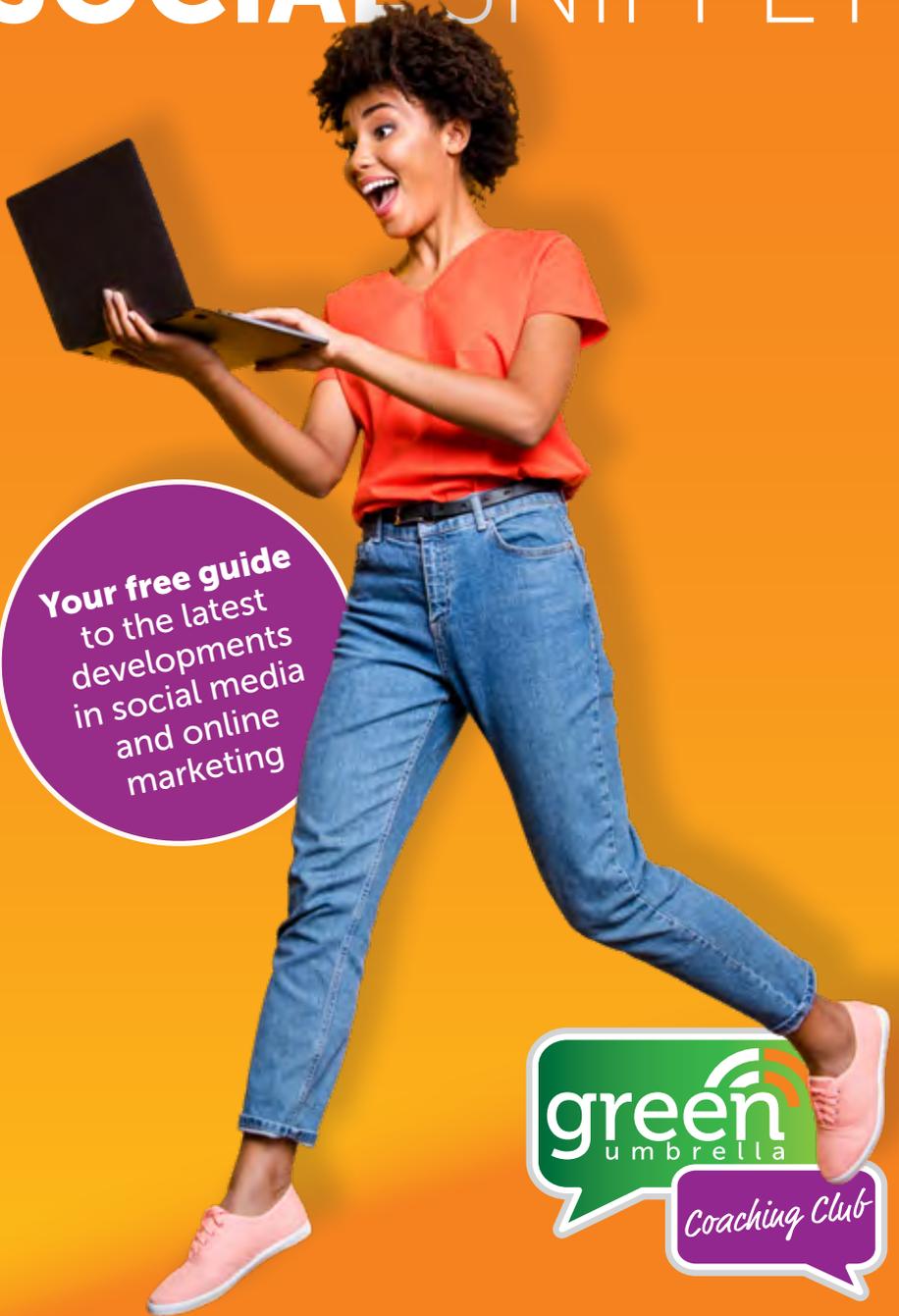


NOVEMBER 2019

# 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.



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

To find out more about us and meet the team, visit: [green-umbrella.biz/about](http://green-umbrella.biz/about)

