

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

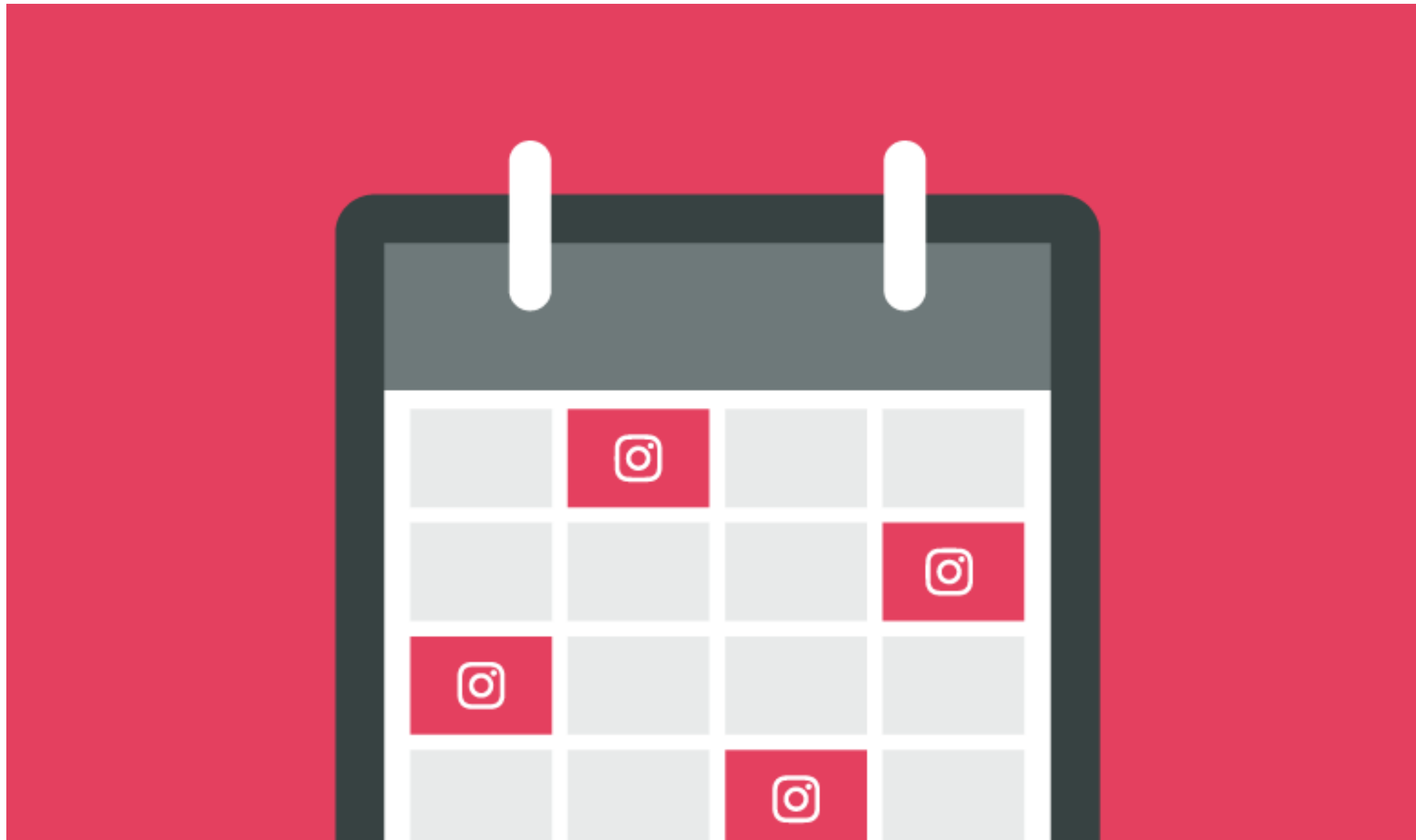
Change to Page Reach reporting



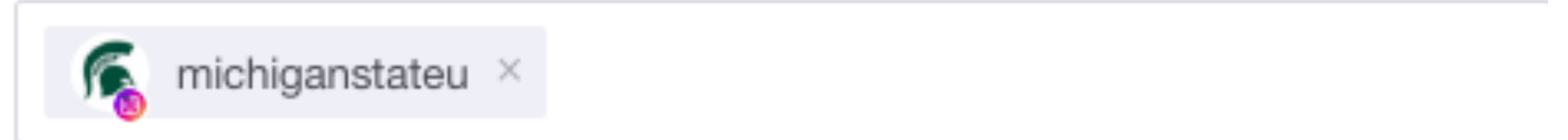
“For Pages, we’ve historically calculated reach based on how many times a post was delivered in News Feed, but for paid ads, we use a stricter definition that only counts reach once a post enters a person’s screen.”
—FACEBOOK

Instagram: Updates

Ability to schedule posts added to API



Accounts



Content > Instagram > Image v

Publishing Type

Instagram supports direct publishing of photos only through Business accounts.

