

AUGUST 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! :-)



f t i in **#socialsnippet**

FACEBOOK

FACEBOOK "TOP FAN" TARGETING

Great news to see this feature being rolled out across Facebook! Business Pages are now being given the option to publish specific updates targeted to their top Page fans only. This could be a great way to create better engagement and stronger connections with those who regularly engage with your brand.

UK NEWS! FACEBOOK ADDS A TOOL TO REPORT SCAM ADS

Facebook has launched a tool in the UK where users will be able to report scam or misleading ads! This will then alert Facebook's internal team, where the advert will be reviewed and potentially removed.

LINKEDIN

LINKEDIN ANNOUNCES 3 NEW OBJECTIVES

Brand Awareness, Website Conversions, and Job Applicants are the latest objectives to be added to LinkedIn's Campaign Manager. If you have the budget, paid social ads on LinkedIn can work really well. But you need to be prepared to spend to see meaningful results on this platform!



INSTAGRAM

INVITE YOUR FRIENDS TO JOIN IN A CONVERSATION VIA INSTAGRAM STORIES

Add a Chat sticker to your Stories to invite your friends to join in a private group conversation. It's going to be a great way of making announcements that are for limited audiences. Give it a go!

INSTAGRAM INTRODUCES AN ANTI-BULLYING FEATURE

Instagram is tackling online bullying head on! They have introduced two new features - the first feature will flag comments that it sees as offensive and will give the user the opportunity to undo the comment. The second feature is only being tested at the moment, but it will give you the chance to restrict comments that are seen as bullying, without blocking or reporting someone. This was first announced a few months ago – so we're pleased to see it being rolled out!

INSTAGRAM'S TEST OF REMOVING LIKES EXPANDS TO FURTHER REGIONS

Instagram has started testing the removal of public like counts. Essentially, the account holder will know how many likes their post or video gets – but their followers won't be able to see it! The test is already underway in Canada, then six new regions were added, including Ireland and Australia. Will it only be a matter of time before it reaches the UK?





EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

APPS TO HELP YOUR STORIES STAND OUT!

Last month we talked about the importance of using Instagram Stories, so this month, I thought it might be helpful to mention a few Apps that you can use to help make your Instagram Stories stand out.

One of the main Apps that I have used in the past is Unfold. This App is great for innovative and modern Story templates and is very easy to use.

Another very popular App is Canva. Again, Canva is a brilliant App for Story templates and allows you to choose from loads of ready-made templates, which you can then customise to suit your brand.

Finally, Magisto! I have mentioned Magisto before as a Video Editing App, but it is also great for Stories too. If you want to combine some of your favourite photos and video content into an attention-grabbing video, then Magisto is the App for you!



ARE YOU PAMB?ZLED?

PAM'S COACHING TIP THIS MONTH...

RECRUIT'EM COULD BE YOUR SAVIOUR

As a Recruiter are you using Recruit'em as a search tool? In a recent coaching session with a client, we spent two hours searching and breaking down the information from this fantastic tool.

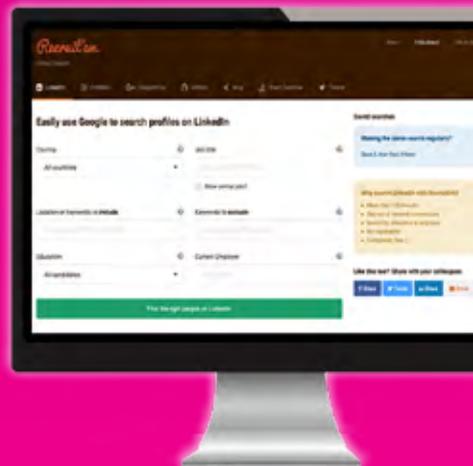


He had never used Recruit'em before, and because he was looking for a very specialised candidate with a specific set of skills, this was the perfect tool to use. So what is Recruit'em? It is a specialised search tool that allows you to search for specific job titles, location, skill-set, education, employer, etc. So why is this different to LinkedIn? Instead of the search being limited to your LinkedIn connections, Recruit'em will still search LinkedIn, but will search tens of millions of profiles using Google. AND its FREE!

**Not a member of the Green
Umbrella Coaching Club?
Find out more here:**

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

Recruit'em





SOCIAL ADVERTISING WITH CHRISTINA

SOCIAL ADVERTISING UPDATES THIS MONTH...

