

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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TEAM

SERVICE PROVIDER

JANUARY 2019

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 LETS GROUP MEMBERS KNOW WHY THEIR POST WAS REMOVED

This is an interesting and handy feature that Facebook is rolling out to Groups. Group admins will soon have the ability to let people know the reasons why they have removed a post from the feed. I love this idea, and it will certainly put people off spamming the groups (perhaps LinkedIn should do something similar?)

YOU CAN NOW SHARE YOUR FACEBOOK COLLECTIONS WITH FRIENDS

Do you use the "save" feature on Facebook? Perhaps you have saved things on Facebook into a collection called "Christmas Gift Ideas" - well, now you can just share this collection with your friends - just like Pinterest.

FACEBOOK BUSINESS MANAGER HAS TWO NEW FEATURES

I spotted this on Twitter via @mattnavarra (he is worth following as he always spots new stuff!). Facebook's Business Manager has two NEW features:

1. Assign Permissions By Task
2. Quick Action Buttons

FACEBOOK REVAMPS "LIFE EVENTS" FOR PERSONAL PROFILES

There is a lot of noise online about how wonderful the new "life events" are on Facebook, but in reality, they are exactly the same as a milestone on a business page. Rather than just selecting an icon for the event, such as a baby being born or a wedding, you can now upload or choose your own photos and videos.



TWITTER

TWITTER ADDS THE SPARKLE BUTTON FOR ALL USERS

In September, Twitter announced it was testing a way for users to choose whether they viewed a Chronological timeline instead of the standard algorithmically generated timeline we're all used to seeing. This month we all saw the App update, with the addition of the Sparkle button which allows you to switch between the two feeds. As regular users of Twitter we were getting tired of seeing the same content again and again, and so we think this is a great move! Thank you, Twitter!

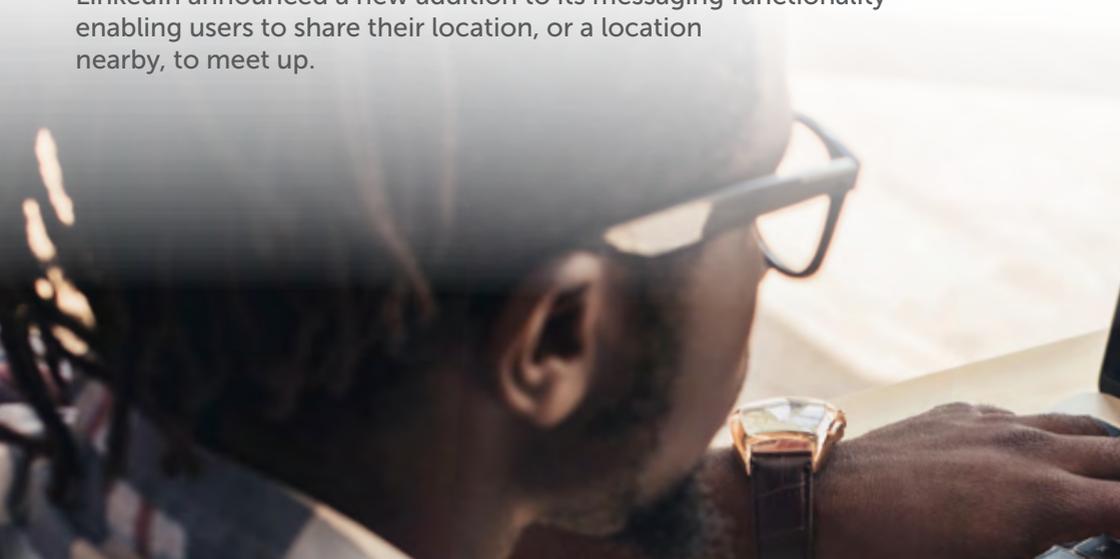
LINKEDIN

LINKEDIN REVAMPING THE SHARE BOX

LinkedIn is in the process of rolling out a revamped share box, with completion expected in the coming weeks. The new Share box makes it easier for users to select the audience for each of their posts: publicly, connections only, or to specific groups. (This is similar to the way Facebook's sharing dialogue works for posts.)

LINKEDIN ADDS A LOCATION SHARING FEATURE

LinkedIn announced a new addition to its messaging functionality enabling users to share their location, or a location nearby, to meet up.



INSTAGRAM

INSTAGRAM ARE BECOMING MORE ACCESSIBLE

Instagram is adding two new accessibility feature to help visually-impaired users access the photos and videos shared on the platform.

- Automatic alt text
- Custom alt text

COUNTDOWN STICKERS FOR INSTAGRAM STORIES

New Instagram feature! We can now add a countdown sticker in stories. If you run events, workshops or even discounts then this is a great feature.

