

SAVVY INSIGHTS

SOMEWHAT WEEKLY UPDATES FROM THE WORLD OF SOCIAL AND INNOVATION

1.22.21



BERNIE BECOMES A MEME LEGEND

THE INDEPENDENT VERMONT SENATOR STOLE THE SHOW AT THE PRESIDENTIAL INAUGURATION WITH HIS CHILLAXED DEMEANOR AND GRANDPA MITTENS. THE INTERNET TOOK NOTICE, MADE HIM A MEME LEGEND, AND MANY BRANDS PARTICIPATED ON SOCIAL MEDIA.



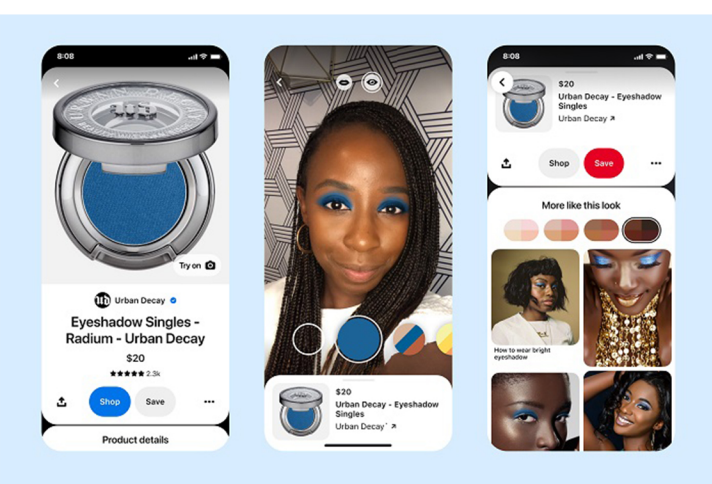
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TWITTER LOCKS OUT CHINA'S US EMBASSY

TWITTER LOCKED THE ACCOUNT OF CHINA'S US EMBASSY AFTER A TWEET THAT VIOLATED THEIR POLICY AGAINST DEHUMANIZATION. THE ACTION SOLIDIFIES THE PLATFORM'S POSITION THAT THEY WILL MONITOR AND REMOVE CONTENT THAT DEHUMANIZES OR CAUSES HARM.



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PINTEREST ADDS AUGMENTED REALITY "TRY-ON" TOOLS

WITH E-COMMERCE ON THE RISE, THE PLATFORM IS FINDING NEW WAYS TO REPLICATE THE IN-STORE SHOPPING EXPERIENCE. LANCOME, YSL, AND URBAN DECAY ARE SOME OF THE BRANDS TO TRY IT OUT FIRST.



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STEVEN CASTRO-SAVICH IS A SENIOR SOCIAL MEDIA STRATEGIST AT CAMPBELL EWALD AND BOARD MEMBER OF THE SCARAB CLUB IN DETROIT. FOLLOW HIM FOR MORE SOCIAL AND INNOVATION UPDATES.



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