB



# Facebook: Tests

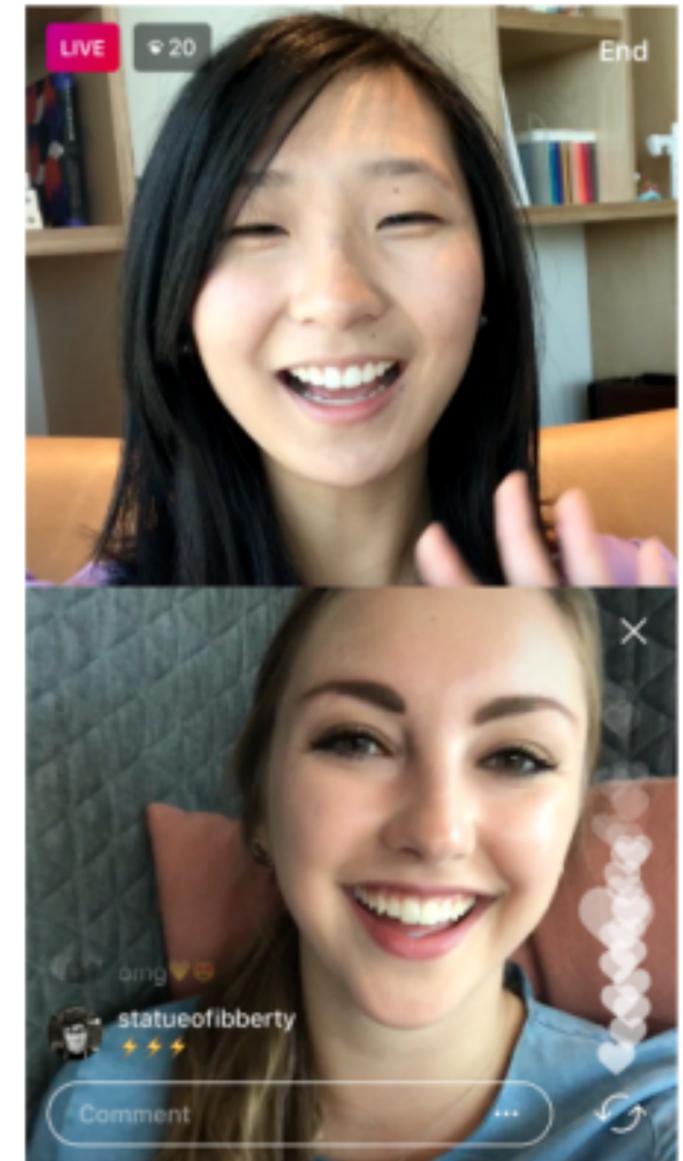
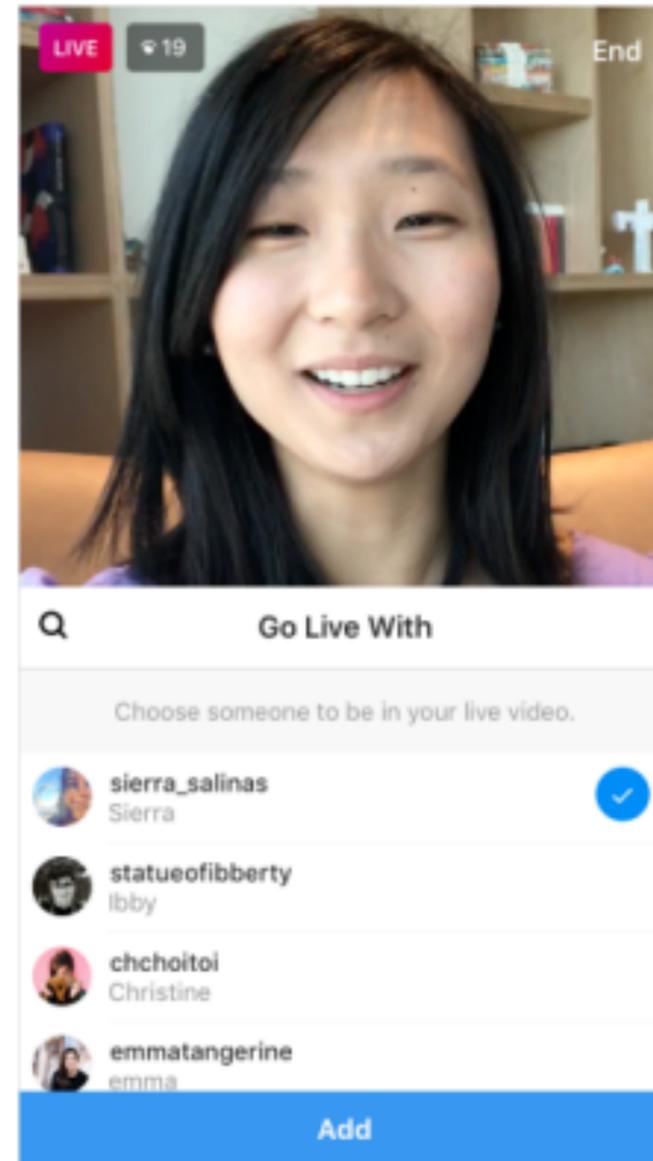
