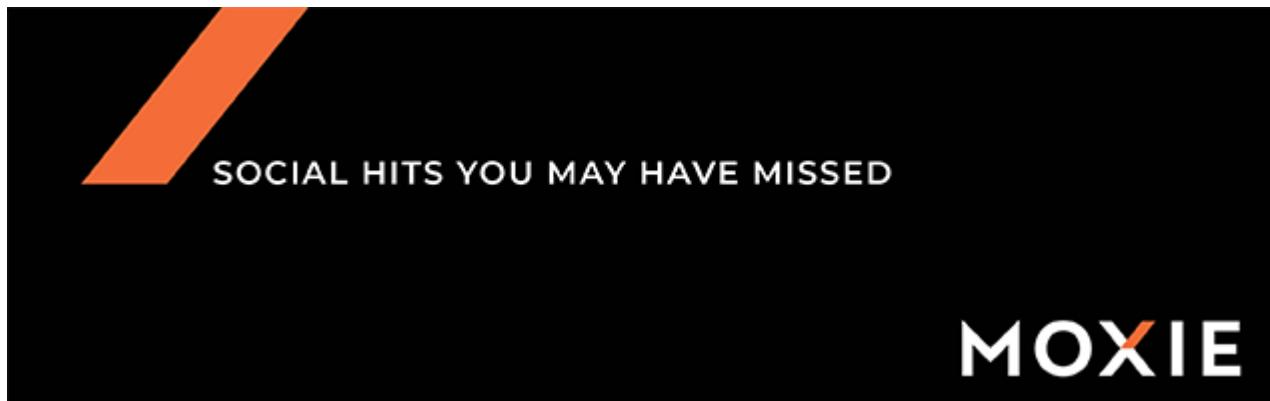


Subject: Social Hits You May Have Missed | 5.15.19

Date: Wednesday, May 15, 2019 at 16:29:16 Eastern Daylight Time

From: Moxie

To: Laura Branch



A conversation about technology and human connection.

That's a wrap for F8 2019

Privacy, Please! Key Takeaways From Facebook F8 Conference

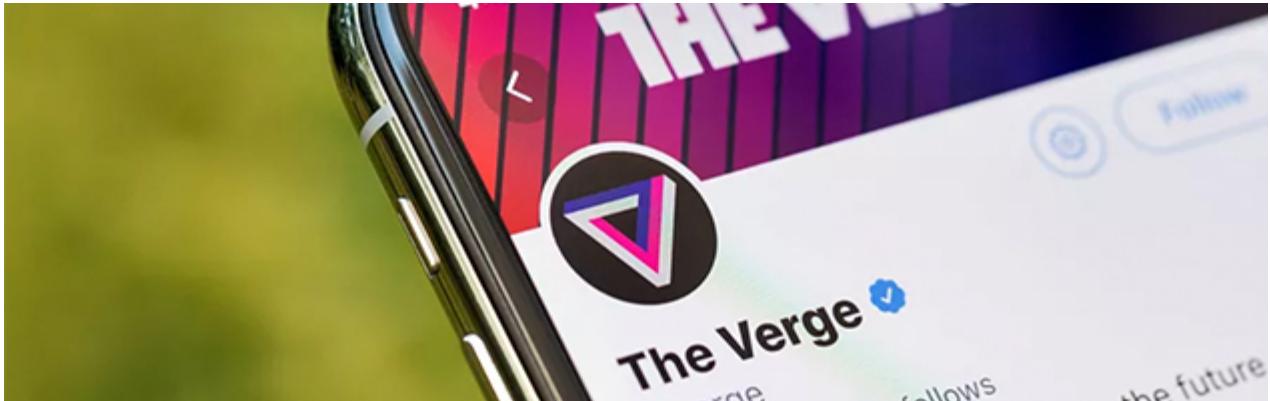
Facebook recently held its annual [F8 developer conference](#), and CEO Mark Zuckerberg mentioned a central theme in his keynote address: “The future is private.”

We’ve noted in previous *Social Hits* that social media users are moving toward more private communication channels, such as direct messages and private groups, and Facebook’s upcoming updates reflect this trend. The updates are also an apparent reaction to the criticism leveled at the company in recent years around data privacy.

As such, Facebook will [highlight groups and events](#), creating a more prominent groups tab and a feed based on activity from the groups you’ve joined — rather than a more general news feed. The social network is also giving Messenger a facelift by allowing users to set status messages or share photos with people you actually know. Sounds eerily similar to the original Facebook, does it not?

MAKE

Platform updates that drive ingenuity

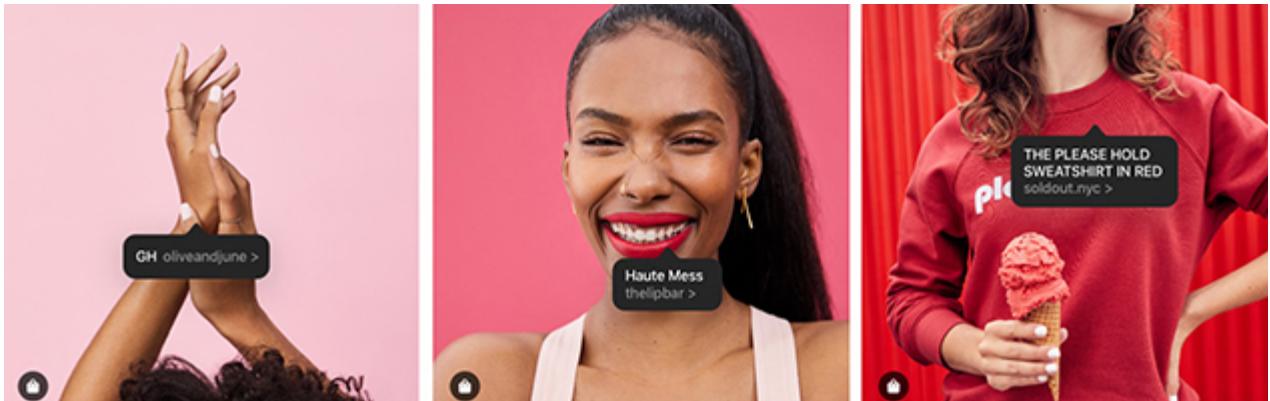


Photos and Videos and GIFs on Twitter, Oh, My!

