

Our internet picks of the week – 30 Apr '20

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ANYA COATES - TRAINEE PLANNER/BUYER 30 APR 2020

Connection is something I believe we are all feeling the lack of during this current moment in history. Even if we have found ourselves surrounded by our family and friends, it's still hard to not wish you could see other people. Plans have been cancelled, holidays have been postponed and birthdays have been celebrated much differently than expected. But, what's amazing is our ability to make do and use technology to keep up the celebrations, keep up the chatter and keep up our spirits.

Virgin Media's latest creative release pays tribute to the housebound British public with a film to boost morale. The video documents how people from across Britain are keeping their spirits up during the lockdown, from a care home in South Wales playing Hungry Hippos to a couple recreating their cancelled cruise holiday in their living room.

[Stay Home, Stay Safe, Stay Connected](#)

Not ones to miss an opportunity, Facebook have announced that their new Messenger Rooms product will launch on the 27th April in an attempt to rival Zoom and House Party. The recent boom for Zoom has also been felt by Facebook, with video calling on the platform increasing tenfold since the outbreak of COVID-19. Stan Chudnovsky, vice-president of Messenger, says; "We built Rooms with privacy and safety top of mind, so you can feel comfortable connecting with your friends, family and communities."

[Move over Zoom](#)

The pandemic has led to vast societal shifts in how we communicate. When physical connection is limited, people will seek deeper connections and a sense of stability. A new campaign for dating app Bumble features real-life couples showing how relationships can start and grow during the time of social distancing. The 60-second video came together after four couples who are also filmmakers were asked to recreate their stories using footage filmed before social distancing and new footage filmed at home.

[Get Close, From Afar](#)

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