Platform Updates MICHIGAN STATE UNIVERSITY

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Facebook: Updates

Option to cross-post IG Stories to FB

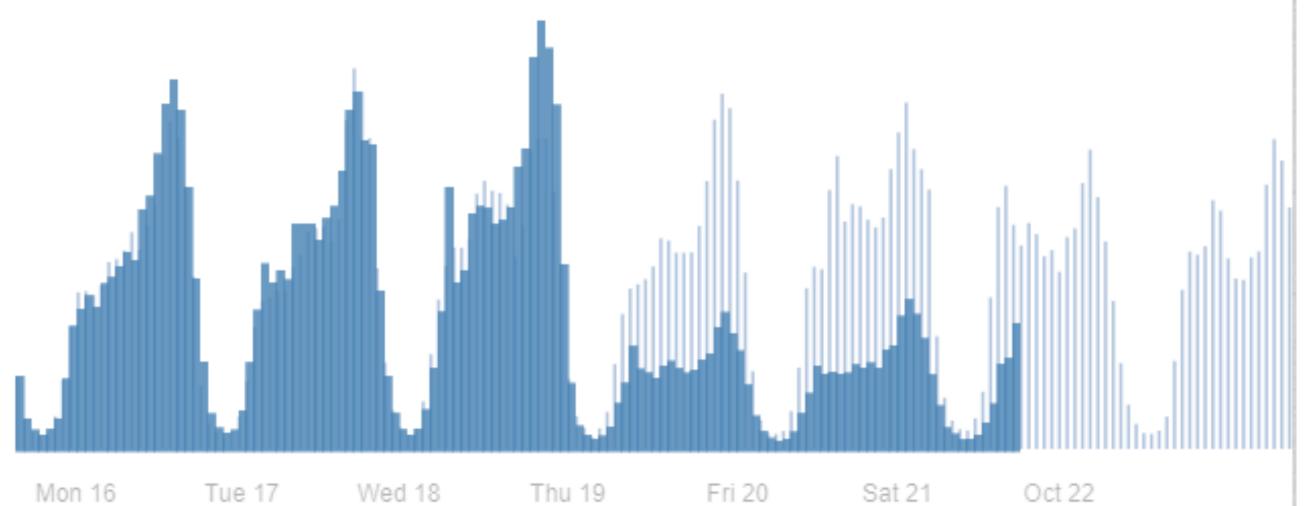


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Facebook: Tests

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

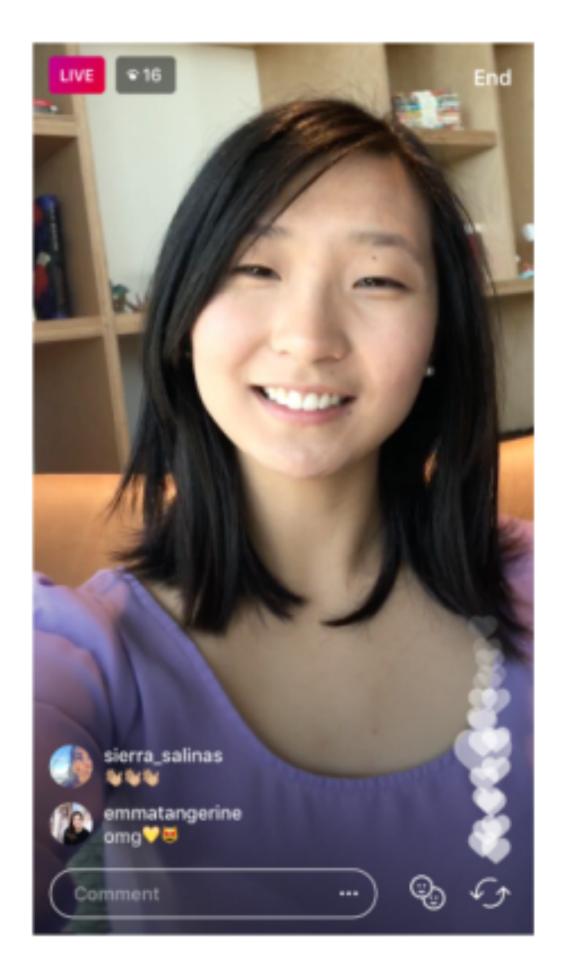
Sri Lanka, Bolivia, Slovakia, Serbia, Guatemala, Cambodia



