



Twitter Opens 'Flight School' To All Users

About a year and a half ago, Twitter launched Flight School – a training program for agencies, covering everything someone needs to know about the platform, to be able to use it for clients. Now, Twitter has extended Flight School to all its users to take the course and tests.

Flight School for Twitter, is a training program available in 16 languages with examinations for users, and includes best practices, case studies and much more. It has been created to help agency staff get the most out of their use of the platform for their clients. Now, this extends to anyone out there who would like to use Twitter to their advantage.

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8 Steps to Increase Your Social Media Engagement

It's one thing to amass a following – just numbers of people that pile up and follow or like your social profiles for any number of reasons. The real question, the one that my career has been based on is – is the audience actually engaging with you or your brand? I mean really engaging beyond passively liking. If they are engaging with your content is it on posts that matter? Engagement includes all of the above – likes, shares, comments, but goes deeper into clicks, clickthroughs and ultimately sales.

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Nielsen Wants to Watch people Talk to Facebook Friends About What they Watch on TV

It is a little hard to remember now, but not very long ago, smart people spent a lot of time talking about “social TV” – TV shows that people talked about on Twitter, Facebook and other networks.

Nielsen is going to start tracking discussions that people have about TV on Facebook with their family and friends, even if that discussion isn't marked as “public.” Nielsen still won't be able to peer into Facebook messages you send directly to your friends, but it will see if you post a message on someone's feed declaring your love for “The Real Housewives of Atlanta” or “Jessica Jones.”

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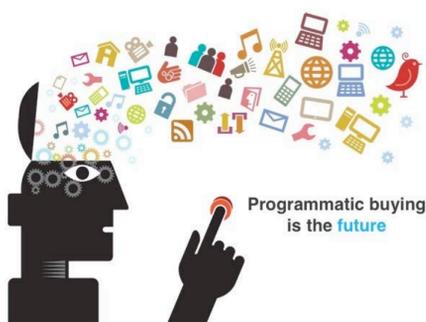
Social Media Predictions for 2016

And in fact, the “video social networking” niche is a perfect microcosm of the state of social networking overall, and that is a simple fact of over-saturation.

Over the past twenty years, we've seen more and more social networks spring up that attempt to fill a perceived niche. Some, like Facebook and YouTube, filled that niche well and went mainstream. While others, like Tsu or Digg, have struggled to gain traction. Each year, new networks would be released and throngs of people would check it out. The more high profile influencers the network is able to attract early on, the stronger their launch was.

Last year's darlings were Meerkat, Periscope and Blab. And, not surprisingly, all were video-based.

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2016: The Year of Programmatic

Programmatic is not a new trend within the marketing landscape, but 2015 was the year it took off. Numbers released by eMarketer predict that this year's UK programmatic spend will surpass £2bn, and that's no mean feat.

A star in ascendancy, programmatic is like all marketing disciplines in that it does not operate in isolation. Its year will be shaped by the development of several key trends:

Bidders, Viewability, Programmatic for traditional channels and more...

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Marketers: What's On Our Digital Horizon?

The past 12 months have been big for digital marketing. We saw a significant increase in mobile shopping, the emergence of big data and its connection to customer behaviour and a rise in social commerce. Additionally, consumer shopping habits have been evolving.

Digital marketers need to keep up with the numerous devices consumers use and the changing ways in which consumers use them to shop.

It's an exciting time for the industry with a vast array of opportunities to showcase brands across an ever-growing number of platforms and channels.

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Netflix to block proxy access to content not available locally (Netflix is now available across the GCC)

Video-streaming service provider Netflix Inc's subscribers will no longer be able to use proxies to watch content not available in their home country.

Subscribers often resort to proxies, or servers that facilitate access to Internet content not available locally, to watch Netflix's popular show. "If all of our content were globally available, there wouldn't be a reason for members to use proxies or unblockers," David Fullagar, Netflix's vice president of content delivery architecture, wrote in a blog. The company said it would clamp down on these proxies or unblockers in a few weeks.

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Accidental Click: Display Advertising's Pitfall

Whether its click fraud, or the accidental click, media agencies and their clients are yet to come to grips with these pitfalls in display advertising.

Besides, click fraud (usually, clicks appearing on impressions that were actually never even seen), the accidental click is something that seems unavoidable at the moment – happening typically on mobile and tablet, and sometimes on gaming content sites. The problem with the accidental click is that there is never any intent there towards conversion – and no matter what Click Through Rates say, it is conversion that really counts.

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