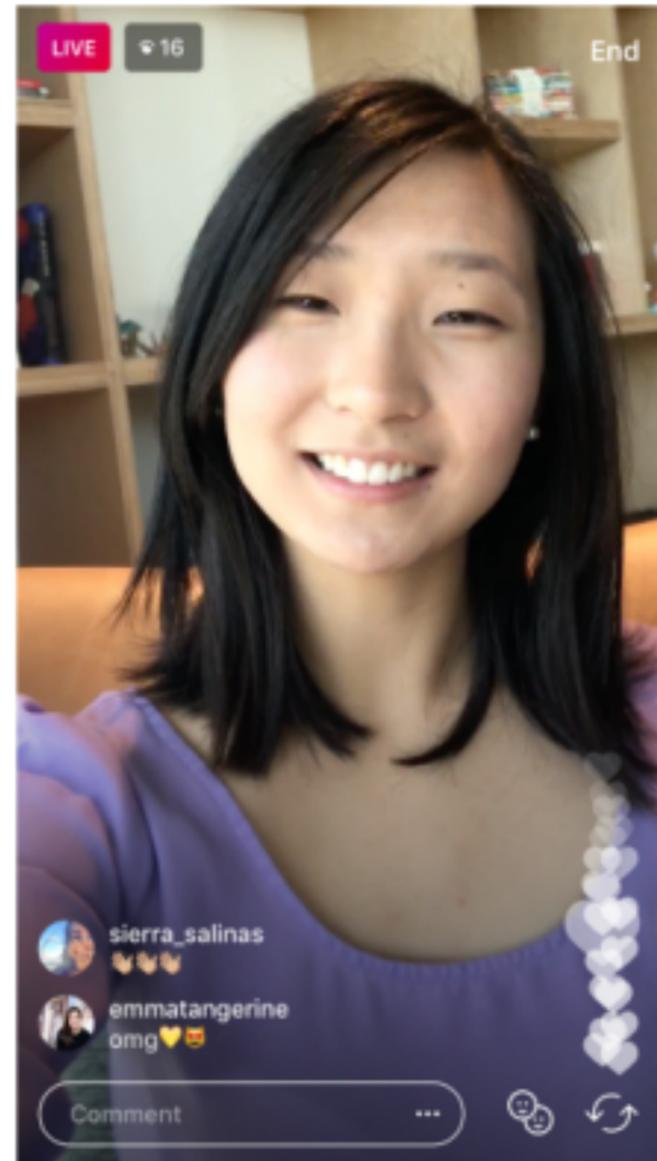
Took all non-ad page posts out of the News feed and into the Explore feed

