

NOVEMBER 2018

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 IS TESTING AN “UNSEND” FUNCTION

TechCrunch reports that Facebook is testing an unsend functionality for Messenger. The unsend feature could be useful to people who say something stupid or inappropriate, disclose a secret they shouldn't have, or want to erase evidence of their misdeeds. That could make users more comfortable speaking freely on the app since they know they can retract their texts. .

FACEBOOK IS ROLLING OUT SUB-GROUP CHATS WITH 250 PEOPLE

Wow! Being able to chat with up to 250 people in a group? We love this! Facebook will gradually roll out the ability for members of Facebook Groups to launch group chats about specific sub-topics that up to 250 members can join. They can also start audio or video calls with up to 50 members. This will help eliminate the need for third-party apps like Zoom/join.me when you want to get everyone together for a virtual meet up!

FACEBOOK ROLLS OUT 3D PHOTOS

Have you had a chance to play with this cool new feature on Facebook yet? Recently, Facebook rolled out 3D photos. Although anyone can view 3D photos, they can only be created by anyone with an iPhone 7plus, 8 plus or any of the X models using the “portrait” setting in the camera app. This technology is able to capture the distance between the subject in the foreground and the background to add depth and movement to the photos. Can you imagine telling your grandkids that you used to need to wear special cardboard glasses to see anything in 3D?

FACEBOOK JOBS CAN NOW BE POSTED INTO GROUPS

Facebook is sprucing up its jobs tool, adding the ability to share job listings in groups. They are also adding other new features such as assigning a job manager and other applicant management processes (but there's no apply with CV or screening services yet).



TWITTER

TWITTER'S PERISCOPE ROLLED OUT THE ABILITY TO CREATE CHAT MODERATORS

Periscope rolled out the ability for creators to assign chat moderators for their broadcasts, as well as new replay editing tools for them to tweak their videos for future replays. It is great to read an enhancement of Periscope features. Do you use Periscope?

TWITTER REMOVE THE ABILITY TO CREATE MOMENTS ON MOBILE

Twitter are continuing the theme of deleting features. They announced in a tweet "On October 23, we're removing the ability to create Moments on the Twitter for iOS or Android apps. When features aren't used as often, we'll remove them, so we can focus on building other products you'll love" – We look forward to seeing what new products they will introduce.

TWITTER IS TESTING ANNOTATIONS FOR CONTEXT IN MOMENTS

So Twitter decides to enhance the "Moments" feature on the desktop by adding annotations, just days after deciding to remove "moment creation" from mobile. Is this a coincidence?



INSTAGRAM

INSTAGRAM VIDEOS ARE NOW BEING STITCHED TOGETHER

Instagram Stories is now allowing longer videos by splitting them into 15-second segments that will play back to back as one long stitched video when uploaded. This is really neat and is rolling out to all users.

INSTAGRAM IS TESTING A NEW PLACE TO ADD YOUR HASHTAGS

It is a pet hate of ours that Instagram users add up to 30 hashtags within the caption on their posts. We teach people to add two hashtags in the main caption, then add a comment with your extra hashtags. It has been reported that Instagram are adding a new area specific for hashtags - cool idea!

GOOGLE

GOOGLE PLUS FINALLY SHUTS DOWN...

In our opinion, this is two years too late, but Google have finally announced last week that it will slowly be closing down the struggling social network. As well as the low usage, Google Plus had a data breach. Was this the final nail in the coffin?



RACHAEL'S BR INBOX

RACHAEL'S TOP FACEBOOK
TIP THIS MONTH...



Adding milestones is a great way to not only get more engagement, but also a way to share more information about your business on your page. Every time something important or exciting happens such as reaching 100 likes or moving office, make it a milestone.

A great example of this is Coca Cola's Facebook page where they have stories from customers, plus the history of the business. To add a milestone, click on your page as if you are creating a new post, but instead of typing, click the three dots under the text box and an 'Add a Milestone' button will appear in a list underneath. Click the button and follow the instructions. Simple! Read more of my Facebook tips in my latest blog:
<https://www.green-umbrella.biz/fbtips>



SparkToro // SparkScore

Julia's TOOL OF THE MONTH!

SPARKSCORE

SparkScore is an online tool for analysing your Twitter engagement. It is free of charge, and you can also analyse your competitors' accounts.

Check it out and let us know your spark score!
<https://sparktoro.com/tools/sparkscore>





LINKEDIN UPDATE WITH JULIA

LINKEDIN CREATE A NEW FEED RANKING OPTIMISATION FUNCTION

In LinkedIn's own words "their algorithm was feeding the rich, but what about the smaller companies?" In other words, if you are popular or famous, then the previous algorithm will have a boost in the newsfeed. LinkedIn has now implemented a new algorithm that decides what is optimised and what is not. They looked at the data and asked the question "what is valuable to the user?".