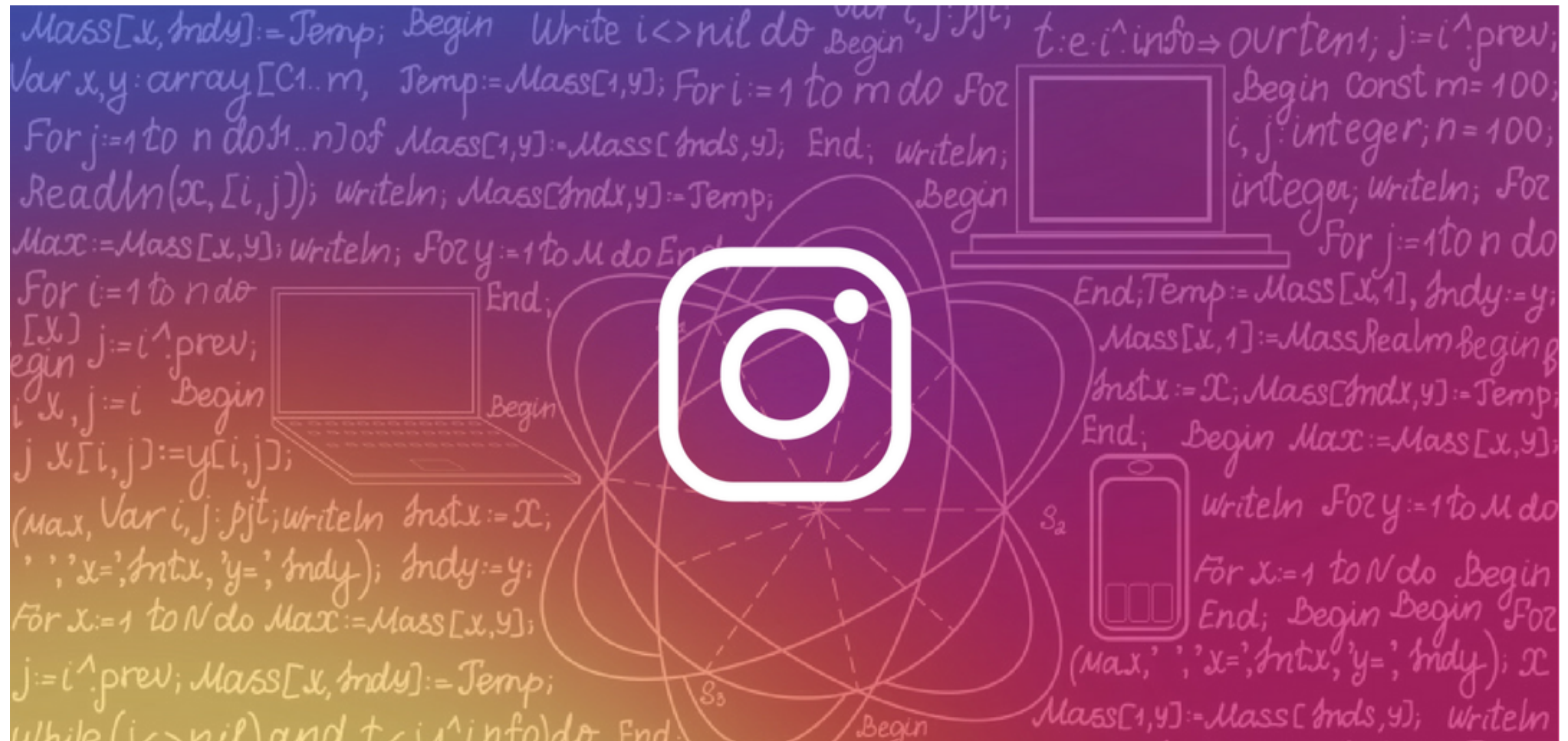
Publish Via App Direct Publish

