

# SAVVY INSIGHTS

SOMEWHAT WEEKLY UPDATES FROM THE WORLD OF **SOCIAL** AND **INNOVATION**

## 1.15.21



### TRUMP GETS BANNED ON MORE SOCIAL MEDIA PLATFORMS

AFTER INCITING A FAILED COUP ATTEMPT ON THE NATION'S CAPITOL, MORE SOCIAL PLATFORMS HAVE JOINED THE LINES OF FACEBOOK, INSTAGRAM, AND TWITTER IN BANNING DONALD TRUMP.

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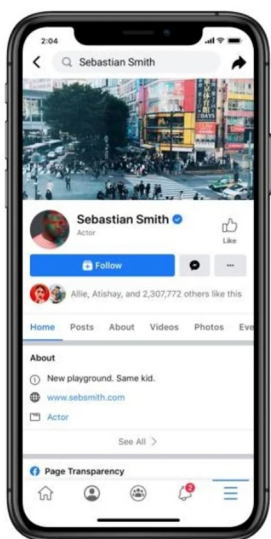
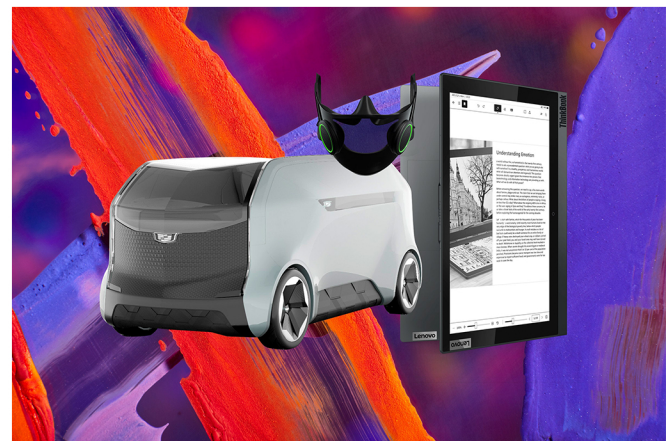
PLATFORMS TRUMP IS BANNED ON:



### CES 2021: GADGETS AND GLIMPSES INTO THE FUTURE

LIKE MANY EVENTS IN THE COVID ERA, CES WENT VIRTUAL THIS YEAR. MANY BRANDS OFFERED DIGITAL EXPERIENCES AND UNVEILED NEW PRODUCTS. TAKE A LOOK AT SOME OF THOSE PRODUCTS.

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### FACEBOOK LAUNCHES UPDATED PAGE LAYOUT FOR PUBLIC FIGURES

FACEBOOK HAS LAUNCHED A NEW PAGE LAYOUT FOR PUBLIC FIGURES AND CONTENT CREATORS. AMONG OTHER UPDATES, IT IS PLACING AN EMPHASIS ON "FOLLOWING" A PAGE VS. "LIKING" IT. WILL THIS BE THE BEGINNING OF THE END OF VANITY METRICS?

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