

MARCH 2019

THE SOCIAL SNIPPET

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



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

BIG CHANGES TO FACEBOOK GROUPS ARE ANNOUNCED DURING THE FB SUMMIT

BIG NEWS from the Facebook Communities Summit for anyone managing a group on Facebook. Expect lots of changes in the coming months!

- Coming soon: formatted posts for group admins
- Search your group member request list
- New ways to notify your members of declined or removed posts, or when muting members
- Updates to the Admins Activity log
- Rollout of mentorship programme for groups

During the event, other changes were also mentioned such as the ability for Page admins to respond to Instagram direct messages from their Facebook Page inbox. Also, a Blood Donations feature that helps people sign up as blood donors, and the ability for users to support nonprofits with a donation sticker in Instagram.

YOU WILL KNOW WHICH FACEBOOK BUSINESSES ARE SHARING YOUR INFO!

Facebook has taken steps to prevent companies from recklessly using your data for targeted ads, but now it might put further pressure on them to come clean. As of February 28th, Facebook's "why am I seeing this ad?" button was updated to show users who (if anyone) uploaded their contact info. You'll know if it comes straight from the source, like a retailer, or if the company relied on an outside partner to gather your data.



in LINKEDIN

LINKEDIN UPDATES RECRUITER PLATFORM

LinkedIn has now updated the AI for the Recruiter platform(s) to improve the matching process.

From LinkedIn.... "Recruiters have told us they're often frustrated by the need to jump from tool to tool. We've heard you. So we've put all of our core tools - Jobs, Recruiter, and Pipeline Builder - on a single platform. Once you create a project, you will be able to see the results from all your active sourcing channels - search results, job applicants, media leads - under the Talent Pool tab, and you can manage candidates from there."

LINKEDIN FINALLY ANNOUNCE NEW GROUP FEATURES

As you may recall, last year, LinkedIn launched a re-vamp of LinkedIn Groups, which aimed to restore the platform's groups functionality back to its former glory. Unfortunately, it never really happened! Here's a round-up of the new features.

- Notifications for new group posts
- Notification of group posts initiated by your connections
- Highlight relevant conversations
- Post review and approval
- Group cover images



Is this all too late?
Will these features encourage you to do more with LinkedIn groups?

TWITTER

YOU CAN NOW APPLY FOR FIRST DIBS ON NEW TWITTER FEATURES

Would you be interested in getting a look at the latest Twitter features being tested before they are released to the public?

Well, you're in luck - recently Twitter announced a new application process for its beta test pool, which aims to "explore new ways to make the conversations you care about easier to read, understand, and join".

TWITTER - PREVIEW PROFILES WITHOUT LEAVING THE TIMELINE

We like this idea of a simple 'tap to view' profile that keeps you on your timeline. This is not yet being rolled out, but it is being tested. We hope they launch it soon as it will save lots of time.

GOODBYE MANAGEFLITTER!

If you have been using ManageFlitter, Crowdfire or StatusBrew then your Twitter experience is about to change dramatically. Twitter has suspended these three prominent social media companies that enable clients to rapidly follow and unfollow accounts using the Twitter API. This is a popular strategy for increasing followers, but a practice that's largely seen as spammy.

TWITTER RELEASE IMAGE EDITING FEATURE! YIPPEE!

You can now resize, crop and zoom on images that you are uploading to Twitter via the desktop. We love this idea! Well done Twitter, you are one step ahead of the game!



EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

A great way to manage the pages that you are following on Twitter is to use Twitter lists.

You can access Twitter lists by clicking the avatar on the top right of your Twitter account and then clicking 'Lists'.

To create a new list, click the button in the toolbar on the right-hand side of the screen. You can then add a title for your new list, such as "Customers" or "Prospective Clients".

It's important you remember to select one of the privacy options. It will automatically default to 'Public', which means that anyone can access the list and anyone added to the list will receive a notification.

If you want the list to be 'Private', then please remember to select this to avoid any awkward conversions further down the line!





INSTAGRAM

INSTAGRAM IS EXPERIMENTING WITH DONATION STICKERS

Another day, another new test. Instagram is experimenting with a potential donation sticker for its Stories feature. The feature seems similar to what Facebook offers with its fundraising and donation tools for charity or personal reasons.

