

FEBRUARY 2019

THE SOCIAL SNIPPET



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

green
umbrella

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 HAS NEW CAMERA TOOLS FOR MESSENGER

Did you know that you now have a selfie mode, boomerang mode and also auto-generated stickers in Facebook messenger? Have you used these yet?

FACEBOOK TACKLE FAKE NEWS IN THE UK WITH NEW FACT-FIND SERVICE

Facebook has partnered up with Full Fact, a British charitable organisation that focuses on fact-checking, to get rid of fake news in the UK. This is a continuation of Facebook's efforts to combat fake news, which the company ramped up after the 2016 election, but it's the first time the company has launched such an initiative in the UK.

FACEBOOK IS GETTING DOWN WITH THE KIDS

Over the last few years Facebook has gone from 'cool app' to 'visual message board for family and friends'. With that shift the platform has been gradually losing its appeal among younger audiences, with some reports suggesting that millions of teens are abandoning the Social Network entirely. Facebook is taking another step to stem the tide of teens leaving its platform with its test of LOL, a feed of memes in the form of videos and GIFs.

FACEBOOK UPDATES GROUP INVITES, REMOVING THE ABILITY TO AUTOMATICALLY ADD MEMBERS

This is a biggy! If you have been experiencing issues within groups, then this is why! It can be annoying to be added into a group and to have your News Feed invaded by random updates from discussions that you may actually have little or no interest in.

This new change will affect some group member counts. If you've invited a heap of people to join your Facebook group and you haven't seen those people active in your community, you could see your numbers decline.



FACEBOOK

FACEBOOK IS PLANNING TO MERGE WHATSAPP, INSTAGRAM AND MESSENGER

This is interesting news, and we have a mix of opinions on this here at Green Umbrella.

Julia says: "This was BIG news and even found its way on to the BBC. It makes complete sense to merge all three instant messaging platforms and I am quite excited about the possibilities that lie ahead. It will not happen overnight, but it will be great when it happens".

Christina says: "The merge is happening in the backend, so for users, the key difference will be that they can message people on WhatsApp from Instagram messenger - even if they don't use WhatsApp! Most users choose to use, or not to use platforms for a reason. In order for the merge to work - data will have to be shared across these platforms. I'm not sure this has been thought through from a data perspective, or from how happy users will be to share data with platforms they choose not to use!".

LINKEDIN

LINKEDIN IMPROVE HELP LISTINGS BY ADDING CONTEXTUAL PROMPTS

LinkedIn has updated its Help Centre tools to make them more contextually relevant, enabling users to connect with the right assistance faster and without having to go into a separate section of the platform.

LINKEDIN UNVEIL NEW ADDITIONS TO COMPANY PAGES

This month, LinkedIn has announced the addition of several new company page functions, adding to the tools it released back in November.

First off, LinkedIn has expanded its job alerts system to help ensure that recruiters at specific companies you're interested in working for are aware of your interest. LinkedIn is also adding a new dashboard that provides insights on employees at each company, which users will be able to access from a company page.

TWITTER

TWITTER HAS A NEW TOGGLE BUTTON CALLED "SPARKLE"

This is excellent news and it is now available for all users. Click on the new sparkle button on the top right within the Twitter app to switch between your usual feed and latest tweets. #LoveThis!

TWITTER UPGRADED THE SCHEDULING FEATURE ON TWEETDECK

As YouTube remove the ability to automatically post your videos to Twitter, Tweetdeck (owned by Twitter) announced the ability to schedule videos and multiple images to the platform. We are wondering if Twitter will revoke the "scheduling" API from other platforms such as Hootsuite, etc. in the future?

TWITTER IS TESTING AN "ORIGINAL TWEETER" TAG

Twitter is testing a new tag that will make it easier to find posts from the original tweeter within a thread.

A NEW TWITTER.COM IS COMING!

A new web version of Twitter with loads of new tools and features is rolling out to a select group of users. Are you one of them? If so, we want screenshots! Look to see if you have an opt-in to try it now. If you have, check out the emoji button, quick keyboard shortcuts, upgraded trends, advanced search, and more. Let us know your thoughts!



EMILY'S BRAINBOX



EMILY'S TOP TIP THIS MONTH...