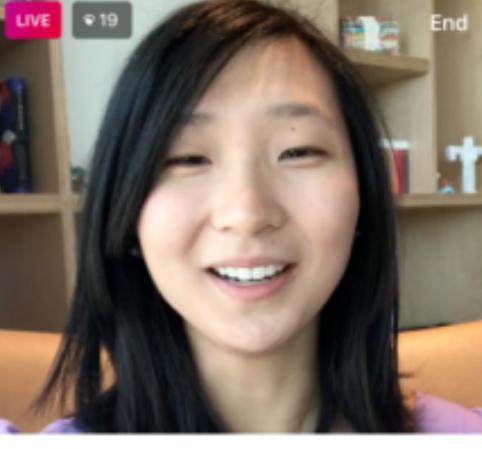




Add guests to live video streams



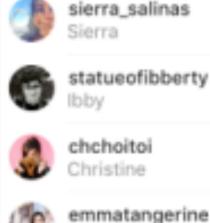




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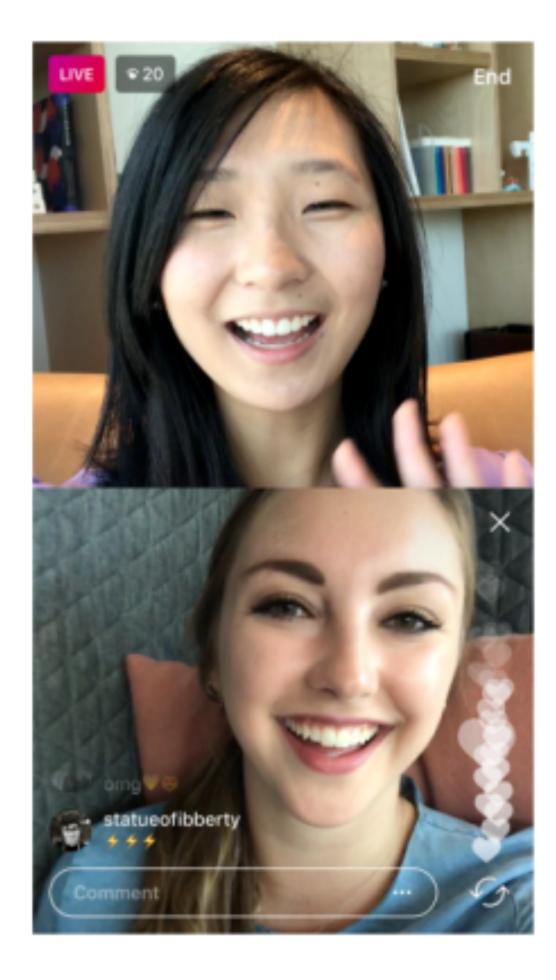
Go Live With

Choose someone to be in your live video.

