

Twitter Brings Keyword Research To DM's | 3D Ads For Metaverse

You know how we all love GIFs? They aren't just fun to watch – they're actually great for your business. They're more interesting and relatable than static images and are an all-around great way to stand out. More importantly: customers/clients love them.

This month, [Steve Wilhite](#), the beloved computer scientist and inventor of the GIF passed away. As written in his [obituary](#), "anyone trying to save or copy an image on a computer has Stephen Wilhite to thank for the technology that makes it possible." We couldn't agree more.

But while we can all argue over the semantics of how to [pronounce](#) the word "GIF," let's just remember: the Oxford Dictionary isn't always right. ☐



Giphy.com

In other news:

- Twitter brings keyword search to DMs
- Meta inks partnership for 3D ads in a step toward the metaverse
- The slap heard across the social verse

Have a question or want to talk shop? Hit me up!
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the social verse

The latest social media news, stories, and updates we're keeping a pulse on.

Instagram tests full-frame vertical feed

We had this one on our bingo card. In another TikTok copycat move, Instagram appears to be experimenting with a full-frame vertical scrolling feed for the main feed. Spotted by social researcher [Alessandro Paluzzi](#).



Think of your LinkedIn profile as a landing page for your brand

LinkedIn released a one-sheeter [overview of its second annual 'Spark' conference](#), which featured a range of speakers on key topics designed to help LinkedIn members maximize their success. We had to bookmark the branding bit:

Build your personal brand.

As sellers, we all have our own personal brands. The Spark event provided three key paths to to boosting your brand on LinkedIn:

Think of your LinkedIn profile as a landing page for your brand.

"It's the face of your personal brand and is a top-of-funnel asset for attracting and converting potential customers," says Spark speaker Natasha Vilaseca.

A complete profile is an effective profile.

If your LinkedIn profile is complete, it can lead to an 87% increase in LinkedIn InMail acceptance rates on the platform.

Share content.

Regularly share useful content on LinkedIn that matters to you and to your buyers. Sharing memorable content is a surefire way to get noticed and build credibility.

Twitter brings keyword search to DMs

@[TwitterSupport](#) tweeted:

We know you've been waiting for the option to search your DMs... Now you can use the search bar in your inbox to find specific messages using keywords and names."

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what we're keeping a pulse on

Meta inks partnership for 3D ads in a step toward the metaverse

According to Reuters: "Meta Platforms Inc (FB.O) will make it easier for brands to run three-dimensional ads on its Facebook and Instagram social media platforms through a new partnership with an e-commerce technology firm."

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And finally...

A moment of silence to remember the slap heard across the socialverse...



Will Smith – Slap