



365 WAYS DIGITAL CHANGED IN 365 DAYS

DIGITAL YEAR IN REVIEW - 2018

CURATED BY WHITE RIVERS MEDIA

INTRODUCTION

“Something new happens in digital media every day... It’s impossible to keep up!”

You must have heard the above line many times, from people inside the advertising industry and outside of it.

Well, we decided to put together something that proves:

- a) The first phrase is true, and
- b) The second phrase is false.

In this eBook, you’ll find 365 updates, one for every day of 2018.

In this eBook, you’ll find that we can indeed keep up with the daily evolution of digital media, and that you can keep up with it through us!

So, read on to discover the 365 ways in which digital media changed in 365 days...

1. [YouTube announced stricter policies around monetisation](#)

YouTube made its monetisation policies a lot stricter, including a higher threshold for joining the YouTube Partner Program

2. [Instagram confirmed ability to add GIFs to stories](#)

Instagram confirmed that they're adding the ability to insert GIFs in story content

3. [Facebook started teaching Chatbots how to chit-chat](#)

Facebook developed Chatbots with abilities to carry on more complex conversation without losing relevance

4. [Twitter introduced sponsored moments](#)

Twitter rolled out a feature that helps advertisers run tweets packaged around a specific event or theme

5. [Snapchat rolled out new iOS features](#)

Snapchat introduced new iOS features like the option to save texts in one-on-one conversations and the ability to see a friend's location

6. [Facebook announced updates to organic reach for pages](#)

Facebook would prioritize posts that spark conversation and meaningful interaction between people

7. [Facebook announced Facebook Zero news feed update](#)

Facebook would make updates to ranking so that people would have more opportunities to interact with the people they care about

8. [Facebook announced updates to organic reach for Pages](#)

Facebook began promoting posts of friends and personal posts rather than posts from pages and publishers

9. [Instagram allowed users to send live videos in direct messages](#)

Instagram's new feature enabled users to send live videos privately over DMs

10. [Facebook introduced new tagging option to stories](#)

Facebook allowed users to tag other people and pages in their stories

11. [Instagram tested ability to share stories directly to WhatsApp](#)

Instagram carried out tests to let you share stories directly to WhatsApp

12. [Snapchat considered 3-seconds unskippable pre-roll ads](#)

Snapchat considered adding 3 seconds of commercial content before offering a skip option on ads

13. [Instagram officially introduced recommended posts](#)

Instagram rolled out its new feature that shows you posts that are suggested, based on posts liked by accounts you follow

14. [Facebook tested new local news section](#)

Facebook started providing you with news on the go, as it tested its new section on the mobile app called 'Today In'

15. [Facebook tested new "Watch Party" feature for groups](#)

Facebook allowed group admins and moderators to select any public video on Facebook and share it with other members of the group.

16. [YouTube worked on stricter policies to punish creators causing harm to the community](#)

YouTube planned to have stronger punishments for creators who damage the platform's reputation.

17. [LinkedIn planned to focus on groups, with new tools and options](#)

LinkedIn introduced group-centric changes, including the ability to access groups from the homepage, and tools like video posts and @mentions.

18. [Instagram introduced new “Show Activity Status” feature in direct messages](#)

Instagram enabled your followers to see when were you last active, and vice versa of course

19. [Facebook enabled users to post stories from desktop](#)

Facebook allowed users to share and view stories from their desktops.

20. [Instagram tested out a GIF library for stories](#)

Instagram collaborated with Giphy to test a new transparent background GIF library for stories

21. [Facebook announced new methods to measure page and publisher trust.](#)

Facebook decided to rank news sites by trustworthiness, in order to determine whether they get a distribution boost or penalty

22. [Google added keyword functionality to the AdWords app](#)

Google Adwords App enabled advertisers to add, edit, and remove keywords from their campaigns

23. [Google stopped its AdWords review extensions](#)

Google announced that review extensions will stop showing, and will be deleted entirely in AdWords accounts February onwards

24. [Facebook announced major changes to the news feed](#)

Facebook improved the news feed algorithm to encourage people to interact more with the content they consume

25. [Facebook started asking for goals when boosting posts](#)

Facebook started giving two options, either “get likes, comments, and shares” or “engage and chat with potential customers” while boosting posts

26. [Snapchat added new options for sharing content outside the app](#)

Snapchat allowed users to view and share content outside of the Snapchat mobile app

27. [WhatsApp launched its official Business App](#)

WhatsApp announced the launch of WhatsApp business app for small businesses

28. [Instagram tested recording and screenshot-alert feature for stories](#)

Instagram started notifying users when another user has taken a screenshot or a screen recording of their Instagram stories

29. [Facebook Business Manager introduced a new test-and-learn tool](#)

Facebook Business Manager’s new tool helped users find the strategies that work best for their business

30. [Twitter utilised Machine Learning to crop photo previews](#)

Twitter rolled out a new tool that crops thumbnails within tweets to feature the most interesting part of the images

31. [Facebook introduced a new List Post feature](#)

Facebook introduced a new List Post feature that allows you to create a numbered list with titles

32. [Snapchat would allow users to share stories outside snapchat](#)

Snapchat planned to launch the new feature which will enable users to share links via texts or emails outside Snapchat

33. [Instagram introduced content publishing beta for businesses and apps](#)

Instagram allowed applications like Hootsuite and Tailwind more access to scheduling posts

34. [Facebook devalued low-quality web links](#)

Facebook devalued links to websites that provide a poor web experience in order to help users avoid junk

35. [Instagram rolled out carousel ads to Instagram stories](#)

Instagram's carousel ads allowed advertisers to include up to three pieces of content per story

36. [Instagram tested recording and screenshot-alert feature for stories](#)

Instagram started notifying users when another user has taken a screenshot or a screen recording of their Instagram stories

37. [Instagram launched Type mode](#)

Instagram officially rolled out 'Type' mode, allowing users to incorporate unique text styles in their stories

38. [Facebook introduced a new List Post feature](#)

Facebook introduced a new List Post feature that allows you to create a numbered list with titles

39. [Twitter launched a new premium product for developers](#)

Twitter introduced a premium product that provides access to an account's full Twitter archive

40. [Snap Inc. showed solid growth in 4Q 2017 earnings](#)

Snapchat managed to gain 8.9 million daily active users during the most recent quarter, bringing its total users to 187 million

41. [Google allowed restaurants to add menus to listings in its My Business tab](#)

Google rolled out a new feature that allowed restaurant owners to edit and showcase their menu directly on their business's Google listing

42. [Snapchat opened event-specific face lens creation to more users](#)

Snapchat allows users to make their own event-specific face lenses, encouraging more user-generated content

43. [Snapchat launched in-app store for company merchandise](#)

Snapchat launched merchandise like Dancing Hot Dog and Dog Lens t-shirts that users can buy within the app itself

44. [Google launched notifications for calls received through AdWords Express to improve ad results](#)

Google introduced a notifications feature through which advertisers can give feedback on the calls they receive through AdWords Express

45. [Twitter-owned app Vine replaced with Vine 2](#)

Twitter replaced its vine app with Vine 2 in the hope of establishing ties with some top content creators

46. [Facebook Messenger started experimenting with new "Your Emoji" status updates](#)

Facebook Messenger tested the ability of adding an emoji to your profile picture

47. [Instagram tested shoppable collection ads](#)

