

MAY 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.



To find out more about us and meet the team, visit: green-umbrella.biz/about

Share a photo with your Social Snippet using the hashtag **#socialsnippet** and we'll feature a selection here...the more creative the better! 😊



    **#socialsnippet**



f FACEBOOK & i INSTAGRAM

UPDATE WITH JANE

Facebook announced its biggest update in a decade at their annual F8 conference recently

INTERFACE UPDATE

The familiar blue bar has disappeared, leaving a white page with a blue Facebook logo, the stories icons are larger, and the navigational icons will be moving to the top of the page.



FACEBOOK GROUPS

There will be a new focus on groups, giving users a more personalised feed across all of their groups, as well as recommendations of new groups to join, plus an option to post anonymously in health-related groups.

...AND MORE

Other changes include a meet new friends feature to connect you with people you have something in common with, a dating feature to match you with your 'secret crush' and an easier way to find events near you.

These changes are rolling out now on the app and will appear on the desktop version later in the year.

INSTAGRAM CREATE

For Instagram, a new "create" camera mode will be rolling out soon that will allow users to post just text and stickers instead of images, plus there is a trial in Canada of a feature that hides a post's 'likes' from other users in a bid to stop the feeling of competition for likes between users. If popular, this may roll out to all countries.

www.green-umbrella.biz/fbmay



TWITTER

TWITTER DARK MODE GETS... DARKER!

Did you use Dark mode before? It was actually a blue colour, and so Twitter has made a change, making it a true black. They've also given us a 'Lights out' option. Christina says – "Not sure I'll use it - but good to know it's there as a battery saving option!"

www.green-umbrella.biz/twitterdarker

TWITTER TESTS LABELLING TWEETS IN ORDER TO SIMPLIFY CONVERSATIONS

Remember Twitter were testing an 'Original Tweeter' tag? Well, they've decided to take it a step further by introducing 'Author' and 'Mentioned' labels under relevant tweets within a conversation. This is being tested in the main app, so watch out for it!

www.green-umbrella.biz/twitterconv



SOCIAL ADVERTISING



WITH
CHRISTINA

FACEBOOK INCREASES AD TRANSPARENCY

In an attempt to further increase transparency when it comes to ads, Facebook has now created an archive library where we will be able to carry out searches in order to see what ads were run, by who, how much was spent on them, and who they were shown to!

www.green-umbrella.biz/adtrans

FACEBOOK'S BRAND SAFETY CONTROLS

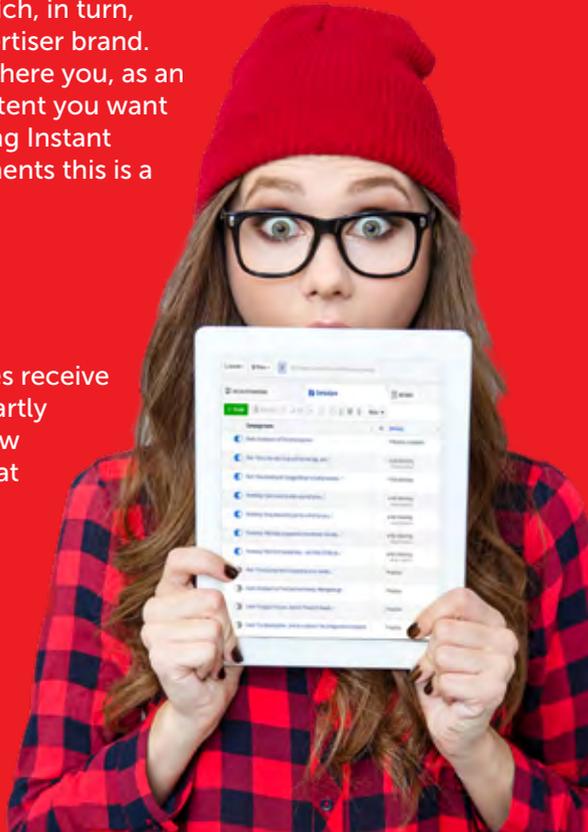
If you're into paid social advertising you may remember YouTube had some bad press when it showed some ads next to offensive content which, in turn, created bad feeling towards the advertiser brand. Facebook has introduced a system where you, as an advertiser, can filter what sort of content you want your ads shown next to. If you're using Instant Articles or Audience Network placements this is a must-read article!

www.green-umbrella.biz/fbsafety

ADD A POLL TO INSTAGRAM STORY ADS

This is exciting stuff! Instagram stories receive an incredible level of engagement, partly due to their ephemeral nature. So now we're going to be able to leverage that through paid ads, starting with the ability to add a poll to our Instagram Story Ads.

www.green-umbrella.biz/instapoll



@ChristinaMc80

ARE YOU **PAMB?ZLED?**

PAM'S COACHING TIP THIS MONTH...

ARE YOU REMEMBERING TO SHARE YOUR POSTS ON LINKEDIN?

We all know that you can happily post on your LinkedIn Business page and share from there onto your Personal LinkedIn Page, but, did you know that you can share posts from your Personal Page onto your Business Page? This is a question that is often raised in my coaching sessions.



You must tag your business page in the post when you create it!

Note: you can't edit the post and add it in later, this will not work. Once you have tagged the business page in to your personal post, a notification will then appear on the business page, it is from this notification that you will have the ability to share the post on your business page. If you don't get a notification, then the process has not worked.

