

THIS WEEK'S TOP STORIES ON SOCIAL MEDIA

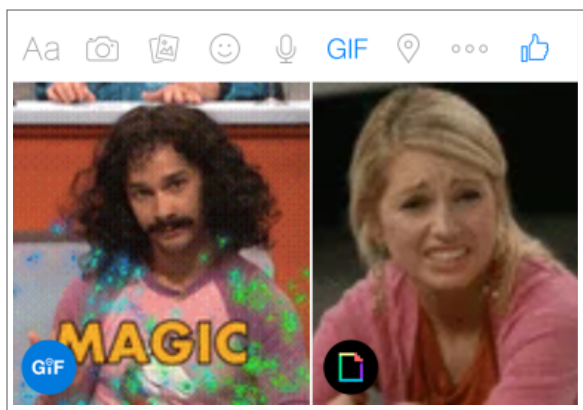


The update that is long overdue: Instagram is rolling out "1,080" on both iOS and Android. As it stands now, Instagram photos live in 640x640 resolution, which has been heavily compressing many of its users' uploads into lower-quality pictures. This new update will allow the photo-sharing service to store your pictures in full HD resolution. Your selfies will look a bit sharper very soon!

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If today is your birthday, well, happy birthday! As a birthday present, Twitter will send you some balloons. The Social Media network now allows users to show birthdays on their profiles, and creates a mini celebration on the page that includes colourful floating balloons. For marketers this is an obvious data grab, as Twitter's ads will definitely work a lot better if it knows how old you are. Let's see if Twitter will alert the people you interact with about your birthday so they can Tweet you at #HBD. [View More](#)



It is no doubt that GIFs need more help in taking over the internet. It was only a few weeks ago that Facebook started to allow your moving memes on your News Feed, now Facebook is testing it on Messenger too. Selected trial users will see a magnifying glass alongside

the typing field - the one-press magic key to share your GIFs. This will be a lot easier than the existing format, where users need to download and use a particular app along with Messenger to share content.

If we had a GIF of a baby laughing hysterically with excitement, we might insert it right here. [View More](#)

Sources:

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<http://www.techtimes.com/articles/66580/20150706/twitter-introduces-option-show-celebrate-birthdays.htm>

<http://techcrunch.com/2015/07/05/facebook-really-wants-you-to-use-gifs-inside-messenger/#.zbdpoq:VRNE>