The wait is over, Twitter users. No, there still isn't an edit button (sigh), but [Twitter announced](#) last week that users can now add images, videos and GIFs to retweets and quote retweets.

While it seems that images on top of images could get a little cluttered, Twitter's [design team](#) came up with a layout that includes a condensed inner tweet that gives the context so that it's easier to tell who's tweeting versus retweeting. It's important to note, however, that this feature is up and running across Android, iOS and Twitter's mobile website, but not on desktop.

As part of its announcement, Twitter shared posts from several users who have been [asking for the feature](#) for a while now. Is this Twitter's attempt at proving it actually listens to its users? If so, we're still waiting for that edit button, @Twitter.

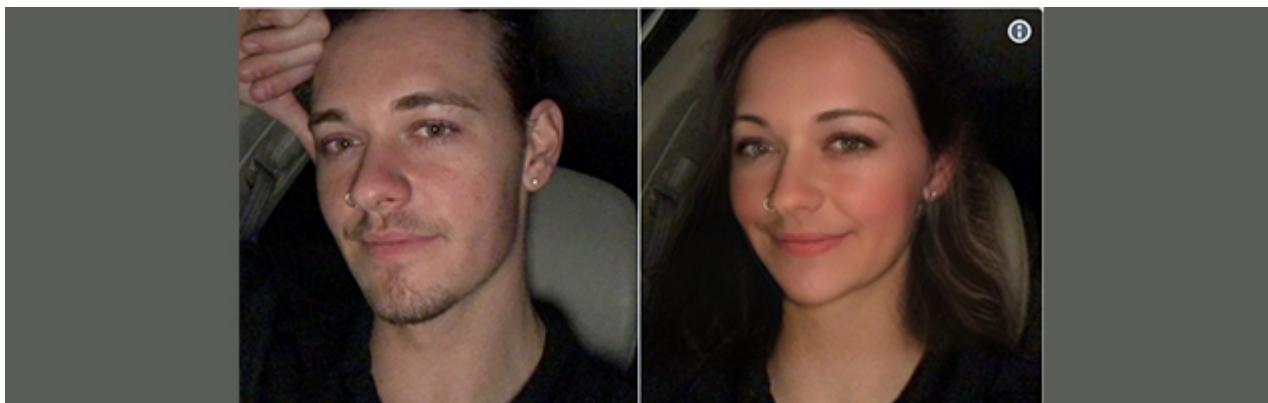


Instagram's Latest Expansion into Social Retail

Get out your credit cards — Instagram is introducing yet another new direct shopping feature. The new Instagram [@shop](#) account brings together posts from online accounts that sell products through the app. Every product featured on the @shop account includes product tags so you don't have to leave the app to shop.

By relying on a team of curators to highlight fashion brands, Instagram is hoping to alleviate the “[filter bubble](#)” that happens when websites try to personalize the user experience. Instagram’s new account gives it flexibility to behave more like a social media influencer in highlighting undiscovered brands while also driving direct-to-consumer transactions.

Instagram @shop is the latest effort by the social media giant to turn itself into a full-fledged e-commerce and mobile-commerce platform.



Currently Obsessed: Snapchat's Gender-Swap Filter

Snapchat's most recent gender-swap feature has kick-started the latest social media trend. The filter, which debuted last week, allows Snapchatters to use a face filter to create an image of themselves as the opposite gender. Subsequently, social media users became enamored and began posting hilarious — and often hilariously convincing — gender swap [photos of themselves online](#).

Some users were appalled to find that they looked just [like their brother](#) or that their boyfriend looked just [like their mom](#). Celebrities like [Miley Cyrus](#) got in on the fun, and a *Game of Thrones* fan even used the filter on [characters from the show](#) — some of which we can't unsee.

The gender filter has also led to some illuminating discoveries for social media users. For instance, men began [posting their filtered photos to Tinder](#), only to find their inboxes flooded with matches and crude messages, introducing them to the types of messages women receive on a daily basis on dating apps.

We're curious to know how many people have re-downloaded the app just to get their hands on the filter. After a period of declining user growth, maybe this was the boost Snapchat needed to bring people back to the app.



Ryan Reynolds Pranks Fans with Pokémon ‘Leak’

Ryan Reynolds got us again. The actor recently [tweeted](#) a link to a YouTube video claiming to contain the entire *Pokémon Detective Pikachu* film. Spoiler alert — it wasn't the whole movie. It begins with a realistic intro scene and then cuts to Detective Pikachu dancing to '80s music tunes for the rest of the 1:42 runtime. [The video](#) has 17 million views to date.

Warner Bros. and Reynolds cleverly tapped into the common “leaks” of blockbuster films and the popularity of internet pranks with their promotion of the film. Reynolds participated in similar high jinks to promote the popular *Deadpool* series, showing how Hollywood star power has begun to spill over into social media influencer territory. You can't argue against the numbers: With 17 million video views, it's clear that fans are loving this new territory.

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