

JULY 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! :-)



A special mention this month to Anthony McCormack from Mac Staff for going above and beyond and re-creating last month's front cover!

 @MacstaffUK

    **#socialsnippet**

TWITTER

TWITTER INTRODUCES A NEW ENGAGEMENT STRATEGY

In order to increase engagement, Twitter is testing out a feature that will allow you to share Tweets with the people that you engage with the most via Direct messaging. With social trends moving more towards 1-2-1 communications, this makes a lot of sense. We love this – fingers crossed it moves beyond test phase!

www.green-umbrella.biz/twitterengage

ACCOUNT SWITCHING ROLLS OUT ON TWITTER DESKTOP

Do you have this yet? If you are managing more than one Twitter account regularly on desktop this will put a smile on your face! You'll soon be able to switch between Twitter accounts in the same way you currently do via the mobile app - Hooray! It's being rolled out so keep an eye out an for it!

www.green-umbrella.biz/twitterswitching

INSTAGRAM

INSTAGRAM INTRODUCES SCREEN LYRICS TO MUSIC STICKERS

This is a project that has been in the making for some time! Instagram has officially launched its new lyric option for music stickers, which displays the song lyrics on screen, enabling users to sing along! There's going to be a lot of different ways to use this from a marketing perspective in order to push engagement. Think about asking for your audience to send you suggestions via stories, tagging you into Stories where they share lyrics along a theme you've suggested perhaps. www.green-umbrella.biz/instamusic

EXPLORE – THE LATEST INSTAGRAM PLACEMENT OPTION

Do you use the Explore feed? This area is highly personalised to each user and in time you will be able to run your paid adverts by using the Explore function. To be clear, the adverts won't simply appear on the Explore tab itself, but will become part of the user experience. We can see benefits in this, and definitely think this will be something worth looking at for anyone targeting a younger demographic. www.green-umbrella.biz/instaplacement



FACEBOOK

FACEBOOK REMOVES FIELDS FROM BUSINESS PAGES

Date for your diary – 1st August 2019! You will probably have already noticed Facebook alerting you to the fact that certain fields under your About tab are being removed. You may have to make a few updates to ensure you are including all the information you need to on your page. We'd definitely suggest checking this on the 1st August (or at least that week) to make sure all is as it should be!

www.green-umbrella.biz/fbpagefields

FACEBOOK INTRODUCES A NEW DIGITAL WALLET FOR 2020

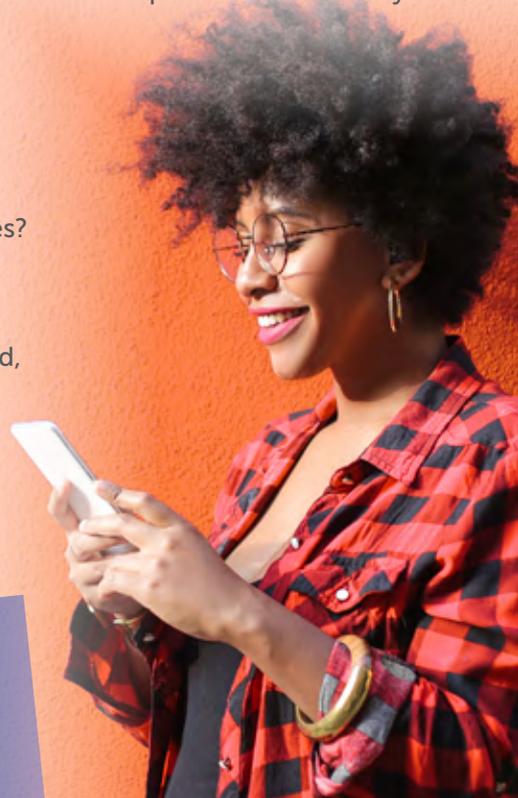
You may have seen in the News that Facebook is introducing a new Cryptocurrency product called Calibra, this will allow you to transfer money around the world. This wallet will be available in Messenger, WhatsApp and as a standalone app – and is expected to launch in 2020. What makes this interesting is the fact that peer to peer payments were pulled in the UK only a few months ago.

www.green-umbrella.biz/fbwallet

FACEBOOK USES ALGORITHM TO RANK COMMENTS

Did you notice that Facebook seems to show comments in a peculiar order at times? It's because it actually ranks comments and replies on posts based on what it believes to be most relevant or useful. There are lots of factors that are considered, from which comments have the most engagement to which comments or replies are being made from other people within your network. If this is of interest to you, have a look at this article:

