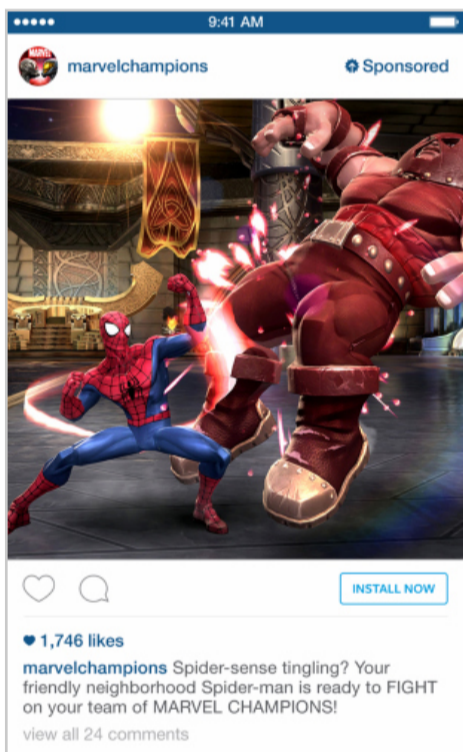


## THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



Say "Hi" to your new Fanpage layout! Facebook has announced its biggest update for business pages since 2012, aiming to make it easier for companies and customers to interact with each other and to communicate more efficiently, especially through smartphones. The new layout now automatically integrates features that are mobile-optimised. This saves small businesses from the need to develop a website or mobile app

as all the information on products and services can be displayed on your Fanpage along with a call-to-action button. [View More](#)



Instagram debuts a new ad format which could turn it into a global advertising power. Planning to attract advertiser around the world as partners, Instagram announced that marketers can now utilise a 30-second video in their ads, ditching the 15-second rule. Instagram already parted ways with its iconic square-shaped photos earlier this month, allowing users to post content in landscape dimensions. All these updates are intended to attract more businesses to launch marketing campaigns on their platform. With its impressive click-through-rate, it seems that Instagram is finally kicking things into full speed. [View More](#)

### INSIGHT:

Seeing that Instagram is now in "full gear" mode and ready to make some marketing dollars, it's time for you to step up too! Here are 4 top tools to rock your Instagram marketing campaign. [View More](#)



Chat and run! WeChat, the most popular messaging app in China, has launched a new app to monitor the movements of the app's user - a fitness tracker called "WeRun". Tracking the steps you make everyday and inputting it into a daily progress report, you can then share the results on your WeChat status, as well as check

how your friends are doing. The app also features other functions such as setting daily targets and reminder notifications. Although WeRun is currently only downloadable in Mainland China, it is expected to be available worldwide soon. Time to plan ahead and prepare a fitness routine to stay healthy with WeRun! [View More](#)

### Sources:

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