If you are unsure how to tag your business on LinkedIn, then contact your Coach or post in the Coaching Facebook Group and we will guide you.

**Not a member of the Green
Umbrella Coaching Club?**

Find out more here:

www.green-umbrella.biz/coaching-club/





EMILY'S BR INBOX

EMILY'S TOP TIP THIS MONTH...

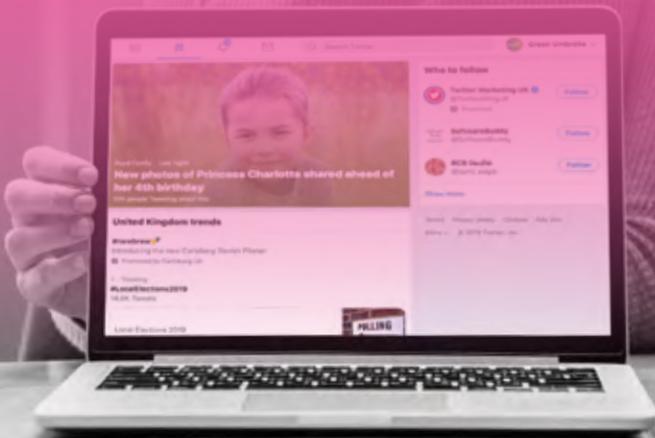
TWITTER EXPLORE

A great way to stay on top of trending topics is to use the Twitter 'Explore' hashtag. If you are on desktop and you have the new version of Twitter, you can find this in the top toolbar next to the 'Home' tab. If you are on the mobile app, then click the magnifying glass icon in the bottom toolbar next to the 'Home' icon.

On both the desktop version of Twitter and the mobile app you will be able to see that the trending topics are divided into categories. On the mobile version, these categories are along the top, and on desktop, you will need to scroll to see the different categories.

If you see a Twitter trending topic that you think your audience will be interested in, then simply click into that section to view the related Tweets.

Trending topics are a great source of inspiration if you are using any Social Media platform and you are unsure what to post.





REMEMBER!
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!**



 @mmundin

MARK'S SIGN & PRINT TIPS

The humble business card is possibly still the first and last thing that any potential client will see to remember you by, so here are three tips to make your business cards more effective:

1. Make sure it is clear what your company does. It sounds obvious, but don't just have a card with your details and company name on. Use both sides of the card and get your message out there! You'd be surprised how many cards we see where there is no clue as to what the business does!
2. Have you included all your contact details? Make sure you add social media links or indicate which platforms you are active on. Make sure your card is well designed and matches your overall branding.
3. Ensure your cards are professionally printed on a good quality board. Think about how you can make your cards stand out with special finishes such as cut-outs or spot UV.

To find out more and check out our portfolio visit:

www.green-umbrella.biz/design-print/

LINKEDIN

LINKEDIN ADD THE ABILITY FOR ALL MEMBERS TO UPLOAD DOCUMENTS AND PRESENTATIONS

LinkedIn has been quietly rolling out this feature to company pages for a while, but we now have the ability to upload PDFs and Powerpoints as individual users. You should see the option on desktop already, but it is being rolled out on the LinkedIn app.

www.green-umbrella.biz/lidocs

REACTIONS ARE ROLLING OUT ON LINKEDIN!

We were a little surprised to see this announcement! Think Facebook reactions - but on LinkedIn. Most people think this is a move away from the business-like tone of LinkedIn - however, we doubt it will take long for people to make use of it.

www.green-umbrella.biz/li-reactions

LINKEDIN PHOTO TAGGING IS FINALLY ARRIVING!

This was announced a little while ago - but we're now starting to see the photo tagging appear in our LinkedIn newsfeeds! The rollout seems a little slow - so if you get this functionality - make use of it before it becomes mainstream! Read more here:

www.green-umbrella.biz/li-tagging

LINKEDIN INTRODUCES 'TEAMMATES' IN THE US

Identifying contacts as Teammates means their content will be prioritised in your newsfeed - that's ideal for helping each other perform better from an algorithmic perspective (assuming you engage with your Teammates!) We're really looking forward to this rolling out in the UK.

www.green-umbrella.biz/li-team

 **FREE**
DOWNLOAD

LINKEDIN PROFILE CHECKLIST

www.green-umbrella.biz/linkedin-checklist/



CUT OUT
AND KEEP
CHECKLIST

YOUR INSTAGRAM FIVE A DAY

Are you looking to gain extra exposure on Instagram and build your following? The secret to success on Instagram is simply consistency.

1. Post a minimum of one photo a day

Post a minimum of once a day to your main Instagram feed, however consider posting up to a maximum of six times a day on Instagram stories.

2. Comment, Double Tap on Your Feed

After you have posted, then check your newsfeed, and your stories feed. Don't just double tap, try to comment as much as possible.

3. Follow a minimum of 10 people a day

If you are serious about using Instagram for your business then you will need a strategy for following and engaging with your target audience.

4. Respond to your audience

As with all social media accounts, it is important that your audience know that you are listening. Always respond to every single comment with a minimum of four words.

5. DM Your New Followers

Ensure that you send a nice, personal message to your new "quality" followers. Have a set image or video ready.

It's time to get creative and stand out from the crowd.



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

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