Nordic Social

Social Brief

February 2023

∞ Meta
Business Partner

Reviews 25 • Excellent
★★★★★ 4.7

Executive summary

February has been somewhat of a rollercoaster.

February of 2023 has affected companies viewpoint heavily on social platforms, specifically, TikTok. Amid rumors about TikTok circulating worldwide, many companies – regardless of size – have reevaluated their presence of the social platform. Most governmental institutions in the US, UK, Canada, and most of Europe have publicly advised against the use of the platform and has forbidden the use of TikTok on governmentally issued mobile phones.

Meanwhile, TikTok has kept up their initiatives aiming towards creating even better opportunities for its creators (both in terms of content creation and monetization). In addition, they have specifically created 'Sound for Business' which will assist small businesses in producing content intended to enhance brand awareness and favorability.

Open-source AI (e.g. ChatGPT) has been the talk of the town for months now, and now similar solutions is finding its way to social media platforms. AI technology might be frightening at first hand but we can not neglect that it is the future (present*) – and social media is no exception.

After spending billions of dollars on repositioning and technological innovation, Meta is now taking a step-back from its 'Metaverse' to instead focus on the new kid on the block – open-source AI. But that's not all. Meta is also experimenting with Meta Verified, following Twitter's suit on generating revenue directly from the consumers. Whether it will be adopted by users is yet to be seen.

Enjoy!

Contents

#1 Meta

Launches new AI system with positive results in ROAS

- ○ Meta has been focusing on [machine learning and systematic intelligence](#) to develop more efficient targeting systems as it has less user data to rely on. This has resulted in their creation of Advantage+ AI guided Ad campaigns.

- ○ Meta claims that with 'Advantage+ shopping campaigns', an advertiser simply needs to set their business goals, select the target country, advertising content and budget. From there, the AI will do the rest.

- ○ Newer formats such as reels ads and shop ads should also perform better as [the feature](#) will optimize the advertisers objectives, advertising creative and budget to find the right person, with the wight message, at the right time.

- ○ Meta aims to incorporate additional AI elements, lik [Advantage+ creative standard enhancements](#).

#2 Meta

Announces new AI technology in alignment with tech trends

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- ○ With ChatGPT's increasing popularity, Meta is exploring ways to incorporate new AI features to the platform and have therefore created a new product group called [Generative AI](#).

- ○ AI personas are in the making that will be able to help people in various ways such as exploring experiences with text, with images, and with video and multi-modal experiences according to [Meta](#).

- ○ While Meta has been working on AI for some time now, they know that they need to change their business model to stay relevant with the new algorithm for them and their advertisers.

#3 TikTok

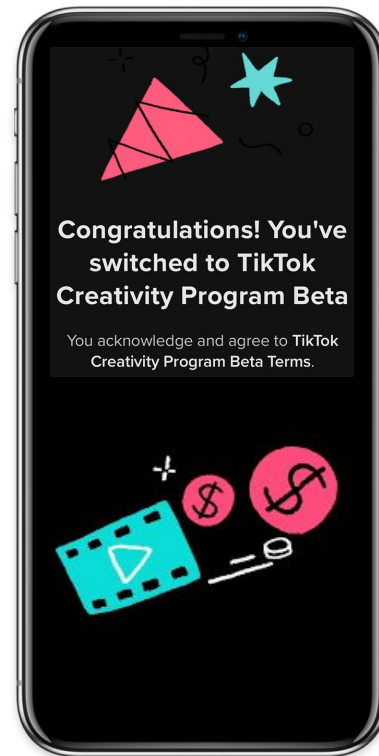UK expected to ban TikTok from government devices

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- ○ Rumors of [China's potential involvement in the Ukraine conflict](#) has sparked concerns about TikTok's ties to the Chinese Government.

- ○ After being banned on Government-issued phones in [26 US states](#), the [EU officials](#) is now also directing its employees to delete the app from their devices.

- ○ UK security officials are being extremely cautious and are sounding the alarm for [Government employees](#).

- ○ A full ban of the app is in a potential process in the [US](#).
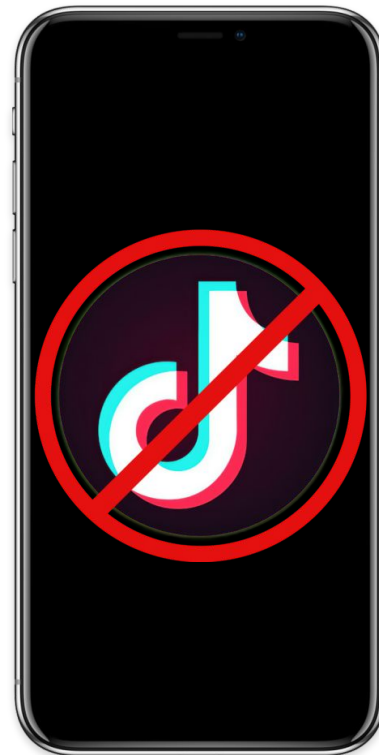
#4 TikTok

'Creativity Program Beta' opens up new opportunities for creators

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- ○ [A new program on TikTok](#) is created with the intention to nurture the creativity of creators, expand the potential to earn revenue and unlock more real–world opportunities.