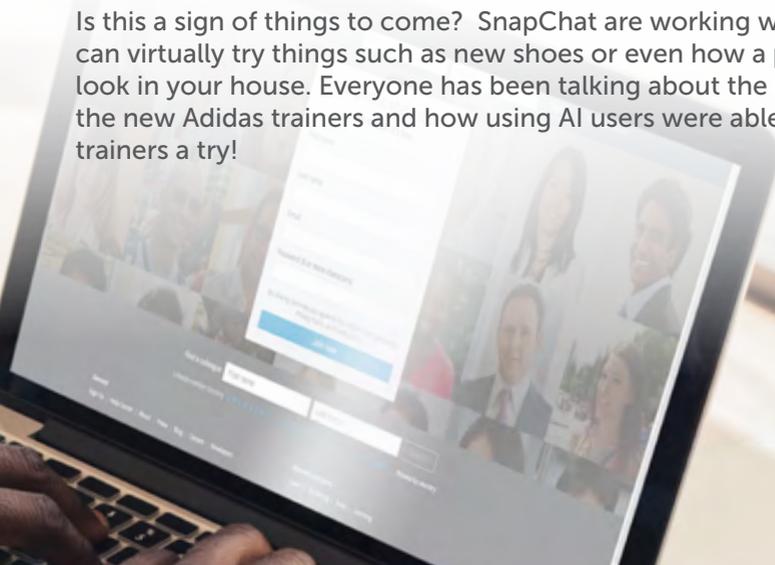
OTHER

SKYPE ADDS AUTO-SUBTITLES TO CALLS

We can't wait to have a play with this new Skype call feature. We have never had success with any automated subtitles software or transcription service, or even Siri - they never understand us. We will let you know how we get on!

SNAPCHAT LETS YOU VIRTUALLY TRY ON THE NEW ADIDAS TRAINERS

Is this a sign of things to come? SnapChat are working with AI so that you can virtually try things such as new shoes or even how a piece of furniture will look in your house. Everyone has been talking about the recent promotion of the new Adidas trainers and how using AI users were able to virtually give the trainers a try!



EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

A great way to connect with your audience is to use stories. If you are looking for new and creative ideas for 2019 then why not add a fun border, use the stickers or incorporate suitable GIFS. You can layer up stickers and GIFS to make your story stand out.



Stories are an excellent way of giving your audience a behind the scenes view of your business. They are only available for 24 hours so update them daily for maximum impact.



Julia's

TOOL OF THE MONTH!

KAPWING

Kapwing is desktop video editing software and similar to QuikPro / Magisto and other tools that we have mentioned in the past, with one difference - it has built-in templates for Instagram Stories. The templates merge video and images with text and frames. It is wicked! Free of charge, with an option to upgrade if you want the Kapwing logo removed.



YOUTUBE

UPDATE WITH JULIA

YOUTUBE INTRODUCE STORIES FOR EVERYONE (WITH 10K + SUBSCRIBERS)

I am struggling to get 1000 subscribers to my YouTube Channel let alone 10k! But if you do have that volume of subscribers, then you are able to add SnapChat style "stories", known as "Community posts" on YouTube. It seems that everyone is jumping on the story bandwagon! <https://www.green-umbrella.biz/extube>

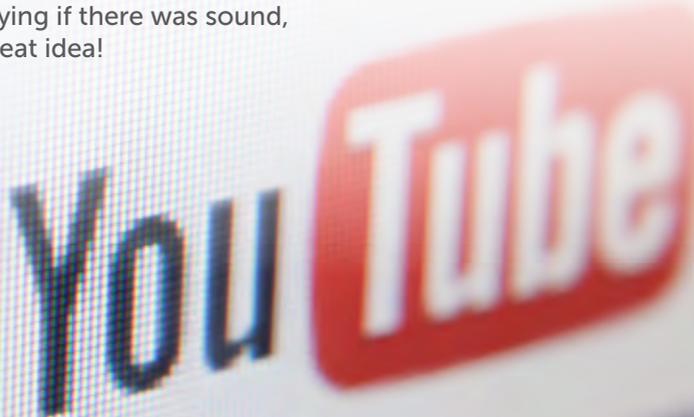
YOUTUBE IS REMOVING ANNOTATIONS

YouTube annotations will finally disappear for good on January 15th, 2019. After this date, "all existing annotations will be removed." An annotation is a label that appears in videos that link to other videos. Apparently nobody ever clicked on them. Annotations...you are the weakest link. Bye-bye.

<https://www.green-umbrella.biz/anno>

YOUTUBE ANNOUNCED AN AUTOPLAY VIDEO UPDATE

Recently, YouTube announced a significant change to its mobile app – it will now autoplay videos (but silently) by default when users are browsing the app's home page, aka the "Home" tab. I like this update. It would have been annoying if there was sound, but silent autoplay is a great idea!