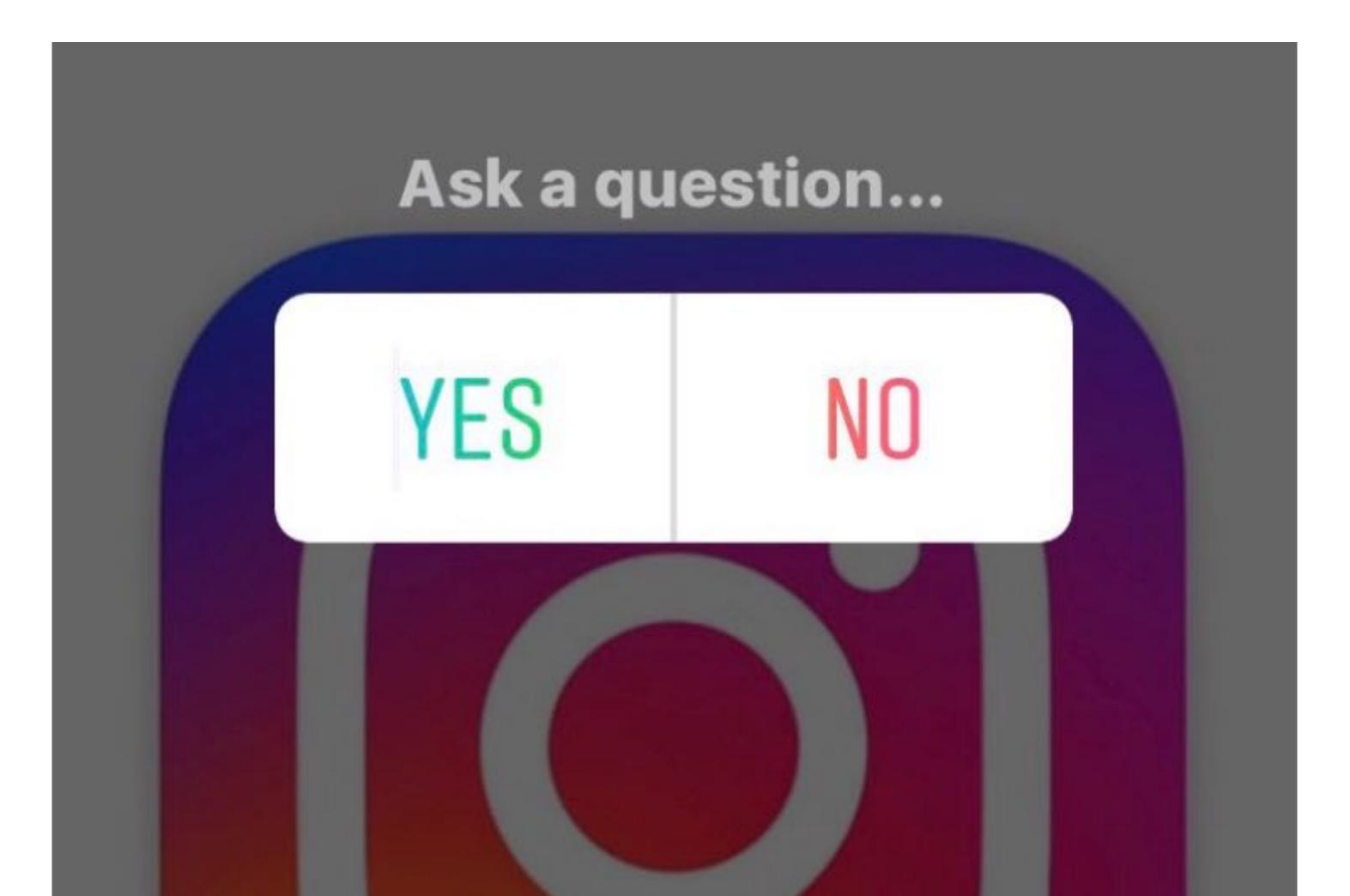


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Add

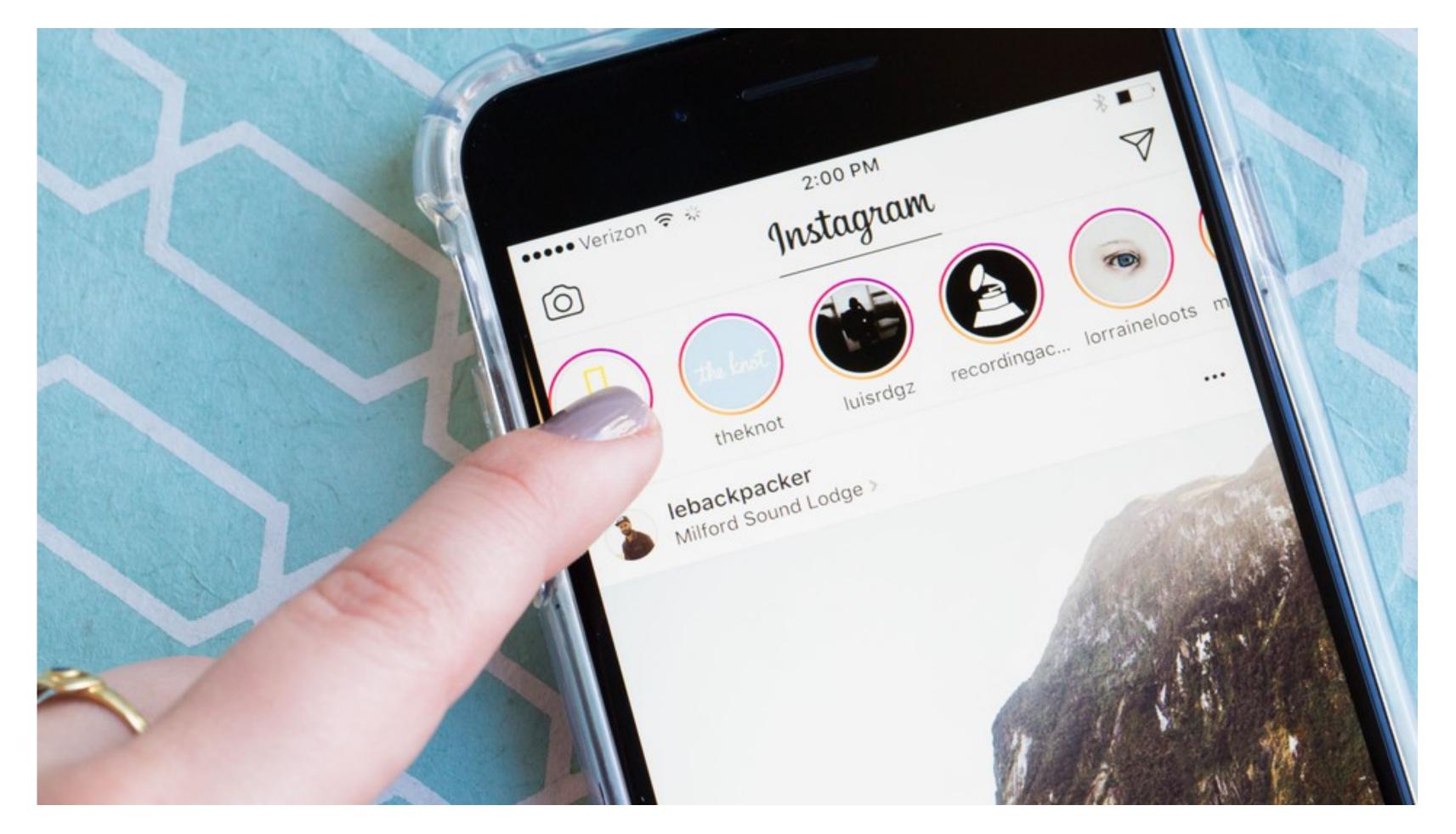


