

Week of MAY 9

NEWS & UPDATES OF THE WEEK

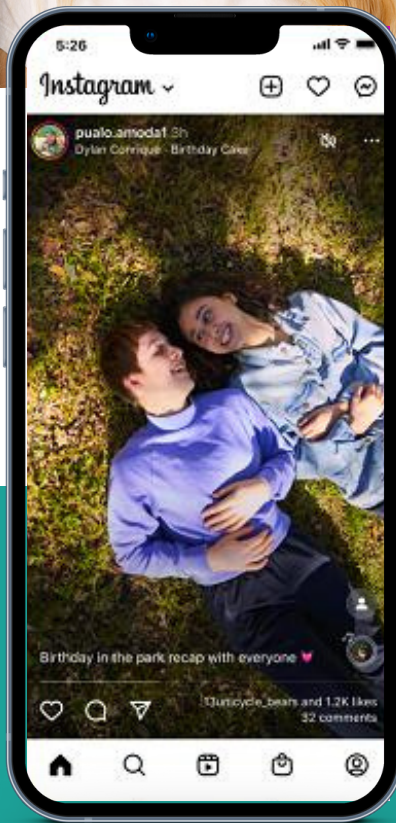


- IG FULL-SCREEN
- WHATSAPP ADS
- AND MORE!



IG IS GOING FULL-SCREEN

Ig started testing full-screen content displays for its main feed. This is something that is expected from them since they previously stated that they are trying to lean into the format of reels and the latest usage trends.



WHATSAPP INTEGRATES TO META BUSINESS SUIT

Meta is giving WhatsApp some upgrades. First of all, WhatsApp is being integrated on to Meta Business Suit. And now you will be able to respond to clients and follower's messages straight from this platform. On top of this, they have improve their ad creation flow. Now it will be easier to create ads on the WhatsApp Business App.



META AND ADOBE CREATE A SOCIAL MEDIA COURSE

Meta and Adobe have partnered to create a free social media training course called Express your brand. With this course, you will have free access to Adobe Express and Meta Blueprint (Meta's content creation modules).

If you are looking to level up your content creation skills, this is the course for you!

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