GOOGLE INTRODUCES NEW FREE DIGITAL LEARNING COURSES

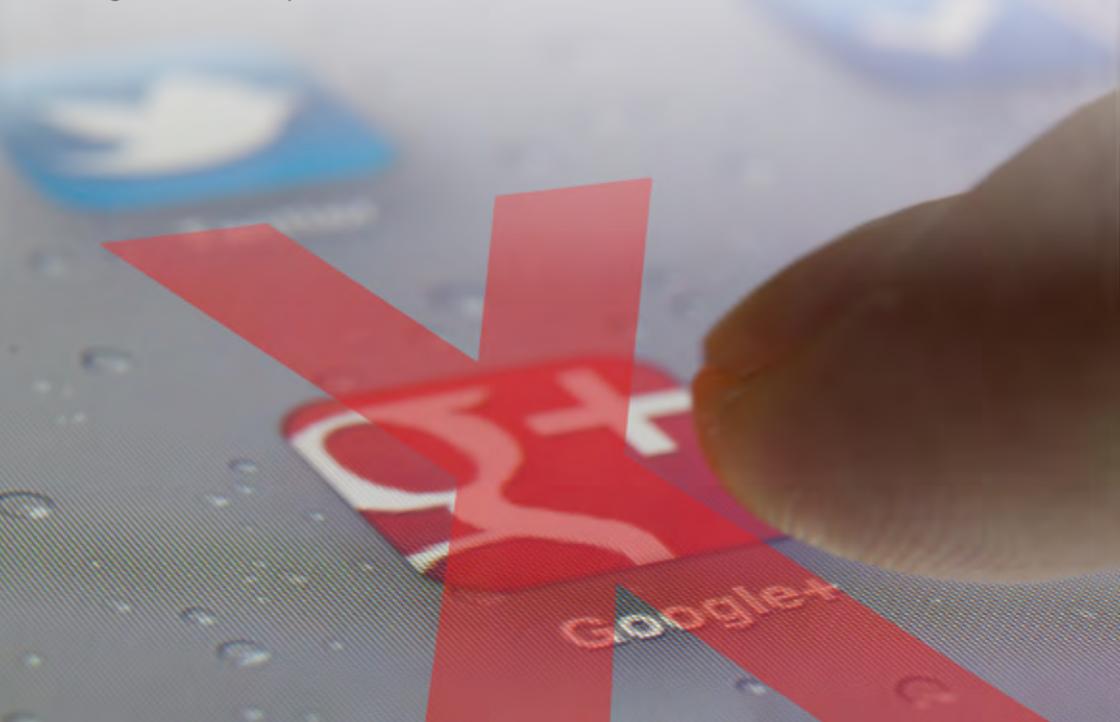
Google has announced a range of additions to the free courses it offers as part of its Google Digital Garage education initiative, while it's also added official certification to help add additional weight to the training.

Read more here: <https://blog.google/around-the-globe/google-europe/new-partners-and-courses-develop-tomorrows-workforce/>

GOOGLE PLUS IS SHUTTING DOWN EARLIER THAN PLANNED

It appears that Google will be sunsetting the consumer version of Google+ four months earlier than originally scheduled due to yet another security concern.

"With the discovery of this new bug, we have decided to expedite the shut-down of all Google+ APIs; this will occur within the next 90 days. In addition, we have also decided to accelerate the sunsetting of consumer Google+ from August 2019 to April 2019.



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PRINT IS NOT DEAD!

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

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85 x 55mm • 400gsm silk artboard
Full process colour both sides • Biodegradable matt lamination both sides
Price based on supply of press ready artwork
Design extra if required





Christina's Hot Tip

MY TIP FOR 2019?

LET'S GET PERSONAL!

Direct messages – we saw Facebook messenger Ad placements creep in last year along with announcements to expect Whatsapp ads in the future.

Everyone (well, almost everyone) has been improving their Direct Message features, even LinkedIn!

You haven't heard the term Chatbot you probably spent 2018 hiding under a rock!

Personal Branding is the hot topic among marketers – make time to do a personal branding audit this month!

Email marketing continues to dominate in terms of conversion, with more brands turning towards the use of automation – as marketers we need to be working smarter and ensuring we are using personalisation with confidence to gain the responses we're looking for.



Voice – whether it's voice search, sending voice-clips, or simply using Alexa and other smart devices. I think there is something here that we need to pay attention to.

Video is not going away – but we need to be smarter and more creative. I think everyone is tired of those LinkedIn videos of people sitting in their cars! If you haven't already, embrace video now. If you've already dipped your toe in the water how will you up your game in 2019?

As marketers we need to embrace the art of story telling. Stories are the next big thing. It's not coming – it's here. If you're not using stories on Facebook or Instagram, the only excuse would be that you don't have a presence there!



THE
SOCIAL
SNIPPET
Show

TUNE IN ON OUR
FACEBOOK PAGE
EVERY FRIDAY!