Sri Lanka, Bolivia, Slovakia, Serbia, Guatemala, Cambodia



# Instagram: Updates

Add guests to live video streams



# Instagram: Updates

Create polls within Stories



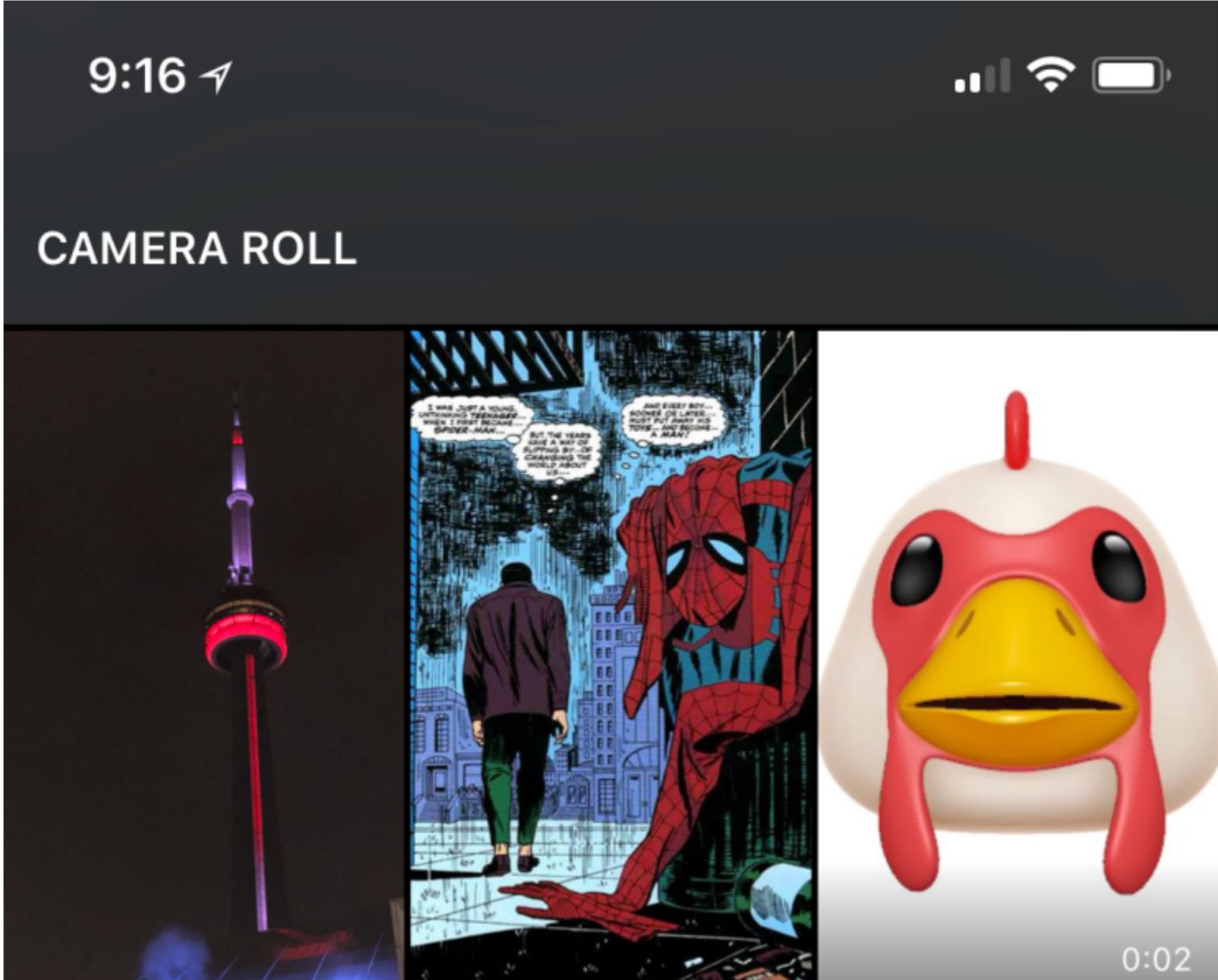
# Instagram: Updates

Create Stories without the app, just using mobile web