Create polls within Stories



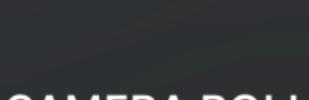


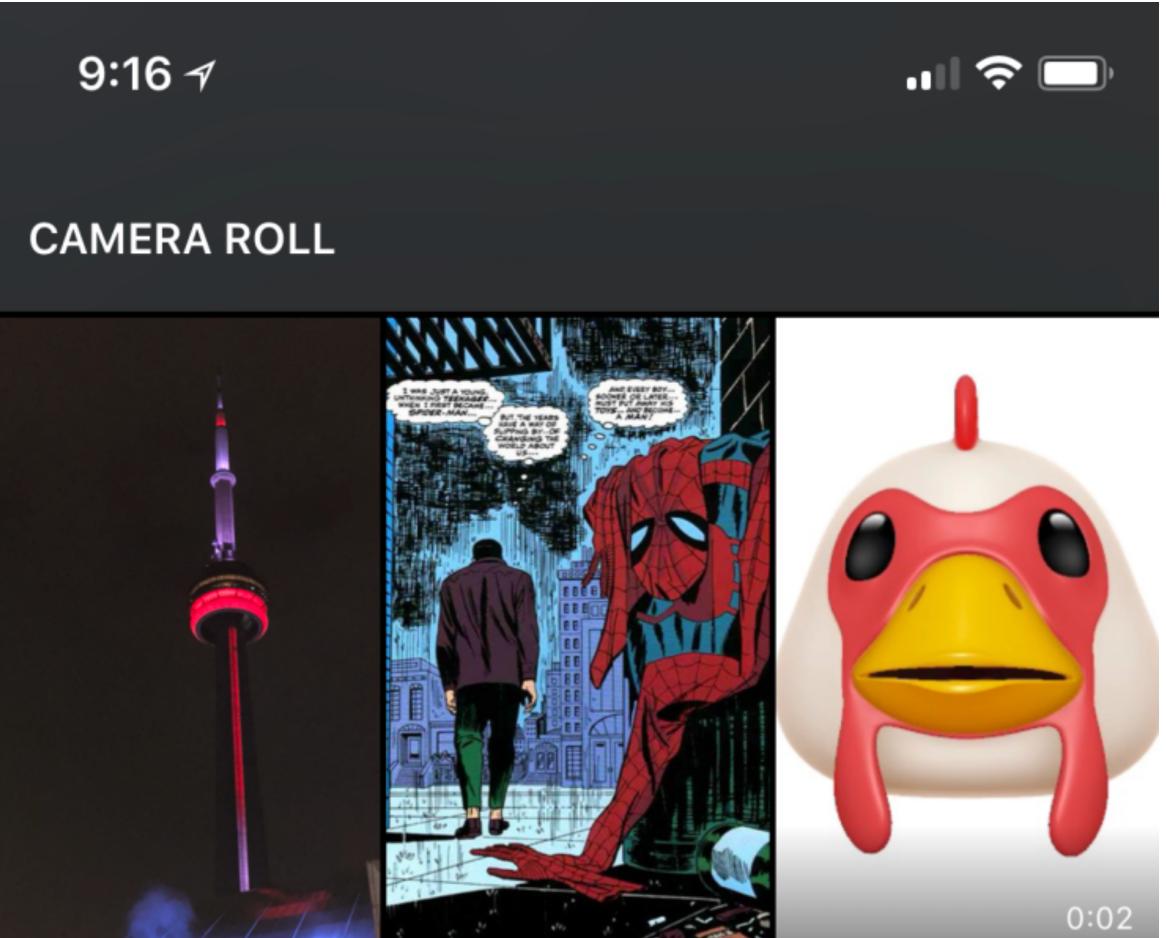
Create Stories without the app, just using mobile web