IS INSTAGRAM BRINGING DM TO DESKTOP?

Another step in the direction of a one size fits all platform. Spotted by code hacker Jane Manchun Wong, the update would provide more ways for users to engage with Direct messages, expanding the function's usage to beyond the app alone.

IGTV IS COMING TO THE INSTAGRAM FEED

IGTV is coming to the IG Feed - Now it is possible to play IGTV videos longer than 1 minute via the Instagram feed and profile. When uploading a new IGTV video just select the appropriate option.

We think that this is due to the fact that no-one ever clicks on IGTV – but it's a big part of Instagram's strategy going forward, so they are going to spread the word and put it into the regular feed.

NEW SECURITY FEATURES ON INSTAGRAM PROFILES

This was an interesting update for Instagram. "New info on your profile". we really like the security features showing how long the account has been in existence and any former usernames the account has used.





YOUTUBE

YOUTUBE IMPLEMENTS A STRIKE SYSTEM

YouTube is updating the penalty system for creators who break content policies. From the 25th of February, creators who violate content rules will first receive a warning — before receiving a strike — and the offending content will be removed, with no other penalty on the channel.

YOUTUBE EXPLORE FEATURES ARE EXPANDED

We are rather excited about this new development. As Google Plus comes to the end of its life, we are starting to see more and more features appearing on other Google products, and YouTube is no exception. YouTube is finally giving the less popular creators a bit of a voice!

GOOGLE

GOOGLE + RELEASE AN OFFICIAL SHUT DOWN DATE

The official date for the closure of Google + is 2nd April 2019. Will anyone notice? No, not really. If you have used G+ in the past, any photos and videos will be deleted - so it is worth checking to see if you wanted to download any content before the axe is dropped!

Make sure that you have removed Google + from social sharing tools, and links from your website asap.



PRINT IS NOT DEAD!

CALL MARK NOW ON 01604 726758 to talk about your print requirements

TIP!

There is often little or even no cost difference between single and double sided print on things like flyers and business cards - make the most of both sides on your designs!

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

GO FROM ZERO TO HERO – HOW TO BUILD YOUR LINKEDIN COMPANY PAGE FOLLOWING.

The use of the word hero may have been an exaggeration – but if you implement as much as you can from the list below as consistently as you can, you will be able to help move along the organic growth of your LinkedIn company page!

1. INVITE PEOPLE TO FOLLOW THE PAGE

Sending an email invitation outside of LinkedIn has had positive impacts for many of our clients. A straightforward branded HTML campaign works well, using LinkedIn colours makes it more relevant for the recipient too.



Email me now to arrange your Envelope Campaign on:
christina.robinson@green-umbrella.biz

2. ADD THE LINK TO YOUR EMAIL SIGNATURE

This can be as simple or as complicated as you want it to be! If you want to keep costs to a minimum just write the words 'Follow Us on LinkedIn' and hyperlink the text to your company page!

3. ADD THE LINK TO YOUR WEBSITE

Again, this should be straightforward – but you might need to ask your web developer for a little bit of help if you don't have access. Just double check that the link on your website is definitely taking people to the right place – your LinkedIn company page, not just LinkedIn.com, or to your personal profile.



4. PROMOTE YOUR PAGE ON OTHER SOCIAL MEDIA CHANNELS

Shout about it! - Remember to share your company page on Twitter, Instagram, Facebook, etc. Is your content on your LinkedIn company page any different to your Twitter & Facebook content? It should be. So tell people why they would want to follow you.

5. ASK EMPLOYEES TO ADD YOUR BUSINESS TO THEIR PROFILE

Ask your employees to edit their employment history and tag in your company page. You can check who has already done this by looking at your company page to see how many employees you have.

Bonus – Post shareable content! Make sure that you and your team are engaging with content and sharing it with your LinkedIn connections too! Top tip – Video content is the current king within the LinkedIn algorithms.

There are other things you can do too, but we'll save those for another day – this is just a starting point for you!



TOOL OF THE MONTH!

REMOVE.BG

This is wicked! A free tool that lets you remove the background of an image automatically! Upload a photo, press a button and then download your new image (background free!). It is just brilliant (and free!).

Desktop tool - try it out here <https://www.remove.bg>

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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