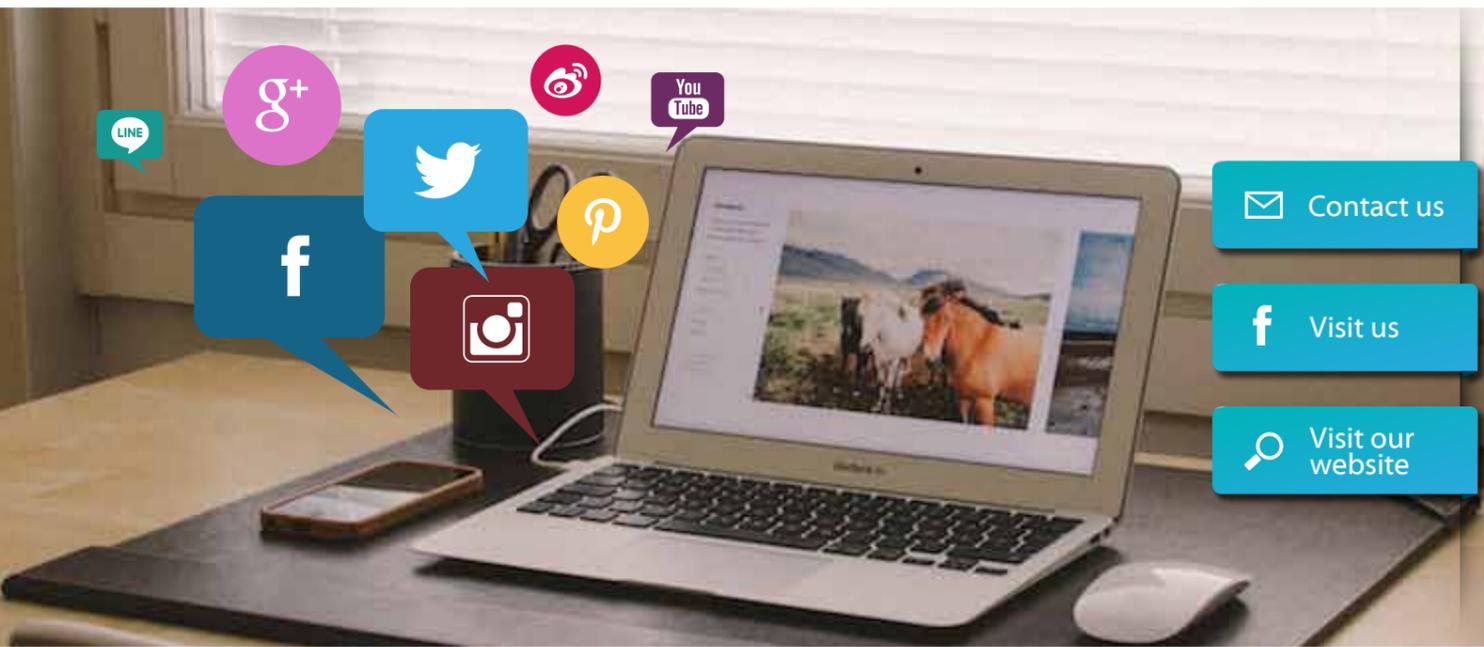




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The Analytical Tool for Serious Marketers



THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



YouTube has given its web-based video player a sleek new makeover - a transparent control panel. It has actually already been out for a few months for limited users to test it out. Now YouTube has decided to roll it out globally to everyone. The new design features

controls floating on the video itself instead of planted underneath, which will disappear completely after a few seconds of inactivity on your part, as well as updated buttons and drop-down menus. [View More](#)



What's happening right now at this very moment? With social media increasingly focusing on live coverage, Facebook has launched a new live event feed. With their "Place Tips" feature that was designed to show you relevant photos and posts from your area, Facebook has tried to expand on the possibilities of

what this number can do with Lollapalooza music festival in Chicago last Friday as they pulled public content such as posts from verified performers and attending friends, and bring it to the top of the news feed as they occurred. Another way to stay updated and never feel left out! [View More](#)



Twitter is testing an experimental news tab in its mobile apps for both iOS and Android. The new feature will showcase the top news headlines of the moment at a glance. When users click on a headline and they'll be taken to a story screen that features an image, text and the trending top

tweets discussing the story. This news tab feature is currently only being tested on a limited number of users in the US and Japan. With Twitter's recent plunge in shares and failing to attract new sign-ups, focusing on news and events may be the solution for a more engaging user appeal and eventually revenue from advertisers. [View More](#)

Sources:

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