Facebook

October
Facebook changes how it calculates organic impressions
Business pages are expected to see a decrease in organic impressions, as Facebook adjusts the time-frame in which it calculates repeat impressions.

October
Facebook is testing ads in the group tab on mobile
As focus continues to shift to groups, a handful of brands have been able to advertise within the feed under the group tab on mobile devices.

October
Facebook rolls out stories that drive directly to Messenger
Users can swipe up to chat directly with businesses through Messenger.

October
Facebook provides 'suggested time' for scheduled posts
For those scheduling content directly on Facebook, the company is testing a suggested time option to reach audiences when they're most active on the platform.

October
Facebook adds Search Results to automatic ad placements
Ads will appear in general search and Marketplace search based on selected targeting and contextual relevance.

September
Facebook tests new in-app shopping options
A dynamic ad would allow users to purchase directly from the newsfeed, while a second option allows brands to turn Instagram Shopping posts into paid ads.

Instagram

October
Instagram adds Product Launch Notifications
Users can sign up for an alert 15 minutes before the product drops within Instagram Stories, allowing them to purchase limited-release items before they sell out.

October
Instagram introduces IGTV Series
The tool enables creators to segment their videos into dedicated collections, encouraging return viewing.

October
Instagram adds close friends messaging through standalone app
Threads allows users to automatically share videos and status updates with a small group of friends.

October
Instagram adds branded content tags for IGTV
Similar to in-feed "paid partnership with," businesses and creators can clearly identify branded content.

October
Instagram adds Dark Mode on iOS and Android
Dark mode turns the background of Instagram black, making it easier on your eyes in low light conditions.

October
Instagram Stories adds GIFs in create mode
In a partnership with GIPHY, users can now use animated images as story backgrounds.

Twitter

October
Twitter rolls out new DM filter tool
To help cut through the noise, message requests will now be separated from follower messages, including offensive material. Users can opt to view or delete these messages immediately.

October
Twitter launches swipeable lists on iOS
Users can pin up to five lists to swipe through from the home timeline on mobile.

LinkedIn

October
LinkedIn adds new tools for companies
To drive employee engagement, admins will be able to push company alerts to employees to encourage them to share with their own network.

Reddit

October
Reddit adds new video ad options
Mobile landing pages allow for a seamless viewing experience, providing branding and product information about the advertiser.

Snapchat

October
Snapchat lengthens video ad limit to 3 minutes
Previously, ads could only be 10 seconds long. Users are still able to skip past ads, though.

October
Snapchat releases Goal-Based Bidding
Advertisers can target viewers who watch 15-second videos specifically. Average CPM for these units is between $10 - $11.

October
Snapchat is developing "home" geofilters
The feature would allow users to create their own geofilter tagged to their home address. Anyone visiting would be able to use the filter on their own posts.

October
Snapchat launches 'Dynamic Ads'
Ads will be created from uploaded product catalogs, displaying products relevant to audiences.