Instagram started testing a version of Facebook's shoppable collection ads within its main feed

48. [Facebook introduced Monetisation Manager](#)

Facebook rolled out Monetisation Manager to replace the Audience Network tab on Facebook

49. [Facebook experimented with the Downvote button for comment moderation](#)

Facebook tested a new Downvote button to share feedback on what kind of comments ought to be considered offensive and misleading

50. [Snapchat offered free credits to brands advertising on other platforms](#)

Snapchat allowed advertisers to apply for credits on their first advertising campaign on Snapchat

51. [Google rolled out new stories format for search](#)

Google introduced a new story format that allowed publishers to target you with “tappable” content

52. [Snapchat introduced Snap Map to the web](#)

Snapchat rolled out Snap Map which featured public stories posted on locations on an overhead Snap Map

53. [Pinterest rolled out new tools for organising pins, boards, and sections](#)

Pinterest introduced a series of new improvements to help Pinner's organise, rearrange, and sort their pins

54. [Snapchat introduced analytics for selected creators](#)

Snapchat creators were allowed to see view counts and demographic analytics on their Snapchat profile

55. [Facebook started testing stories photo editing on its desktop version](#)

Facebook tested the stories-posting feature with a photo editing tool for desktop users

56. [Facebook improved page insights](#)

Facebook rolled out new page insights that promised to help businesses understand the results that matter the most

57. [Google beta tested AI-powered reply app](#)

Google beta tested the AI-powered app that allowed users to reply to texts from various messaging apps

58. [Facebook limited notifications from active groups](#)

Facebook reduced the number of alerts you receive from certain groups to avoid clutter

59. [Snapchat added GIF stickers for stories](#)

Snapchat introduced the ability to add Giphy's GIF stickers to stories

60. [Facebook Messenger simplified the process for adding multiple people to video or voice calling](#)

Facebook messenger introduced a new Add Person feature that allowed users to quickly add more people to video or voice calls

61. [Instagram Direct introduced new replay options](#)

Instagram's new feature allowed recipients to view the message once or replay it temporarily

62. [Twitter decided to stream live broadcasts during breaking news events](#)

Twitter partnered with local news stations to stream their broadcast during breaking news events

63. [Facebook rolled out new standard format for its interactive 3D post](#)

Facebook introduced a new format which allowed developers to build 3D sharing into any app

64. [Twitter cracked down on automation and bot usage](#)

Twitter released a new set of guidelines that prohibited users from posting identical or substantially similar content

65. [Google tested a new feature that enabled users to change video backgrounds](#)

Google developed a tool that enabled video publishers to add background effects to their creations

66. [LinkedIn introduced video for sponsored content and company pages](#)

LinkedIn announced two major updates that lets you use sight, sound and motion to tell more compelling stories

67. [Instagram tested a portrait shutter](#)

Instagram started testing a portrait-shutter feature under the name – Focus

68. [YouTube planned ahead to get exclusive sports action for their users](#)

YouTube partnered with NBA Finals, WNBA Finals, and developmental G League finals, biting into the television viewership base

69. [LinkedIn introduced video ads directly to your newsfeed](#)

LinkedIn rolled out video ads that will automatically play on your newsfeed, with the sound off until you choose otherwise

70. [Netflix ditched its old Gotham font used by most entertainment brands](#)

Netflix started using its own custom font created by the company's in-house team

71. [YouTube tightened restrictions on videos promoting firearms](#)

YouTube decided to ban videos that promote either the construction or use of firearms, as well as their accessories

72. [Facebook expanded its on-platform job advertising tools](#)

Facebook expanded the ability to apply for jobs directly on Facebook to more than 40 additional countries

73. [Twitter started working on a camera-first feature](#)

Twitter started working on developing a camera-first feature to encourage users to post more images and videos

74. [Instagram tested Nametag scanning](#)

Instagram started testing the Nametag scanning feature which allowed users to scan nametags and follow profiles instantly

75. [Samsung became the most trusted brand](#)

Samsung was ranked the most trusted brand second time in a row

76. [WhatsApp allowed Android users to recover previously deleted media](#)

WhatsApp enabled Android users to recover videos and photos that were deleted

77. [Facebook tested an AI that predicts your future behaviour](#)

Facebook used artificial intelligence to come up with features that predict your future behaviour for advertisers

78. [Will Smith and a NASA astronaut walked into an Instagram Live conversation](#)

Will Smith became the first person on earth to chat with an astronaut on Instagram LIVE

79. [Facebook introduced 3D Drawing](#)

Facebook rolled out the 3D Drawing feature that enabled users to take a photo of their surroundings and annotate them using AR for their Facebook stories

80. [A web browser called "Internet" was rolled out by Amazon](#)

Amazon launched a fast, light, and private android web browser called Internet

81. [Google launched a new video ad format called Outstream](#)

Google's new video ad format brought videos to mobile devices, in locations where no YouTube videos currently exist

82. [Snapchat rolled out Shoppable AR](#)

Snapchat introduced Shoppable AR to its platform - a feature that allows advertisers to sell products directly through their sponsored lenses

83. [Snapchat announced partnership with four IPL teams](#)

Snapchat announced partnerships with IPL cricket teams Mumbai Indians, Royal Challengers Bangalore, Delhi Daredevils, and Rajasthan Royals, with special lenses for each team

84. [KFC launched an innovative ad campaign](#)

KFC replaced fire with spicy fried chicken in a well-executed set of ads

85. [Burj Khalifa started the countdown to Avengers: Infinity War release](#)

Dubai's Burj Khalifa began a countdown, and was lit up in celebration of the release of Avengers: Infinity War.

86. [LinkedIn rolled out a new profile layout](#)

LinkedIn introduced a new profile layout yet again, to put emphasis on your current employment and education

87. [Amazon started working on a home robot project](#)

Amazon began working on a home robot under the codename – Vesta

88. [McDonald's turned popular menu items into weather icons](#)

McDonald's turned their menu items into digital billboards that change and update themselves based on the weather

89. [Instagram stories allowed users to upload multiple photos and videos at once](#)

Instagram rolled out their new feature that enabled users to share multiple photos and videos on stories

90. [Tata Sky partnered with Netflix](#)

The partnership between the two allowed Tata Sky subscribers to browse and access the entire Netflix catalogue

91. [Google released Gmail redesign](#)

Google introduced a confidential mode in a new look for its hugely popular email service

92. [Snapchat introduced AR selfie games called Snappables](#)

Snapchat launched Snappables that allow you to use your touch, motion and facial expressions to compete for higher scores

93. [YouTube released a transparency report on how it's enforcing its community guidelines](#)

YouTube announced that it removed almost 8.3 million videos from its platform in the last quarter of 2017

94. [Twitter home timeline would now feature news story links that your network tweeted](#)

Twitter further expanded with a new feature that highlights news stories that people in a user's network tweeted

95. [YouTube would allow advertisers to buy YouTube ads for viewers watching on TV screens](#)

YouTube would begin selling ads in its live TV stream, opening up more inventory in the streaming TV sector

96. [Pinterest beta-tested a way to factor skin tone](#)

Pinterest beta-tested a way that enabled users to narrow down their beauty related search results by skin tone

97. [Facebook introduced Sleep Mode for parents in Messenger kids](#)

