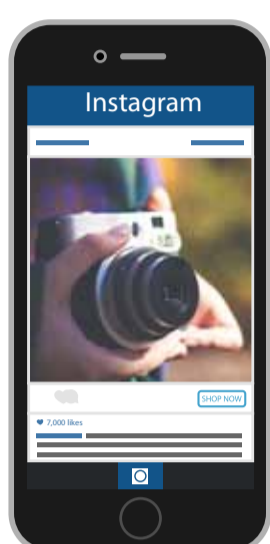


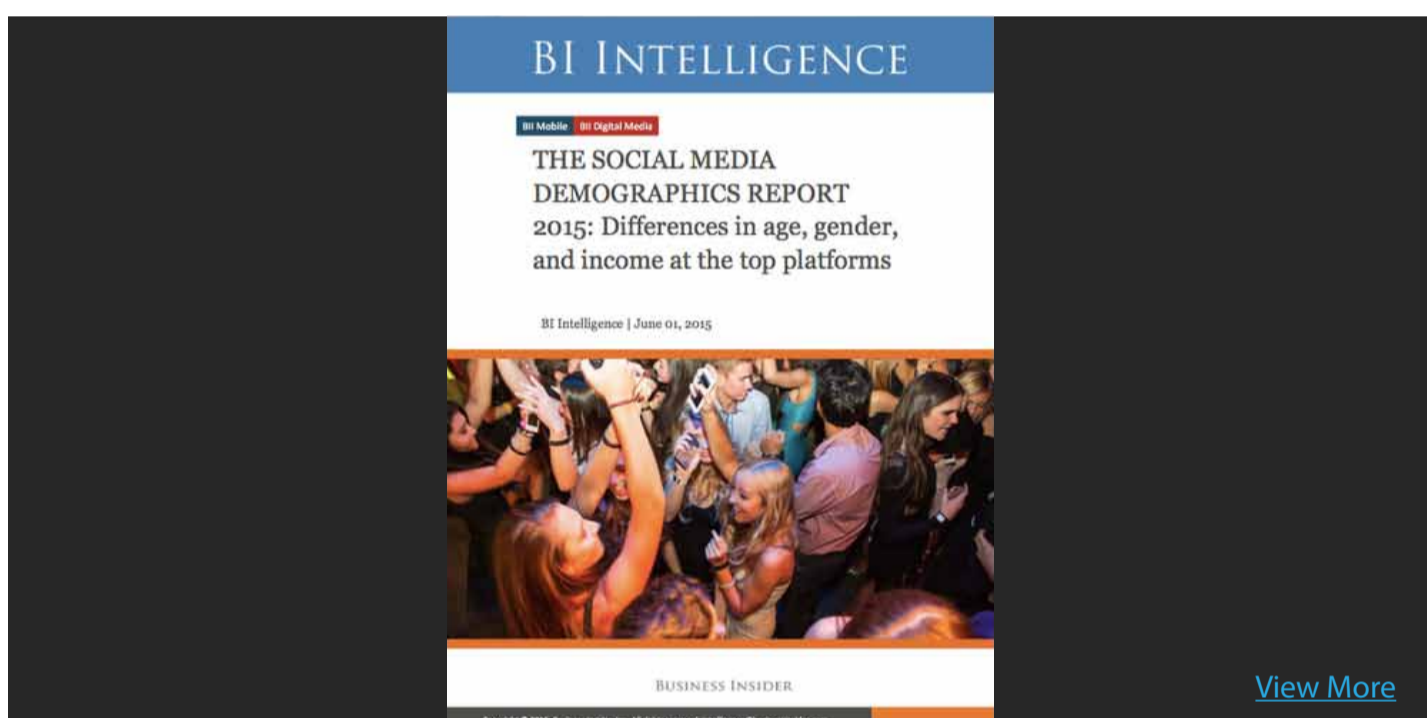
THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



