
"CLIENT COUNCIL" FORMED BY FACEBOOK TO GIVE THEM ADVICE ON ADVERTISING



The article details Facebook's effort to form a council, consisting of a dozen advertising and marketing leaders, with a goal of discussing the current advertising available on its site. These council members, appointed by invite-only, will be limited to a term of service of a single year to ensure Facebook is continuously representing a wide client base and receiving fresh input from multiple perspectives. The initial council members are set to be finalized in the next two weeks and their first meeting is tentatively scheduled to be held this upcoming October during the Association of National Advertisers' conference. Read the original article here: [Facebook Forms 'Client Council' to Advise the Social Network on Advertising](https://blog.granted.com/)

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