Facebook rolled out the Sleep Mode that will allow parents to set predetermined off times for the app

98. [Youtube introduced "TrueView for Reach"](#)

YouTube allowed advertisers to broadcast 6-second ads

99. [MakeMyTrip planned a partnership with Flipkart](#)

MakeMyTrip decided to partner with Flipkart to offer travel services on Flipkart's platform

100. [360-degree photos and HD-Quality videos were allowed be shared via FB Messenger](#)

Facebook Messenger made 360-Degree photos and HD-Quality videos available to all users globally

101. [LinkedIn forced a few users to use hashtags in their posts](#)

LinkedIn pushed the use of hashtags as a key sorting option for on-platform content

102. [LinkedIn added GIFs to its messaging](#)

LinkedIn enabled users to search for GIFs within the messaging interface itself

103. [WhatsApp beta-tested a new "locked recordings" feature](#)

WhatsApp rolled out a locked recordings feature that enabled users to set a lock while recording

104. [Instagram allowed users to download their data](#)

Instagram rolled out a plan which will allow users to download a copy of all the content they have uploaded

105. [Twitter released a calendar for the month of May](#)

Twitter released major events calendar in order to assist with strategic planning

106. [Google launched a new feature of YouTube kids parental control](#)

Google rolled out a new feature to limit the YouTube channels your kids watch to only those approved by you

107. [Facebook's downvote button rolled out to more users](#)

Facebook introduced its downvote button to greater number of users for its new Reddit-style comment feedback system

108. [Twitter urged all users to change the password after discovering a bug](#)

Twitter advised its users to change their passwords after a glitch caused some to be stored in readable texts

109. [Facebook gave people the ability to match donations to non-profit fundraisers](#)

Facebook introduced its Fundraisers features to help people support the causes that matter to them

110. [Instagram business profiles get a simplified inbox and stronger call to action options](#)

The Instagram business accounts would now see new customer messages in DM instead of the pending folder

111. [Instagram started testing a new music sticker option for stories](#)

Instagram's music sticker feature would enable users to add music clips to their stories

112. [Gmail's smart compose writes emails for you](#)

Gmail announced a new feature called Smart Compose which will suggest complete sentences within the body of an email

113. [WhatsApp enabled Facebook and Instagram videos to be played natively](#)

WhatsApp included a new feature in its update which allowed videos from Facebook and Instagram to be played without leaving the app

114. [Instagram photos are used to teach Facebook's AI](#)

Facebook's started training its image recognition AI uses Instagram photos

115. [Google decided to terminate old AdWords version by the end of 2018](#)

Google announced that it will make the new version of AdWords the exclusive way for marketers to manage their ad campaign accounts

116. [Instagram planned to add In-Stream payment options for on platform shopping](#)

Instagram started working on rolling out a new native payment feature

117. [Google made a fun AI-powered emoji scavenger hunt for your phone](#)

Google introduced a new game that uses company's advanced machine learning tools

118. [Instagram introduced emoji slider stickers](#)

Instagram rolled out a new feature that polls your viewers on a rating scale using an emoji

119. [Facebook launched new tools for Mother's Day](#)

Facebook introduced a new feature where the users can see a notification at the top of their feeds highlighting the various ways they can pay tribute to their Moms on the platform

120. [WhatsApp started working on bringing chat filters in its business app](#)

WhatsApp's chat filter feature would be helpful for businesses to reach out on potential customers

121. [Facebook suspended apps that could have misused your data](#)

Facebook confirmed that it has suspended around 200 apps for potentially misusing people's data, following an audit

122. [YouTube becomes the first video app to help you watch less](#)

YouTube introduced a series of new controls that will allow you to set limits on your viewing

123. [Twitter announced global change in algorithms to tackle harassment](#)

Twitter's system would use behavioural signals to assess if an account is adding to or detracting from conversations

124. [Facebook introduced voice posts for stories](#)

Facebook users are allowed to share 20 seconds long voice post in Facebook stories

125. [Snapchat rolled out 6-second, unskippable ads in shows](#)

Snapchat introduced its new unskippable 6-second ads in order to boost ad revenue

126. [Facebook stories revealed 150M daily viewers](#)

Facebook stories announced 150M viewership for its stories and started testing its ads

127. [YouTube introduced its music streaming service](#)

YouTube rolled out its music streaming service which will be available to users for either a free version with ads or a paid subscription

128. [Google required parallel tracking in AdWords](#)

Google announced plans to ensure that consumers have faster and safer ad experiences after they click on ads

129. [Instagram organic posts could be turned into ads](#)

Facebook rolled out a new feature that allowed advertisers to turn existing organic Instagram posts into ads within Power Editor and Ads Manager

130. [ALTBalaji surpassed 1 million paid subscribers](#)

Balaji Telefilms announced that the app has surpassed the 1 million subscriber mark within a year of its launch

131. [Twitter gets rid of most of its TV apps](#)

Twitter announced that it is shutting down its TV app on Roku, Android TV and Xbox

132. [Live matches pushed viewership on OTT platforms](#)

The OTT industry on an average saw a 70%-100% rise in viewership for sports this year

133. [Facebook teamed up with Qualcomm to bring high-speed wireless Internet](#)

Facebook and Qualcomm tested a lightning speed WiFi technology seeking to bring high-speed Internet into highly populated cities

134. [Instagram CEO confirmed upcoming 'time spent' Usage Insights](#)

Instagram enabled users to see how much time they spent on the app

135. [Instagram officially launches ability to re-share user posts in stories](#)

Instagram announced the capacity to share regular, public Instagram posts to Instagram Stories

136. [Instagram enabled users to mute annoying people on the app](#)

Instagram rolled out a new feature allowing users to mute updates from unwanted people

137. [Facebook rolled out new information tools to help reduce spread of fake news](#)

Facebook announced new measures which will provide additional transparency over the news feed process

138. [Hugging Face Chatbot became the best artificial BFF for teenagers](#)

The Hugging Face Chatbot lets you have unlimited chat with your own AI minion

139. [Google launched programmatic audio ads in DoubleClick Bid Manager](#)

Google announced that it launched the ability to buy programmatic audio ads through its demand-side platform

140. [Amazon drove around a Jurassic-Sized box leaving people wondering what's inside](#)

Amazon collaborated with Jurassic World: Fallen Kingdom and announced the largest delivery in Amazon's history

141. [Facebook stories introduced new poll feature](#)

Facebook rolled out the poll feature for Facebook stories

142. [Snap Inc. launched Yellow, an accelerator program for mobile media creators and startups](#)

Snapchat's Yellow would be a launchpad for creative minds and entrepreneurs who are looking to build the next generation of great media companies

143. [ESPN Brazil turned their sports casters into Emojis in a collaboration with Samsung](#)

Samsung promoted the new Galaxy S9 and Galaxy S9+ by turning ESPN Brazil sports casters into Emojis

144. [Facebook would ask you to review important information about your privacy again](#)

Facebook updated its data policy to make sure nobody gets away with not seeing it and not reviewing it

145. [Google Trends updated new features and design elements](#)

Google Trends updated its feature set and design to provide a simpler navigation and more ways to explore data and stories

146. ['Jurassic World Alive' app added augmented reality for movie promo](#)

The AR feature in the app created images of dinosaurs which also emits sound

147. [Google launched Neighbourly, a new hyperlocal social app](#)