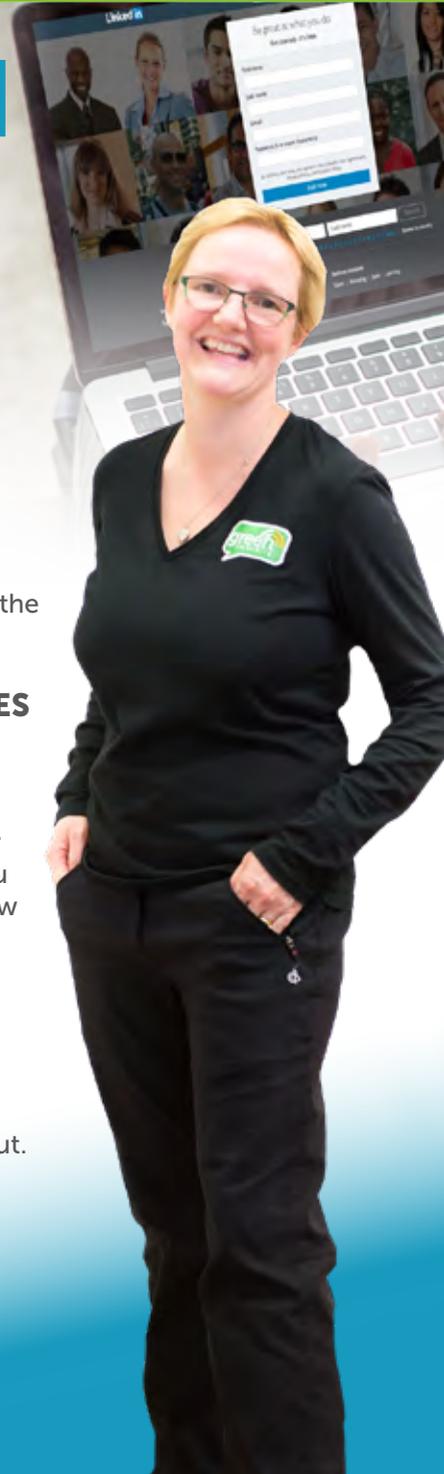
RESTRICTIONS ON BOOLEAN SEARCHES ON LINKEDIN

It's all about the money! Remember when LinkedIn first introduced "you have reached your commercial limit" for searches as a bid to get you to pay for a premium package? Well, they are now putting a limit on Boolean searches.

LINKEDIN FURTHER INTEGRATES WITH MS OFFICE 365

If you are an MS Office 365 user, then the new LinkedIn feature is something to get excited about. There are a number of enhancements that can be found here:

<https://www.green-umbrella.biz/office365>
(including a video to show you how it all works).



MEET OUR TEAM

HOW LONG HAVE I BEEN INVOLVED WITH GREEN UMBRELLA?

I've only been working for GU for a few months, I'm doing an apprenticeship in Customer Service – so I've got a lot to learn!

WHAT DO I LOVE ABOUT WORKING AT GREEN UMBRELLA?

I love the people! Not just the crazy team who never fail to make me laugh, but the clients too, they are all so different and I'm always learning from the people around me.

I just love all things social media, I use it a lot in my personal life, so getting to use it in my work life is a dream come true! I work on GU's Facebook and Instagram stories and I have also started writing blogs, so I get to be my inner blogger, and social media influencer. And even though I'm always doing stuff, there is no stress, everyone is so understanding that I'm new and that I'm still learning – GU is just great overall.

WHERE DO I HANG OUT ONLINE?

All I'm going to say is Instagram – it controls more of my life than I care to admit. I post every day at the same time, and of course I have about a million tags on all my photos. I do like Facebook too, I'm in quite a few groups for lots of different things – my favourite one is 'Dog Spotting', it's a group where people post pictures of dogs they have seen out and about; it's a sprinkle of cuteness in my day.

WHAT DO I GET ASKED ABOUT THE MOST?

From the team it's 'Rachael, can you do this?', and the answer most of the time is sure, but when it comes to clients it's a little trickier. People usually ask how to fix something, or how to do something so I have to ask the team, but this is helpful for me since I learn something new every time this happens.



DESIGN & PRINT

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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.

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.

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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 Tips

5 ACTIONS YOU CAN TAKE NOW TO IMPLEMENT A LISTENING STRATEGY

There are 100s of tools out there you can use to help you implement a listening strategy but it is important that you are reviewing results regularly and using more than one tactic!

1. Set up searches for your business name - use something like Mention.net or your social media management tool (e.g. Hootsuite or eClincher)
2. Set up searches for typos - we all know how easy it is to mistype something, especially when in a rush or when frustrations are high! Is there a Twitter account out there people might be tagging instead of you for example? If so, do a search for mentions of that too!
3. Figure out what works - make sure you are listening to your industry leaders and influencers. What are they talking about that is getting the most interaction? What's working for them?

TIP: Use private Twitter lists to monitor this

4. Search for mentions of your competitors - who's talking to them? What are they being asked? This could be a valuable resource if you look for the right information.
5. Listen for the positives as well as the negatives - when we talk about social listening, I think there is an assumption that we are listening for the 'bad stuff'. Don't forget people say good stuff too!

Diarise one slot a week to check everything, especially the five items above. All being well, this will take no more than a few minutes. If you find something - take control and deal with it.



CUT OUT
AND KEEP
CHECKLIST

YOUR FACEBOOK FIVE A DAY

Being active on your Facebook Business Page a few times a day is essential. Below is a daily checklist of the five main activities that we would recommend. (Although there are many more activities that you can do.)

1. Post a minimum of twice a day, when your network is online the most. (Check your insights to find out the best time to post.) Think about video or live streaming for maximum impact.
2. Check your posts from yesterday. Click on the people who have "liked" the post, and invite those to your page who have not yet given your business the thumbs up.
3. Check your notifications. Welcome new pages, reply to comments and messages.
4. "Like" a minimum of two other businesses each day, then click "page feed" and interact with the businesses for additional brand awareness (this technique works well for local businesses).
5. Share content that is trending today, the latest industry news, or information from your RSS feeds that you have set up in your social media dashboard.

Ideally you should spend no more than 30 mins a day on Facebook. It is easy to get distracted on this platform, therefore we recommend downloading a Google Chrome extension called Newsfeed Burner.



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.



Call us now on 01604 726758
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