

JANUARY 2020

# THE SOCIAL SNIPPET

**NEW!**  
THIS MONTH  
INCLUDES A  
3 MONTH  
MARKETING  
PLANNER

**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](https://green-umbrella.biz/about)

# FACEBOOK

## **FACEBOOK CAN NOW DELIVER ADS THAT ARE DYNAMICALLY TAILORED TO EACH USER**

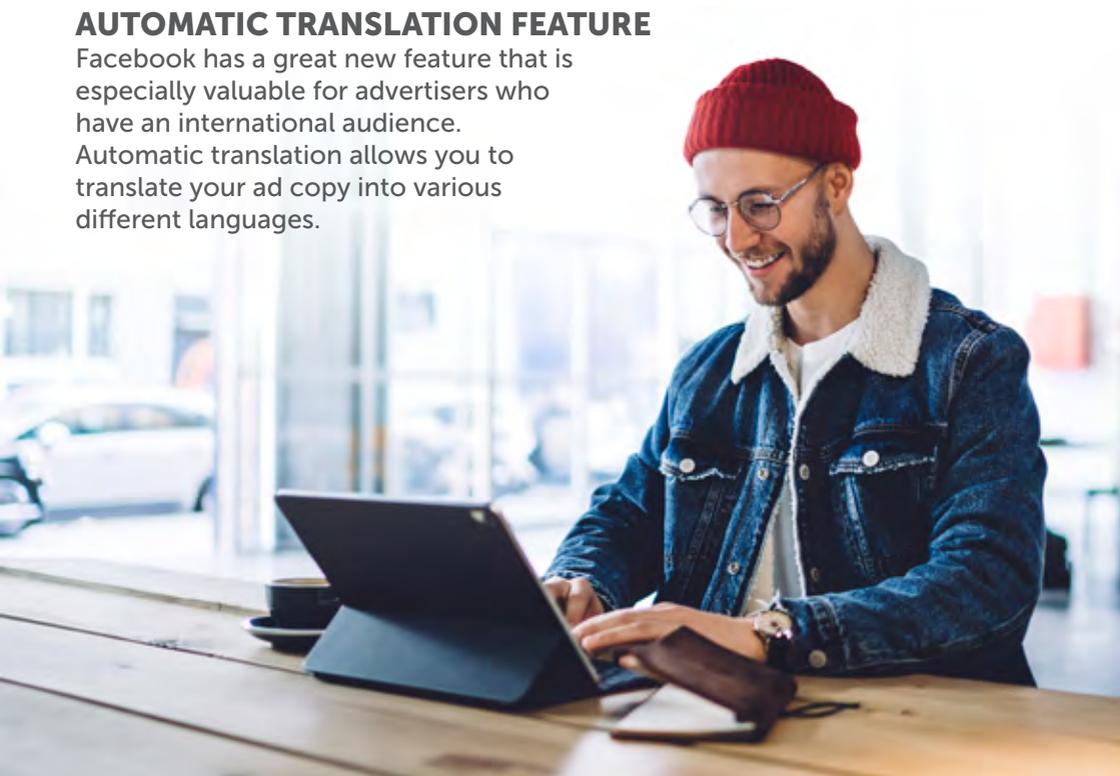
Facebook is rolling out new advertising features that use machine learning to dynamically customise ads for individual users. This gives advertisers the ability to serve personalised ads when they may otherwise lack the time and resources required to deliver personally relevant ad experiences.

## **FACEBOOK IS GOING TO START SUGGESTING MODERATORS FOR GROUPS**

Facebook is rolling out a new moderator recommendation feature that will identify members from your group who might be a good fit for the role. These members are suggested based on how frequently they already contribute and engage with fellow members within your group.

## **FACEBOOK ADS NOW HAVE AN AUTOMATIC TRANSLATION FEATURE**

Facebook has a great new feature that is especially valuable for advertisers who have an international audience. Automatic translation allows you to translate your ad copy into various different languages.



# INSTAGRAM

## **INSTAGRAM ADDS AGE CHECKS FOR NEW ACCOUNTS**

Instagram has announced a new process requiring users to enter their date of birth when signing up for a new account on the platform. Asking for this information will help prevent underage people from joining Instagram, and help keep young people safer.

## **INSTAGRAM IS ROLLING OUT A NEW COLLABORATIVE GROUP STORIES OPTION**

Instagram is rolling out yet another Stories tool, with some users now seeing a new 'Group Stories' option that enables users and their friends to collaborate on a private Story. The new option is aligned with Instagram group chats, providing another way to engage and interact with group members.