Google rolled out the app which is a hyperlocal-focused social network designed to crowdsource answers to your questions from people in your community

148. [Snapchat went back to its previous layout](#)

Snapchat announced that they will be returning back to the previous layout of the app

149. [Facebook launched new initiative to weed out questionable traders](#)

Facebook launched a new program which aims to squeeze out questionable traders by restricting their ability to advertise, based on customer feedback

150. [Reddit and Twitter started working on new video ad formats](#)

Reddit rolled out native video ads across its website and mobile apps, in an attempt to highlight brands better for its audience

151. [Instagram enabled brands to sell products in stories](#)

Instagram gave brands the ability to link the products in stories with new shopping stickers

152. [Facebook launched 'Level Up' program for emerging gaming creators](#)

Facebook announced a new program specifically for emerging gaming creators, and a new gaming video destination on its platform

153. [Snapchat allowed users to unsend messages](#)

Snapchat rolled out its new feature which allowed the users to unsend messages

154. [Facebook planned to introduce 3D posts](#)

Facebook began work on rolling out 3D posts, which will turn your regular images into more eye-catching visuals

155. [Facebook added the new Memories section](#)

This new feature would incorporate all of your moments, friendaversaries and on-this-day reminders in one single place

156. [Apple locked down iPhone security flaw, frustrated law enforcement](#)

An iPhone software update will disable the Lightning port one hour after the phone is locked

157. [Facebook added reaction to Facebook stories](#)

Facebook introduced reaction icons which will be made available to users while people who post stories will be able to see who all reacted

158. [Facebook launched brand collaboration search engines for sponsoring creators](#)

Facebook's new search engines enabled brands to browse different web celebrities based on the demographics of their audience

159. [Snapchat released new send and receive location tool](#)

Snapchat's new update allowed users to send their ongoing real-time location to a friend or request theirs

160. [Facebook announced polling to live and on-demand videos](#)

Facebook announced new ways for creators and publishers to create interactive videos, including polling for Live and on-demand videos, and gamification for Live

161. [YouTube announced the launch of Creative Suite](#)

YouTube unveiled Creative Suite, a feature meant to give brands and agencies the tools and resources they need to create a more delightful experience for the user

162. [Facebook updated its test of subscriptions in instant articles](#)

Facebook and its publisher partners tested tools that enabled publishers to define when their readers encounter paywalls

163. [Snapchat introduced first lens that responds to sound](#)

Snapchat introduced a new type of Lens that reacts not just to what it sees, but also to what it hears

164. [Instagram shared ranking criteria for algorithm](#)

Instagram shared which factors are weighed by its algorithm before a post appears in a user's personal feed

165. [Instagram started working on a feature for long-form videos](#)

Instagram planned to roll out a new feature enabling users to share videos of up to an hour in length

166. [Instagram introduced @mention sharing for stories](#)

Instagram rolled out a new feature which enabled users to mention other users in their own story

167. [Apple expanded advertising business with new network for apps](#)

Apple expanded its digital advertising business by shifting its growth strategy beyond selling devices to pushing services on them

168. [Facebook monetised Marketplace with ads and boosted listings](#)

Facebook began testing Marketplace ads in the U.S. that let average users pay to “Boost” their listing to more people through the News Feed

169. [Facebook introduced bidding for in-app ads](#)

Facebook is expanding its support for header bidding, a technology that allows publishers to auction off ad impressions through real-time bidding between ad networks

170. [Facebook expanded non-profit giving tools to more pages](#)

Facebook announced new features to make fundraisers even more impactful and accessible

171. [Facebook enabled users to see all the active ads run by a page](#)

Facebook released a new tool that will allow users to see what advertisements a Page is running and whether or not all of those advertisements are targeted at that particular user

172. [Facebook enforced new requirements for custom audience targeting](#)

Facebook's new requirements were introduced in an effort to ensure targeting is done responsibly and that people understand why they are seeing specific ads on Facebook

173. [Twitter rolled out personalised news alerts and event notifications](#)

Twitter introduced a new feature that alerts you to live events and presents to you a curated list of tweets about them

174. [Snapchat extended ads to AR lenses and Snappables](#)

Snap started working with companies to create and sell branded versions of Snappables games

175. [Google provided greater transparency and control over Google ads experience](#)

Google announced that it will provide greater transparency so that users can browse the web confidently

176. [LinkedIn introduced carousel ads for sponsored content](#)

LinkedIn rolled out carousel ads for sponsored content, which provided advertisers with one more way to tell their brand's story

177. [YouTube planned to roll out channel membership](#)

YouTube announced that they are planning to introduce channel membership to enhance a contributor's ability to make an income

178. [Twitter acquired Smyte to reduce trolls and bots](#)

Smyte plans to help Twitter resolve its various issues and remove them before they have any impact

179. [Instagram introduced a new stand-alone video app, IGTV](#)

Instagram's IGTV was rolled out for creators to post polished videos as they would on YouTube

180. [Facebook offered autoplay video ads in Messenger](#)

Facebook started selling autoplay ads in Messenger where some users will start to see autoplay video ads appear in their inbox right next to messages from friends and family

181. [Facebook tested the ability to cross-post Facebook updates to Instagram](#)

Facebook started testing the ability for users to cross-post single image Facebook updates to Instagram

182. [Facebook tested new keyword alerts for groups](#)

Facebook started testing a new option to provide alerts for keyword mentions within Facebook groups

183. [Facebook added new AR ads that enable users to try products virtually](#)

Facebook rolled out a new ad type that lets you try on sunglasses and make-up products directly on your news feed

184. [Snapchat Launched 'Lens Explorer' to Showcase Community Created AR Tools](#)

Snapchat made community-created AR lenses accessible to the general public through its Lens Explorer tool

185. [Twitter tested new Promoted Trend ads, featured in the main Explore listing](#)

Twitter tested a new ad type in its Explore tab, allowing businesses to buy banner space that occupies the top of the user's screen

186. [Facebook Messenger tested a feature to help identify fake accounts and reports](#)

Facebook tested a feature on its Messenger that allowed users to know which country a Direct Message came from, to make reporting easier

187. [Instagram made shopping tags in Stories available to more businesses](#)

Instagram made the "shopping" tag in Stories available to all businesses that have enabled the shopping option on Instagram

188. [Facebook announced more news programming for Watch](#)

Facebook replaced its "trending news" module with exclusive video news programs, shifting from an algorithm to a few chosen news publishers

189. [Google added cross-device measurement tools to Google Analytics](#)

Google updated its Analytics service, allowing you to better track how users visited your website through Cross-Device reporting

190. [YouTube videos adapted to desktop screens and browser sizes for a better viewing experience](#)

YouTube modified its desktop service so that the videos automatically resize to fill the screen, thereby offering a better viewing experience

191. [Instagram launched a “You’re All Caught Up” feature to simplify feed](#)

Instagram rolled out a “You’re All Caught Up” feature that helps users track content they’ve already seen, and identify when they’ve consumed all new content.

192. [Instagram introduced music in Stories](#)

Instagram allowed you to add a soundtrack to your story, to better express what you want to say.

193. [Facebook rolled out an “Info & Ads” to improve transparency to its ads and Pages](#)

Facebook launched a section called “Info & Ads” that shows you the ads that a Page is currently running.