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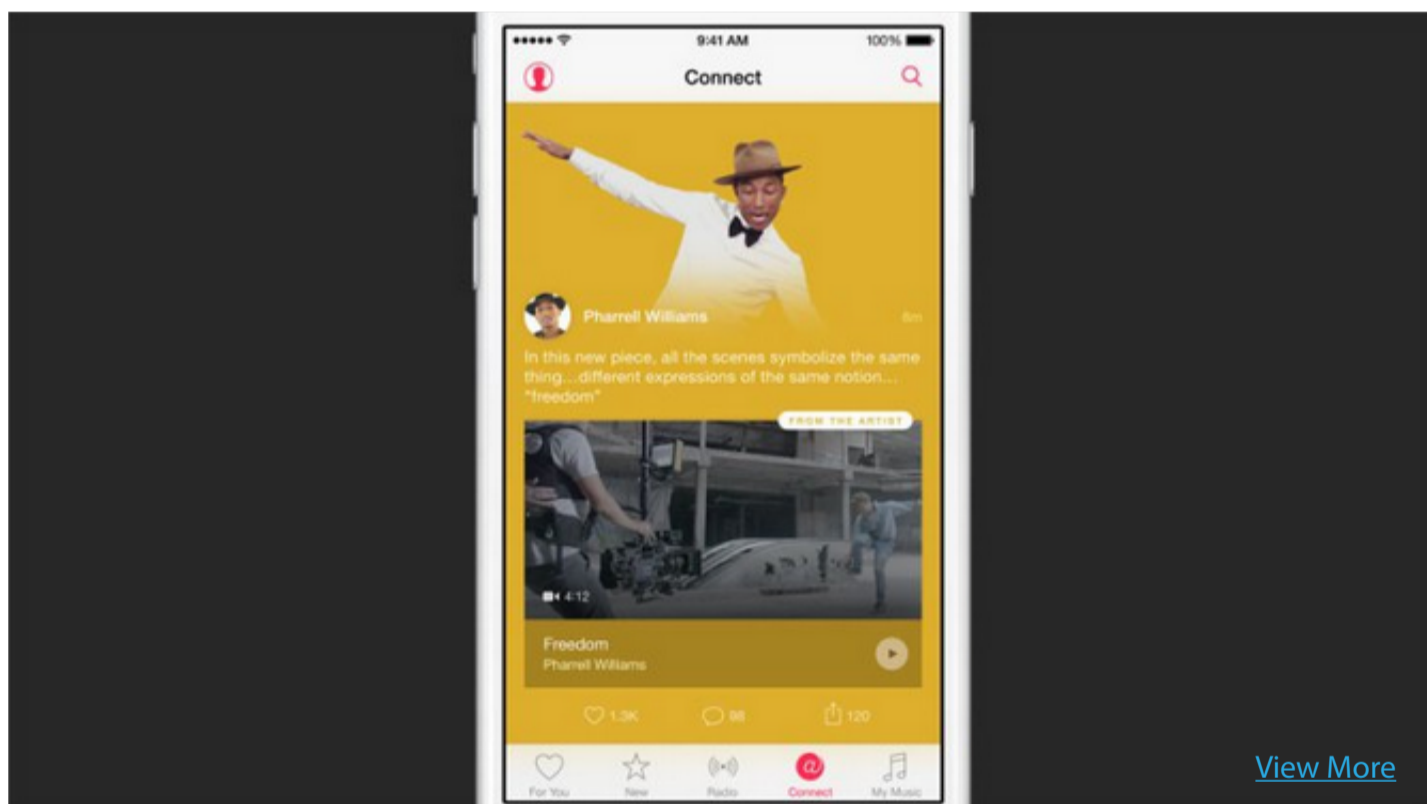
Social Media and shopping are getting more seamless. Last week both Instagram and Pinterest announced their plans to make ads shoppable. Within these two apps, there will be new in-app-shopping buttons allowing advertisers to sell products, solicit website sign-ups and prompt app downloads, with additional touches such as scrolling through different options, and picking sizes and colours for the products. [View More](#)

A demographic study of Social Media conducted by Business Insider showed the rise of image-sharing social networks like Instagram, Tumblr and Snapchat, especially among the younger generation; while some more-mature social networks such as LinkedIn and Facebook enjoy high adoption among high-income users.



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It is a Facebook for musicians: Apple is launching "Connect", a section in Apple Music where artists can share their demos, live recordings, videos and other musical content with Fans on their own profile pages that other users can Follow, and Like/Comment/Share the posts to other social networks.



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Remember the time when you went to all 7-11 stores near you to find a bottle of coke with your name on it? Coca Cola just launched a new Twitter ad for their hugely popular "Share a Coke" campaign. Using the Twitter's Tailored Audiences platform, they are sending out Tweets with your name telling you "#ShareACoke is back!" and encouraging you to order a personalised Coke bottle. Are you still up for that bottle of coolness? [View More](#)



Sources:

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