

Facebook's (and social media's) identity crisis, Twitter's liability, and retouching ads

Audio

On today's episode, we discuss what Facebook has become and is trying to be, what to make of social media platforms looking more and more alike, and which of these "copycat" moves

might strike gold. We then talk about the significance of Nextdoor going public, how India's social media content liability laws could impact Twitter (and others), and some changes as to what advertisers can, and can't, do on social media. Tune in to the discussion with eMarketer senior analyst at Insider Intelligence Jasmine Enberg.

Which Facebook Activities Have US Facebook Users Done in the Past Month?

% of respondents, March 2020



Note: 62% of respondents were female and 73% were ages 35+
Source: "The eMarketer Facebook Flash Survey" conducted by Bizrate Insights, March 12, 2020

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