

SEPTEMBER 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](https://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 the ladies from TEAM who took the snippet on holiday with them! Keep those #socialsnippet posts coming!

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

# FACEBOOK

## **FACEBOOK TESTS VIDEO ON DEMAND SUBSCRIPTIONS**

Facebook is entering the world of video on demand services with a trial in the US. Initially, there will be four services available: BBC and ITV's BritBox, CollegeHumor's Dropout, MotorTrend App and Tastemade Plus. The trial is due to start in a few weeks time.

## **FACEBOOK ADDS 'SLIDESHOW' OPTION TO STORIES ON IOS**

To try and entice more people to use its Stories feature, Facebook has introduced a new "slideshow" option. You could create a slideshow before using multiple images, but Facebook has made it easier for less experienced Stories users.

## **FACEBOOK IS WORKING ON BUILDING A NEW "TRUSTED NEWS" SECTION**

Facebook is now offering news outlets "millions of dollars" for the rights to put their content in a dedicated news section on the platform. It is thought that this feature will launch by the end of the year.

# TWITTER

## **TWITTER TO ADD CONTEXT TO HIDDEN TWEETS**

Twitter has decided to address the hidden tweets in conversations with some context. Those Tweets that say "this tweet is unavailable" may not be showing for a variety of reasons, however, Twitter says they will add some context as to why the Tweet is not available.

## **TWITTER IS TESTING NEW NOTIFICATIONS FEATURE**

Twitter is testing a new feature allowing users to receive notifications when people reply to another person's tweet you are following. Users will be able to select any tweet, from any profile, and be notified as the discussion evolves.





# LINKEDIN

## HELP YOUR CLIENTS TO DISCOVER YOUR SERVICES ON LINKEDIN

LinkedIn is rolling out the ability to share what services you provide right on your own personal profile. It's a great way to showcase what you do and also to show that you are 'open for business.'

# PINTEREST

## PINTEREST INTRODUCES ADS TO THE MOBILE APP

Mobile Ad tools have been introduced to Pinterest! Companies can build brand awareness and drive performance while reaching new customers without going over budget.

## PINTEREST IS GROWING FASTER THAN TWITTER AND SNAPCHAT

Great news for Pinterest users to see that the platform is now up to 300 million active users a month worldwide. This is a 30% increase on last year, which is a staggering figure considering that Twitter was up by 14% and Snapchat had an increase of 8% on the equivalent timescale. If this is a relevant platform for you, you should be using it!





# EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

## MIGHTYSCOUT



The screenshot displays the following data for 'Sample Influencer':

- ENGAGEMENT: 0.9%
- FOLLOWERS: 111k
- POSTS: 5439
- AVERAGES PER POST: 938 likes, 34 comments, N/A shares
- 128 Commercial Ratio
- VERY GOOD
- Posts mostly from United States
- Top mentions: @kristinowen, @sarahsarahsarah, @kys\_pone, @gnoch\_s\_series
- Top hashtags: #fiterks, #ad, #trendsprinkup, #asmetbeauty



Aside from the Instagram Analytics themselves, another great website to evaluate analytics is MightyScout [mightyscout.com/influencer-lookup](https://mightyscout.com/influencer-lookup)

This website gives you statistics on engagement, top photos, followers, top mentions, top hashtags, as well as lots of other useful analytics. The thing that sets MightyScout apart from the Instagram analytics themselves, is that it gives you the option to evaluate any other account by typing their Instagram name into the search bar at the top.

Want to know how well your Instagram page is performing against your competitors? If so, MightyScout has the answer!

# ARE YOU PAMB?OZLED?

## PAM'S COACHING TIP THIS MONTH...

### TWITTER LISTS

Using lists keeps your Twitter account nice and tidy as well as helping you keep the number of accounts that you are following under control.

### SO WHAT IS A TWITTER LIST?

A list is a curated group of Twitter accounts. You can create your own lists or subscribe to lists created by others. Viewing a list feed will show you a stream of Tweets that is restricted to the accounts on that list.

### HOW DO I CREATE A TWITTER LIST?

By clicking on Lists in the side menu (on desktop), you can create a list and make it either public or private – remember if you are keeping an eye on competitors or anything that you don't want others to know about, then you must use the toggle to make the list Private – this is not a default setting! You can then add accounts into each list by selecting the 3 dots on the profile of the account you want to add, and clicking on Add or Remove from Lists.

The best thing about lists is that you don't need to be following an account to add them to a list, and instead of trawling through hundreds of tweets to find something to engage with, you can work through the lists you've curated knowing you'll find valuable content you can use strategically. In a nutshell, Twitter lists can save you valuable time!

If you need further guidance on how to create Twitter Lists, please contact your Coach or book in for a 121 coaching session.

**Not a member of the Green Umbrella Coaching Club? Find out more here:**  
[www.green-umbrella.biz/coaching-club/](http://www.green-umbrella.biz/coaching-club/)





# SOCIAL ADVERTISING WITH CHRISTINA

## SOCIAL ADVERTISING UPDATES THIS MONTH...

### FACEBOOK MOBILE NEWS FEED PLACEMENTS CHANGE TEXT AND ASPECT RATIO

Since 19th August you will have seen changes to page posts and ads on the Facebook mobile feed. From this point, only three lines of primary text will show. The maximum media height for photos will reduce in size too.

### FACEBOOK TO REMOVE THOUSANDS OF OUTDATED INTERESTS

Facebook announced that it will be removing thousands of outdated interests, such as old movies and band names. Most advertisers won't notice the change, but they won't be available for new campaigns going forward. Any old campaigns will be able to run for a short while, but they will eventually need to be changed.

## HOW MUCH TIME DO PEOPLE SPEND ON SOCIAL MEDIA IN 2019?

People are spending more time than ever on social media these days, and this infographic looks at exactly where they are hanging out.

[www.green-umbrella.biz/social2019](http://www.green-umbrella.biz/social2019)



@ChristinaMc80

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[www.green-umbrella.biz/design-print/](http://www.green-umbrella.biz/design-print/)  
or contact Mark on 01604 726758

# **INSTAGRAM**

## **INSTAGRAM WILL LET YOU KNOW WHEN THEY ARE CLOSE TO DELETING YOUR ACCOUNT**

Instagram adds a new alert that will let users know when they are violating the account. There will be a history of posts or comments that Instagram sees as unsuitable content and if you post something that goes against their guidelines your account will be deleted.

## **GREAT NEWS! YOU CAN NOW SCHEDULE TO INSTAGRAM VIA CREATOR STUDIO!**

Hail! We are all rejoicing here at GU and you will be too!! You can now schedule to Instagram via the Facebook Creator Studio App. Note: you can't schedule Stories as yet!



# 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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