

DECEMBER 2019

# THE SOCIAL SNIPPET



**Your free guide**  
to the latest  
developments  
in social media  
and online  
marketing

**green**  
umbrella

*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.



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

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

# GET YOUR HANDS ON SOME **FREE** SOCIAL MEDIA GOODIES!

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

The image features a woman with long brown hair, wearing a brown beanie, black-rimmed glasses, and an orange and black plaid shirt. She is pointing her right hand towards the viewer and holding a tablet in her left hand. The tablet displays a webpage with the heading "ONLINE MARKETING GOODIES" and images of the e-books mentioned in the text. Surrounding her are several promotional items: a green e-book cover titled "75 IDEAS OF THINGS TO POST ON SOCIAL MEDIA" with a "green" logo and a purple circular badge that says "UPDATED FOR 2019"; a stack of white checklists titled "EXERCISE / LINKEDIN PROFILE CHECKLIST" with a "green" logo; a purple e-book cover titled "THE ULTIMATE SOCIAL MEDIA GUIDE FOR RECRUITERS" with a "green" logo; and a photo of a desk setup with a mannequin, a laptop, and a sign that says "TEARBREAK & THE SNIPPET". A red banner at the bottom right contains the text "DON'T FORGET!".

**75 IDEAS OF THINGS TO POST ON SOCIAL MEDIA**  
UPDATED FOR 2019

**EXERCISE / LINKEDIN PROFILE CHECKLIST**

**THE ULTIMATE SOCIAL MEDIA GUIDE FOR RECRUITERS**

**ONLINE MARKETING GOODIES**

**TEARBREAK & THE SNIPPET**

**DO NOT 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 GROUPS IS IMPROVING THE WAYS PEOPLE GET WORK DONE WITH THEIR CO-WORKERS**

To help people connect with their co-workers more easily, Facebook has launched a new work group type.

### **NEW FEATURES INCLUDE:**

**Work Member Profile:** only show work-related info (job title, company, and location) when a person's profile is viewed in the group.

**Work Group messaging:** allows group members to receive messages from each other without being Facebook friends.

## **FACEBOOK LAUNCHES A NEW OPTION THAT ENABLES ADVERTISERS TO LIST AD TEXT VARIANTS**

Facebook has added a new option that will enable advertisers to include multiple text variations for their ad copy. Facebook's systems will then be able to choose from the various options when displaying the ad to different users.

## **FACEBOOK LAUNCHES A DARK MODE FOR DESKTOP**

After testing out dark mode for Android users of its Messenger app in August, Facebook has now begun introducing a beta version of its website, which includes an option for dark mode, to a limited number of desktop users.

Would you use dark mode on your desktop?

## **FACEBOOK NEWS TAB IS STARTING TO ROLL OUT IN THE UNITED STATES**

Recently, Facebook started rolling out its dedicated news tab in the US. The news tab features news articles from big publishers, some of which Facebook is paying for their work.

The tab is personalised based on what you read, the company says, with the tab serving up a better reflection of your interests over time.

If the US trial goes well, the news tab could be rolled out across the world in the coming months.



# INSTAGRAM

## **YOU CAN NOW CREATE YOUR OWN IGTV SERIES**

Instagram has announced brand new tools to help creators start their own IGTV series! Viewers can now binge-watch their favourite series and subscribe to notifications so they'll never miss out on new episodes. The new tool is designed to give creators a chance to produce ongoing, long-form video content on IGTV – separate from other videos on their channel.

## **INSTAGRAM GOES AFTER TIKTOK WITH NEW 'REELS' MODE**

Instagram has launched a new feature which aims to replicate the key functionality of rising app TikTok. It is adding its new 'Reels' feature as an element within Instagram Stories, using the app's scale to try and beat TikTok at its own game.

# YOUTUBE

## **YOUTUBE SAYS IT CAN DELETE YOUR ACCOUNT IF YOU'RE NOT 'COMMERCIALY VIABLE'**

YouTube's new terms of service have been updated and some users and content creators are worried that the company could delete their account.

The terms state "YouTube may terminate your access, or your Google account's access to all or part of the Service if YouTube believes, in its sole discretion, that provision of the Service to you is no longer commercially viable.