GET YOUR HANDS  
ON SOME **FREE**  
SOCIAL MEDIA GOODIES!  
[www.green-umbrella.biz/goodies/](http://www.green-umbrella.biz/goodies/)



**DON'T FORGET!**

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



# FACEBOOK

## **FACEBOOK HAS CHANGED THE WAY IT COUNTS ORGANIC IMPRESSIONS**

Facebook has changed how it calculates organic impressions, meaning these figures will likely show a decline. It has done this by updating the way it filters repeat organic impressions to better align with the methodology used for paid advertising on its platform. Reach and engagement stats will remain the same.

## **FACEBOOK HAS REMOVED GREY VERIFICATION BADGES FROM PAGES**

Facebook removed grey verification badges from Pages on 30th October, after calling the checkmarks “more confusing than helpful”. Removal of the badges won’t impact on the way the Page appears in search results, but Facebook has invited Page owners to a “Best Practices” webpage to improve Page visibility and follower engagement.

We noticed a while back that we could no longer verify pages, so we were waiting for this to happen.

## **FACEBOOK IMPROVES ITS ‘KEYWORD ALERTS’ FOR GROUPS FEATURE**

Keyword alerts open up new opportunities for admins to better manage group engagement and manage discussions more effectively. The alerts allow admins to get a notification about any mention of a keyword in a post in their group, then select whether to keep or delete the post. This sounds like a really useful addition.

## **FACEBOOK PROVIDES NEW STORIES TEMPLATES FOR BUSINESSES**

Facebook has just released a new set of customisable Stories templates for use across Facebook, Instagram and Messenger advertising. The new templates provide simple, visually effective Stories presentation options that brands can use to showcase their offerings. Will you be using these?



# INSTAGRAM

## **“THREADS” IS FINALLY HERE**

Facebook is finally launching Threads for Instagram, after being announced in testing mode a few months ago. Threads is a new camera-first messaging app that helps you stay connected to your close friends in a dedicated, private space. Is this something you will use

## **INSTAGRAM HAS INTRODUCED A NEW ‘RESTRICT’ FEATURE TO HELP COMBAT BULLYING**

Bullying is a big issue on social networks, with young users facing “a disproportionate amount of online bullying” but also “reluctant to report or block peers who bully them.” Instagram’s new ‘Restrict’ feature allows them to quietly protect their account, while at the same time being able to monitor an online bully. It’s great to see social media platforms taking online bullying seriously like this.

# GOOGLE

## **GOOGLE SEARCH NOW LETS YOU FIND ‘KEY MOMENTS’ WITHIN VIDEOS**

When searching, you can’t just skim through the contents of a video as you can with text. But now Google will let you find ‘key moments’ within videos. With this new feature, video search results become more accessible, organised, and more useful, allowing you to get to the information you’re looking for faster. The search works based on timestamp information that content creators have provided in the video description.





# EMILY'S BR INBOX



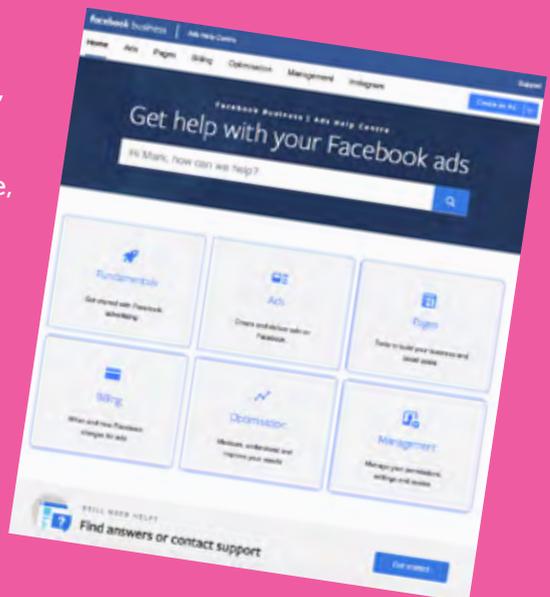
## EMILY'S TOP TIP THIS MONTH...