Photo •



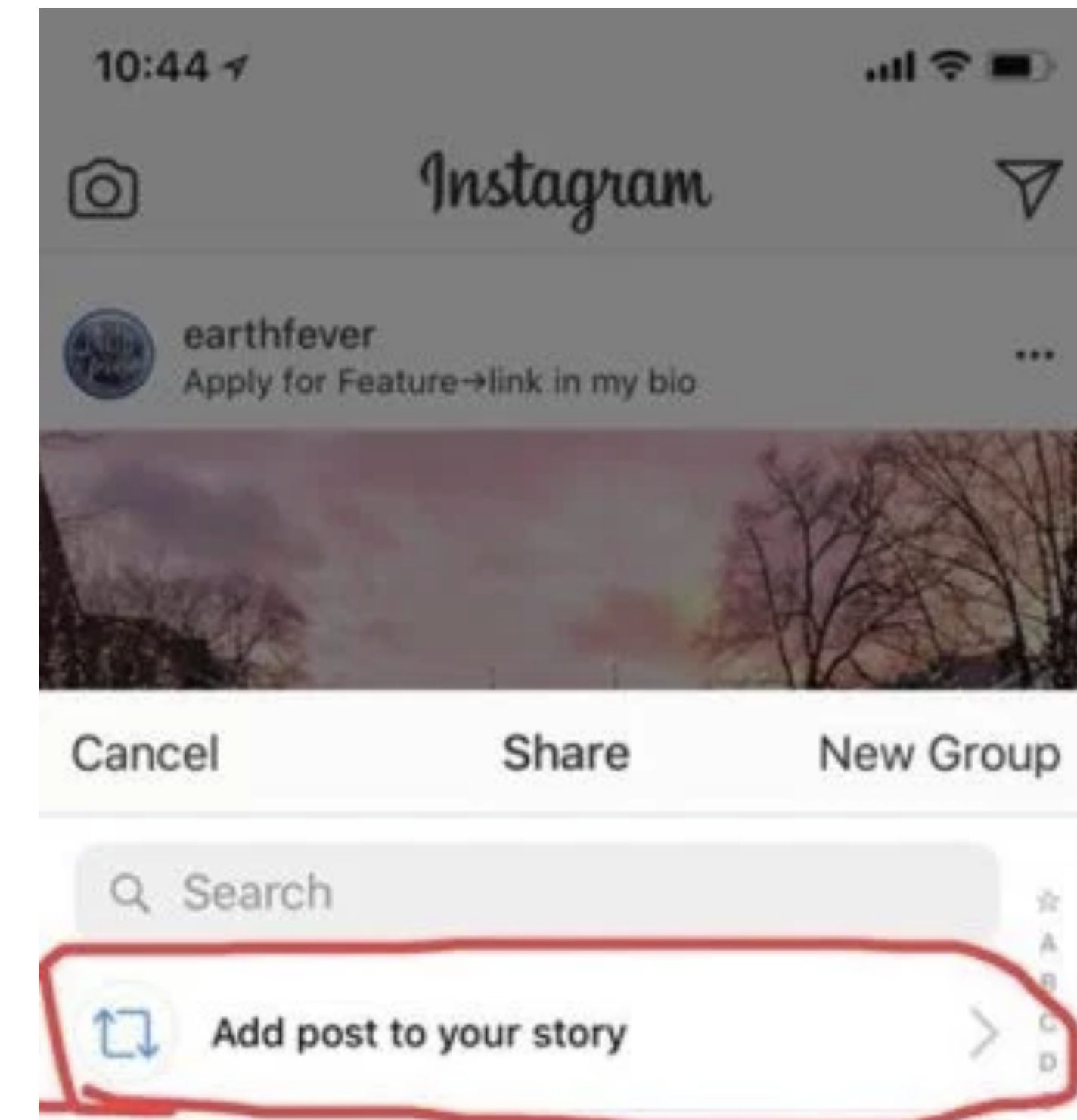
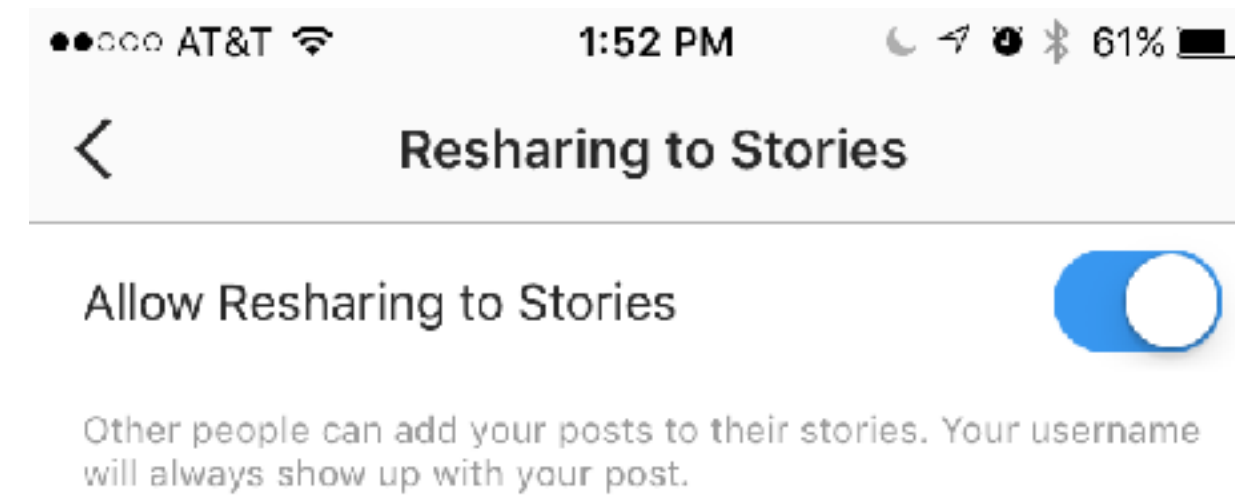