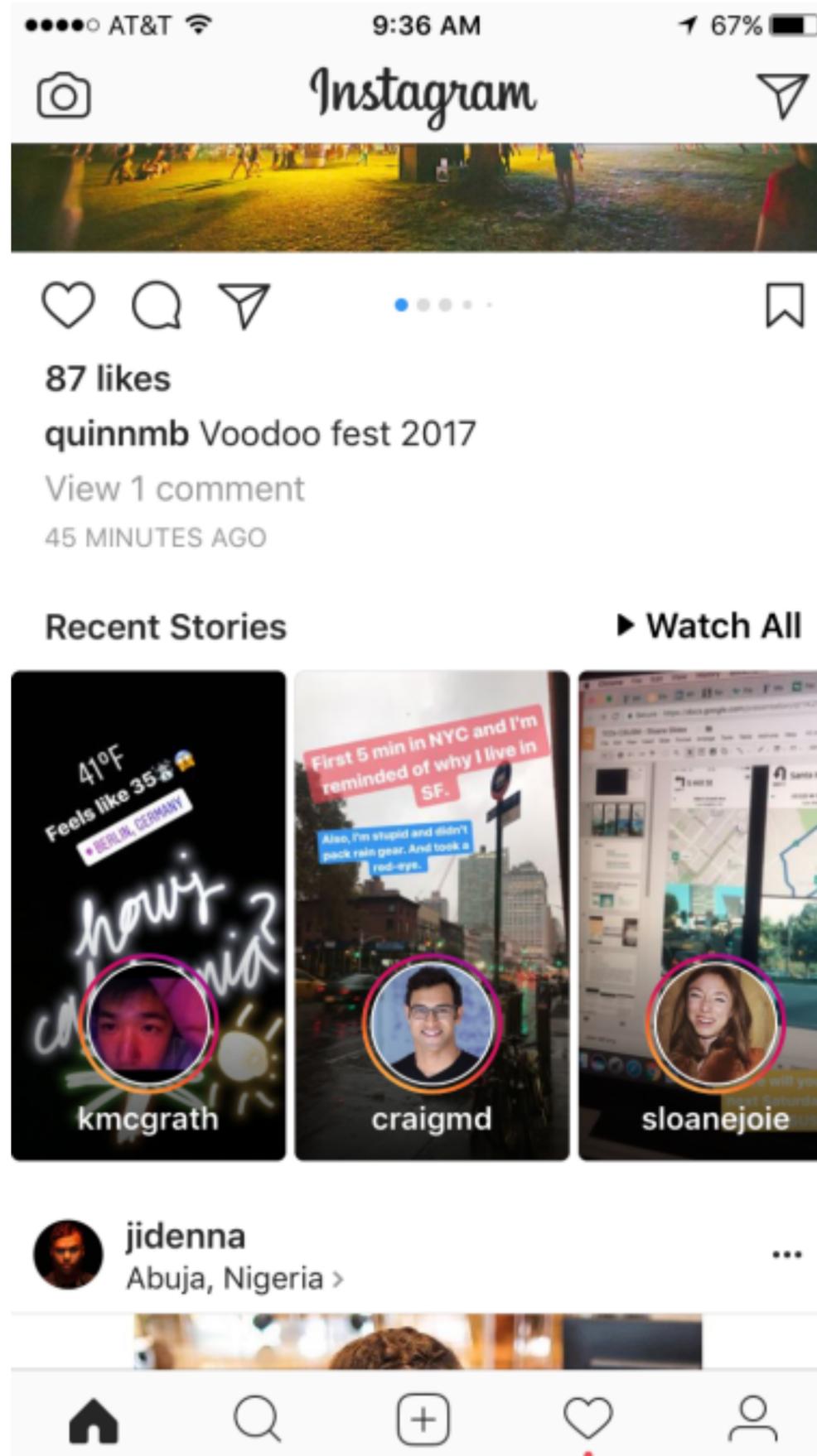
# Instagram: Updates

Add photos and videos older than 24 hours to Stories



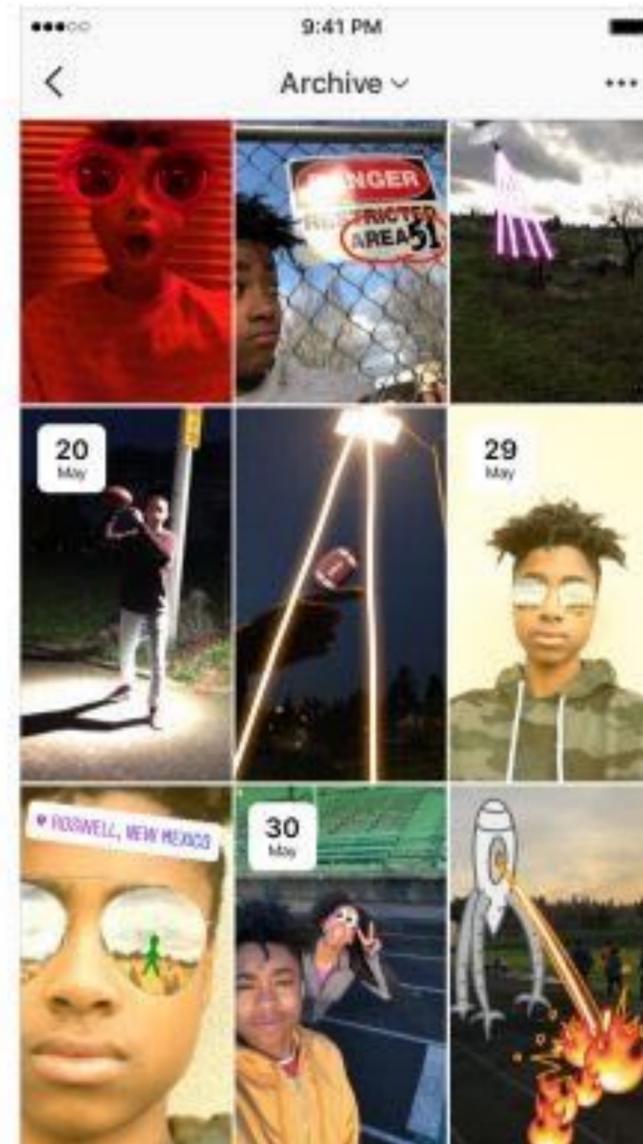
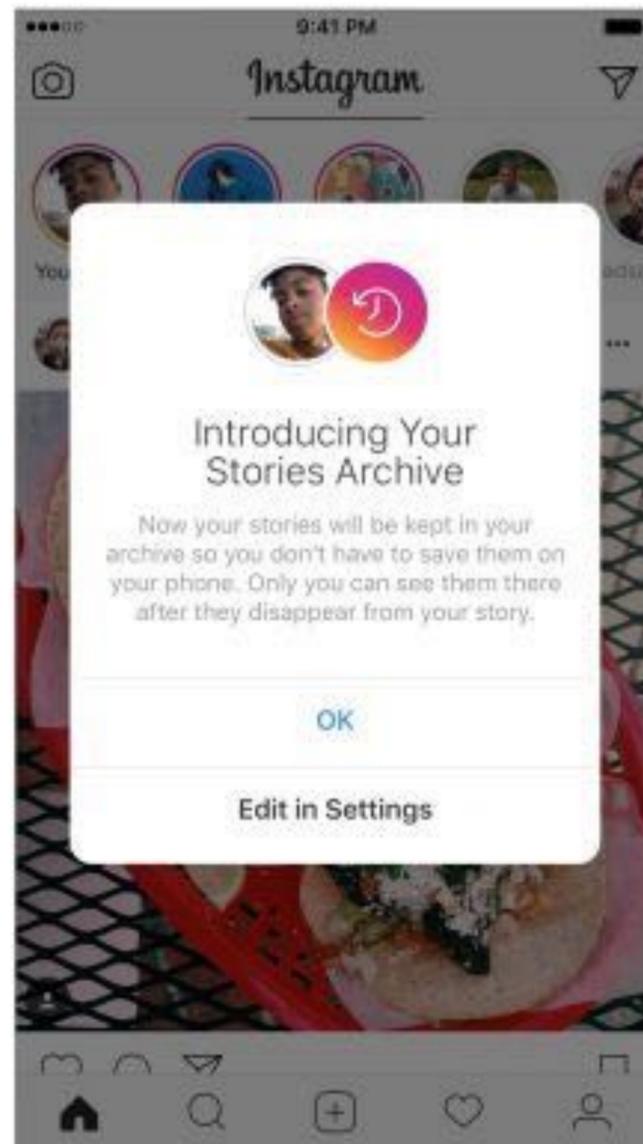
# Instagram: Updates