www.green-umbrella.biz/fbrank



EMILY'S BR INBOX



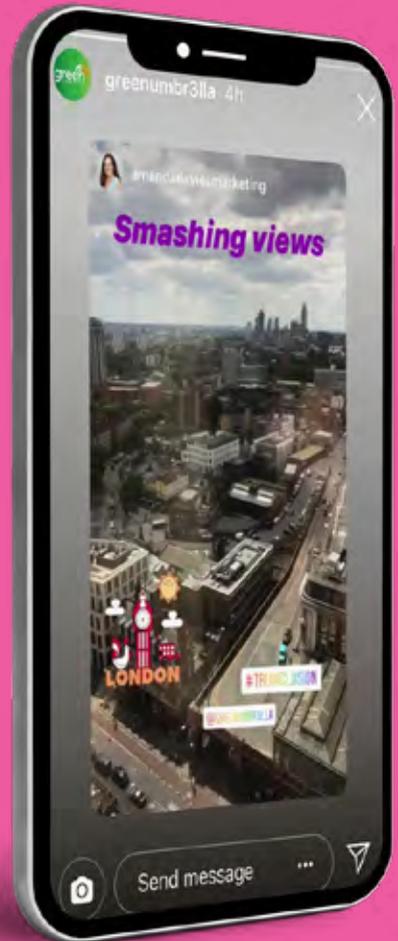
EMILY'S TOP TIP THIS MONTH...

DON'T FORGET ABOUT INSTAGRAM STORIES!

I have mentioned before about using Facebook Stories, but if you have an Instagram account for your business, you need to make sure that you are using the Stories here as well.

To add to your Instagram Story, simply click your avatar on either the Home page or your Profile. You can then either take a photo or click the square photo icon in the bottom left to select from your camera roll.

Once you have selected or taken a photo, you can use the icons in the top right to add text, stickers or GIFs to make your Story stand out.



ARE YOU PAMB**??**ZLED?

PAM'S COACHING TIP THIS MONTH...

PINNED POSTS

Pinned Posts - Are you updating these weekly? This is something that we see quite regularly, especially when we take on new accounts. Businesses are either not using this feature or they have been, but the pinned post hasn't been changed since 2018.



The advantage of using this feature is that you can highlight a new blog, a product, promotion or celebration post and hold it at the top of the page for as long as you want. All new posts will drop below it. The only problem is that if you don't change the pinned post, it will forever stay at the top of your feed. Anyone who looks at your page may be faced with a very old post and think you are not active on social media and decide not to follow you, despite the newer posts below.

So remember to Pin a new post to the top of the page on a regular basis. If you are unsure how to do this, get in touch with your Coach.

Not a member of the Green Umbrella Coaching Club?

Find out more here:

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





Christina's **HOT TIP**



FACEBOOK ALGORITHM IS TWEAKED TO PROMOTE PAGE AND GROUP CONTENT

After some surveying of users, Facebook has made an addition to its recent statements describing how Newsfeed will prioritise content from family and friends by stating it will also “prioritize the Pages and groups we predict an individual may care about most”. It explains what parameters it uses to make these predictions including how long a user has followed a page/been a member of the group, how often the user engages, and also how often the page/group posts.

BUT FACEBOOK IS CONSTANTLY TWEAKING THE ALGORITHM!

So, what are the factors that Facebook considers when deciding what’s going into your newsfeed?

- Content from friends (Facebook believes) we want to hear from
- Visibility of links we’ll find valuable has been increased
- Stories have priority
- Groups and Events take centre stage as they boost community
- Video content that creates episodic behaviour - i.e. users will tune in regularly to view
- Video that is of a longer form - but keeps the attention of a viewer for at least one minute
- Original Video content that adds value

The key to all of this, is to make sure your content is valuable and engaging, and that you are consistently creating posts that will bring your community together!

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www.green-umbrella.biz/design-print/
or contact Mark on 01604 726758

LINKEDIN

LINKEDIN OFFICIALLY LAUNCHES PHOTO TAGGING AND VIDEO IN MESSAGING OPTIONS

There have been lots of very small updates over the last 2 – 3 months on LinkedIn, all of which have been intended to promote engagement on the platform. The latest of these changes includes the ability to tag people in to the photos you share, and also send Video clips within your linkedIn Messages. They've also made it easier to find the communities you follow so you can use opportunities outside of your network to engage in conversation too.

www.green-umbrella.biz/liphoto

GOOGLE

GOOGLE MY BUSINESS ADDS MORE SOCIAL TOOLS

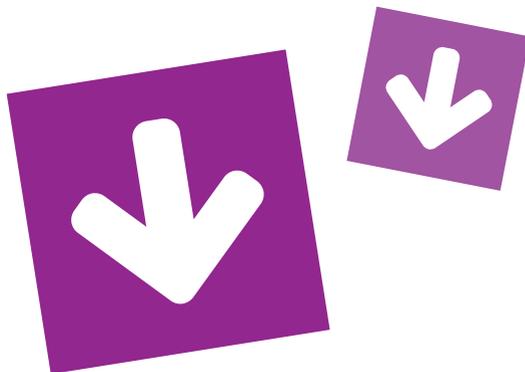
Exciting news! Since the demise of Google+ we have been waiting to find out what will happen next with Google my Business. News just in, they have now added 4 new social tool options for listings.

www.green-umbrella.biz/gmbsocial

FREE DOWNLOAD

SOCIAL MEDIA GUIDE FOR RECRUITERS

www.green-umbrella.biz/recruiterguide



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.

If any of these five tips seem confusing for you, then consider joining our coaching club from just £29 a month.



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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AFFILIATE MEMBER