

Articles, Insights, Tips and More



Hey there,

Our June edition of The Client Corner is hot with headlines. We're covering federal pressure to add social media warning labels, YouTube's debut "notes" feature, 4 new paid ad opportunities, and more. Let's dive in! 💪

# Notable news for digital marketers and business leaders.

THIS MONTH'S HEADLINES



## What does Instagram have in common with a pack of Marlboro cigarettes? Not a

Surgeon General says social media needs warning labels

lot right now, but those two things are coming closer together as Surgeon General Dr. Vivek Murthy pushes Congress to put warning labels on social media. Citing evidence of significant mental health risks for minors, he hopes the advisory will lay the groundwork for regulation.

### The Surgeon General defended his argument for warning labels in a recent

More on this topic

- NYT guest essay. So far, 41 states have joined a lawsuit against Meta claiming that Instagram
- and Facebook are purposely targeting young users.

You Tube videos to feature "notes"

additional context to videos. This feature, currently in its pilot stage, will allow users to add background information, corrections, or clarifications. Expect to see these pop up under your videos soon. Eventually, viewers will be asked to rate the helpfulness of each note.

YouTube is experimenting with a <u>new feature called notes</u>, designed to provide

### Like X's community notes, this feature will give YouTube audiences a factchecking responsibility.

Learn more.

Our takeaways

- Brands with YouTube channels may soon need to monitor their video notes. This could be a helpful feature. A study on X's notes found they provided
- accurate responses to vaccine misinformation.
- 4 new paid ad opportunities to watch for 👀 These new ad formats are set to shake up the digital advertising landscape this

### Reddit introduced free-form ads for engaging niche communities with interactive Megathreads. Learn more.

Reddit is also debuting dynamic ads that offer real-time personalization.

Spotify launched video ad slots through video takeovers, opt-in videos, and

Meta's new platform (and X competitor), <u>Threads</u>, will soon offer ad

placements. Learn more.

sponsored sessions. Learn more.

year, and we'll be watching them as they roll out:

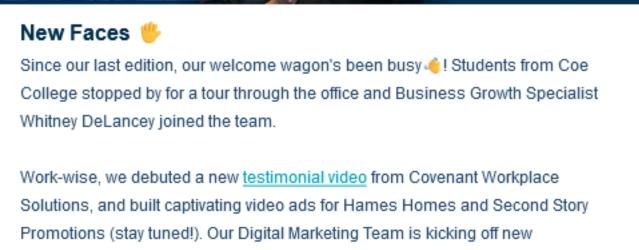
\$21.10 \$16.4



### A steadily-rising market tells us influencers are a worthy investment, not a marketing gamble. Consider it an opportunity worth exploring.

(NSCA). Check it out!

- Small and mid-sized brands should get in on the action, too. Reach out if you need help connecting. What else do you want to learn from us each month? Let us know!





relationships with Tanager and ecomm company AEDLand, and our Web Team

just polished up a new site for the National Systems Contractors Association

Ready to take your marketing or website to the next level? Reach out today!







Unsubscribe Manage preferences



