

DECEMBER 2018

THE SOCIAL SNIPPET

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



Coaching Club

THE SOCIAL SNIPPET

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.



FACEBOOK

FACEBOOK ADDS A RECOMMENDATIONS TAB TO GROUPS

Facebook has added a new "Recommendations" tab to groups, which collects a listing of all the pages and businesses that group members recommend. When accessed, the new tab brings up a listing of all the pages and businesses recommended by members of that group. We think this is a useful feature - do you have this on your group yet?

FACEBOOK ADDS NEW PIXEL CONTROLS TO IMPROVE TRANSPARENCY

Facebook is adding new controls for sharing the Facebook pixel and offline event sets. Read details here: www.green-umbrella.biz/fbpixel

PROMOTE YOUR GROUP DURING A FACEBOOK LIVE VIDEO

Facebook appear to be tee-ing up the option to help you promote groups in live broadcasts. This will be useful and popular with Facebook group admins when it's finally launched. (Spotted in the wild by Matt Navara).

ADVERTISERS CAN NOW PLACE INSTAGRAM STORY ADVERTS INTO FACEBOOK STORIES

Brands that are creating Instagram Story ads can now include Facebook Stories as a placement.

FACEBOOK RELEASE "BREAKING NEWS" TAB

We always wondered what had happened to the Trending News on Facebook and it looks like this is the answer. Facebook has been trialling this system for a while now where publishers can tick a box to say that the content they are releasing is "breaking news". We will now get "local news" in a similar way to how we are presented with today's weather. Is this Facebook's way of taking on Twitter?

FACEBOOK CHANGES THEIR RULES FOR PRIVACY SETTINGS ON GROUPS

Facebook has updated its rules for changing privacy settings of Groups



- All Groups are limited to one privacy setting change every 28 days.



- 'Secret' groups with 5,000 members or more can now change their privacy to closed.

TWITTER

TWITTER LAUNCH A NEW WAY TO REPORT A TWEET

As Twitter continues its efforts to crack down on trolls, abuse and bots, the platform has updated its tweet reporting options, which will now enable users to provide more details on the nature of specific issues.

TWITTER ARE TESTING TOGGLE BETWEEN TIMELINE FEATURE

We love this idea! Twitter tweeted to say that they were testing the option to view your timeline in either chronological or algorithmic order. Similar to the way you can toggle between recent and top news on LinkedIn. Good move Twitter!

TWITTER ARE NOT GETTING RID OF THE LIKE BUTTON

Recently, we reported a rumour that Twitter was considering removing the “like” button. We all know that Twitter reacts to peer pressure from their network, so they have squashed that ridiculous idea! Phew!

TWITTER ARE NO LONGER EMPHASISING FOLLOWER COUNTS

What does this mean? In practical terms, it simply means that the font that says “Follower” and “Following” is going to be smaller. Yep, that’s it!

FACEBOOK

BIG CHANGES ARE COMING TO FACEBOOK MESSENGER

Are you using Facebook Messenger as a business? If you are, you may be using a tool to broadcast messages to your audience. (The functionality is known as ‘non-promotional subscription messages’!) As of 1st January 2019, Facebook Pages will need to have been successfully approved for subscription messaging permissions. As chatbots become more and more popular this is something business owners should definitely be looking in to.

Read more here www.green-umbrella.biz/fbmessenger

INSTAGRAM

INSTAGRAM ADDS NEW SHOPPING FEATURES

Instagram now makes it easier for you to buy new stuff - just in time for the Christmas shopping season!

INSTAGRAM START TO REMOVE INAUTHENTIC CONTENT

Instagram has begun to remove inauthentic likes, follows and comments from accounts that use third-party apps to boost their popularity. This is BIG! Instagram says since the early days they have auto-detected and removed fake accounts, but this is taking it a step further removing inauthentic likes, follows, and comments. I bet third-party follow/unfollow app developers are panicking a bit!