IG inserts Stories mid-feed



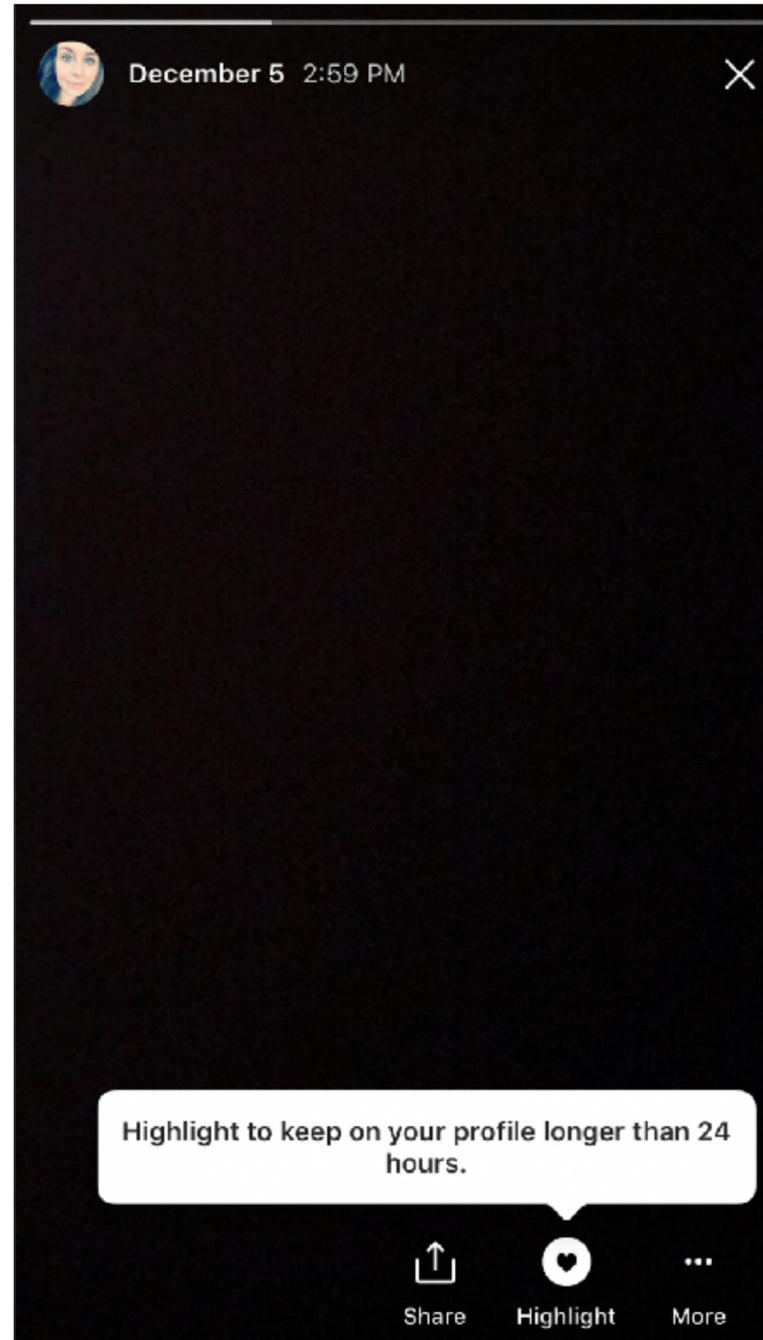
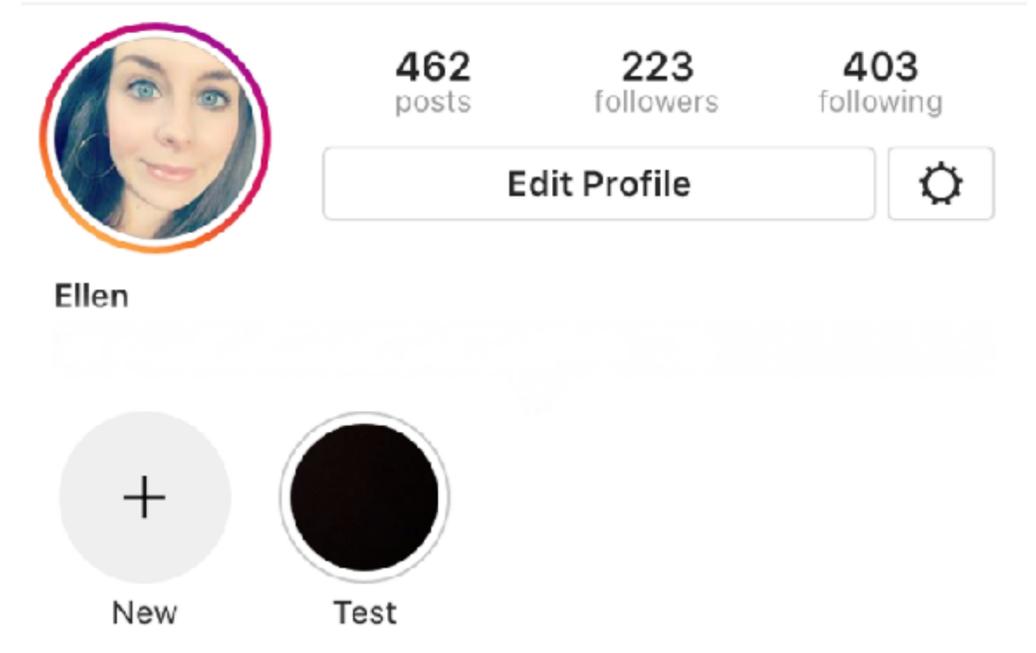
# Instagram: Updates