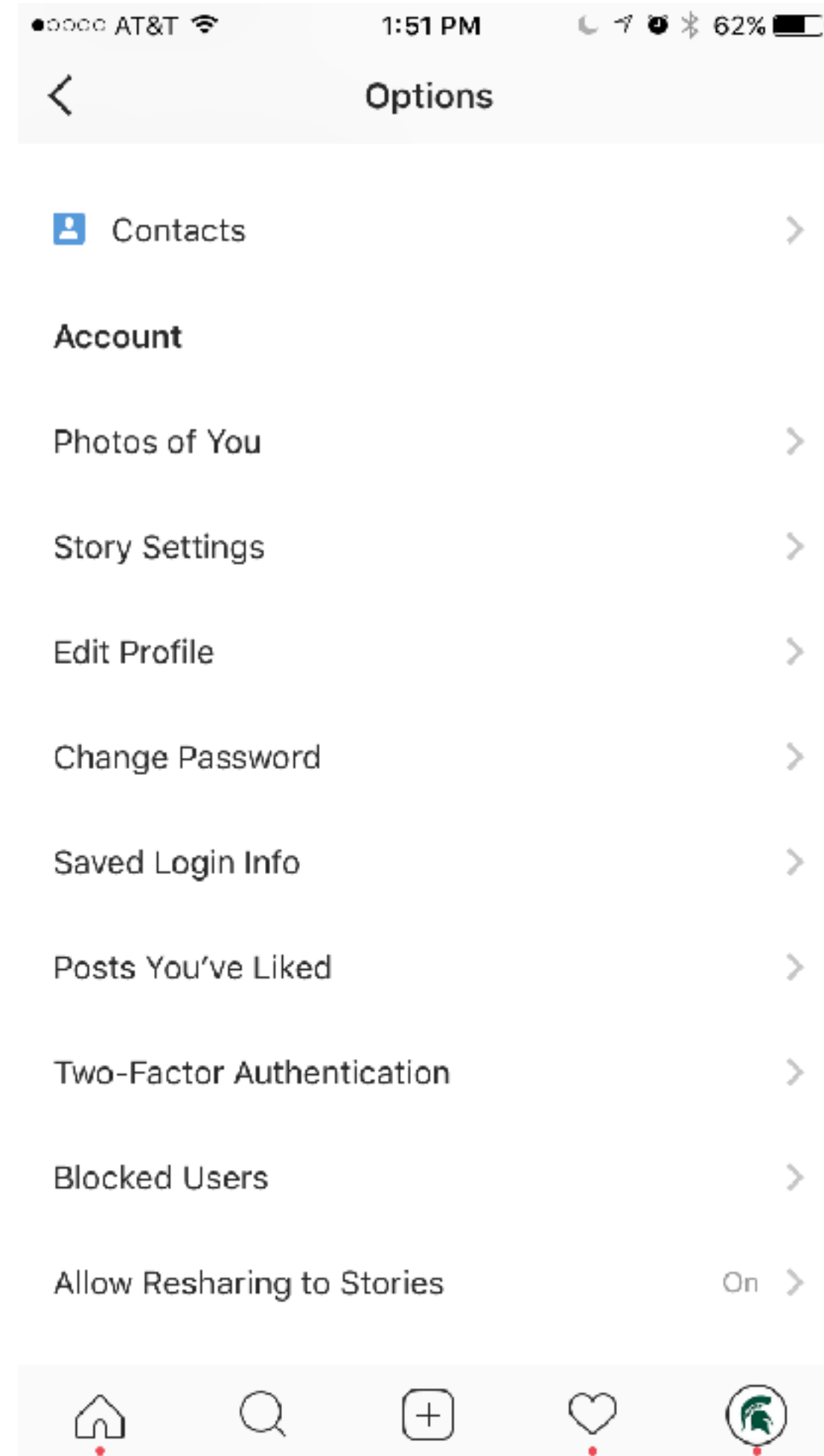
Instagram: Tests

