

Digital Trends Report October 2019

Perverse Politics

This month we saw Mark Zuckerberg hung drawn and quartered during examination in court towards [Facebook's policy on political fact checking](#). The social media giants have said that opinion and satirical content will be exempt from fact-checking, consequently creating a convenient loop-hole for political ads. The move has been highly unpopular with Facebook's own employees who wrote an open letter of complaint to Zuckerberg and top employees. [Elizabeth Warren said](#) that Mr Zuckerberg had turned his company into a 'disinformation-for-profit machine'.

Contrastingly, [Twitter have now blanket banned political advertising](#). This shows that Facebook will see a further shift towards untrustworthy advertising, while Twitter will be seen as more trustworthy. For your business, this could mean that Facebook adverts will need to avoid making bold, sweeping statements as users will find the adverts untrustworthy and as a result will be less likely to engage with your advertorial content.

Fake It 'Till You Make It

It has been announced that [Instagram will start showing a 'fake information' badge](#) next to posts that are thought to contain Fake News. This comes as a shock and a dramatic contrast to owner Facebook's stance on Fake News. The labels will start appearing in November on both stories and feed posts. It will also warn users who attempt to share a post that has previously been debunked.

How will this affect your business, I hear you ask? This feature means that content on both Instagram stories and feed should now be scrutinised for its factual accuracy as anything deemed to be potentially false won't be engaged with and is likely to be reported.

Unfollowed.

[Instagram is currently testing a new feature](#) that seeks to group accounts that users don't interact with, making it easier to unfollow them. For the user, this feature will be highly popular as it will allow them to reduce their following to follower ratio, however this will heavily affect many business accounts.

It's well known that business accounts are typically poorly engaged with by standard users, with influencers favoured over brands. This means it's time to up the quality and content on your posts on Instagram - or face social media extinction!

You're Invited!

In a bid to improve the community around LinkedIn, the professional social media platform have recently launched an [events feature](#) that makes it possible to create and organise professional events to help build your community.

Digital Trends Report October 2019

LinkedIn is often overlooked as a social media platform amongst young people, however the new feature will see an increase in social/professional events that could mean LinkedIn will become a staple for the young professional millennial.

It's worth seizing the opportunity to create LinkedIn events and see whether it can help your business.

Rebooting Reporting

Facebook have announced they're [changing the way organic post impressions are calculated](#). This will mean a possible reduction in perceived page and post reach. However, this isn't all bad, the change will see a reconfiguration of organic post reach calculations so they're more in line with how it displays ad reach, meaning paid vs organic posting may be more accurate.

LinkedIn have also updated the way they report analytics. [The platform has added 3 new page features](#) for Page Admins: employee notifications, kudos/team moments and a completion meter. This will allow businesses to drive engagement by sending notifications to all employees once new content goes live, recognize important team moments and celebrate employees with individual mentions, and easily determine elements that are missing from their pages. This will improve the way LinkedIn pages can measure success and engagement, allowing pages to become highly optimised for performance. Hopefully this will mean more business for your company.