Stories will auto save to Archives for sharing again



# Instagram: Updates

Stories Highlights = personal IG highlights reel



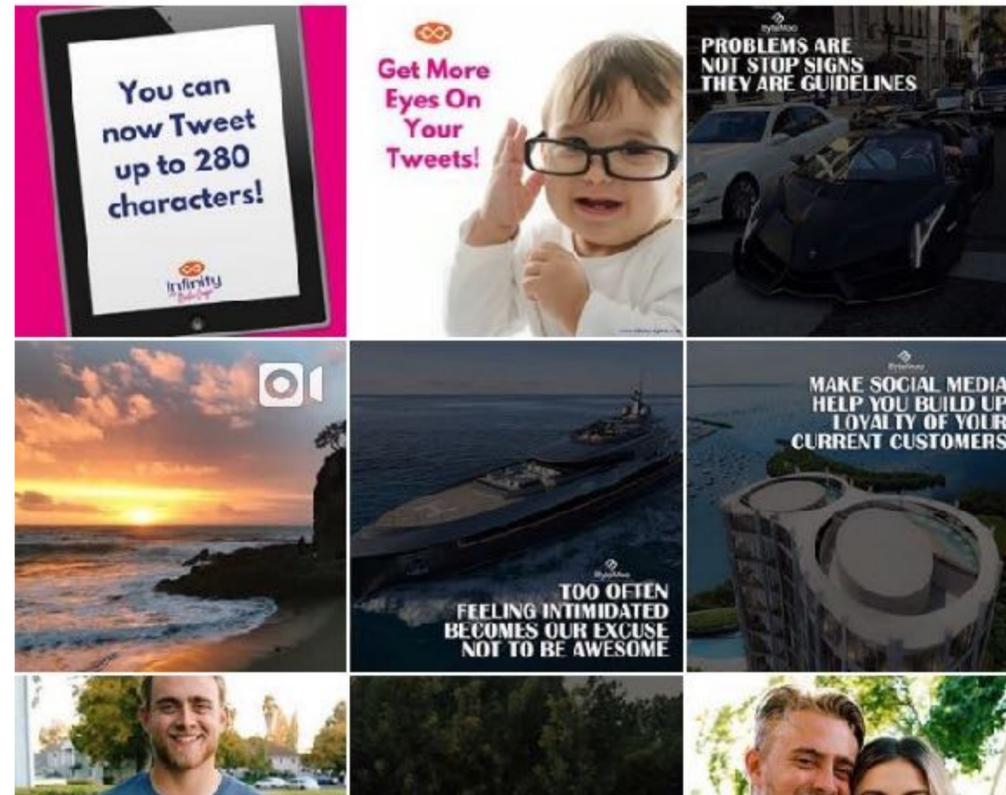
# Instagram: Tests

Ability to follow hashtags



Related: #socialmediatraining #growyourbusiness #

## TOP POSTS



# Twitter: Updates

280-character tweets



jack   
@jack

