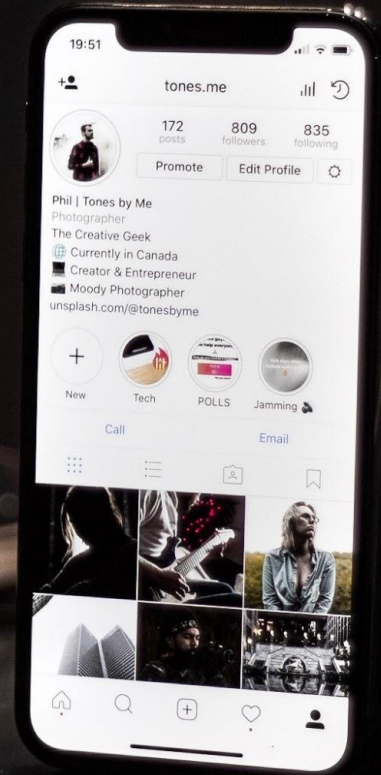


08.01.2018

DIGITAL NOW

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DIGITALNOW curates and delivers crisp, short and essential digital happenings for ambitious leaders.

DIGITALNOW is a weekly curated report from Six inches with 5 big trends of Digital Media

Facebook Adds New “Lists” Option to Help Improve Status Updates



Facebook’s News Feed Chief Adam Mosseri announces addition of “List” option to the status update, through which advertisers can make more targeted ads.

LinkedIn To Add “Salary Insights” To Job Listing

Salary Comparison Tool of LinkedIn further improves. Job seekers can know salary projection of an employer as estimated by LinkedIn.



Instagram Announces New Story Tools

Users can share public Instagram posts - either theirs or anyone else's - directly to their story in one click. This shows the increasing popularity of Story publications.

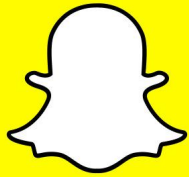


Google Announces AMP Stories and AMP for Gmail



Publishers will now have new ways to share content. Google has announced that Accelerated Mobile Pages will soon be available in a *new stories format.*

Snapchat Expands Revenue Sources By Opening Advertising API to All



All advertisers, agencies, and third-party developers can use the Snapchat API to utilize it for advertisements. Earlier this was available to only approved developers.

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