Add photos and videos older than 24 hours to Stories



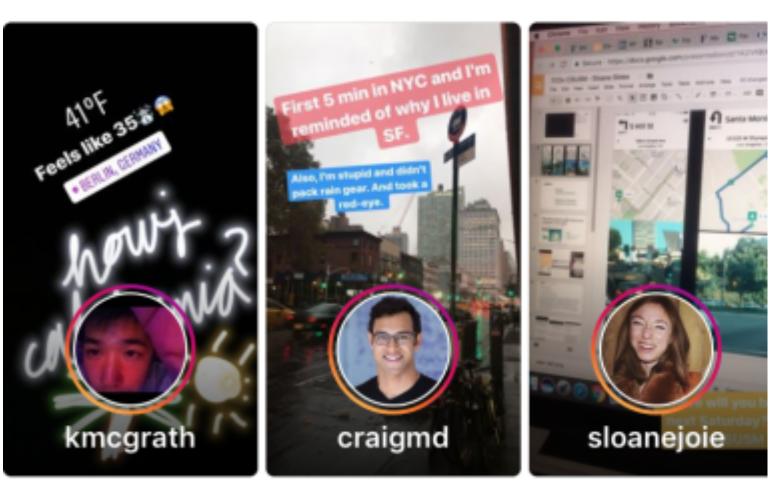


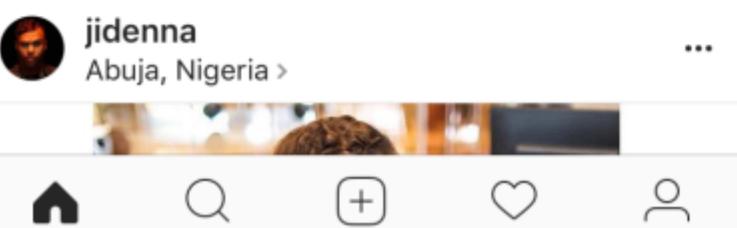


IG inserts Stories mid-feed

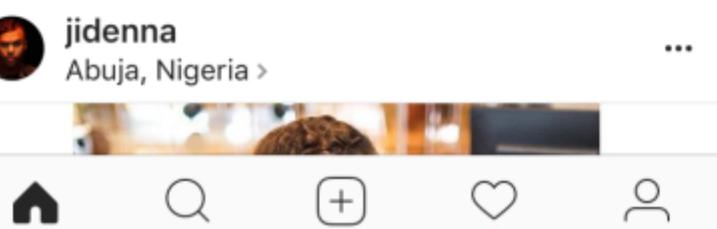












87 likes

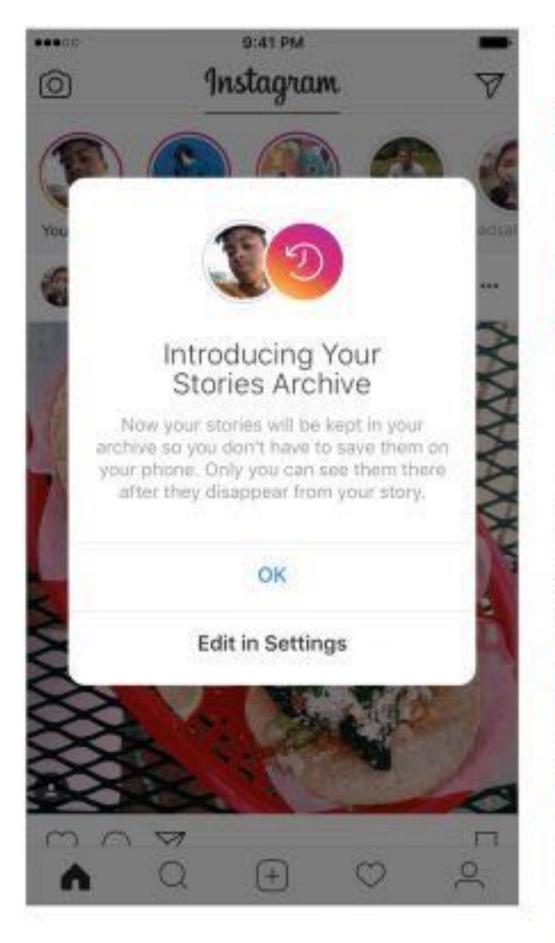
quinnmb Voodoo fest 2017

View 1 comment 45 MINUTES AGO

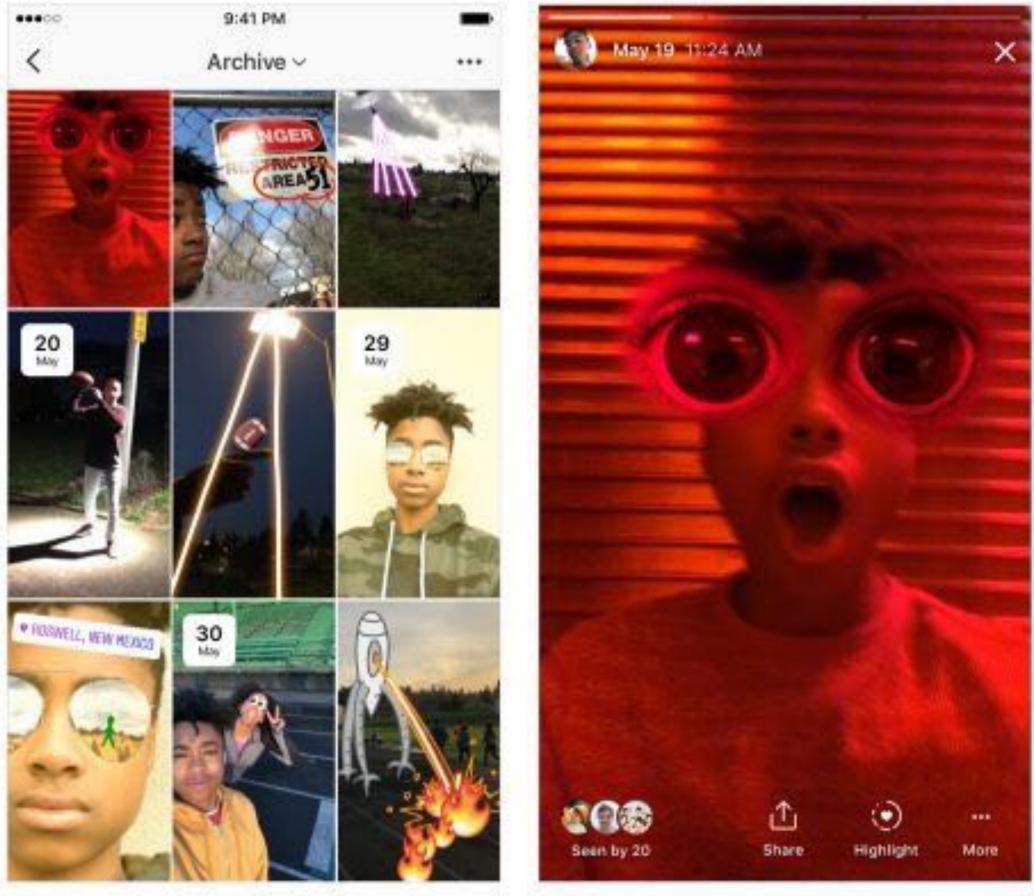
Recent Stories

Watch All

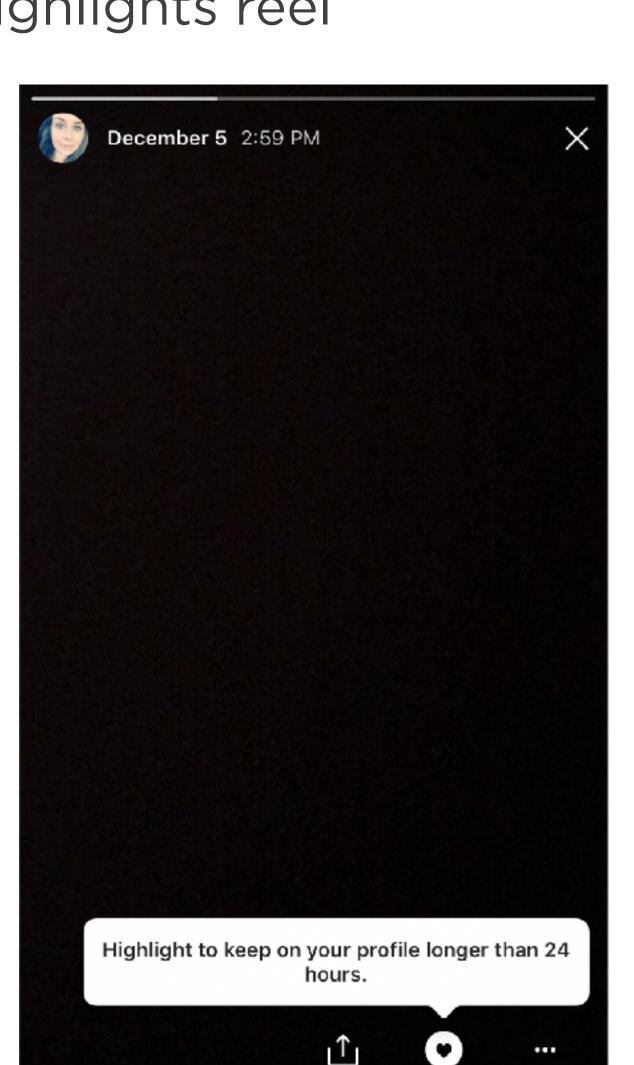
Stories will auto save to Archives for sharing again







