

JUNE 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.



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! 😊



[f](#) [t](#) [i](#) [in](#) **#socialsnippet**

SUPPORTING EMMA'S AIM

As you may have seen over the years, we are very happy to support a local charity - Emma's Aim. Emma was diagnosed with Leukaemia in 2006, aged 16. She works tirelessly to share her story and to raise awareness & money for other teenage cancer patients by organising various events each year. One of this years events is a charity ball in Northampton. To support Emma and find out more about her story please check out:

Facebook: emmasaim10

Twitter: emmasaim



FACEBOOK

FACEBOOK ANNOUNCES CHANGES COMING TO HOW IT RANKS VIDEO

It looks like posting original video content lasting at least 1 minute is definitely the way forward on Facebook. They've announced updates that will promote content that people seek out, video that engages viewers for over 1 minute, and finally, limit the reach of unoriginal video content.

www.green-umbrella.biz/videojune

FACEBOOK GROUP CHANGES ARE COMING - BE PREPARED

If you are an admin for a Facebook group, please read this and make sure you know what's coming! Depending on the purpose of your group, you might need to make some changes in your settings. Among the changes are the removal of various group 'types', reducing the options available and therefore potentially affecting layout and some of the tools you might be using.

www.green-umbrella.biz/groupchanges

FACEBOOK REMOVES FAKE ACCOUNTS

This is great news to hear! Facebook is taking action and removing more fake accounts than ever before, but there are still sceptics out there who believe Facebook intentionally leave some fake accounts to make their usage figures higher.

www.green-umbrella.biz/fakefb

START CELEBRATING BIRTHDAYS WITH THIS NEW FACEBOOK STORIES FEATURE

Facebook has launched a new feature called Birthday Stories? This adds a real element of fun and personalisation to Facebook. Wish your friend a Happy Birthday using Stories, which are then grouped together. We think this will be great from a personal branding perspective – fingers crossed there will be a way for us to tap into this as businesses.



TWITTER

GET CREATIVE WITH YOUR RETWEETS!

As minor as this update may seem, it's quite a fun one! Twitter have introduced a new feature allowing you to express yourself with a GIF, photo or video when you retweet instead of simply just using text.

TWITTER TESTS A NEW LIVE-STREAM FEATURE WITH FRIENDS

Twitter is testing out a live-stream feature, not too dissimilar to Periscope. It will enable you to invite audio-only guests, and remove them at any time.



INSTAGRAM



WITH
CHRISTINA

IGTV SUPPORTS LANDSCAPE VIDEOS

If you have been feeling frustrated with the video format on IGTV, then you will be pleased to learn that Instagram has listened to their audience and updated their app to support landscape videos.

INSTAGRAM MAKES EXPLORE MORE INTERESTING

You may have already noticed that the Explore feature within Instagram has been updated, which features shortcuts to IGTV and Shopping followed by topic channels tailored to your interests. It's reported that 50% of Instagram users are using the explore tab, and from a user perspective, this area is very user centric so should be a great way to gauge whether or not you are engaging with the right audience. Does the content that appears here seem relevant to your target audience? It should be!

STORIES GAINS MORE STICKER OPTIONS

We're loving the new Quiz Sticker option! What a great way to spark dialogue with your followers and get them engaging with your brand! We're continuing to see more and more options in Stickers – so keep a look out and don't miss opportunities to engage!



ARE YOU **PAMB?ZLED?**

PAM'S COACHING TIP THIS MONTH...

FACEBOOK VIDEO ALGORITHMS

Have you been posting videos on your Facebook page and noticed a dramatic drop in reach? Facebook made a change to their video algorithm recently, they say the reason for this change is that they would like to keep the audience engaged for longer through video on the feed. Facebook are now encouraging you to post videos that are a minimum of 3 minutes long. However, video that engages viewers for over a minute should also get a better reach.



I witnessed this change quite dramatically with a client's account that I manage. I have been posting short videos for over a year, and we have always had good reach and engagement. However, this updated video algorithm seemed to take effect overnight and the reach went from a few hundred to less than 10. It was a huge difference! The reach has picked up again a little bit, but not the same reach as before. Just keep this in mind if you have been posting videos and you are wondering why you haven't had the same engagement as before.

**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...

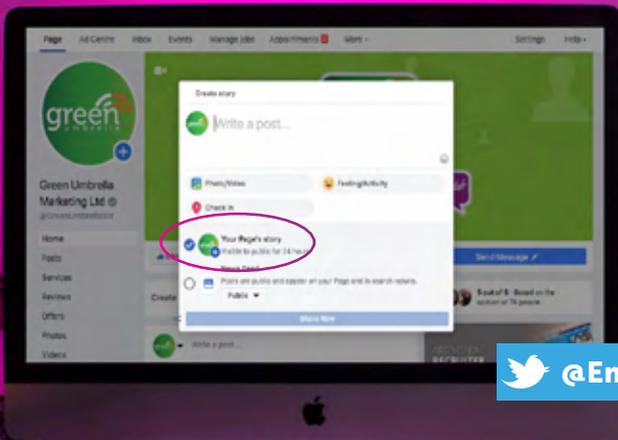
FACEBOOK STORIES ON DESKTOP

My Brainbox tip back in January was to add to your Story as part of your Social Media strategy, but I have been getting a lot of questions recently about how to do this on Facebook via Desktop.