194. [Facebook added reaction, stickers, and group chat to its stories](#)

Facebook launched new Story features, allowing you to “react”, respond with stickers, or reply to someone’s Story, in a bid to drive more interaction.

195. [Twitter announced new measures to fight spam and malicious automation](#)

Twitter improved their sign-up process to combat spam accounts, by asking new users to register a valid email account or phone number.

196. [Instagram selectively rolls out Questions in Stories](#)

Instagram added the ability for users to ask questions to their viewers via their Stories, and launched this feature to some of their user-base.

197. [Twitter launched related hashtags for trending topics](#)

Twitter added a feature that displays trends that are related to a particular trending topic, to better understand full scope of conversation happening about something online.

198. [Instagram upgraded two-factor authentication](#)

Instagram implemented a two-factor authentication solution that would not require your phone number, in a bid to guard against SIM hacking.

199. [LinkedIn updated experience listings on profiles to better represent career progression](#)

LinkedIn improved their experience listings on profiles, allowing you to show any internal shifts you had within the same company

200. [Pinterest rolled out max-width video ads to all businesses](#)

Pinterest announced that its attention-grabbing, maximum-width video ads would be made available to all advertisers using the platform across the globe

201. [Facebook Messenger allowed you to sync your contacts to Instagram](#)

Facebook launched a feature that allows you to sync your contacts to your Instagram account, through the “People” tab on the app

202. [LinkedIn added native QR codes for personal profiles](#)

LinkedIn made sharing your profile easier by adding a dedicated QR code for each profile, as well as a “See Translation” feature that lets you consume posts/profiles in different languages

203. [LinkedIn rolled out Voice Messaging](#)

LinkedIn introduced a new feature that allows you to leave voice messages for your connections

204. [Instagram tested highlights of IGTV content with main Instagram feed](#)

Instagram tested a new UI update that highlights IGTV channels in your main Instagram feed, to drive more traffic to IGTV

205. [WhatsApp launched four-person group video feature for all users](#)

WhatsApp introduced the group-video-call feature for all users, allowing a maximum of four people per call

206. [YouTube added vertical video support for both web and mobile versions](#)

YouTube enabled users to watch vertical videos the way they're meant to be seen, resizing its player to minimise loss of frame size

207. [LinkedIn rolled out video captions and new content-sharing tools](#)

LinkedIn launched a big update with tools that improve content creation and sharing, including the addition of captions for all your videos

208. [Instagram experimented Reaction Emojis for Stories](#)

Instagram tested letting you respond to Stories through reaction emojis

209. [Facebook rolled out new creative tools for Ads Manager app](#)

Facebook introduced a new suite of tools on its Ads Manager app that allow you to create and edit ad images within the app itself

210. [Facebook tested new info labels for branded content partnerships](#)

Facebook improved transparency about content from brand partnerships by adding an icon on branded posts, so that clicking it would give you more information about the partnership

211. [YouTube introduced searchable hashtags above video titles](#)

YouTube launched a new feature that displays hashtags on videos to help you search for and discover more videos about the same topics

212. [LinkedIn featured new messaging tools to enhance on-platform connection](#)

LinkedIn launched a range of updates that make messaging better on the platform, like expanding the composition window and enabling attachments

213. [WhatsApp restricted message forwarding to 5 chats in India](#)

WhatsApp announced the restriction of message forwarding to 5 chats in India, due to the country's widespread problem of sharing misinformation and rumours

214. [Snapchat shut down Snapcash](#)

Snapchat shut down its peer-to-peer payment space after losing out to bigger players in the market, over concerns of its misuse

215. [YouTube expanded VR App for Samsung Gear VR devices](#)

YouTube extended the use of its virtual reality to Samsung Gear devices, as well as a feature that allows you to watch a video with others, while chatting with them

216. [Facebook updated its video ad measurement metrics](#)

Facebook changed its video-view metrics to only include unrepeated seconds of viewing time, thereby increasing accuracy

217. [Facebook's Workplace introduced Workplace Profiles](#)

Facebook launched Workplace Profiles to help you connect better with your colleagues, allowing to search and interact with people in your organisation more easily

218. [YouTube launched its Copyright Match tool](#)

YouTube made it easier for content creators to protect their original content through its Copyright Match tool, which identifies videos with similar content

219. [Google updated its search quality rating guidelines](#)

Google revised its guidelines that help human quality-raters evaluate online content and give Google feedback

220. [YouTube rolled out Incognito Mode for Android users](#)

YouTube launched its in-app version of Incognito Mode for Android, allowing users to browse privately without saving history

221. [Google rebranded AdWords as Google Ads](#)

Google rebranded AdWords as Google Ads in a campaign to simplify its paid advertising platforms, making it more automated and intuitive

222. [Snapchat launched “Snapchat Storytellers” to connect influencers with businesses](#)

Snapchat took its first step into the influencer game through the launch of its new pilot program Snapchat Storytellers

223. [YouTube rolled out “Dark Mode” on Android](#)

After making its Dark Mode available to iOS in March 2018, YouTube extended its intuitive user experience to Android users as well

224. [Facebook added activity dashboards for Facebook and Instagram](#)

Facebook added activity dashboards for Facebook and Instagram to help users manage the time they spend on both platforms

225. [Facebook tested an “Add Contact” feature on Messenger](#)

Facebook tested its “Add Contact” feature on Messenger, allowing users to chat with contacts without being friends on Facebook

226. [Google removed the option to exclude mobile apps from display campaigns](#)

Google took away the option that advertisers had to block mobile apps in their display ads, in order to simplify targeting controls

227. [Snapchat lost a big chunk of user-base after UI redesign](#)

Snapchat lost a lot of users after it redesigned its interface, with the count numbering up to more than three million by August 2018

228. [Google released a Broad Core algorithm to make search results more relevant](#)

Google rolled out a Broad Core algorithm that demoted pages with questionable expertise to increase its own credibility and relevance as a search engine

229. [Facebook allowed users to find mentors and mentees in Groups](#)

Facebook launched a feature that allows people in existing communities to get one-on-one support through a guided program

230. [Snapchat started testing Sticker Packs made by creators](#)

Snapchat began testing the use of Sticker Packs made by users on the platform, in a mission to woo its native content creators and build the Snap community

231. [Facebook built its own AR games for Messenger video chat](#)

Facebook flexed its in-house game development muscles with the launch of two AR video games, playable with up to six people over video chat

232. [Facebook launched the process to convert still images into video](#)

Facebook's Creative Shop team put together a new process that enables advertisers to create video-like ads from still images, since video is consumed more

233. [Google launched new expandable featured snippets that contain more information](#)

Google launched a new form of featured snippets that show you more useful aspects of the topic of your search

234. [Facebook announced a new update for pages, added recommendation tools and connection options](#)

Facebook majorly upgraded their Business Pages to help you publicly rate and recommend a business, and allow businesses to better use word-of-mouth on the platform

235. [Snapchat released latest update of trending topics on the platform](#)

Snapchat released "Snap Chatter", an audience insights tool that lists all topics and trends generating discussion among users on the app

236. [Facebook tested replacing "Share" with "Message" option on news feed posts](#)

Facebook replaced the Share button on news feed posts with a Message button, to test whether you'd be more open to private messaging

237. [Snapchat added voice-activated lenses](#)

