**Facebook Rebrands Instagram, WhatsApp**

In an effort to unify the branding of its apps, Facebook is renaming Instagram and WhatsApp -- Instagram from Facebook and WhatsApp from Facebook -- and will clearly display the change in its marketing and for app users. The social media platform also is interested in enhancing advertising in its chat app as evidenced by a patent that details how brands could use location data and the content of conversations to deliver targeted ads directly in users' chats, reports Mashable.

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[***https://www.theverge.com/2019/8/2/20752324/instagram-whatsapp-renamed-adding-facebook-branding***](https://www.theverge.com/2019/8/2/20752324/instagram-whatsapp-renamed-adding-facebook-branding)