If you log into your Facebook business page, you should be able to see a little blue 'Plus' sign in the right-hand corner of your avatar. If you click the 'Plus' sign a "Create story" box will appear. Simply type your text and add an image or a video. As this is a Story, make sure that you do not add too much text as Stories are very visual.

Before you click the "Share" button, you will need to select whether you wish your post to be shared on both "Your Page's Story" and in the "News Feed" (as a regular post), or in "Your Page's Story" only.

Facebook Stories currently do not have any algorithm, so they are a great way to ensure that you are reaching your audience!





MARK'S SIGN & PRINT TIPS

LIMIT YOUR TYPEFACES

The human eye finds it difficult to read multiple typefaces, so we advise clients to stay with a simple collection of fonts, or a family of fonts. If a design is too busy this causes confusion in the brain as the eye does not know where to look.

You want your viewer to have a pleasant experience, so where possible keep to the golden rule of no more than two different font families in one design.

The use of fonts should be consistent throughout your branding. There are certain times when a substitute font may have to be used though, such as when there is no web font available.

The font(s) you choose should reflect your brand. For example, a font that is "fluffy" (such as Brushscript) should not be used for an accountancy practice or a legal firm (unless your name is *Saul Goodman* 😊).

To find out more and check out our portfolio visit:
www.green-umbrella.biz/design-print/



LINKEDIN

MICROSOFT PUBLISHES A REPORT ON LINKEDIN ENGAGEMENT

If you need a little reminder, Microsoft owns LinkedIn. Each quarter they release a report and this time 'record levels of engagement' was the headline. LinkedIn has handily turned this into an Infographic, so, if you want to know what type of content creates most interest, it's worth checking out. The key stat was probably that the UK is one of the fastest growing markets for messaging.

www.green-umbrella.biz/linkedinjune

LINKEDIN FOLLOWS FACEBOOK'S LEAD REGARDING AD TRANSPARENCY

LinkedIn is creating a tab on all company pages where you, as a user, will be able to see any adverts run by that company page in the last 6 months. This will be a useful resource in understanding how LinkedIn adverts are being used by businesses, and we like the fact that we'll see anything run over the course of the 6 months rather than the snapshot that Facebook show in their version.

YOUTUBE

YOUTUBE ADVERTISING NEWS

If you are a YouTube creator, you are probably aware they had their Broadcast event recently, which announced changes to their ad offering and the fact they are making YouTube originals free to view.

www.green-umbrella.biz/ytjune

SUBSCRIBER COUNTS

YouTube are starting abbreviate subscriber counts for channels with over 1000 subscribers. It isn't a major change for many of the businesses we work with – but if you're looking to build your subscriber count on this platform 1000 is a good target to aim for.

YOUR SOCIAL MEDIA IMAGE SIZES CHEATSHEET

Creating the perfect images for your social media presence can be a bit of a nightmare. That's why we've created this handy image size cheatsheet.

FACEBOOK

| IMAGE TYPE | SIZE |
|------------------------|---------------|
| Cover Photo/Video | 1200 x 675px |
| Group Cover Image | 1640 x 859px |
| Event Cover Image | 1920 x 1080px |
| Profile Image | 340 x 340px |
| Post Image (Landscape) | 1200 x 628px |
| Post Image (Square) | 952 x 952px |
| Post Video | 1080px wide |

LINKEDIN

| | |
|------------------------|--------------|
| Company Cover Image | 1536 x 768px |
| Company Logo Image | 300 x 300px |
| Personal Background | 1584 x 396px |
| Personal Profile Image | 400 x 400px |
| Post Image | 1200 x 628px |

YOUTUBE

| | |
|-----------------------|-----------------------------|
| Channel Cover Image | 2560 x 1440px |
| Channel Profile Image | 800 x 800px |
| Video (HD) | 1280 x 720px (min. size) |

TWITTER

| IMAGE TYPE | SIZE |
|------------------------|--------------|
| Header Image | 1500 x 500px |
| Profile Image | 400 x 400px |
| Post Image (Landscape) | 1200 x 512px |

INSTAGRAM

| | |
|---------------|---------------|
| Profile Image | 180 x 180px |
| Post Image | 1080 x 1080px |

Information for guidance only.
Correct at time of publication, 31/5/19



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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