Snapchat launched new lenses that activate through voice commands with simple English words

238. [Facebook rolled out personalised function bar shortcuts](#)

Facebook launched a personalised set of function shortcuts, depending on what tabs you use the most

239. [Facebook tested a new highlight feature for Facebook Stories](#)

Facebook tested a feature to allow you to save and highlight the best of your Story content, much like Instagram

240. [Facebook tested “things in common” to try to better connect strangers](#)

Facebook tested a “things in common” feature to encourage more people to discover potential friends amongst strangers

241. [Facebook Group admins got the ability to pin comments in discussions](#)

Facebook launched an option that enabled group admins to highlight the best comments in a discussion, or simply point it in a particular discussion through pinned comments

242. [LinkedIn added new job-listing tools to improve relevant searches for desired profiles](#)

LinkedIn rolled out new updates to its job listings, making it easier for recruiters to find relevant resources, as well as filter those who offer remote working

243. [Instagram tested a new recommendations feature to boost content discovery](#)

Instagram tested a new content discovery process by highlighting posts from accounts similar to the ones you follow

244. [Gmail allowed Android users to “unsend” emails, within 10 seconds of hitting “send”](#)

Google rolled out a new feature for Android users, allowing them undo a sent email, provided they do so within 10 seconds of sending it

245. [LinkedIn brought Groups back to mobile, integrating them into the main app](#)

LinkedIn found a way to integrate its formerly standalone app, “Groups”, into the main mobile application, along with swanky new features like threaded replies

246. [LinkedIn Reached 575 Million Members](#)

LinkedIn reached 575 million members across the world, and provided a demographical breakdown of where they all come from

247. [Facebook added new authorisation process for Page managers](#)

Facebook rolled out a new authorisation process for managers who handle large Facebook Pages, before they could continue publishing posts on their pages

248. [Instagram added private polls to Direct Messages](#)

Instagram gave its users another creative way to interact with each other in smaller groups, through the release of private polls within Direct Messages

249. [Facebook added new options to Events to add more context for each listing](#)

Facebook rolled out new options within the Events feature that gives attendees a better idea of how they'll be spending their time

250. [Snapchat added musical GIFs](#)

Snapchat formed a new partnership with TuneMoji to allow you to send musical GIFs, playing a snippet of a chosen song along with a moving image

251. [Facebook announced new ad restrictions based on their free-speech policy](#)

Facebook announced that ads for addiction treatment centres will have new restrictions, and ads for bail bonds will be prohibited

252. [Facebook removed more than 5000 ad targeting options to stamp out discrimination](#)

Facebook announced the removal of over 5000 of its targeting options, to prevent it from being used in divisive and damaging ways

253. [Pinterest improved related pin recommendations to increase engagement and activity](#)

Pinterest rolled out a new process called PinSage, which uses contextual information to provide more accurate recommendations for additional matches

254. [Facebook tested new rating system for business pages](#)

Facebook tested a new scoring system for business pages, allowing users to rate on a scale of 1 to 10, rather than 1 to 5

255. [Google launched a new rich snippet in search results](#)

Google launched a new rich snippet that shows you FAQs, Q&A, and How-Tos directly in Google search results, without you having to go to the native website

256. [Google released Search Console verification for Analytics owners](#)

Google set up an automated verification system for Analytics owners, making it easier to verify a Google Search Console account

257. [Google Analytics started including data from Google Images](#)

Google Analytics rolled out a new data feature that allows you to better track traffic that comes via Google Images to your site

258. [Google Posts added to local packs for some branded queries](#)

Google started showing Google Posts for some branded queries, displaying a separate tab that collates Google Posts for that brand

259. [Facebook announced the arrival of ads on its Stories feature](#)

Facebook announced that it would be enabling advertisers to target content on its Stories page, a feature they had been developing since May 2018

260. [Instagram opened up verification application process](#)

Instagram announced that users will be able to apply for the little blue tick mark next to their names directly from the app itself

261. [Google Ads introduced “ad strength” indicator](#)

Google announced that ad strength will be visible when advertisers create responsive search ads, as well as in a new column in the web interface

262. [Google Ads began restricting ads from third-party tech support providers](#)

Google announced that it will be restricting ads in the tech support category and roll out a verification program to better identify legitimate providers from fraudulent actors

263. [Facebook Watch went global](#)

Facebook Watch launched globally, to give you a better way to discover great videos, and use them to interact with friends, creators, and other users

264. [Facebook improved Local Business listings](#)

Facebook launched improvements to Local Business listings to increase visibility, make them look better on mobile, and enhance local search result

265. [Facebook updated travel ads to help airlines reach more prospective customers](#)

Facebook updated its travel ads section, and offered a new “Flight Ads” variant, enabling airlines to reach potential travellers based on their digital search activity

266. [Twitter brought “Bookmarks” to desktop, provided access across devices](#)

Twitter added its Bookmark feature to its desktop version, allowing users to save content across devices to view later

267. [Instagram looked to launch a standalone app for online shopping](#)

Instagram looked to launch a dedicated app called “IG Shopping”, to maximise its online shopping potential without compromising on its main app’s user-experience

268. [Facebook introduced Pixel to Groups](#)

Facebook has looked to Groups to help marketers track traffic from Facebook to their site

269. [A Google Ads script allowed users to find anomalies in their campaign spending](#)

Google Contributor Daniel Gilbert shared a customisable script that allowed users to check for overspending or underspending in their Google Ads

270. [Instagram introduced “recommended posts” in your feed](#)

Instagram started putting recommended posts directly in your feed, encouraging you to explore new content shared by your community

271. [Facebook Ads became Instant Experience](#)

Facebook rebranded its Canvas Ads to Instant Experience, introducing a new immersive mobile shopping experience

272. [Facebook tested adding links to Stories](#)

Facebook tested the inclusion of links in their Stories feature, in the hope to drive more interaction on Stories rather than the newsfeed

273. [Instagram replaced “stars” with “flags” in Direct Messages](#)

Instagram introduced a minor change to how you save a message that you want to view later, such that you flag messages instead of starring them

274. [Snapchat launched new program to enable publishers to source user-generated content](#)

Snapchat partnered with over 20 news publishers to enable them to create their own curated Stories through publicly posted Snaps

275. [Twitter started showing live-streams and broadcasts on top of your timeline](#)

Twitter made it easier to consume live content by placing all live streams on the top of your timeline, such as breaking news, sports, and celebrity content

276. [Snapchat added its own version of Instagram’s Boomerang and called it Bounce](#)

Snapchat launched a feature that mirrors Instagram’s Boomerang feature, and called it Bounce

277. [Facebook bought VidPresso](#)

Facebook bought VidPresso, a service that makes videos interactive through polling, commenting, and other such devices

278. [Google Ads tested headlines and URL without descriptions](#)

Google tested an ad format on mobile search that only displays the headline and the URL, without any description

279. [Instagram expanded shopping features in Stories and Explore](#)

Instagram made it easier for you to buy products that you see brands you follow post in their Stories, as well as products from brands you don't follow in the Explore section

280. [Facebook scored users on trustworthiness](#)

Facebook started rating users on their credibility, in a bid to find those spreading malicious news and misleading content on the platform

281. [Twitter launched audio-only broadcasts](#)

Twitter launched an audio-only broadcast option for users, allowing your followers to hear, but not see you, in an attempt to bring podcasting on to its platform