# EMILY'S BR INBOX



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

### SHARING DEBUGGING TOOLS

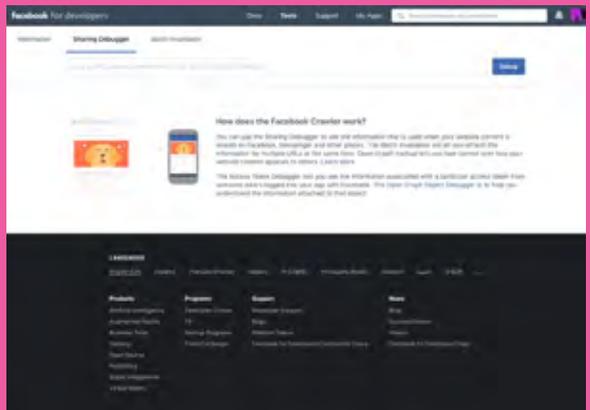
A couple of great tools that I have used recently are the Facebook Debugger and the LinkedIn Debugger. Have you ever posted a link to either Facebook or LinkedIn and the post preview doesn't look like the page? If this is something you have experienced, the likely cause is that the web page has been updated since it was published.

Depending to which Social Media platform you are using, to ensure that the post preview is current, use either of the tools above. To access the tools, google either Facebook Debugger or LinkedIn Debugger and look for the following websites:

<https://developers.facebook.com/tools/debug/sharing/>

<https://www.linkedin.com/post-inspector/inspect/>

Post your link into the boxes at the top of the page, then for Facebook click "Debug" and LinkedIn click "Inspect", both of these actions will "refresh" the link to ensure that the information pulled through in the post is up to date. If you have made any changes to one of your own web pages or blogs that have been previously posted, then the same applies.



# ARE YOU PAMB**??**ZLED?

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

### HAVE YOU LOOKED AT YOUR LINKEDIN PROFILE PHOTO RECENTLY?

What does your photo say about you? Remember this is not your personal Facebook profile or an online dating profile, this ultimately is your career!



This is the platform that you need to be professional. It is worthwhile spending time looking at it through the eyes of someone else, a client, a future employer or a work partner. Do you think it reflects you in your career? Here are some brief tips:

- Ensure it is a recent photo, one that is a few years old, may not reflect you as you are right now
- Use a professional head and shoulders shot, not one from your recent holiday or work party
- Make sure there are not multiple people in your photo, how is a client or a customer meant to know who you are?

If you need any further guidance on how to set up your business or personal LinkedIn profile, then speak to your GU Coach or book a 121 appointment with us.

**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**

## **10 THINGS TO THINK ABOUT IN 2020!**

### **STORIES**

These will continue to grow in popularity – especially amongst advertisers. I'm expecting to see a case develop for posting less often on social channels outside of stories. Pages will become where your 20% content lives, 80% content will live in Stories.

### **121 DIALOGUE**

In a world where everyone is more aware of fake news, and trust is at an all time low in terms of privacy, I really do think that as businesses we need to be embracing strategies that allow us to create more 121 conversations.

### **PERSONAL BRANDING**

This has been big in 2019 and will continue to have importance, but given the predictions of an impending recession, I think as individuals there will be more focus on how personal brands contribute to the success of business and create conversions that lead to £££s.

### **TRUE PERSONALISATION**

This is not something that is new, but I think the understanding of personalised marketing has increased in line with the popularity of inbound marketing. I'm anticipating designing more work flows for automated campaigns that are truly personalised and not just an email that says 'Hi Christina, How are things at Green Umbrella Marketing...'

### **LESS IS MORE**

We'll still be using multiple channels to reach our target audience but we're going to be more choosy about where we spend our time and money.



## **2020 WILL BE THE YEAR OF HUMAN**

I already feel like I'm explaining what Human SEO is every time I present, it isn't a new term but it is being used by more and more people outside of my professional marketing connections. Not only we will be writing how we speak, and optimising for how we speak, we'll also be taking our video, audio and visual content back to basics to prove how human we all are.

## **CROSS-CHANNEL SOCIAL ADVERTISING SPENDS WILL INCREASE**

The investment required in Social advertising is without doubt increasing, so to make more conversions more businesses will be considering their sales funnels and touch points, and splitting their spends across relevant channels (e.g. Gain web traffic from Facebook, and then retarget those visitors on LinkedIn.)

