

December

Facebook launches photo and video transfer tool

The tool will allow users to port the data to Google Photos. Worldwide availability is expected in the first half of 2020.

December

FTC could block Facebook's integration of Instagram & WhatsApp

The injunction would be the most forceful actions against Facebook, a sign that the FTC is looking to further police big tech companies in 2020.



December

Instagram will ask new users to provide their birthdays

Age can provide restrictions on privacy settings and allow users to have age-appropriate experiences on the platform. Current users will not be asked to provide their information.

December

Instagram is rolling out Group Stories

The new option enables users and their friends to collaborate on a private story.

December

Facebook enforces targeting restrictions on discriminatory ad types

Ads related to housing, employment or credit opportunities will be visible within Facebook's Ad Archive for increased transparency. Previously, advertisers could exclude audiences by ethnic affinity.

December

Facebook adds 'suggested moderators' for groups

As groups continue to grow in popularity, Facebook is providing group creators a list of users who could be good moderators based on their involvement and engagement on content within the group.

December

Instagram launches Layout options in Stories

The new option enables you to choose a split-screen grid type for your images, with six different grid styles to consider.

November

Instagram is testing hidden like counts globally

The goal is for users to focus less on the number of people engaged on a post, and more on the content itself. Users can click to see likes on their own content.

November

Facebook creates a corporate identity

A custom sans-serif, colorful, all-cap logo has been introduced for FACEBOOK the corporation to distinguish it from the platforms it owns.

November

Facebook adds Multiple Text Optimization to Ads Manager

Brands will be able to add additional text options which will then be optimized based on audience interests.



December

Snapchat launches Cameo

The feature allows users to replace the faces of people in videos with their own selfies, creating a 'deepfake' video that feels authentic. Snapchat is adding videos for users to search and alter through GIPHY.

October

Snapchat launches 'Dynamic Ads'

Ads will be created from uploaded product catalogs, displaying products relevant to audiences.

December

Twitter tests tweet scheduler in composer

The new feature allows you to compose and schedule your tweets within the composer window on desktop.

December

Twitter announces list of 2020 updates

Users can remove themselves from conversations, remove retweet abilities, prevent users from @ mentioning them and remove @ mentions from conversations.



December

YouTube to institute stricter policy on harassment

The change includes a ban on implicit threats of violence and insults that target someone for their race, gender expression or sexual orientation.

November

Shopping ads come to YouTube

Brands can advertise products and services within the YouTube home feed and search results. Products will be matched by interest on product details and information submitted through the Merchant Center.

December

Twitter rolls out option to hide tweet replies

Users can now remove any tweet replies, giving them more control over the conversation.

December

Twitter allows iOS live photos to be posted as GIFs

When drafting a tweet, select a photo from your camera roll, then tap the "GIF" button in the lower-left corner of the photo in your tweet compose window.



November

LinkedIn rolls out new format for 'Daily Rundown'

The tool will provide the key headlines around professional news, trends and career tips each day, encouraging communication between users.

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.