282. [Instagram tested the option to add hashtags without including them in the caption](#)

Instagram tested a less intrusive way for you to add hashtags to your post without adding them in the caption, in a bid to increase the platform's aesthetic

283. [Facebook launched playable ads](#)

Facebook allowed businesses who market on their Games section to create ads that allow users to play directly within the ad itself

284. [Google made its Data Studio tool available to all users](#)

Google made its Data Studio available for free to all users, enabling them to access and visualise data from a range of sources

285. [Google enabled call reporting at the account level in Google Ads](#)

Google allowed advertisers to enable call reporting at a campaign level, easing the tension of doing it every time they add a new extension or call-only ad

286. [Quora introduced Broad Targeting](#)

Quora introduced the Broad Targeting option on its platform, allowing ads running on their platform to adapt their targeting based on the audiences that engaged the most with them

287. [Facebook launched Ad Breaks across four markets](#)

Facebook rolled out its Ad Breaks feature after comprehensive testing, making it available to all eligible Pages in four countries (and additional countries later)

288. [Twitter launched new updates to improve user experience](#)

Twitter rolled out a host of new updates that cracked down on trolls, improved privacy, and enhanced the user experience on its platform

289. [Snapchat partnered with Amazon to launch visual search](#)

Snapchat partnered with Amazon for a new visual search product, allowing you to point your Snapchat camera at a physical product or barcode, and generate an Amazon card that let you shop for that product or browse through similar products

290. [Facebook launched 3D photos that jump out of your newsfeed](#)

Facebook enabled users to create 3D photos with life-like dimensions, including depth and movement

291. [YouTube opened up Premieres to everyone](#)

YouTube allowed all its users to create scheduled broadcasts and invite fans into a virtual viewing party

292. [Snapchat added lenses to desktop cameras to boost tool awareness](#)

Snapchat announced the launch of a desktop extension that allows you to apply Snapchat lenses through your desktop camera, including integrations with Skype, YouTube, and Google Hangouts

293. [LinkedIn added new integrations with Google campaign manager and Vimeo](#)

LinkedIn announced new integrations that enable better comparison and management of ad performances on their platform

294. [Google launched a new “follow” option for your favourite locations](#)

Google launched a new Follow button on its Maps interface, that allows you to get updates about businesses that you're interested in

295. [Facebook rolled out new Messenger 4 update](#)

Facebook released a new update for Messenger 4 on mobile, enabling simplified navigation, dark mode, and customisable chat bubbles among other features

296. [Instagram expanded group video chat option to 6 people at a time](#)

Instagram extended the maximum number of people in one group video chat by 50%, up from 4 participants to 6

297. [Pinterest added new shopping options to boost its eCommerce potential](#)

Pinterest enhanced its platform's shopping elements, releasing Product Pins for better tracking, and a shopping shortcut that allows you to shop straight from your feed

298. [SoundCloud allowed users to share music to Instagram stories](#)

SoundCloud released a new feature that allows you to share a song from its app directly to Instagram Stories, with the album art as the background

299. [Twitter rolled out annotations for tweets in Moments](#)

Twitter launched a new feature that shows the annotations in tweets in Moments, providing context to confirm authenticity of the curated stories showcased

300. [Facebook tested video polls within ads](#)

Facebook conducted comprehensive testing that allowed selected advertisers to add video polls to their Facebook ads

301. [Facebook tested an "unsend" feature in Messenger](#)

Facebook tested a unique "unsend" feature for messages sent through its Messenger app on Android, similar to Gmail's unsend feature for emails

302. [Twitter tested a homescreen button to switch between two types of timelines](#)

Twitter ran comprehensive beta testing on a homescreen button that allows you to switch between an algorithmic timeline (best tweets first) and a chronological timeline (in order of posting)

303. [Facebook tested a new Stories layout](#)

Facebook pushed the usage of its Stories feature through the launch of a new layout, in which Stories dominated the top part of your screen, increasing visibility

304. [Facebook added Page and Business Recommendations to Groups](#)

Facebook added a new Recommendations panel to Groups, collecting the businesses that group members recommend, to encourage sharing within trusted communities

305. [Instagram Stories increased maximum video length to more than 15 seconds](#)

Instagram rolled out a new Stories feature, allowing you to create multiple segments that can go well above the 15-second limit

306. [Instagram launched new scannable nametag feature](#)

Instagram released a new feature that allows you to connect more easily with other users, simply by scanning a unique “nametag”

307. [Facebook implemented new restrictions on low-quality ads](#)

Facebook announced a new set of restrictions as well as increased penalties for brands that consistently publish low-quality ads on its platform

308. [Twitter tested ice breakers and status indicators to promote engagement](#)

Twitter launched a set of new features that facilitate new conversation between users, including letting you pin an “ice breaker” on top of their timeline, and a status indicator for when you’re available

309. [Facebook enabled Instant Forms for ad campaigns on its platform](#)

Facebook enhanced the Lead Forms feature into Instant Forms, applicable for all campaigns with brand awareness, reach, and traffic objectives

310. [Google made it easier to target YouTube ads to users on connected TVs](#)

Google introduced a new TV-screen device type for video ads, to allow advertisers to target users watching YouTube on smart TVs

311. [Instagram allowed users to share IGTV videos on their Stories](#)

Instagram rolled out a new feature that lets you share IGTV videos directly to your Stories, similar to the feature that allows you to repost Stories that you're mentioned in

312. [Pinterest rolled out a new carousel ad format](#)

Pinterest announced a new carousel ad format on its platform, enabling advertisers to include up to five images within one ad

313. [Instagram tested "Promote for Stories" at a global level](#)

Instagram tested a new feature that would enable brands to promote their Stories, allowing the communication to be more organic, and thereby more consumable for their target users

314. [Facebook launched its short-form video app, "Lasso"](#)

Facebook launched an app similar to Tik-Tok, allowing users to create and share short-format videos with filters and special effects

315. [Snapchat rolled out Friendship Profiles](#)

Snapchat launched a new feature called Friendship Profiles that curates content that you have saved during chats with friends, giving you a history of interaction

316. [Snapchat launched Bitmoji Stories](#)

Snapchat released a new feature – Bitmoji Stories – to allow you to make your own Bitmoji comic strips and post it as your Story

317. [Twitter started working on ways to launch an "edit" option for tweets](#)

Twitter CEO Jack Dorsey revealed that his company is working on a way to allow users to correct misspellings and incorrect URLs rather than having them delete and repost their revised tweet

318. [Facebook launched Learn with Facebook, a career development site](#)

Facebook launched a career development site called Learn with Facebook, that provides a range of free online courses in various fields

319. [Facebook added YouTube to the list of third-party apps that users can download onto its video chat device](#)

Facebook added YouTube to the list of apps that are compatible with its Portal video chat device, which already has Amazon's Alexa, Spotify, and other third-party apps

320. [Facebook tested a feature to let users ban select words on their feed](#)

Facebook tested a unique feature that allows you to ban words, phrases, and even emojis from showing up on your personal timeline

321. [Instagram introduced new updates for visually impaired users](#)

Instagram launched new features catering to visually impaired users, like hearing the descriptions of photos through the device's screen reader

322. [YouTube launched Stories feature for creators with 10K subscribers](#)

