

## New Members



### **Aron Cody-Boutcher**

CMO at OnBuy



### **Luisa Cameron**

Global Head of Digital and Social Media at Shell

## Insights

Do we overshare on video calls?

Inside the Mirror's new brand strategy

How digital onboarding can give your firm competitive advantage

Making friends at work, remotely

## News

£1 million digital bootcamps launched to address skills shortage and boost job creation

Next step in plans to govern use of digital identities revealed

Digital labels help with buying decisions, say UK shoppers

UK Ministry of Defence turns to hackers to help secure digital assets

Everton FC announces '\$EFC' collectible digital asset

Network Rail adopts digital tools to 'transform' asset planning strategy

Cancer Research UK appoints sole digital marketing agency

Greggs sharpens digital focus as it refreshes five-year strategy

## Ecommerce

48% growth in ecommerce sales leads Joules to 4.3% growth

UK Ecommerce clothing sales continue to waver

Continued ecommerce growth pushes New Look back into post-CVA profit

## **Social Media**

Twitter Adds New Sign-In Options via Apple and Google ID

Sky News Australia barred for week by YouTube over Covid misinformation

Instagram Provides New Overview of How its Reels Algorithm Works

TikTok is Testing 'TikTok Stories'