### CLAIMING A FACEBOOK PAGE WHEN YOU ARE NOT AN ADMIN

One of the most common questions that we get asked here at Green Umbrella Marketing is how to claim back a Facebook page that you don't have the admin rights to. While you wouldn't necessarily expect this to happen, it is more common than you might think and often arises if the only person who has admin rights to the companies Facebook page leaves the business. If you want to know how to claim back a Facebook page, then take a look at our blog here: [www.green-umbrella.biz/claim-facebook-page-created/](http://www.green-umbrella.biz/claim-facebook-page-created/)

Alternatively, you might need to speak to the Facebook Support team here: [www.facebook.com/business/help](http://www.facebook.com/business/help)

While we haven't been told this officially, we believe that if the Support Team are extremely busy, they often remove the "Chat" option. Therefore, always try the link multiple times. If it is available, the "Chat" option is in a toolbar underneath the six boxes at the top of the page and will say "Get Started". To avoid this situation happening altogether, I can't stress enough the importance of having multiple page admins!



# ARE YOU PAMB??ZLED?

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

### HOW DO I GET MORE FOLLOWERS?

This is a question that crops up a lot in coaching sessions. In most occasions it's one of the first questions.



#### **I always have two responses:**

1. Are you consistently posting engaging content?
2. Are you having conversations with the people/businesses that you are following?

The answers to these questions are always a resounding NO. I liken it to walking into a networking event and expecting everyone in the room to chat to you without any input of your own and then totally blanking everyone after that. Now, don't get me wrong, I understand that you can't talk to everyone, but you can chat to a select few. It's the same with your social media. Organic followers don't happen overnight, you need to work at it, just as you need to work at networking. You need to post content that will engage your audience, and make them want to talk to you more, but you also need to be chatting in a non-salesy way, and sharing your knowledge to the people or businesses that matter to you too. This in turn will increase your following, because you will start to get noticed by people who are looking for your expertise or knowledge.

Remember to check out our goodies page if you are struggling for ideas:  
[www.green-umbrella.biz/goodies/](http://www.green-umbrella.biz/goodies/)

**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/)



# Christina's **HOT TIP**

We are constantly coming up with the next blog here at Green Umbrella but there are a few rules we try to follow with every single article we produce to ensure we are maximising on our efforts when it comes to the SEO benefits of blogging, and also the attraction of visitors to those blog pages. There's a list of 12 points we follow, but here are the top 5 things that should be implemented on your blogs. Let us know if you need help on any of this!

- 1.** Write an SEO friendly title. What would someone type into Google? Try and match your title as closely to this as you can.
- 2.** Human SEO helps gain attention when your blogs are shared socially - Will your images gain the attention of your audience and get them reading?
- 3.** Your blogs won't be read word for word - they'll be skimmed and scanned by your readers, so use subtitles to break up paragraphs. It also makes your content easier to read and if you format your titles using H2 tags, you'll again be ticking the traditional SEO box.
- 4.** Add links within your blog to other associated articles on your website. You can also link to external sites but make sure they are high quality!
- 5.** Once someone has consumed your content, what do you want them to do next? Add a Call to Action. Whether it be plain text or a banner or image we need to give our visitors some instruction and direction as to what they should be doing next. Make it clear!

1



## HOW DO I KNOW IF I'M POSTING TOO OFTEN ON SOCIAL MEDIA?

12/09/2019 / Christina Robinson / Algorithms, Posting Cadence



## HAVE I SAID TOO MUCH?



2

How much is too much on social media? I'm often asked if it's possible to affect algorithms? Does it impact reach? Won't you just annoy people in a variety of guises, but essentially, what people are really asking me is what the maximum they should set.