REACH ESTIMATES ARE BACK FOR CUSTOM AUDIENCES

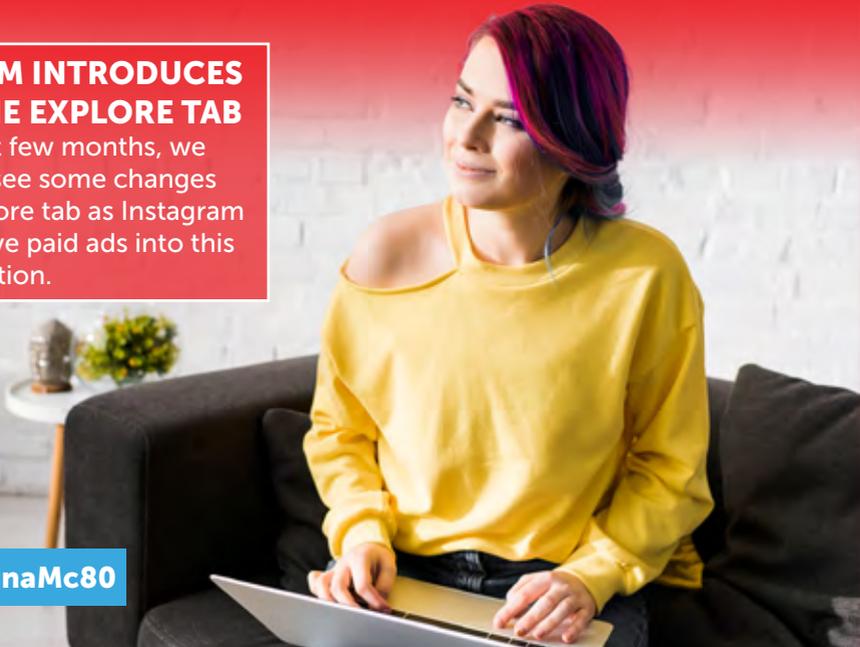
This feature was removed about a year ago after Facebook found a bug in the system. After working on the security around this tool, you'll again be able to see the estimated size of your custom audience in Ads Manager.

FACEBOOK AD FORMAT IS ABOUT TO CHANGE

If you use Facebook Advertising, then you need to be aware of the changes that are coming mid-August. The changes relate to ads that appear in the mobile feed, they include reduced visible text, so anyone who has difficulty getting the text element of their adverts right, this will be an area of focus! Image size is also due to change, so if you're running ads, check them regularly from the 19th August!

INSTAGRAM INTRODUCES ADS TO THE EXPLORE TAB

Over the next few months, we are going to see some changes with the explore tab as Instagram starts to weave paid ads into this browsing section.



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

TWITTER 'LISTS' GETS SOME MUCH-NEEDED ATTENTION

The Twitter List feature has always been there, but it's also hidden away. When we're coaching people on how to use Twitter and introduce the concept of Twitter lists, there's always a shriek of excitement! Twitter are now testing and easier way for us to access Lists - check to see if you are part of the 'swipe' test.

TWITTER FEED SEARCH RESULTS GET AN UPDATE

To use their words, Twitter is "raising the bar on search"! Now when you search for Twitter accounts you'll be shown more information relating to mutual follows. This, and the additional context Twitter will give you in your other searches, are intended to help guide you to the results you are actually looking for.

TWITTER ADDS LABELS TO POSTS THAT BREAK THE RULES

Twitter monitors high profile accounts such as those from politicians or government officials for tweets that may break Twitter's rules. From time to time, controversial tweets may be identified that Twitter would ideally remove but deem them to be in public interest to see them. Going forward, Twitter will add labels to these tweets rather than hiding them from the feed.

TWITTER LAUNCHES ITS NEW DESIGN (FINALLY)

This has been in testing mode for what seems like forever! Twitter has finally rolled out its new desktop design. Some people love it and some people are not so happy about the changes, and in the first few days of the roll out we saw #NewTwitter trending. The change is intended to feel more like the mobile App, and Twitter has advised "The update is designed to make it easier to move around". Let us know what you think!



YOUR TWITTER FIVE A DAY

CUT OUT
AND KEEP
CHECKLIST

Being active on Twitter multiple times a day is essential. Below is a daily checklist of the five main activities that we would recommend.

1. Schedule a minimum of four tweets using a tool such as eClincher or Hootsuite.
2. Check your Twitter lists as well as your home feed, and engage with your target audience.
3. Post real, live information every day. Where are you going? What has happened in the office?
4. Check Twitter Explore and Trending content. Tweeting popular content will guarantee you extra followers.
5. React to your notifications. Thank those who shared your content. Say "Hi" to your new followers. Always have the last word!

If you are struggling with content ideas, then feel free to download this eBook – 75 ideas of things to post

www.green-umbrella.biz/ideas-for-social-posts/

Ideally, you should spend no more than 30 minutes a day on Twitter. It is easy to get distracted on this platform, therefore set a timer, or just be aware of the "Oh this is shiny syndrome"



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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