# YOUTUBE

## **YOUR YOUTUBE SUBSCRIBER NUMBERS COULD HAVE TAKEN A HIT RECENTLY**

Your YouTube channel subscriber counts may have dropped recently as part of routine maintenance at the site.

As detailed in a YouTube Community update, YouTube has removed a "higher than usual" number of closed accounts as part of its ongoing efforts to clarify its site metrics.

## **YOUTUBE EXPANDS THEIR ANTI-HARASSMENT POLICY TO INCLUDE ALL CREATORS AND PUBLIC FIGURES**

YouTube has announced an expansion of its anti-harassment policy that will ban video creators from insulting one another on the basis of their race, gender expression, or sexual orientation — even if the person they are insulting is a popular creator, celebrity, politician, or other public figure.



# QUARTERLY STRATEGY PLANNER

## JAN-MARCH 2020



### OBJECTIVES FOR THIS QUARTER

1.

2.

3.

### January

### February

### March

What are you trying to achieve through your online activity?

Is your focus on growing your audience? Seeking out new opportunities? Being seen as a thought leader? Your objectives may remain the same all year - or they may shift each quarter.

What activities should be reflected in your plans each month to support you in achieving your objectives?

### ACTIVITY PLANNING

INDUSTRY  
NEWS &  
EVENTS

BUSINESS  
EVENTS

SPECIFIC  
EMAIL  
COMMS

OFFERS &  
PROMOS

PAID  
ADVERTS

CAMPAIGN  
LAUNCHES

DIRECT  
MAILER

# QUARTERLY STRATEGY PLANNER

## BLOG PLANNER

January	February	March
1.	1.	1.
2.	2.	2.
3.	3.	3.
4.	4.	4.

Adding fresh content to your website should be considered a key part of your online strategy. Whether you blog once a month or once a week, use this grid to plan your topics and titles.

Use the Brainstorm box below to help you take your blog titles and topics a little further. Consider what your audience wants to talk about over the next three months.

## BRAINSTORM



## TO-DO LIST

 FACEBOOK

 LINKEDIN

OTHER

**HITLIST** (WHO ARE YOU TARGETING?) THESE COULD BE INDIVIDUALS OR BUSINESSES

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_



## REMINDERS

You should have reflected on the last three months - thinking about what worked should have created a few actions for you to focus on for each of your active social media platforms.

Add those actions and any housekeeping tasks here.

### TWITTER

### INSTAGRAM

## DATES NOT TO MISS

### JANUARY

#DRYJANUARY

- 5th - #GOLDENLOBES
- 9th - WINTER YOUTH OLYMPICS
- 20th - BLUE MONDAY
- 25th - CHINESE NEW YEAR
- 25th - BURNS NIGHT
- 26th - #GRAMMYS
- 28th - NATIONAL TV AWARDS

### YOUR DATES

### FEBRUARY

SIX NATIONS RUGBY 1/2 - 14/3  
NATIONAL STORYTELLING WEEK 1/2 - 8/2

- 2nd - #BAFTAS
- 4th - WORLD CANCER DAY
- 9th - ACADEMY AWARDS
- 14th - VALENTINES DAY
- 18th - BRIT AWARDS
- 22nd - WORLD THINKING DAY
- 25th - SHROVE TUESDAY

### YOUR DATES

### MARCH

- CRUFTS 5/3 - 8/3
- 3rd - WORLD WILDLIFE DAY
- 5th - WORLD BOOK DAY
- 8th - INTERNATIONAL WOMEN'S DAY
- 9th - COMMONWEALTH DAY
- 17th - ST PATRICK'S DAY
- 20th - INTERNATIONAL DAY OF HAPPINESS
- 22nd - MOTHERS DAY
- 22nd - WORLD WATER DAY
- 29th - CLOCKS GO FORWARD
- 21st - WORLD POETRY DAY

### YOUR DATES

NESSSES. WHO DO YOU NEED TO NOTICE YOU ONLINE?

# QUARTERLY STRATEGY PLANNER

ALSO AVAILABLE TO DOWNLOAD AND PRINT FROM:  
[www.green-umbrella.biz/goodies](http://www.green-umbrella.biz/goodies)

WEB TRAFFIC	#PREVIOUS QUARTER	#THIS QUARTER	DIFFERENCE +/-
Sessions			
Users			
Bounce			

SOCIAL	#PREVIOUS QUARTER	#THIS QUARTER	DIFFERENCE +/-
Facebook			
Twitter			
LinkedIn			
Instagram			

WHAT WORKED ✓

WHAT DIDN'T ✕

# TWITTER

## **TWITTER IS TESTING ITS OWN SCHEDULING OPTION**

Twitter has officially confirmed that it's testing a new option to schedule tweets within the tweet composer window in-app. The new option will enable you to compose, then schedule your tweets to post at a chosen time, without ever leaving the composer window. We think this is a great idea, and it's been a long time coming.

