

RECAP OF 2016 SOCIAL MEDIA STORIES

What a year it was: Video took center stage. Facebook made it super-easy to share more often. A new crop of features, capabilities and channels arrived on the scene.

Check out the full recap of 2016 below. It'll give you up-to-date clarity so you can plan a winning social media strategy for the year ahead. 2017 is a year poised for social-sharing escalation. Be part of it!

JANUARY



Periscope launches live broadcast on Twitter
(both live and replays into tweets)

FEBRUARY



Instagram App allows for multiple accounts
Making it possible to switch between multiple accounts from within the Instagram mobile app without signing out

MARCH



Instagram rolls out the ability to post 60-second videos

APRIL



Facebook introduces bots on Messenger (beta)
Letting businesses connect with people through messenger (automated or with humans)



Facebook launches Live Video
Allowing users to instantaneously share moments on Facebook



Twitter closes NFL Deal
Granting the livestreaming of the National Football League games during the 2016 season

MAY



Enhancements to Facebook's Audience Network
Extending the reach of the Audience Network to include people who don't already have Facebook accounts. Also, announcing the ability of Advertiser videos to show on Facebook & Instagram in-stream (pre-roll, mid-roll or post-roll) and in-articles (auto play)



New Instagram Ad Formats
Adding the ability to create video carousel ads on Instagram. And video ads can be easily run across Facebook and Instagram. Also, enabling the ability to create dynamic ads based on website browsing behavior

JUNE



Microsoft announces acquisition of LinkedIn for \$26.2 billion
Seeking to drive synergies between its software offering and the online professional network

JULY



Facebook adds capability for Android users to watch videos offline
Saving videos within the Facebook app they can be watched when offline within Facebook

AUGUST



Instagram adds a feature called Stories
Adding Stories makes the posting of related photos throughout the day easier. And at the end of that day, those photos disappear. Live videos can also be used in Stories



Facebook versus the ad blockers
Adblock Plus releases a new tool for people who really don't want to see adverts on Facebook, only two days after Facebook announced it would begin showing ads on desktop for people who currently use ad blocking software. Facebook is planning to fight back

SEPTEMBER



Twitter announces a long-awaited character update
Photos, Videos, GIFs, polls, and Quote Tweets no longer count towards users' 140 characters

OCTOBER



Snapchat introduces a new feature called Lenses
Gaining popularity this year, lenses are animated overlays for selfies

NOVEMBER



Facebook rolls out the ability to stream videos
Using devices like Apple TV or Google Chromecast, Facebook Videos can now be streamed to a TV



Pinterest launches an 'Explore' section
Trending topics, ideas and native app video, where videos auto-play in Explore

DECEMBER



Instagram launches live video on Instagram Stories
And launches Disappearing Photos and Videos for Groups and Friends in Instagram Direct

Instagram introduces group messaging for up to 16 people



Facebook increases effort to limit the tide of fake news
Making it easier for its 1.8 billion members to report fake news, and creating partnerships with outside fact-checking organizations to help it indicate when articles are false



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