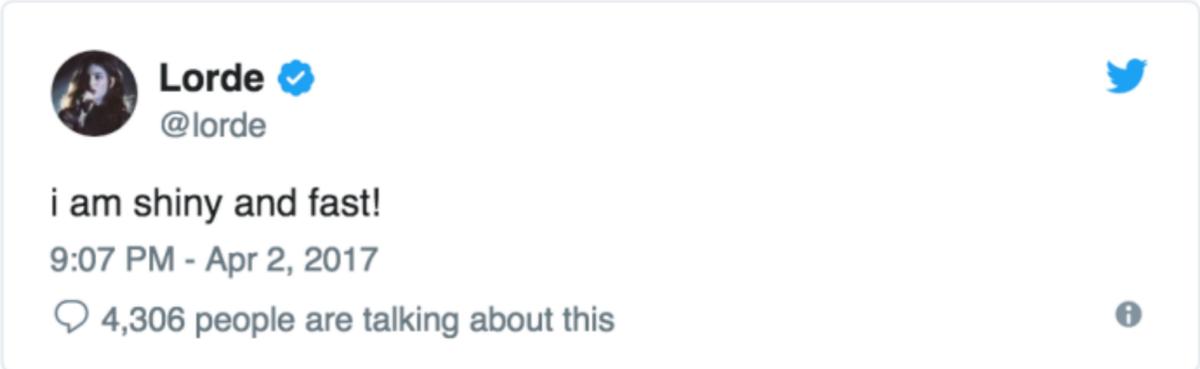
Follow



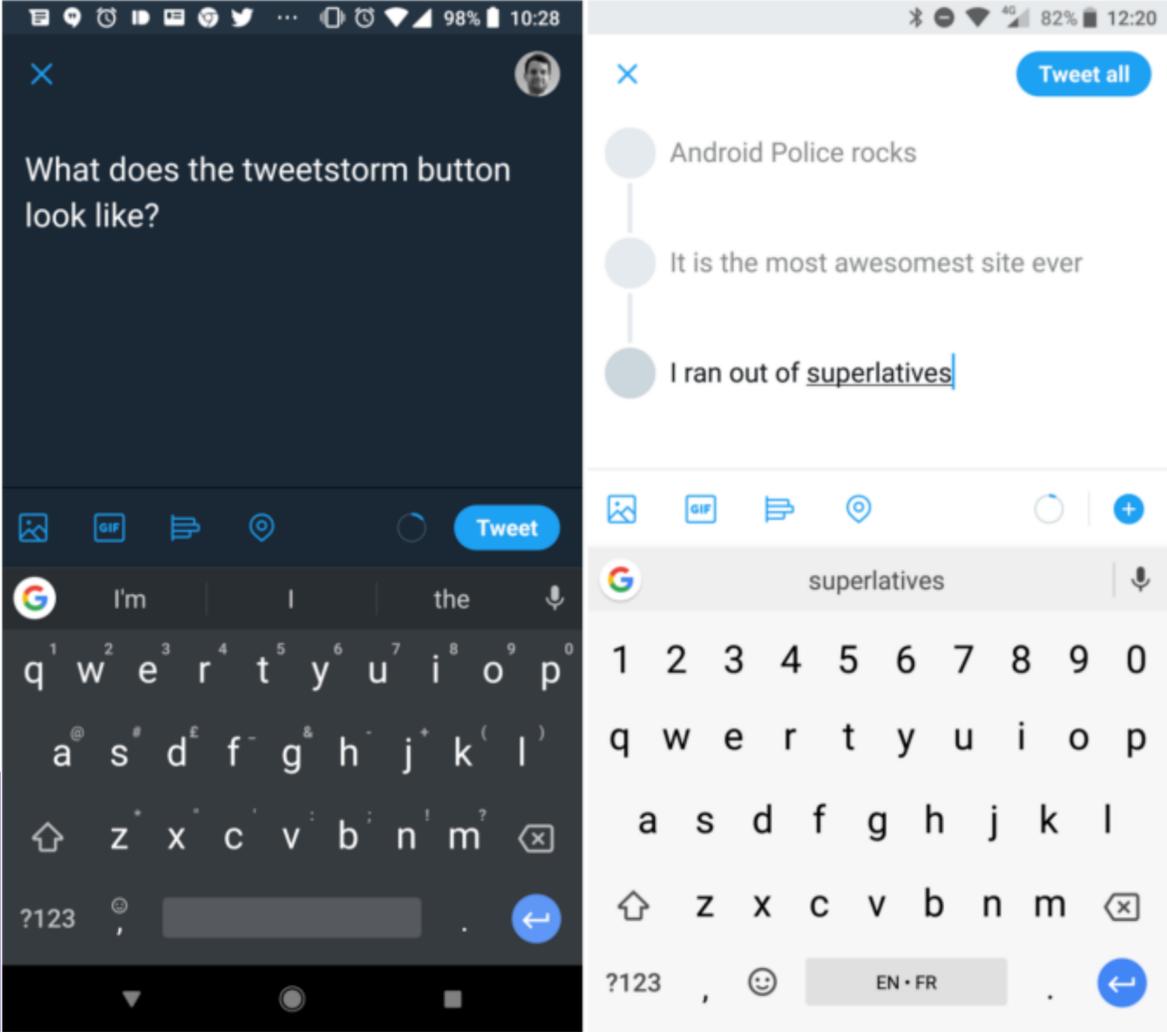
This is a small change, but a big move for us. 140 was an arbitrary choice based on the 160 character SMS limit. Proud of how thoughtful the team has been in solving a real problem people have when trying to tweet. And at the same time maintaining our brevity, speed, and essence!