A SNEAK PEAK AT THE NEW INSTAGRAM DESIGN

As some of you may know, Green Umbrella are members of the Social Media Examiner Society. This means that we often see things in the social media scene before people in the UK. A number of people in the society announced that they have the new Instagram design. Similar to the Twitter changes, the new Instagram design now emphasises the user name rather than the follower count. Here is an article about these changes, found on The Verge:

www.green-umbrella.biz/instadesign



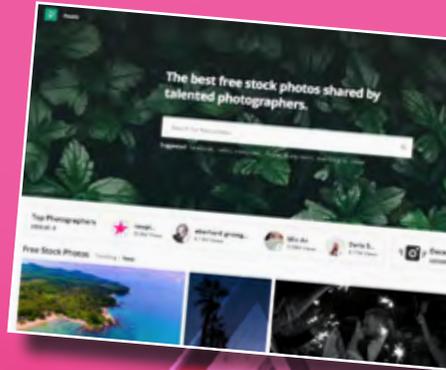
EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

A great way of adding interest to some of your social media posts is through the use of imagery. If you are posting an article then usually an image will pull through, however, if this isn't the case or you wish to post a quote or a piece of text that isn't linked to an article, then you can use a stock image.

There are websites that offer good quality, free images including **Pixabay**, **Pexels** and **PXHere**. Simply visit the website, type the topic of your choice into the search bar and download whichever image size you need.



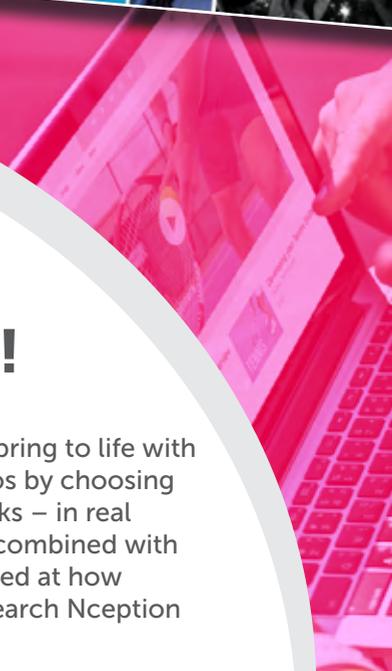
Julias



TOOL OF THE MONTH!

NCEPTION APP

Get creative and make your everyday surroundings spring to life with the Nception app: Create surreal Inception-like videos by choosing from a collection of reality distortion presets and looks – in real time. Or take stunning stills using the same pre-sets combined with an extensive colour looks collection. You'll be surprised at how inspiring it is! Price: £1.99 on the Apple App store - search Nception





LINKEDIN

UPDATE WITH JULIA



LINKEDIN OVERHAULS CAMPAIGN MANAGER

LinkedIn introduces "... a complete overhaul of Campaign Manager designed to make it easier to create campaigns and measure their impact. The newly designed campaign creation experience will lay the groundwork for objective-based optimisation and pricing to come mid-2019." Read that as you will – our thoughts are that LinkedIn are recognising that Facebook's Ads Manager is a better tool and are finally taking action to match it!

LINKEDIN OUTLINES A NEW GROUPS INFRASTRUCTURE

LinkedIn is continuing to improve Groups, and outlines a new Groups infrastructure. Perhaps this is a little bit too late? Time will tell...

LINKEDIN IS LAUNCHING A NEW VERSION OF COMPANY PAGES...HOT NEWS!

LinkedIn just launched their new version of company pages. Very similar to their last version, but definitely a huge emphasis on community building

1. You can now access pages from the LinkedIn app on iOS and Android
2. You can associate your company with hashtags
3. You can upload PowerPoint and pdfs to LinkedIn as a company page
4. There are now built-in native tools for community management (love this!)
5. LinkedIn now makes it possible to engage and re-share posts where the company has been tagged in

LINKEDIN JOIN THE BANDWAGON WITH NEW "STORIES" FEATURE

This actually made me cringe! LinkedIn is launching Stories (Similar to SnapChat or Instagram stories), however, they are calling the feature "Student Voices". It's only available for US Students, and the posts stay prominent on the individuals' profiles for one week (rather than 24 hours). In my opinion, LinkedIn should focus on developing unique features for their audience.