YouTube joined the Stories bandwagon after Snapchat, Facebook, and Instagram, but makes it an exclusive feature for its elite creators

323. [YouTube announced that its original programming will be free for all to watch](#)

YouTube expressed intent to move towards a creator-based and audience-centric content model, shifting YouTube Originals from its Premium section to its free section

324. [LinkedIn enabled location sharing option in its messaging service](#)

LinkedIn announced a new addition to its messaging functionality, wherein it allows users to share their locations within the chat window itself

325. [WhatsApp allowed users to design their own stickers](#)

WhatsApp released a new feature that allows you to create your own stickers, and publish them on the Google Play Store or Apple App Store for public consumption

326. [Facebook tested a new feature called “watch videos together” on Messenger](#)

Facebook tested a new feature called “watch videos together” on its Messenger service, allowing users to simultaneously view the same content over group chats

327. [Facebook tested a feature to let users ban select words on their feed](#)

Facebook tested a unique feature that allows you to ban words, phrases, and even emojis from showing up on your personal timeline

328. [Google released Target Impression Share](#)

Google released a new smart-bidding strategy called Target Impression Share, with the aim to maximise reach and awareness

329. [YouTube let users watch more ads at the start to avoid disrupted viewing](#)

YouTube explored a new middle ground between screening ad content and protecting your viewing experience, by playing two ads at the start of the video, so that you watch the rest of it uninterrupted

330. [LinkedIn tested its own versions of reactions and stories](#)

LinkedIn put its own spin on Facebook’s reactions and stories features, in an attempt to improve the platform experience and boost engagement among active users

331. [Bing Ads started supporting a third headline and a second description in text ads](#)

Bing aligned its ad formats with Google, allowing users to import their longer ads from Google Ads, or create their own on Bing itself

332. [Google launched special Black Friday and Cyber Monday deals ad units](#)

Google helped retail advertisers increase their exposure for Black Friday and Cyber Monday deals through a promotion extension in Google Ads

333. [Facebook rolled out “Watch Party” communal video viewing for all profiles and pages](#)

Facebook released a “Watch Party” feature, allowing users and admins to schedule a time to view a video, and invite people to remotely view it with them

334. [Facebook tested a new “Live Video Mode for Sellers” feature](#)

Facebook tested a new feature with a dedicated Facebook Live mode to allow sellers to showcase their goods in the live stream

335. [Pinterest updated a new single pin feed in its “Following” tab](#)

Pinterest launched a new feature to ease user experience on its platform, via its “Following” tab that allows you to focus on every item on your board

336. [LinkedIn rolled out its new LinkedIn Pages with improved user management options](#)

LinkedIn launched a new version of its Pages, to foster productive conversation between employees, customers, and followers

337. [Twitter updated its tweet-reporting options to cover more issues](#)

Twitter updated its tweet-reporting options in its efforts to crack down on trolls, abuse, and bots

338. [Twitter launched a new Compose Tweet option for IOS](#)

Twitter updated its Compose Tweet option, moving it to a new, more prominent area of the screen to facilitate uninterrupted one-handed scrolling

339. [Google added new options to manage your search presence](#)

Google announced a new update for its Google My Business app, developed to make it easier to connect with local businesses and add your own profile details

340. [Twitter adds new sections to improve content discovery](#)

Twitter unveiled a new update to its Explore section that separates latest news, and improves the discovery of content that is relevant to each user

341. [LinkedIn relaunched Company Pages as LinkedIn Pages](#)

LinkedIn revamped its Company Pages to make it cleaner, easier to navigate, and laden with features, in the all-new form of LinkedIn Pages

342. [YouTube cleaned its aura by uprooting spam subscribers](#)

YouTube in the pursuit of their routine maintenance cleaned spam subscriptions and false accounts

343. [Facebook rolled out group stories to all regions](#)

Facebook introduced group stories to all regions adding another element on its growing push on Stories use

344. [YouTube aimed to boost video engagement with home feed autoplay](#)

YouTube officially introduced a feature that will autoplay muted subtitled versions of video on YouTube iOS and Android apps

345. [Facebook discovered yet another data access bug, exposing user content](#)

Facebook reported yet another data access issue, this time related to photos shared and not shared

346. [Facebook tested new comment quality feedback option as it looks to boost engagement](#)

Facebook started testing the new feature in order to ensure that users see the most engaging comments on each post

347. [Instagram added close friends to let you share stories to a more limited group](#)

Instagram announced that which was an attempt to reinvent the friends list and encourage people to share more by letting them post to a more limited group of their followers

348. [Facebook Messenger Lite got file sharing and new customisability options](#)

Facebook announced that a new update for Messenger Lite is now rolling out, and it's bringing plenty of new functionality

349. [Instagram tested side-scrolling feed view](#)

Instagram started testing a new, side-scrolling format for regular feed viewing which is very similar to Stories

350. [WhatsApp started working on adding a dark mode](#)

WhatsApp planned to work on the dark mode which saves eyes from the glare of the smartphone and also saves battery

351. [Snapchat tested three new features](#)

Snapchat started testing three new features; Charms, Portrait Mode and Batch Capture Mode

352. [Google India launched a new shopping search experience](#)

Google's new personalised experience allowed users to easily filter through offers

353. [YouTube enforced community guidelines by faster removals and tackling comments](#)

YouTube's combination of smart detection technology and highly trained human reviewers has enabled them to consistently enforce their policies with increasing speed

354. [Snapchat introduced lens challenges](#)

Snapchat launched lens challenges similar to ones of Tik Tok but has a theme lens incorporated

355. [Twitter revived reverse-chronological feed](#)

Twitter launched a new feature allowing users to tap on a sparkle button and switch between the most recent tweets

356. [Instagram tested creators accounts with added tools](#)

Instagram tested creators account, for high profile influencers that will give them added tools to smoothen the content creation process

357. [Snapchat launched solutions in a Snap, for businesses](#)

Snapchat launched a video-series called Solutions in a Snap, where users can see experts talking about the subject of steering businesses on the platform

358. [Facebook introduced new features to the camera in Messenger](#)

Facebook added boomerang, new fonts, colour backgrounds, camera modes and lot more features to the camera in Messenger

359. [Snapchat launched location-based feature, letting you custom-build target audience](#)

Snapchat launched visitor re-engagement audience option, a location based feature.

360. [Instagram released a voice messaging feature in DM](#)

Instagram released a voice messaging feature that allows user to send up to a minute-long voice messages

361. [Facebook increased Ad transparency, ahead of 2019 general elections](#)

Facebook would confirm the identity and location of the advertisers in India who want to run political ads

362. [Snapchat launched lenses for four-legged pups](#)

Snapchat launched face-filters for dogs that includes numerous filters

363. [Instagram added new music-sharing option](#)

Instagram updated their Stories section, enabling you to showcase your music interests, and your friends to respond to your choices

364. [Instagram announced new interaction within Live videos](#)

Instagram launched question stickers that you can display during your Live broadcast, giving your viewers something to interact with while they watch

365. [Facebook updated life events with new features](#)

Facebook updated its life event listings with new, interactive features and a section on your main profile page

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If you think 2018 was a flurry of digital activity, then we have some news for you:

The pace of digital evolution is only going to pick up.

So if you want to run with all that's to come, if you want to take what digital has to give, keep your eyes and ears open, and both your thumbs active!

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