

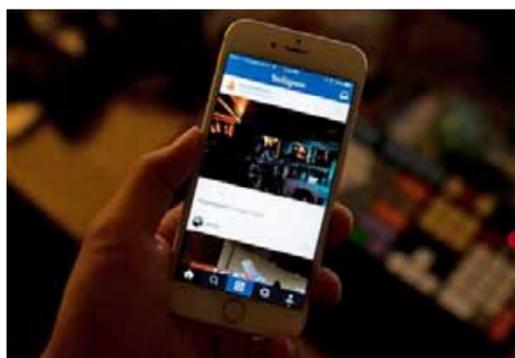
THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



George Frey/Stringer/Getty Images

Facebook is about to bring creepiness to a whole new level: using their patented technology "image fingerprinting", the social giant is developing something that could identify the camera used to shoot a photo - an ultimate way to track its user base. The sassy new tech will have the ability to recognise your photos that are uploaded to other accounts, which means

Facebook will immediately know you have a connection to that person, or you have been setting up multiple accounts and uploading photos taken with the same phone. With features like this, Facebook is making it harder for us to stay anonymous online. [View More](#)



Instagram users have reached the 400-million mark: the company announced the photo-sharing app has acquired a whopping 100-million new users in the past nine months. With over 80-million photos shared on a daily basis, Instagram reached the 400-million millstone last week, faster than many of its social media app competitors, such as Snapchat and Twitter.

The latter currently only has 316-million users and continues to struggle with user growth. [View More](#)



Fashion and social media are joining forces to bring you a new runway experience: last week Burberry unveiled their latest women's spring collection in an innovative way by housing a Snapchat documentary, with videos showing sneak peaks of the new collection before they hit the runway, the brand's design studios, red

carpet entrance and exclusive backstage footage. This was the first time for a global brand to use live-streaming to debut their products and it was a huge success with both fans and marketers praising Burberry's efforts. [View More](#)

INSIGHT:

Are you familiar with Snapchat? The rising social app specialises in live streaming and is conquering the younger generation. Does Snapchat have a place in your marketing agenda and how to optimise it? [View More](#)

Sources:

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