A great way of planning ahead and thinking of ideas for your beans on toast content is to use the "Days of the Year" website.

www.daysoftheyear.com

Although the home page will show you today's date, you can click the "Browse Calendar" button in the top right to check each day in the following week. You can also use the search bar if you want to search for a specific day, such as "Doughnut Day". If you know that next Wednesday is, for example, "Doughnut Day", you can plan to bring doughnuts into the office and create a post using the relevant hashtag!



Julia's

TOOL OF THE MONTH!

TICK TICK

If you are managing different companies, then your to-do list can get a bit complicated. I have been testing out "Tick Tick" which is a Google Chrome Extension, a desktop app and it is also available as an app on your phone. It integrates with your diary system, and you can separate your different areas of interest with smart lists.

If you are looking to get organised for 2019, then check it out
<https://ticktick.com/>

GOOGLE

GOOGLE OUTLINE THE LAUNCH OF GOOGLE LENS

Visual search is a key trend of the future and one which is likely to change the way we discover and purchase relevant products. Snapchat's been talking about this for years, Pinterest is developing its visual search capacity, and Facebook too is working on image-based solutions to help users find exactly what they're after. But no platform has more invested in search than Google, which is why the development of its visual search tools is so important.

GOOGLE CHROME'S AD-BLOCKER WILL COME INTO EFFECT IN JULY 2019

This shows how forward-thinking Google is. Rather than let broader ad blockers rule the way forward, Google decided to create its own blocker, which would stop showing ads - including those owned or served by Google - on websites which were not compliant with the Better Ads Standards! Way to go Google!

NEW GOOGLE MY BUSINESS FEATURES

Local Business Owners... Google "recently made a few updates to Google My Business, so you can now share your service areas and information about your business via Google Maps and Search—so you can get found and tap into the many people searching for businesses like yours every day." More Google Plus features are appearing in GMB all the time!



INSTAGRAM

INSTAGRAM ADDS NEW MUSIC SHARING OPTION

Facebook has found yet another way to utilise its music licensing agreements, with a new Instagram Stories option that enables users to share songs with friends via the question sticker.

INSTAGRAM INTRODUCE THE ABILITY TO POST TO MULTIPLE ACCOUNTS

In our opinion, this is a backwards step for Instagram. It will be too tempting to post the same content to multiple accounts. It is highly likely that some of your followers will follow your other accounts, therefore they will see the same content over and over. #NotGood for the user.

GET YOUR HANDS ON SOME SOCIAL MEDIA GOODIES!



www.green-umbrella.biz/goodies/



PRINT IS NOT DEAD!

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to talk about
your print
requirements

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.

We combine creative design ideas with high quality print solutions to give you the very best ways to promote your business.

We will help you achieve the results you need from your printed marketing whether you are a start-up or an established business looking for a fresh approach.



Christina's Hot Tip

KICK START YOUR EMAIL MARKETING CAMPAIGNS NOW!

Have you toyed with the idea of implementing an email marketing campaign in the past? Have you previously dabbled and decided it's not for you?

I urge you to have a rethink!

Here's a few stats to whet your appetite...



61% of consumers prefer to be contacted by brands through email.

SOURCE: www.statista.com/



Globally, 30% of marketers cite email marketing as having the highest ROI.

SOURCE: www.statista.com/



92% of online adults use email, with 61% using it on an average day. SOURCE: www.pewinternet.org/

OPEN RATE is highest when companies send two emails per month.

SOURCE: www.dbmarketing.com/



Email marketing has an ROI of 3800%

SOURCE: www.emailmonday.com/

Here are some resources we have to help you make the most of your email marketing efforts.

If you're concerned with getting through spam filters check this out.

www.green-umbrella.biz/gu-goodies/spam-trigger-word-checklist/

The client journey goes beyond the initial click – where are you sending people too? Make sure your landing page works.

www.green-umbrella.biz/gu-goodies/essential-landing-page-checklist/

Did you know we can help you with email marketing too? Whether it's creating your emails for you in Mailchimp or coaching you through implementing your campaign we're here to help.



THE
SOCIAL
SNIPPET
Show

TUNE IN ON OUR
FACEBOOK PAGE
EVERY FRIDAY!

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.



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