



THE **SOCIAL** SNIPPET

MAY 2018

Your free guide to the
latest developments
in social media and
online marketing



www.green-umbrella.biz

There are many changes that happen in the online world each month, and the GU Crew are here to help keep you on top of the latest developments with our monthly bulletin.

f FACEBOOK

FACEBOOK ADDS NEW QR CODE OPTION FOR PAGES

With the introduction of the QR scanner that is built into the iPhone Camera, we are now seeing more and more QR codes being implemented. Will we see this technology take off now when it fell flat on its face previously? Facebook has recently launched "QR Codes for Pages".

FACEBOOK REALLY WANT PEOPLE TO USE STORIES

Facebook is making significant changes to encourage people to use the stories feature. Stories will now be the default option when creating a post, we will also have larger story images and more.

FACEBOOK PLANS UPDATE ON AD TARGETING WITHOUT CONSENT

If you have been using an email list to upload into Facebook and have not had specific consent from the individual, then Facebook is now cracking down. You will be asked to "tick a box declaring that you have had permission".

LOCAL NEWS ALGORITHM UPDATE ROLLS OUT TO ALL COUNTRIES

We mentioned they were testing this update earlier this year and Facebook have now announced that it is rolling out to all countries. If your page is more likely to be followed by a local audience this is something for you to take advantage of! Sharing news stories and event information relating to your town or city will help you make sure you are appearing in the Newsfeed.





TWITTER

TWITTER REPLACES ITS GUN EMOJI WITH A WATER GUN

I know this is not big news, but I quite like that Twitter has followed Apple's lead and have changed their gun emoji. Well done Twitter.

TWITTER ADD TIMESTAMPS ON VIDEO

If you are using live video on Twitter this feature is for you! If you share Live videos you will be able to direct viewers to the most important moment in the video. I'm looking forward to thinking up some creative strategies for repurposing content using this!

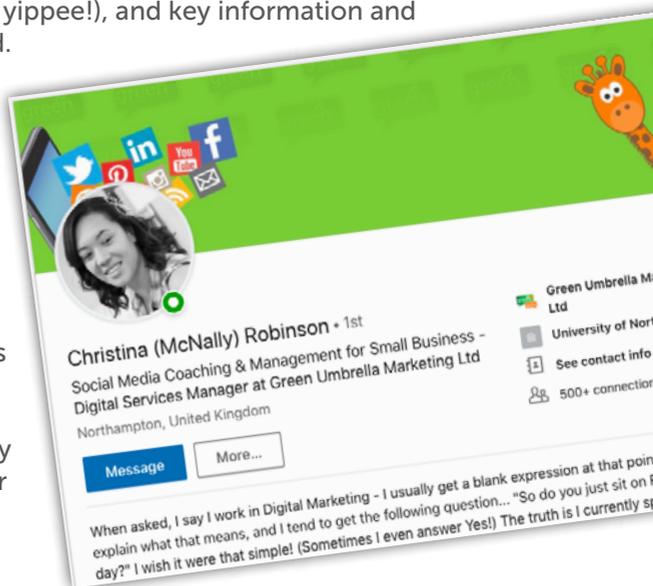
LINKEDIN

LINKEDIN IS AT IT AGAIN - NEW PROFILE CHANGES

You may have noticed that LinkedIn has once again changed the layout of the personal profile. Changes include a background image, the profile photo has moved, name and headline have shifted to the left, the summary now displays more content (and rich media - yippee!), and key information and contact details have also moved.

LINKEDIN ADDS GIFS TO ITS MESSAGING PLATFORM

What next? Sorry to rant, but recently we had hashtags in all posts (which they have now removed as compulsory), and this week we have animated gifs in messages. Why don't they bring back events, or webinar software, or introduce the ability to add published articles to your business page? Rant over.





INSTAGRAM

INSTAGRAM HAS FOCUS MODE FOR SELFIES

Kids will love this new feature for Instagram. Being able to blur out the background and focus on the individuals within the app itself will destroy external apps such as Prisma and other selfie enhancing apps.

UPDATE YOUR INSTAGRAM BIO WITH TAGS AND #S

Instagram has now given us the option to add live hashtags and also tag in other accounts in our bios. If you have both a personal and branded Instagram account this is ideal for directing your followers to the best account for them to follow!



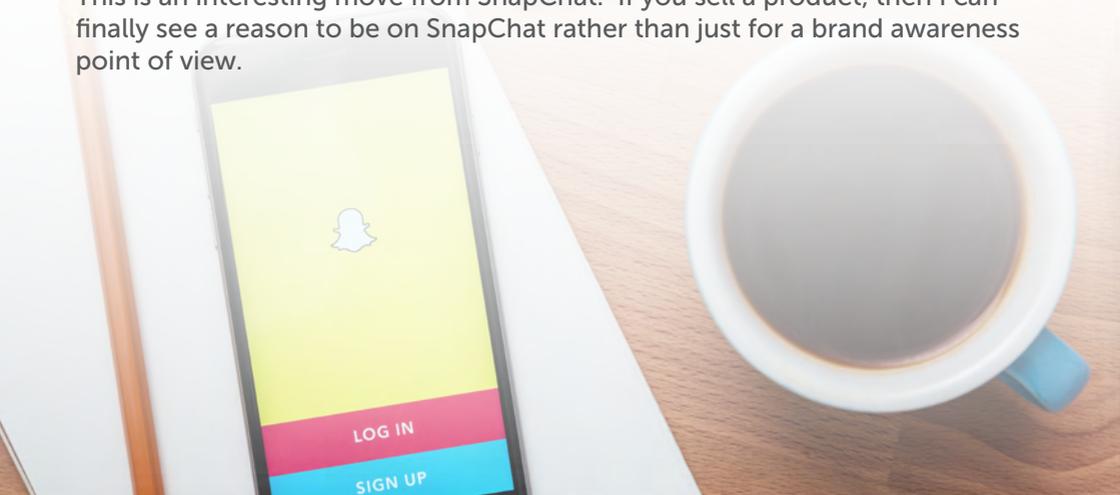
SNAPCHAT

SNAPCHAT IS ADDING GROUP VIDEO CHAT

A touch of Facebook Messenger and a dash of Twitter are coming to Snapchat. The messaging application will begin rolling out group video chat and mentions on iOS and Android.

