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
Twitter: Updates

280-character tweets

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

Lorde
@lorde

i am shiny and fast!
9:07 PM - Apr 2, 2017
4,306 people are talking about this
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?