Stories Highlights = personal IG highlights reel

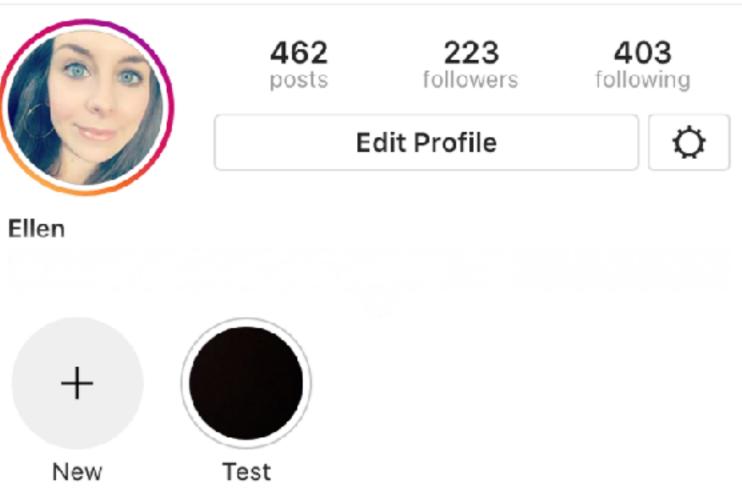


Highlight

More

Share

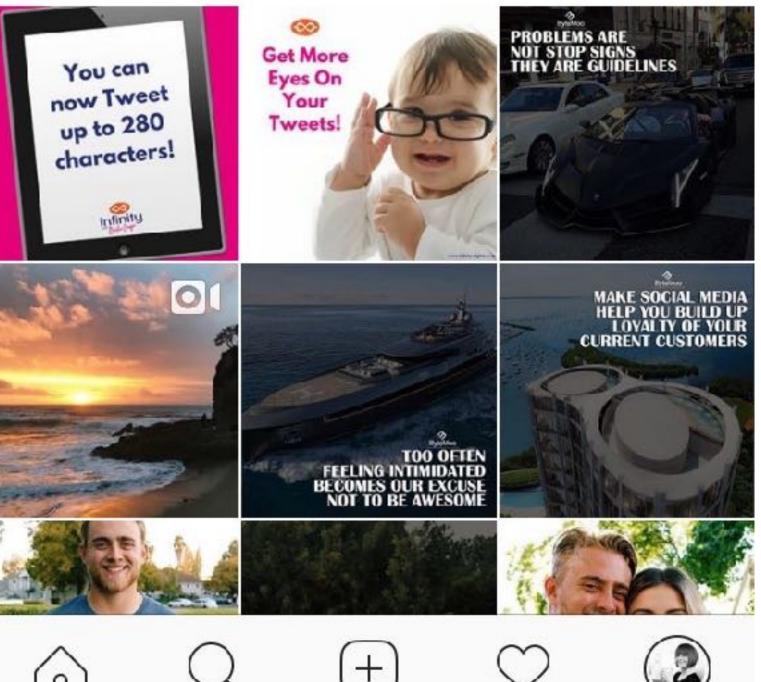


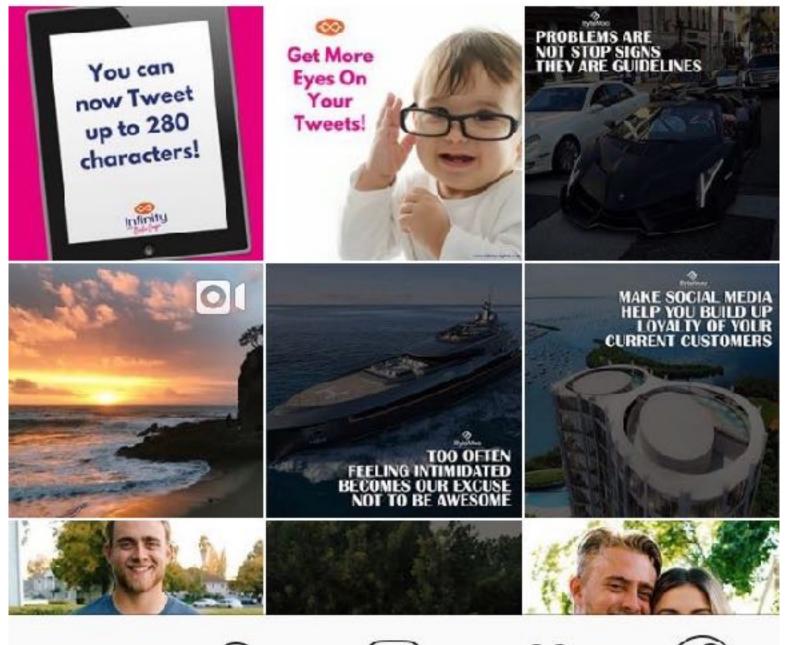


Instagram: Tests

Ability to follow hashtags







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TOP POSTS

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

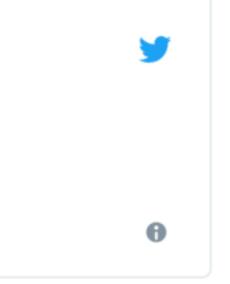
How many are "talking about" tweets

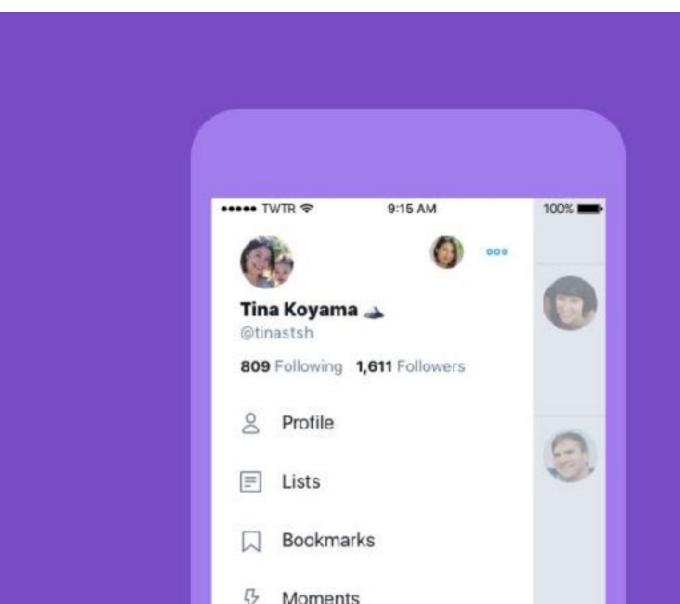


i am shiny and fast!