## **TWITTER NOW PRESERVES .JPG QUALITY IMAGES UPLOADED VIA WEB**

Twitter is changing the way it processes uploaded images, meaning the quality of the image will be preserved rather than degraded. The new way of doing things will be much-appreciated by any photographers sharing their work on the platform.

## **TWITTER WILL NOW LET YOU POST iOS LIVE PHOTOS AS GIFS**

Good news for people with iPhones. You can now post your live photos as GIFs on Twitter. Live photos are really fun, and can give more life to photos in your Twitter feed.

**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! :-)





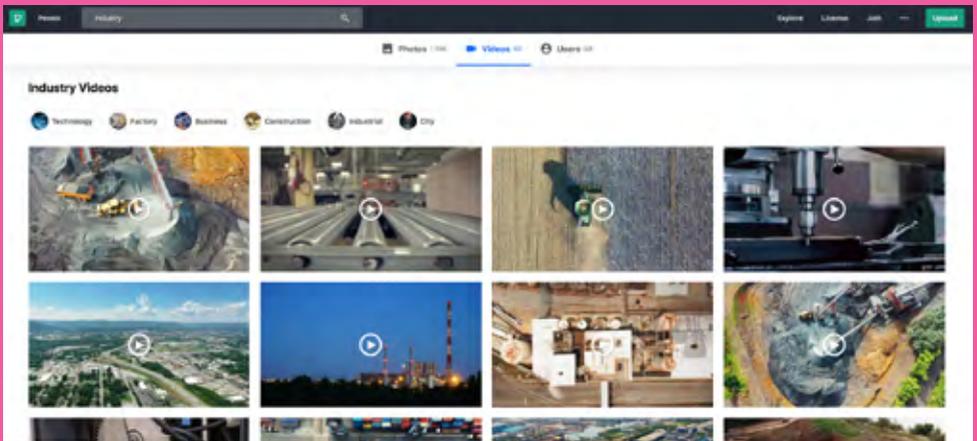
# EMILY'S BR INBOX

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

## **MAKE THE MOST OF FREE STOCK VIDEO!**

In one of my previous tips, I mentioned a few websites that we use here at Green Umbrella Marketing for free stock images - Pexels and Pixabay are a couple of our favourites! But, did you know that both of these websites also provide free stock videos that you can download too?

Like stock images, stock videos can be used as part of a Social Media post. Alternatively, with some simple video editing to add your company branding, they are also great as Facebook headers too. To access the stock videos on both websites mentioned above, simply click the "Explore" button in the top right-hand corner of the screen, then on Pexels click "Free Videos" and on Pixabay click "Videos".



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

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

### INVITE CONNECTIONS TO FOLLOW YOUR LINKEDIN BUSINESS PAGE

Are you utilising this new feature on LinkedIn? Technically it is an old feature that disappeared, but about a month ago, LinkedIn announced that it would be returning, and everyone who has admin access on a Business Page on LinkedIn will be able to use the feature by the end of the year. As I type this I do have access, but most people in the office had it before me, so you may be the same and be one of the last to get access to it.



This feature is very handy if you are looking for more followers on your Business Page, but don't over use it! There are meant to be restrictions on the number of people that you invite to follow, and, once you have invited a person and they decline, you can't invite them again - This is to prevent spamming! For the accounts that I manage in the office, I have taken a slower approach, and I am inviting 3 to 5 people a day. As soon as you open up the business page, you can currently see a column on the right hand side called 'Invite Connections to Follow' with three suggested people underneath and a button to invite them. You are also able to access this feature via the Admin Tools Menu.

If you are not using this feature and need some guidance or a 121-coaching session, please contact your coach, or to find out more about the Coaching Club please visit: [www.green-umbrella.biz/coaching-club/](http://www.green-umbrella.biz/coaching-club/)

# DESIGN & PRINT

**SPECIAL OFFER**

## ROLLER BANNERS DESIGNED, PRINTED & DELIVERED FOR ONLY £99!

### The Small Print...

All prices exclude VAT.

Banner visible size 2000mm x 850mm.

Includes 1 hour design from your supplied text and images.

Roller Banner printed on 400gsm anti-curl material with carry case and delivery to one UK address.

Offer ends 31/01/20



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