

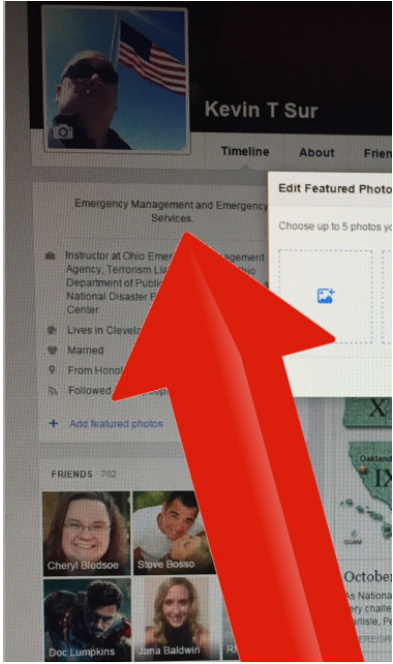
<b>15-005: Facebook looking more Twitterish or Tinderish or SnapChattish</b>	
<b>Agency: Facebook platform</b>	<b>Topic(s): Facebook (personal)</b>
<b>Date: 10-02-15</b>	<b>Platform: Facebook</b>

A few hours ago, Facebook just rolled out a few new features you should be aware of.

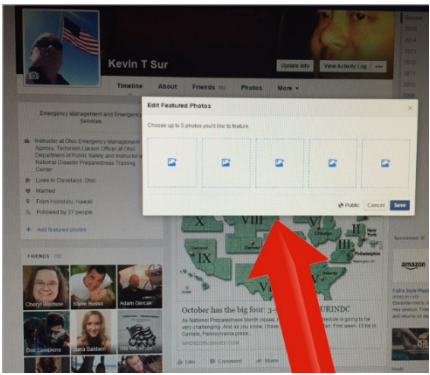
First, right below your personal profile picture, you can see they have added an additional sentence so you can add a description about you. For this specific feature, Facebook has limited you to 101 characters, attempted imbedded emojis or other linking directives (like Twitter handles outside of Facebook world) do not work.

Why is this important? Three things:

1. It allows Facebook to gather more information about you by allowing you to place topics that best reflect you (aka self-identified targeted words).
2. They can use these descriptors to serve you more ads and/or grow your networks to those with similar word associations.
3. Hyperlinks do not work in this descriptor box.



And if you think this is familiar, this description feature box parallels Twitter's description box which is also located below your twitter name and Twitter handle.



Facebook has also added a new feature where you can add 5 additional pictures about yourself. Think of this as an enhanced profile picture. This allows you to showcase 5 different profile images of yourself on your personal Facebook page.

This feature obviously makes it look more Tinderish. Gawd – \*swipe left\* please! Why more pictures? Better facial recognition. User contributed best profile pictures of themselves for identification. A few days ago, Facebook crashed as they were pushing for the launch of their 360-video, but if you thought this feature could lead to a few seconds of video profile picture of yourself, you would be SnapChat correct.

Two new features on Twitter....I mean SnapChat....I mean Tinder....I mean Facebook. You get the idea...Zuck's blurring the lines again.

Keep your social media tools game sharp peeps!

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