9:07 PM - Apr 2, 2017

 \bigcirc 4,306 people are talking about this

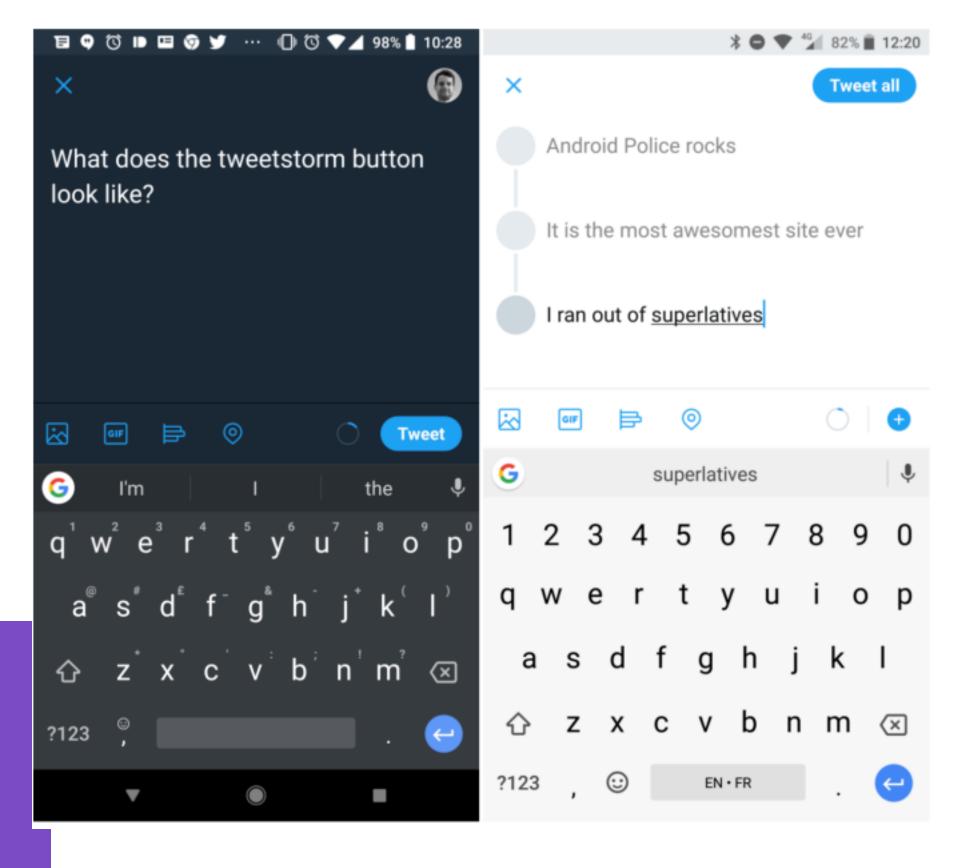






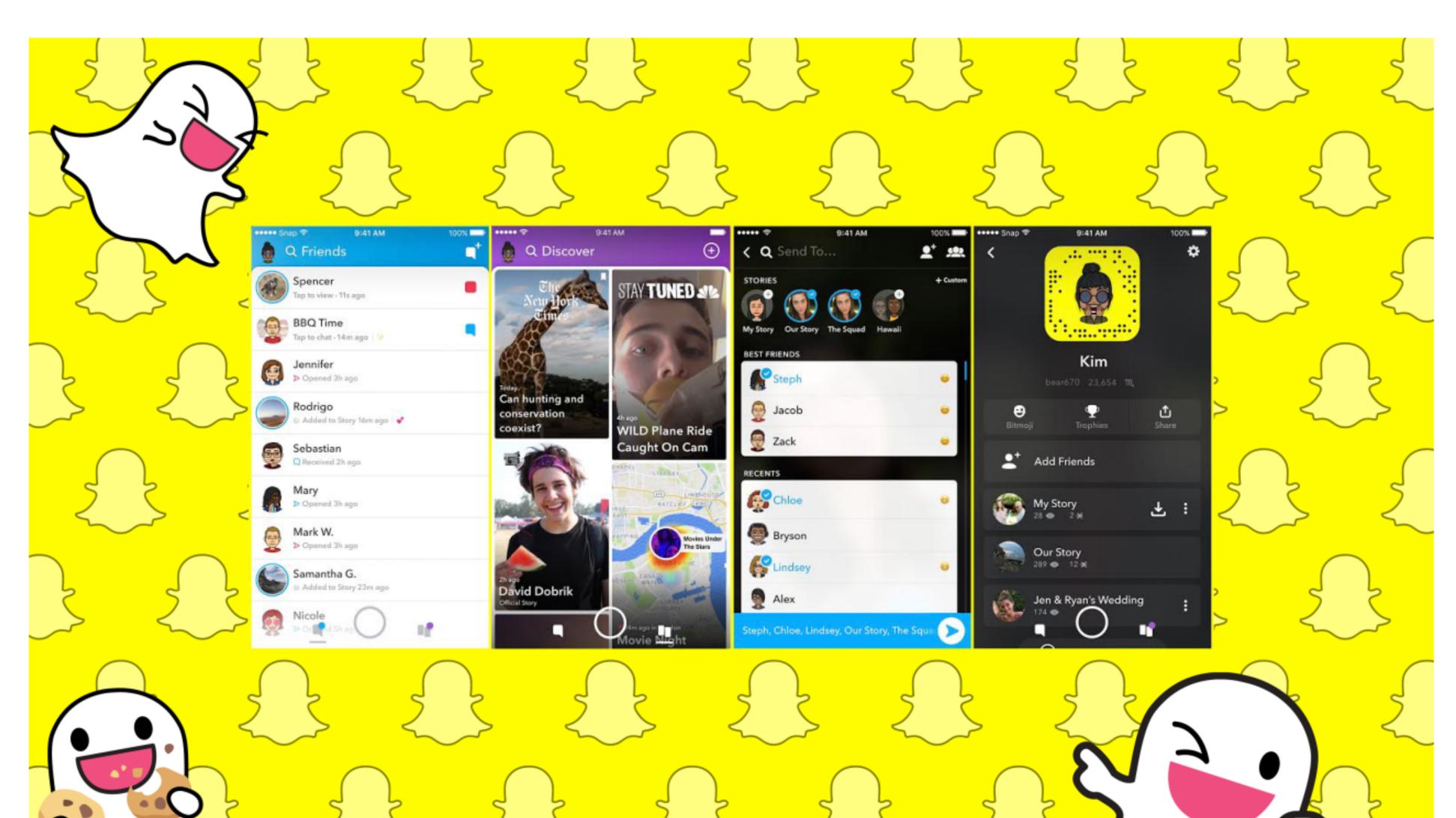
Bookmarks

Tweetstorm feature



Snapchat: Updates

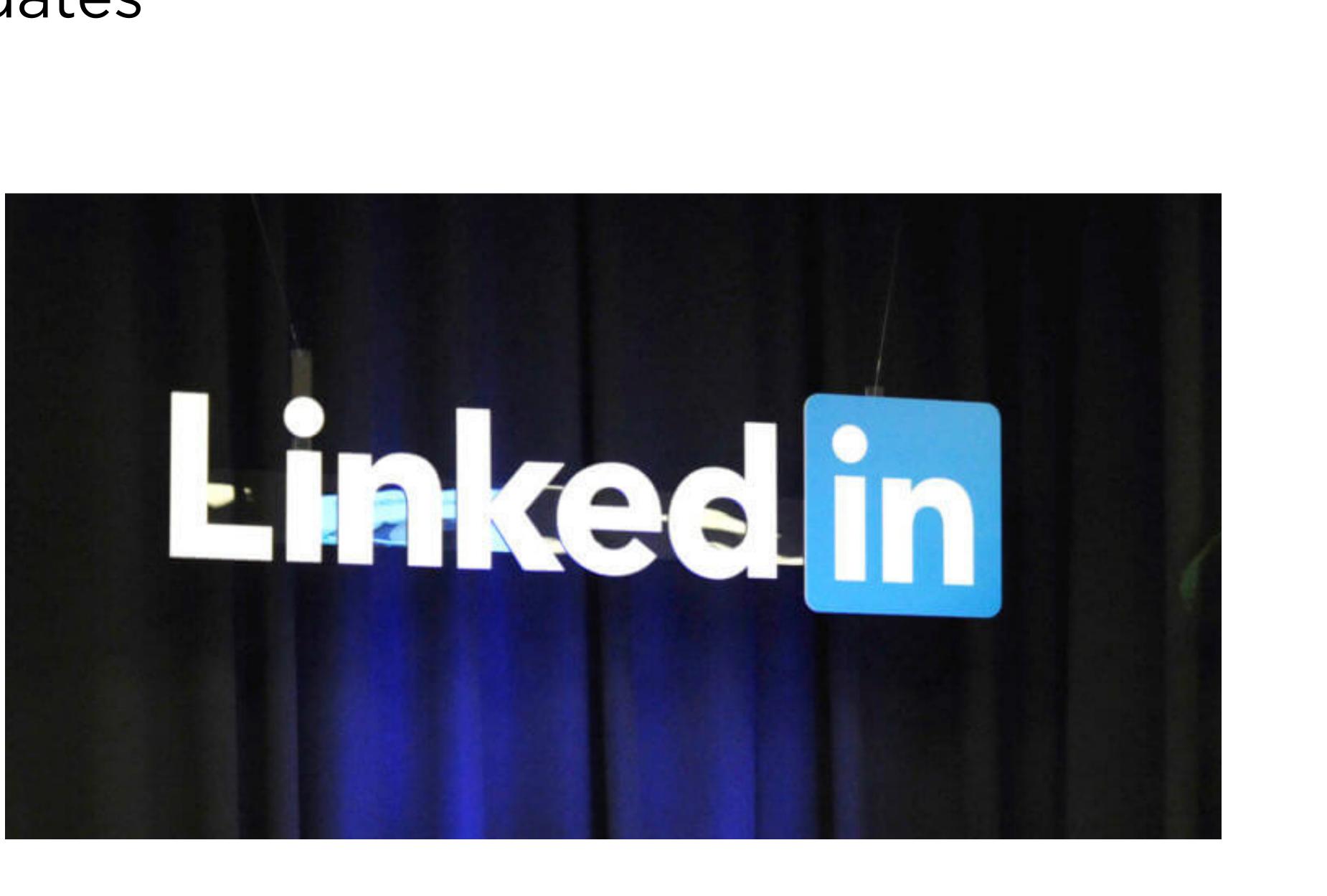