“New Posts” button addition to feed



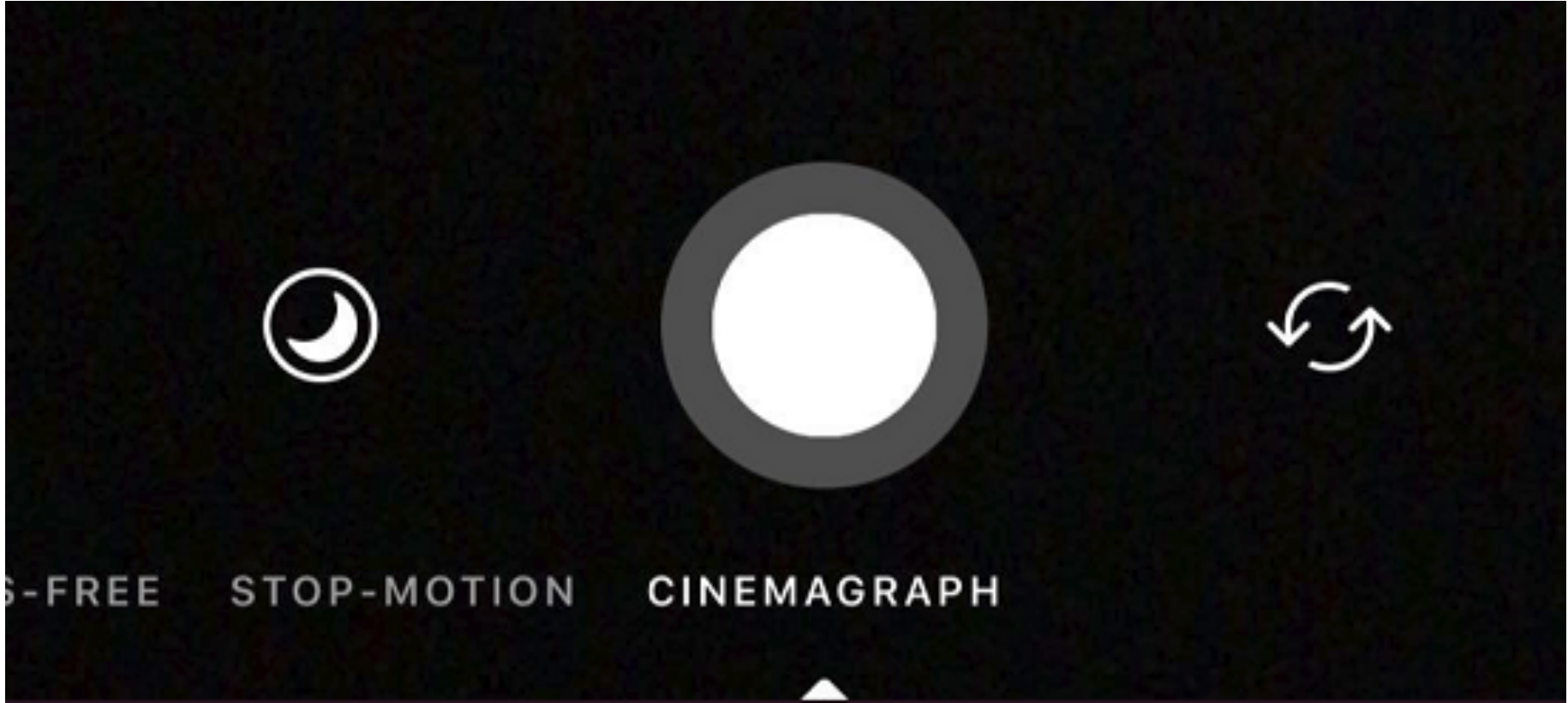
Instagram: Tests

Share public Instagram posts in your Stories