## **LOCAL INFLUENCERS WILL RISE**

This kind of ties into the Personal Branding piece. We will see more importance assigned to the engagements we receive from micro influencers, whether they are local in a geographical, sector, or online community sense. In a world where we trust the people we meet in the pub more than what brands are telling us online, having micro-influencers supporting your brand is going to be essential for success.

## **TRUST**

Like I said, it's at an all-time low. Your audience won't believe everything they read so you will need to ensure everything you publish, especially when it comes to testimonials, can be tracked back to source. Personal recommendations on LinkedIn, Facebook Reviews and anything else where we can literally click back to an individual will be gold dust.

## **INCREASED CONTENT CHOICES**

Blogs are still a staple, and we should all be writing content for our sites, but our choices are escalating in terms of video and podcast options. Both in terms of what is available to subscribe to and how or where we consume that content. Remember when the Amazon Echo first appeared and Google and Apple followed their lead? We now have display options too. More and more content is being produced with these devices in mind. More and more people are multi-tasking so whether they're tuning in on a mobile device during their commute or asking Alexa to play the latest podcast episode while they cook dinner we must ensure the content we produce is accessible across multiple devices.

# LINKEDIN

## LINKEDIN IS MAKING IT EASIER TO FIND THE NEWS YOU WANT ON ITS PLATFORM

### New look for the Daily Rundown.

Now, you can more easily move between stories and dive deeper into the ones that interest you. You can also see relevant conversations others are having about that story.

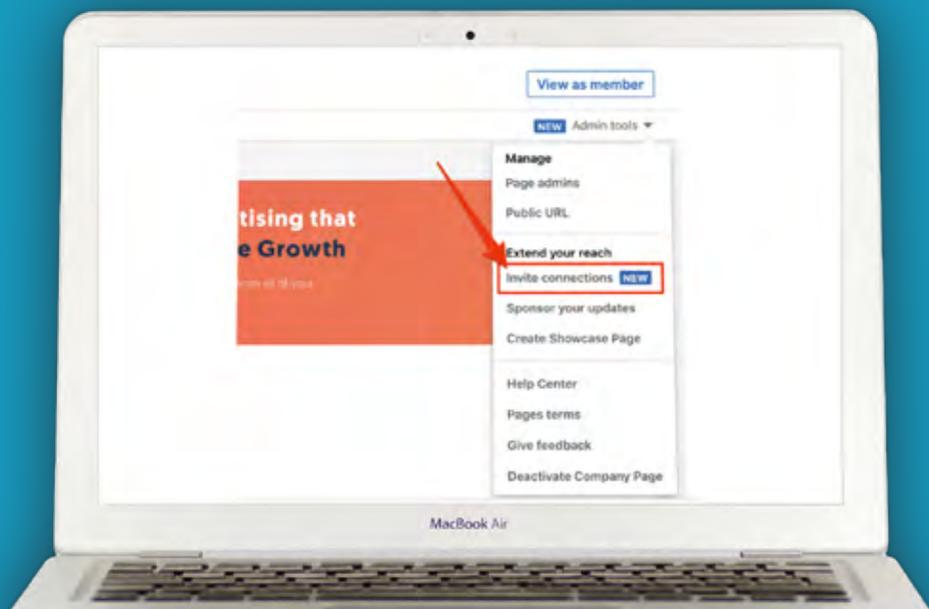
### Changes to newsletters.

A pilot program has just been launched where you can subscribe to regularly published articles written by thought leaders.

## LINKEDIN BRINGS BACK OPTION TO INVITE CONNECTIONS TO FOLLOW A COMPANY PAGE

LinkedIn is re-introducing the option that enables Page admins to invite their connections to follow their LinkedIn Company Page.

We are really pleased that this feature is coming back.



# DESIGN & PRINT

**SPECIAL OFFER**



**250 A6 FLYERS  
DESIGNED & PRINTED  
ONLY £80\***

**2500 A6 FLYERS  
DESIGNED & PRINTED  
ONLY £99\***



**\*The Small Print...**

All prices exclude VAT where applicable  
105 x 148mm • 280gsm neutral artboard • Full process colour both sides  
Delivery to one UK mainland address  
Designed from your supplied text, logos and images  
Offer ends 02/01/20

To find out more and check out our portfolio, visit:  
**[www.green-umbrella.biz/design-print/](http://www.green-umbrella.biz/design-print/)**  
or contact Mark on **01604 726758**



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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