

### May 2022

#### **Social Media: Engaging with Brands - UK**

“Elon Musk’s expected purchase of Twitter is set to shake-up the social media landscape. Musk’s goals are to limit Twitter’s reliance on advertising and reduce content moderation, which has significant implications for how brands will be able to utilise the platform. The direction Musk appears to want to take Twitter ...

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#### **National Newspapers - UK**

“Although Mintel research indicates that there will be a core group of loyal print national newspaper readers for many more years to come, the trend toward digital could accelerate further over the next several years. The expansion of the proportion of people comfortable with consuming news online, the rising cost ...