3

### HOW TO KEEP SOCIAL MEDIA SOCIAL

Imagine you're in conversation with someone at a business networking event. If they're constantly talking and don't let you get a word in edgeways. If they don't actively listen to you, if they only talk about themselves or their business, well, you'd probably look for the nearest exit opportunity wouldn't you? Or, try and send some 'leave me' signals to any partners in crime who might be in the room with you! Just because it's online - doesn't mean it's any different. Be careful not to overshare or post for posting's sake. Every piece of content you share, every update should have purpose, meaning and/or value.

### POSTING CADENCE AND THE ALGORITHMS

It is true that if you don't post enough you may get penalised by some social algorithms - however, posting too often can also see your reach suffer. There's lots of guidance out there and a huge range of markers that can affect your posting cadence. How big your audience is, and how engaged they are with you, how aggressive your posting options you are using. Also, your audience in terms of how committed your interaction and engagement strategy is.

4

My advice, split test and see for yourself. Make sure you post or tweet, an update daily, five days out of seven in the first instance, then increase this and monitor the changes in your reach.

I'd suggest starting with the following:

- Facebook - 1 per day, rising to a maximum 4 a day
- Twitter - 2 per day, rising to a maximum 8 per day
- Instagram - 1 post per day, rising to a maximum 3 per day
- Instagram Stories - 1 per day, rising to a maximum of 6 per day
- LinkedIn Company Page - 1 per day, rising to a max of 10 per week
- LinkedIn Personal profile - 1 per day, rising to a max of 10 per week (Posts you share from other individuals or companies are included in this number)

Feel free to test posting less often too - especially on LinkedIn. For users with smaller networks, especially (500 or less) keeping posts to a max of 3 or 4 a week may yield better results. With that in mind, make it part of your strategy to test and test again as your audience grows. How often you post when you have 500 likes versus when you have 5000 may also see a need to change your posting cadence.

If you are short of time or lack inspiration for what to post on your social networking sites, then our SOCIAL MEDIA MANAGEMENT PACKAGES may be just what you are looking for

[CLICK TO FIND OUT MORE](#)



5

# LINKEDIN

## LINKEDIN ADDS THREE NEW FEATURES FOR PAGE ADMINS

LinkedIn has added three features to its pages:

1. Alert employees as soon as new content goes live to help drive engagement on your company posts.
2. Kudos/Team moments allows you to welcome new members or praise existing staff.
3. Profile completion meter for pages enables page admins to easily determine elements that are missing from their pages.

## LINKEDIN IS AIMING TO CLOSE ITS "NETWORK GAP"

LinkedIn has announced a new effort to try and close what they call the "network gap" - the advantage some people have based on who they know. The idea is to strike a blow against social inequality by encouraging users to connect to new people to expand job opportunities for those who may not have as strong professional networks.

gs in the machinery that is...

kira





## LINKEDIN LAUNCHES EVENTS TO HELP YOU PLAN A PROFESSIONAL MEET-UP

With LinkedIn Events, you'll be able to create and join professional events, invite your connections, manage your event, have conversations with other attendees, and stay in touch online after the event ends. Events can be planned via the community panel on the left-hand side of the mobile app. We think this is a great feature from LinkedIn.

## LINKEDIN ADDS ENHANCED TARGETING TOOLS TO HELP YOU REACH MORE OF THE RIGHT AUDIENCES

LinkedIn has expanded on its audience forecasting tools, making it easier to see exactly who your campaign will reach. The extra insight will help to better focus your LinkedIn ad campaigns onto the people you most want to connect with. We're excited to see this roll out; LinkedIn targeting still needs to do a lot to catch up with Facebook though.

## LINKEDIN'S AI AUTOMATICALLY GENERATES PHOTO TEXT DESCRIPTIONS

Currently, LinkedIn allows users to add alt-text information to uploaded images, but not all users take advantage of this function. LinkedIn has now developed a feature that generates alternative text descriptions for photos ranked by confidence score. With this feature, LinkedIn hopes to make rich media accessible for all of its members.



**FREE  
DOWNLOADS!**

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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