Algorithm-personalized redesign splitting social and media





LinkedIn: Updates

Native video uploads

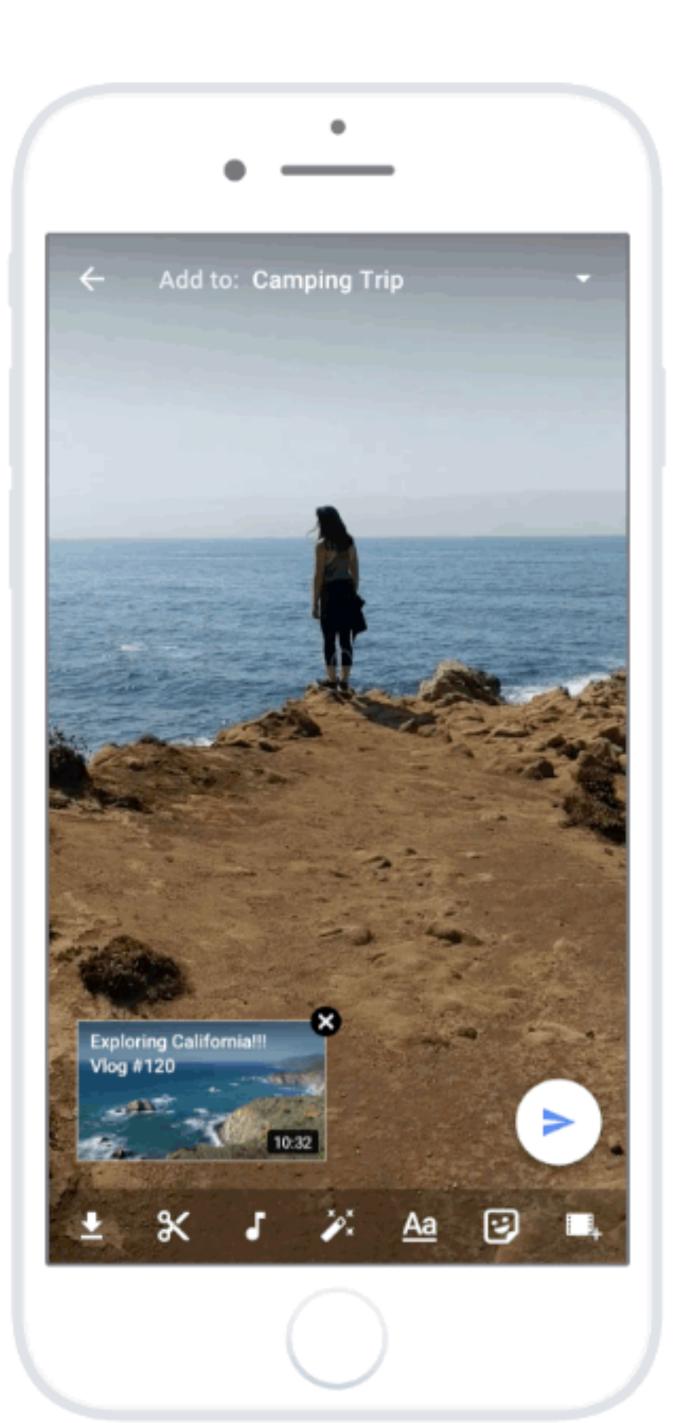




YouTube: Tests

"Reels" new Stories video format





What's next

Stories-driven platforms

Video! Live video! More video!



Questions?

