

APRIL 2020

# THE SOCIAL SNIPPET

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

**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)



# **f** FACEBOOK

## **FACEBOOK IS ROLLING OUT A NEW DESIGN FOR MESSENGER AND IS REMOVING THE DISCOVER TAB**

Facebook is rolling out an updated layout for Messenger that eliminates the 'Discover' tab, taking it down to simply 'Chats' and 'People' as your in-app navigation options.

## **FACEBOOK'S 3D PHOTOS FEATURE NOW SIMULATES DEPTH FOR ANY IMAGE**

3D photos have been around for a while on Facebook, but you could only post them if you had a dual-lens camera phone. Now though, you can post 3D photos to your Facebook feed even if you only have a single-lens camera phone. The 3D Photo functionality is now compatible with any modern handset with a single camera — specifically an iPhone 7 or higher or a midrange or better Android device.

## **FACEBOOK MAKES DESKTOP REFRESH AVAILABLE TO ALL USERS**

After initially announcing its coming desktop refresh at its F8 developer conference last May, and slowly, gradually making it available to selected user groups over time, Facebook has finally announced that all users can now switch over the new Facebook desktop layout.



# INSTAGRAM

## **INSTAGRAM TO TAKE ON YOUTUBE WITH IGTV ADS**

Instagram will start selling ads on IGTV, its longer-form video content hub, and will be looking to compete with the omnipotent YouTube.

# LINKEDIN

## **LINKEDIN IS TESTING STORIES MODE!**

It may come as little surprise, and it may seem like an odd fit, but LinkedIn has just confirmed that it's working on its own version of Stories that will be rolled out to all users soon.

# YOUTUBE

## **YOUTUBE IS EXPERIMENTING WITH LETTING CREATORS SELL ADS DIRECTLY TO BRANDS**

YouTube is piloting a new program that will let creators sell ad space directly to brands they work with regularly. The pilot program is extremely limited and only works for deals between creators and brands that already have a relationship.

## **YOUTUBE REPLACES THE 'TRENDING' TAB WITH A NEW 'EXPLORE' TAB ON MOBILE**

YouTube has rolled out an update to its mobile app on iOS and Android, which replaces one of its most frequently visited sections.

Now, the 'Trending' tab is being replaced with a more robust 'Explore' tab.



# QUARTERLY STRATEGY PLANNER

## APRIL-JUNE 2020



### OBJECTIVES FOR THIS QUARTER

1.

2.

3.

**April**

**May**

**June**

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

April	May	June
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 A 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

### APRIL

- 7th - WORLD HEALTH DAY
- 10th - GOOD FRIDAY
- 12th - EASTER SUNDAY
- 13th - EASTER MONDAY
- 21st - QUEEN ELIZABETH'S 94th BIRTHDAY
- 22nd - EARTH DAY
- 23rd - ST GEORGE'S DAY

### YOUR DATES

### MAY

- 4th - STAR WARS DAY
- 8th - VE DAY ANNIVERSARY
- 13th - WORLD COCKTAIL DAY
- 25TH - SPRING BANK HOLIDAY

### YOUR DATES

### JUNE

- PRIDE MONTH
- 13th - QUEEN'S OFFICIAL BIRTHDAY
  - 20th - MIDSUMMERS DAY
  - 21st - FATHERS DAY
  - 30th - SOCIAL MEDIA DAY

### YOUR DATES

NESSES. WHO DO YOU NEED TO NOTICE YOU ONLINE?

6 \_\_\_\_\_ 7 \_\_\_\_\_ 8 \_\_\_\_\_ 9 \_\_\_\_\_ 10 \_\_\_\_\_

# 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 FOR ANDROID NOW SUPPORTS MULTIPLE LISTS YOU CAN SWIPE BETWEEN**

Twitter has finally updated its Android app to support up to five lists as alternative timelines in the main home section of the app. You can use these lists to quickly swipe between different groups of accounts that you've organised into a Twitter list.