SNAPCHAT INTRODUCE SHOPABLE LINKS THROUGH LENSES

This is an interesting move from SnapChat. If you sell a product, then I can finally see a reason to be on SnapChat rather than just for a brand awareness point of view.





TOOL OF THE MONTH!

NOTORITY

Ask your customers to leave reviews without being creepy! I have signed up for the free trial, which gives me 30 people to request a testimonial from (which is added to either Google or Facebook). Within an hour of sending a text, we received our first review on Google. Try it out at **Notority.com**



FREE ASSESSMENT

TEST YOUR INSTAGRAM KNOWLEDGE

www.green-umbrella.biz/instaquiz



WHY TAKE AN INSTAGRAM ASSESSMENT?

Put your employees and social media managers to the test with our Instagram quiz!

- Are you looking to recruit a new social media manager to manage your Instagram account?
- Perhaps you are looking to outsource your social media, but need to know if they are up to the job?
- Does your new apprentice actually know how to use Instagram for business?
- Perhaps you just want to test yourself to see how much you know (or don't know) about Instagram?



ASSESSMENT

This assessment is updated on a regular basis, so come back often to see how you have improved.

BOOK OF THE MONTH

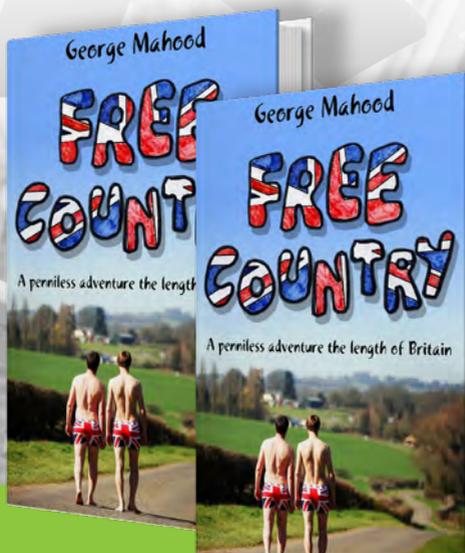
FREE COUNTRY: A PENNILESS ADVENTURE THE LENGTH OF BRITAIN BY GEORGE MAHOOD

A rather different book this month, but one that I could not put down and devoured in a few days. It's a story of two young guys from Northampton who decide to travel the length of Great Britain to prove that there are more good people in the UK than bad.

This is a true story with a simple plan. George and Ben have just three weeks to cycle from Lands End to John O'Groats. There is one small problem though, they have no bikes, no clothes, no food or money. Setting off in a pair of Union Jack boxer shorts they attempt to rely on the generosity of the British public for everything from food to accommodation, clothes to shoes and of course bikes and beer!

This book will restore your faith in humanity and leave you with a warm fuzzy feeling. It certainly inspired me to take an adventure of my own! - Julia

To sign up to my book club, and receive my recommended reads each month visit www.green-umbrella.biz/bookclub



CUT OUT
AND KEEP
CHECKLIST

YOUR INSTAGRAM FIVE A DAY

Are you looking to gain extra exposure on Instagram and build your following? The secret to success on Instagram is simply consistency.

1. Post a minimum of one photo a day

Post a minimum of once a day to your main Instagram feed, however consider posting up to a maximum of six times a day on Instagram stories.

2. Comment, Double Tap on Your Feed

After you have posted, then check your newsfeed, and your stories feed. Don't just double tap, try to comment as much as possible.

3. Follow a minimum of 10 people a day

If you are serious about using Instagram for your business then you will need a strategy for following and engaging with your target audience.

4. Respond to your audience

As with all social media accounts, it is important that your audience know that you are listening. Always respond to every single comment with a minimum of four words.

5. DM Your New Followers

Ensure that you send a nice, personal message to your new "quality" followers. Have a set image or video ready.

It's time to get creative and stand out from the crowd.



DESIGN & PRINT

For the majority of businesses, there is still the need for a balance between online and more “traditional” marketing such as print.

From business cards to brochures to a whole new corporate identity, we can help communicate your message, enhance your image and win you more business.

To view some of our latest work visit:
www.green-umbrella.biz/portfolio



500 A6 Flyers printed from only £45.00 +VAT
105 x 148mm • 280gsm gloss artboard • Full process colour both sides
Price based on supply of press ready artwork, design extra if required

That's a small snippet of the top changes in the online world. If you have any questions or need any guidance, then please remember that we have a free **online chat** facility on our website. Simply visit www.green-umbrella.biz to speak to one of the crew.



greenumbr3lla

greenumbrellabiz

green umbrella



greenumbr3lla

juliadohertygu

Call us now on **01604 726758**

www.green-umbrella.biz

TEAM
SERVICE PROVIDER