- ○ In order to qualify for the Beta version of the Creativity program, users must be at least 18 years of age, satisfy the minimum criteria of both followers and video views, and maintain an account in good standing.

- ○ To start earning, creators are required to produce and post original content of high quality that [exceeds a duration of one minute](#).

- ○ Creators are provided with tools that allow for a higher standard analytics, such as video view eligibility, estimated revenue and video performance metrics.

Congratulations! You've switched to TikTok Creativity Program Beta

You acknowledge and agree to **TikTok Creativity Program Beta Terms**.

#5 TikTok

New and improved 'Promote' options to boost organic content

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- A simplified campaign creation process will make it easier for brands to boost their posts through TikTok's Promote ad feature.

- TikTok has added [four new options](#) to its Promote ad feature including the ability to drive landing page visits on TikTok, receiving more messages from potential customers, boost other users' content and target specific audiences.

- The promote process guides you through a simple setup and adds a prominent CTA to your ad. It's a quick way to amplify your top-performing organic content, and also promote popular creator clips to tap into trending content and maximize your promotion.
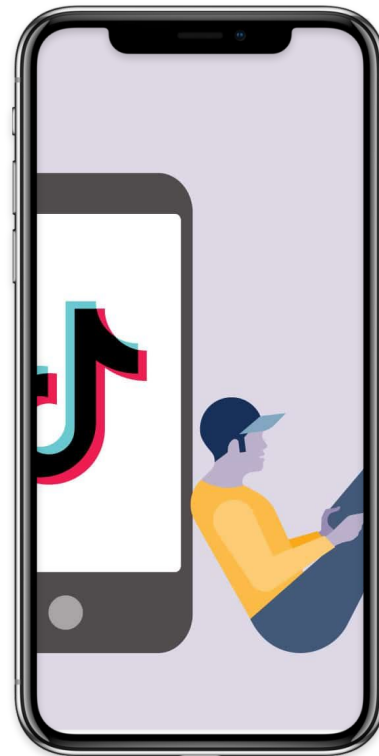
#6 TikTok

'Sounds for Business' makes it easier to create content

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- TikTok is currently launching 'Sounds for Business' – a custom collection of sounds for easy and royalty–free content creation for businesses.

- Global trends are often created from sounds and when used effectively, music can enhance brand awareness and favorability among consumers.

- If a brand's video on TikTok has music that the user likes, 68% would remember the brand better, and 62% expressed greater interest in discovering more information about the brand.

- Initially, Sound for Business has a collection of 10 custom sounds in which the company can highlight various things such as their most popular product, packaging and shipping processes and more.

Power of Sound

♪ TikTok

Sounds For Business

#7 Pinterest

Shuffle collage application is added to 9 regions including DK

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- The pictures utilized in Shuffles collages are connected to Pins which is a significant advantage for Pinterest as the users can share their shuffles creations with their connections within the app or on other social platforms transforming it into a promotional tool for Pins.

- Shuffles will be available for downloading in Denmark, Sweden, Norway, Finland, the Netherlands, Germany, France, Switzerland and Austria coming this week.

- Shuffles makes a artistic gateway to the platform that allows for compelling visuals that are in line with modern trends.

#8 Snapchat

Incorporates 'ChatGPT–like' feature for Snapchat+ subscribers

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○ Snapchat recently announced a new AI–feature for Snapchat+ subscribers allowing users to generate AI-generated responses for their private chats.

○ According to Snapchat, '[My AI](#)' can recommend birthday gift ideas, plan hiking trips, suggest recipes for dinner, or even writing a haiku about cheese.

○ In recent times, Snapchat has experienced a decline in ad spend, which forced them to reduce their [workforce](#) and optimize its [projects](#). However, Snapchat is gradually recovering from this setback thanks to the huge success of Snapchat+

○ To optimize the user experience, all previous conversation with My AI will be stored to optimize the quality of future interactions.
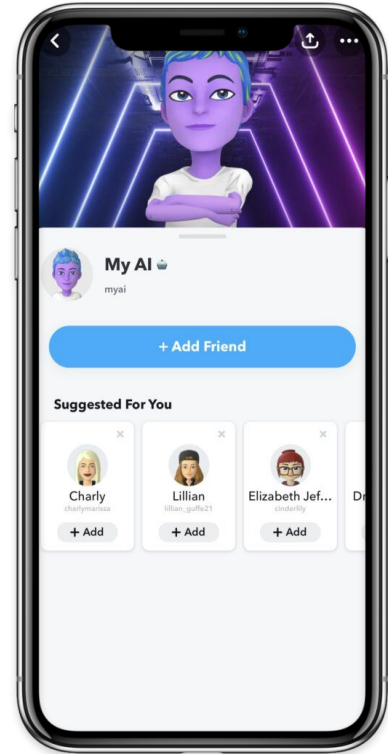
#9 Twitter

Updates its Community Notes to alert users on tweets

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○ Twitter launched a new update that <u>alerts</u> users about tweets which they have engaged with providing them with an opportunity to reconsider their initial response to the subject.