# Twitter: Tests

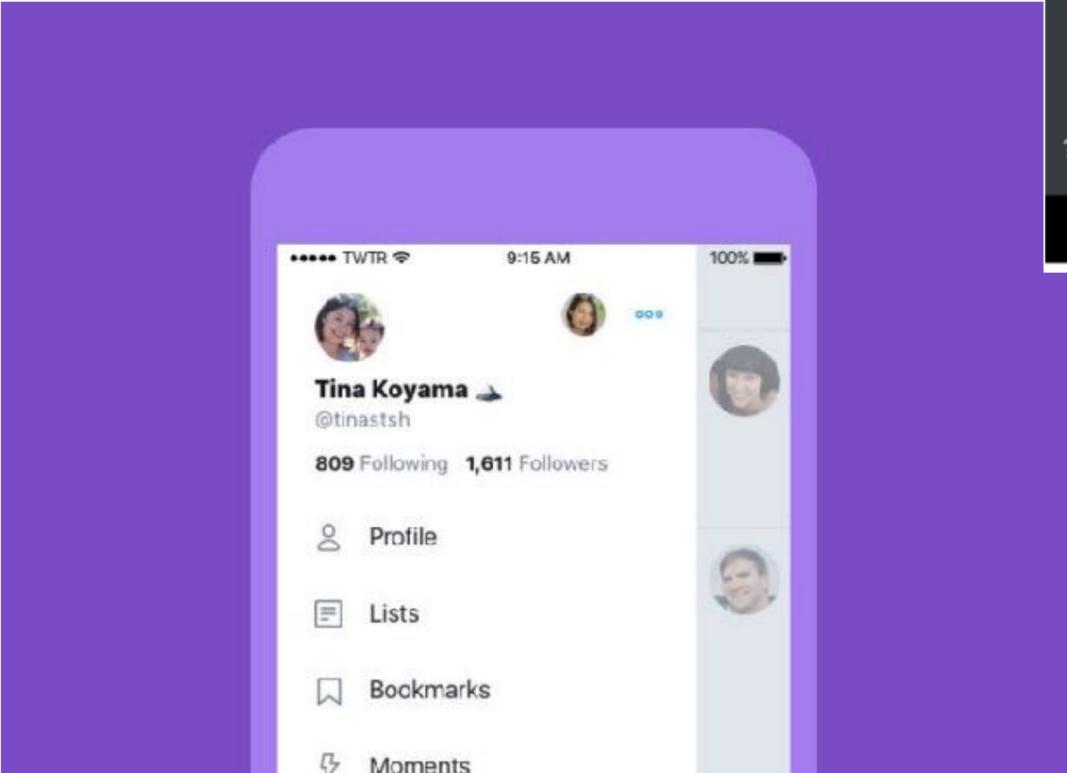
How many are “talking about” tweets



## Tweetstorm feature



## Bookmarks



# Snapchat: Updates

Algorithm-personalized redesign splitting social and media



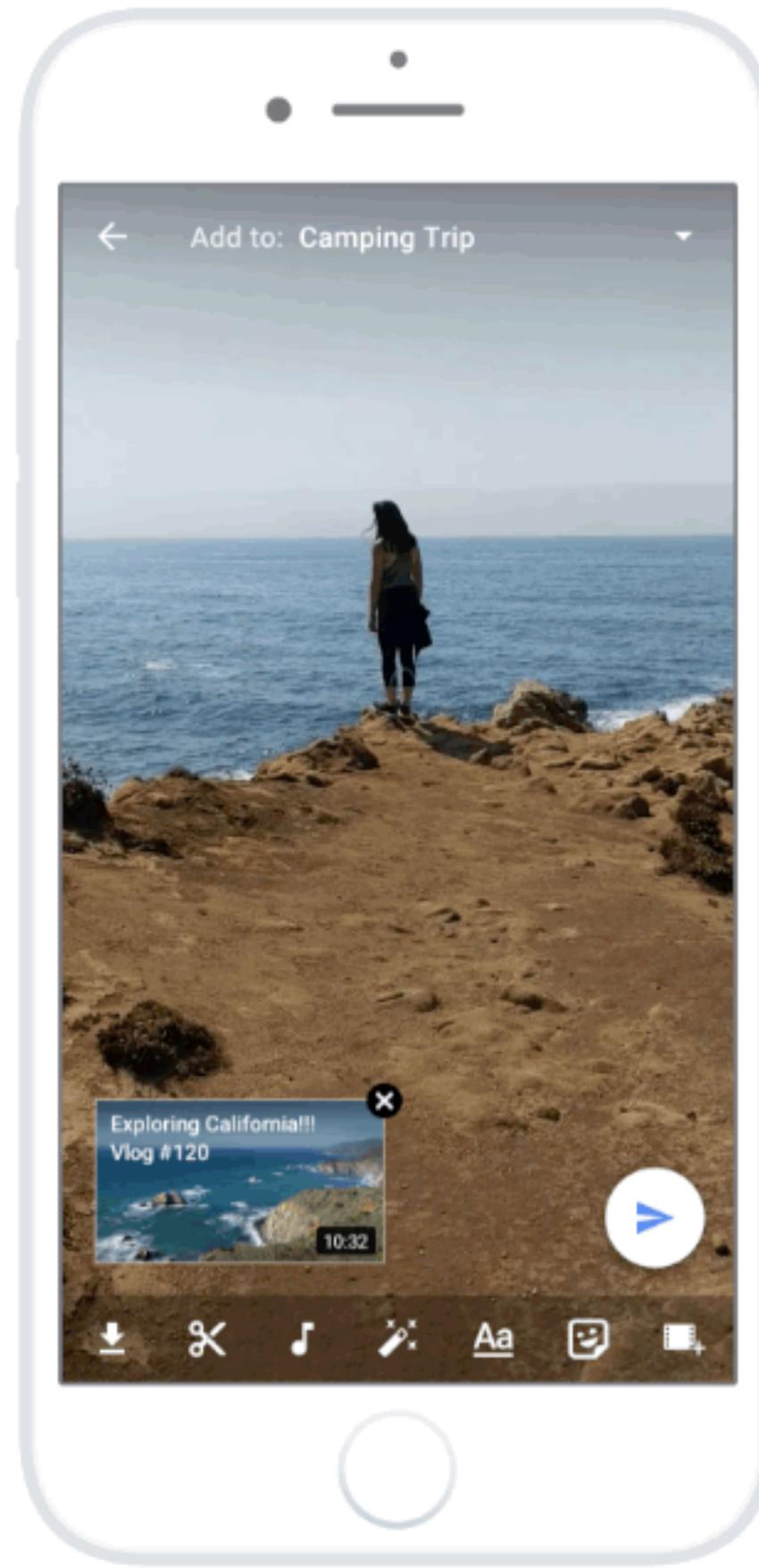
# LinkedIn: Updates

Native video uploads



# YouTube: Tests

“Reels” new Stories video format



# What's next

Stories-driven platforms

Video! Live video! More video!

# Questions?