



THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



Is Facebook all about connecting people? Maybe not anymore. Facebook just killed the chance of you using the excuse of "didn't see the invite" for blowing people over. A "Seen" tag will be added adjacent to each name on the guest list and the event coordinators can see who has viewed an event invite - and didn't reply. Another update Facebook is now working on is a

"Dislike" button, giving users a way to express something other than a "Like". Although they stated the thumbs down feature will be more like an 'ability to express empathy', as hitting a 'Like' button will be inappropriate for certain situations, the possibility that it will attract negative interactions is still apparent. Imagine a friend clicking dislike to the things you share and ignoring all your party invitations? We might find that Facebook may be keeping people apart instead of connecting them. [View More](#)



You can now sell your goods by simply tweeting. Twitter has launched a newly designed "Buy" button with their partner, Stripe, who signed up for Twitter's team of e-commerce ambitions last year. The new call-to-action button allows Twitter users to sell their merchandise and complete transactions within the social media

platform. When you click "Buy", you will no longer be redirected to a third-party merchant or payment processing website. [View More](#)

INSIGHT:

Social Media Marketing is great for brands to foster better relations and be more engaging with customers. But are you seeing the potential of these platforms for e-commerce? [View More](#)



Need a dollar? Well, Wechat is here for you and according to its new currency transfer feature, called Weilidai, which literally means "a tiny bit of loan", you can ask for way more than just a dollar. WeBank, an Internet bank who shares the same holding company as Wechat, will determine your creditworthiness within a few minutes, and

the lenders and lendees will be able to send/ receive funds up to \$200,000 yuan (USD \$31,350). [View More](#)

Sources:

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