

Digital Trends Report November 2019

Facebook has updated it's profile picture

[Facebook has undergone a refreshing re-brand](#) making it look less dissimilar and more aligned with the branding of all the other platforms they also own such as Messenger, Instagram, WhatsApp, Oculus, Workplace, Portal and Calibra. Facebook announced that the re-brand is part of an ongoing strategy to dissociate the name 'Facebook' with the platform, as it positions itself more as a suite of products that connect, build and share online communities as opposed to being a single app. The Facebook app has been declining in popularity at an alarming rate in recent years so it's not surprising that Facebook itself is attempting to disassociate with it. In contrast, Instagram is a continuously growing community of active users. As Facebook shifts it's positioning from the original Facebook platform to other more up coming channels, we also need to consider prioritising the likes of Instagram and other outlets over the traditional Facebook platform.

The tortoise doesn't win the race

Google Chrome has announced a new feature called '[speed badging](#)' which will inform users how fast or slow websites run. The change came from the Chrome Developer Summit as an attempt to incentivise developers to build faster websites by highlighting and 'naming and shaming' the slower websites. In the future Google plans to inform users of if the website is slow because of the site itself, your device or the internet connection. The new feature is still in the planning stages, however it is clear that Google's overall goal is to make the internet faster.

Hiding the likes

Instagram have announced that they are expanding their [test of hiding the number of likes](#) globally. Individuals will still be able to know how many likes their post got, however it won't be publically visible to the rest of your followers. As a culture obsessed by number of likes, this update aims to shift people's focus to assessing posts by the quality of content rather than how many likes it got. It's also an attempt to protect people's sense of self worth as users, particularly younger audiences, were claiming that Instagram was having a negative impact on mental health and body image.

YouTube: The new kid on the block

YouTube are positioning themselves as a sales and [marketing platform within the music industry](#) by introducing a new feature: buying tickets to concerts and gigs through a direct link when streaming. The update is an attempt to bring more revenue to artists on the platform, a flaw that music streaming competitor Spotify often gets criticism for, while also making music more accessible to fans. The change has already been rolled out in the US since 2017, and with positive feedback has expanded the roll out to the UK and Ireland. This new feature will change strategy for how businesses market and plan events with the option of a new alternative channel.