## **TWITTER IS TESTING ITS OWN VERSION OF STORIES CALLED "FLEETS"**

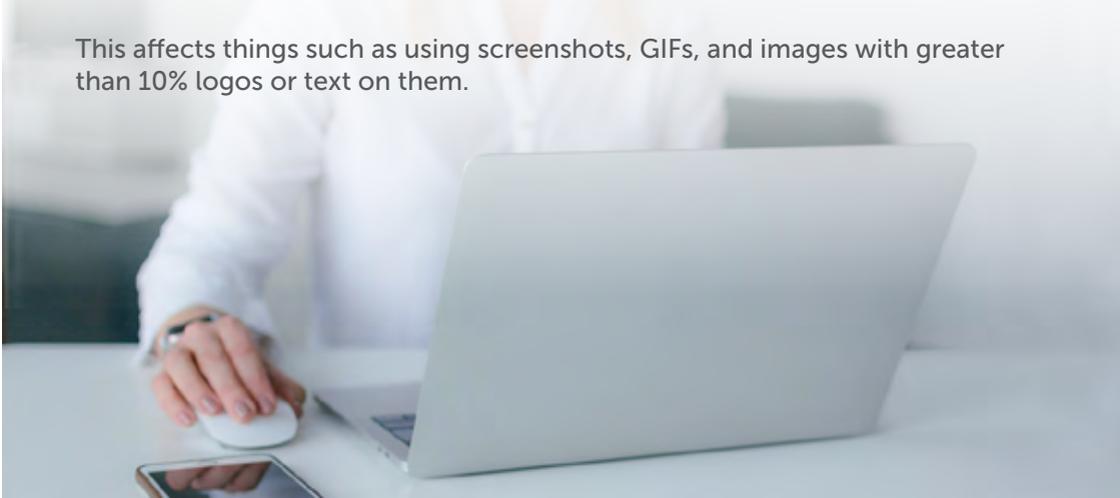
Twitter is testing a new sharing format called "Fleets," starting in Brazil, which will let users post ephemeral content to its social network for the first time. Unlike Tweets, Twitter's new Fleets can't receive Likes, Replies or Retweets. And they'll disappear entirely after 24 hours.

# GOOGLE

## **GOOGLE MY BUSINESS HAS MADE CHANGES TO ITS PHOTO AND VIDEO CONTENT**

Google has recently made changes to its photo and video content policy. All photos and videos are now reviewed before publication.

This affects things such as using screenshots, GIFs, and images with greater than 10% logos or text on them.



# EMILY'S BR INBOX



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

### CHECK YOUR INSTAGRAM INSIGHTS

Similarly to other Social Media platforms, it's important that you check your Instagram Insights regularly, and when possible, try to post at the most popular times.

To access the main Insights, you will need to have either a Business or a Creator account. Click into your profile, select the "hamburger" menu in the top right and then "Insights". You will see that there are three different options along the top, "Content", "Activity" and "Audience", but today we're going to be looking at the "Audience" tab. Under this section, Instagram has broken the Insights down into "Growth", "Top Locations", "Age Range", "Gender", and "Followers", what you hope to see within these categories will depend entirely on the type of business you own, as well as your target audience. For example, if you are a UK based business and your target audience is predominantly women within the 25-34 age bracket, but this isn't portrayed in your Insights, then you know that you will need to change your strategy.

To check when your audience is online, scroll down to the "Followers" section, and you will see that there are two options, "Hours", and "Days", I would recommend that you use the "Hours" tab as this is more specific. Just above the graph, it will state which day is currently selected, this doesn't update automatically, so you will need to change this yourself. Have a look at the breakdown and try to post at the most popular time.

There is a lot of information that you can take from your Instagram Insights, but this is just one element to help your profile reach the highest number of people possible.

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

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

### THERE'S NO EXCUSE NOW NOT TO BE ON VIDEO

Over the last couple of weeks, the one thing that has emerged has been Video. Right now it's the only way to communicate with your team, networking events, and meetings. Zoom has seen a massive upsurge in video conferences, so now is as good time as any to start recording some videos for your social media presence - either for use right now or for the future. Maybe you could look at recording that webinar that you have been putting off or just give out some top tips! Go on and embrace video!



To find out more about the Coaching Club please visit:  
[www.green-umbrella.biz/coaching-club/](http://www.green-umbrella.biz/coaching-club/)