○ To battle misinformation and restrict the spread of false report, Twitter users will be given more tools to self-regulate their content based on community's standards, instead of requiring Twitter to make the decisions on their behalf.

#10 LinkedIn

Updates its 'Sales Navigator tool' to maximize sales.

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- o   LinkedIn is adding new '[Relationship Explorer](#)' feature which will assist Sales Navigator users to find suitable connection for their pitches.

- o   The feature will make Sales Navigator users able to create up to five personas in which they can use as templates for finding relevant contacts in LinkedIn's database.

- o   In addition, a new filter called 'Product Category Intent' is being added in Sales Navigator search that will measure the interest in a company's product or product category compared to the overall interest in the company.

Other news

- [Meta's 'Widely Viewed Content Report' Highlights Top Content Trends on Facebook](#)

- [Instagram rolls out Broadcast Channels](#)

- [Canada Becomes the Latest Region to Ban TikTok on Government-Owned Devices](#)

- [Snapchat Launches Ray Tracing for More Realistic AR Effects](#)

- [TikTok Announces New Brand Safety and Suitability Partners](#)

- [Pinterest Expands Idea Pin Video Length to 5 minutes](#)

- [TikTok Provides 70.000 New Data Insights to Help Marketers Maximize Their In-App Efforts](#)

- [LinkedIn Adds More Ad Targeting Criteria, Provides Tips for B2C Campaigns](#)

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Ready to step up your social media game?

Contact us
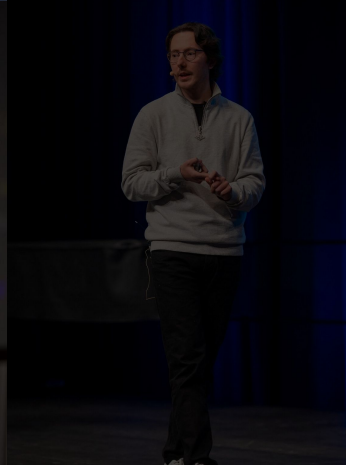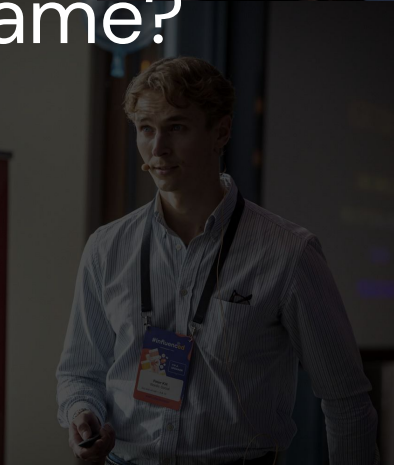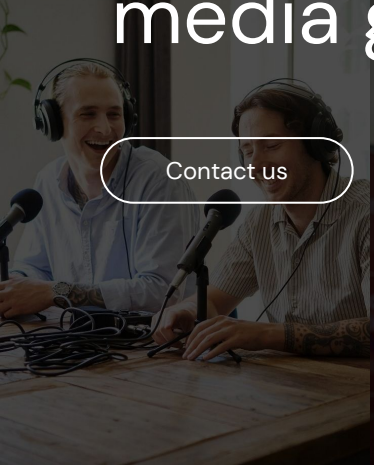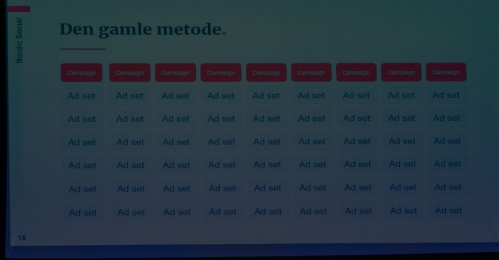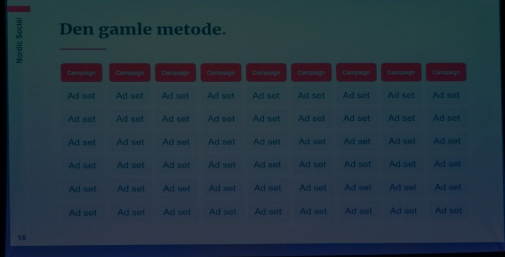
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