Social @ Michigan State

MICHIGAN STATE UNIVERSITY
AGENDA

• Announcements
• Platform Updates
• ComArtSci Presentation
• Q&A
Platform Updates

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Facebook: Updates

Experiment with the “Explore” news feed over

“You gave us our answer: People don’t want two separate feeds.” —FACEBOOK
Facebook: Updates

Change to Page Reach reporting

“For Pages, we’ve historically calculated reach based on how many times a post was delivered in News Feed, but for paid ads, we use a stricter definition that only counts reach once a post enters a person’s screen.”

—FACEBOOK
Instagram: Updates

Ability to schedule posts added to API
Instagram: Tests

“New Posts” button addition to feed
Instagram: Tests

Share public Instagram posts in your Stories

Allow Resharing to Stories

Other people can add your posts to their stories. Your username will always show up with your post.
Instagram: Tests

Cinemagraph option for Stories
Twitter: Updates

Bookmarks button added
Questions?