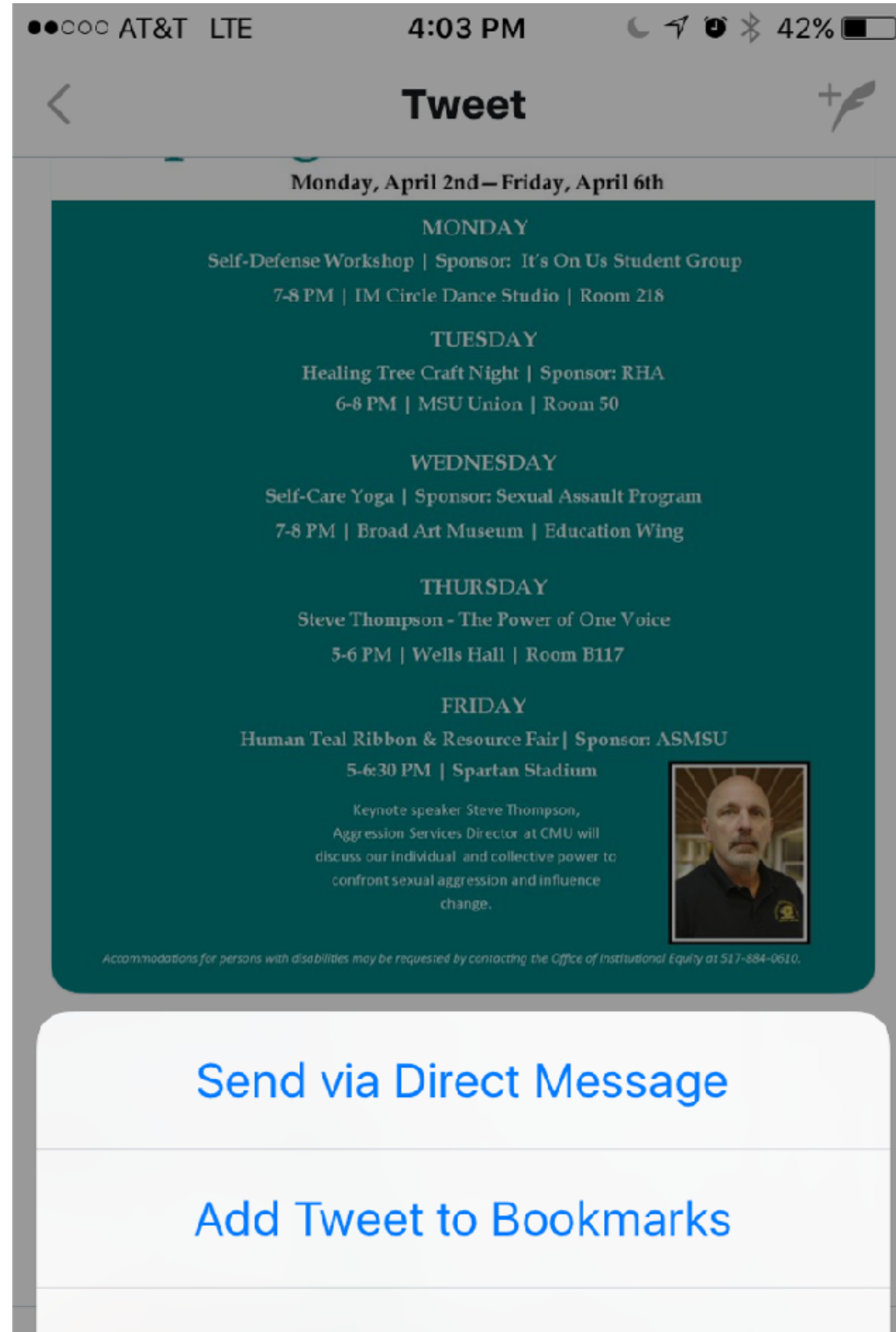
Instagram: Tests

Cinemagraph option for Stories



Twitter: Updates

Bookmarks button added



Questions?