SUPPORTING EMMA'S AIM AT CHRISTMAS

Like many businesses, in the past we have sent Christmas cards - as design and print is one of our services we are almost obliged to! Again this year we have decided, for a very good reason, not to do so. Like last year we will be once again donating the £250 we normally spend on Christmas Cards to "Emma's Aim". We have known Emma for a few years, and have been inspired by her hard work and fundraising efforts for various charities but we will let Emma tell you in her own words why she is passionate about these charities.



"Hello, my name is Emma McVeigh. In 2006, at the age of 16, I was diagnosed with Chronic Myeloid Leukaemia. So far my treatment has included an unrelated bone marrow transplant, chemotherapy, radiotherapy and donor lymphocyte infusions. Despite all the treatment I am still fighting Leukaemia.

In the last few years I have been fundraising for charities who have helped me throughout my treatment. This year I have decided I would like to support local children and young adults going through cancer treatment. I am currently in the process of setting up Emma's Aim as a Charitable Trust in order to do this.

I know how important it is to have support when going through such a difficult time. This is why it would mean so much to me, to help others going through a similar situation. Thank you for taking the time to read this."

**For more information please see
www.facebook.com/emmasaim10**





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Christina's Hot Tip

5 THINGS TO STOP DOING ON SOCIAL MEDIA!

When your audience look at your social media profiles are they getting that warm fuzzy feeling that makes them hit Like or Follow?

A complete turn off?

Here are 5 things to check – and if you are guilty of ANY of them change your strategy immediately, ready for 2019!

1. Is The Platform You Are Using Right For Your Target Audience?

You may well love Instagram, but that doesn't mean it's the right platform for your business – Don't say social doesn't work for you if you're not hanging out in the right places!

2. Have You Been Chasing Likes?

In the early days you will need to get to a number of likes or follows so that your profile appears to be established, but remember that interaction and engagement are the real foundations for success on social.

3. Are You Protecting Your Brand?

Take a minute and think about the images you want to use – don't use them if they're grainy or stamped with a watermark. Make sure you use the right colours and fonts wherever possible – and please, please, please use your logo as it was intended to be used!

4. Do You Have A Clear Message?

The key to social media success is really to understand what your message is and post content relating to that, while also ensuring you have a strategy for engaging regularly and listening. Don't get caught in habits where you are just posting content for content's sake. Don't broadcast and don't over sell.

5. Is Every Post A Repeat Of What Came Before?

Mix up your content! Your social media content should reflect your strengths – not just what you sell. This is an opportunity to prove you are an expert in your field.





RACHAEL'S TOP TIP!

Instagram is very different to any other social media we have seen before, so we all need a little helping hand.



Third party apps are a great way to keep control of your Instagram account so you always know what's happening. If you want to use third party apps, you will need to connect your Instagram to a Facebook page, which is dead easy to do - all you have to do is go into settings and go to 'Page', then follow the instructions.



There are lots of different third party apps out there to help you view your analytics and understand the information in front of you – the first app is 'Agora Pulse', on this app you can export your reports, and select any range of data, unlike the actual Instagram analytics where you can only see information for a short amount of time, however, the app starts at €39 a month, so it's best to look into it more, if you want to try it out.

Then there is 'MightyScout', which is a free app where you can not only analyse your own account, but other people's as well. The information is very basic, but it's a great indicator to see how your page is doing. The last app is 'Tailwind', which was an app originally for Pinterest but now also works for Instagram, and it's one of the best for information though yet again, you must pay for this app.

NEW



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SOCIAL
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That's a small snippet of the top changes in the online world.

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