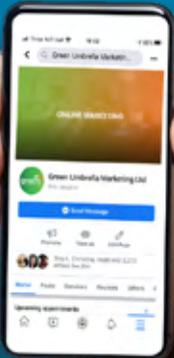


MARCH 2020

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.



    **#socialsnippet**

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FACEBOOK

FACEBOOK LAUNCHES NEW CREATOR STUDIO MOBILE APP

Facebook has launched a new, mobile version of its Creator Studio tool, with a separate Creator Studio app to help better manage multiple Facebook Pages on the go. Within the app, you'll be able to manage and edit Page posts, view performance analytics and respond to message.

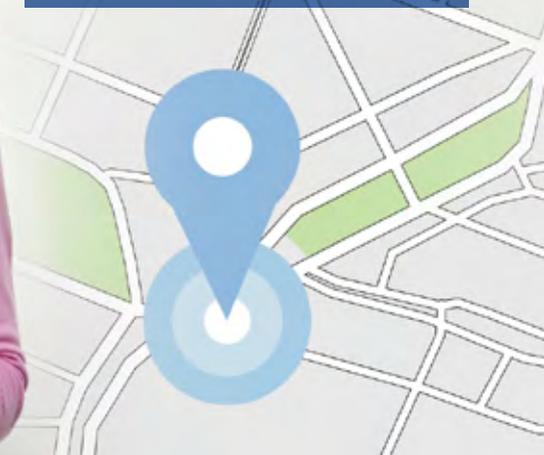
FACEBOOK'S LIVE PRODUCER PLATFORM IS ROLLING OUT NOW

Facebook is rolling out Live Producer, a new broadcasting platform that makes it easier for you to go Live and engage with your audience.

Live Producer will soon become the default surface where you'll manage your Live Streams. You'll be able to easily create higher quality, more interactive live streams to more deeply connect with your audience.

FACEBOOK LAUNCHES NEW "HOBBI" APP

Facebook has released a new app via its New Product Experimentation team (NPE), called Hobbi, which is a Pinterest-like app for collecting images of hobbies and interests and sorting them into boards to track your progress.





LINKEDIN

LINKEDIN NOW HAS A NEW “FEATURED” SECTION ON PERSONAL PROFILES

LinkedIn is rolling out a new “Featured” section on personal profiles. This section replaces the media files in the “about” section and can be used to really showcase your business. Another part of this rollout is the ability to pin one of your posts to your featured section to get some extra traction.

YOUTUBE

YOUTUBE IS DISCONTINUING ITS OLDER DESKTOP VERSION

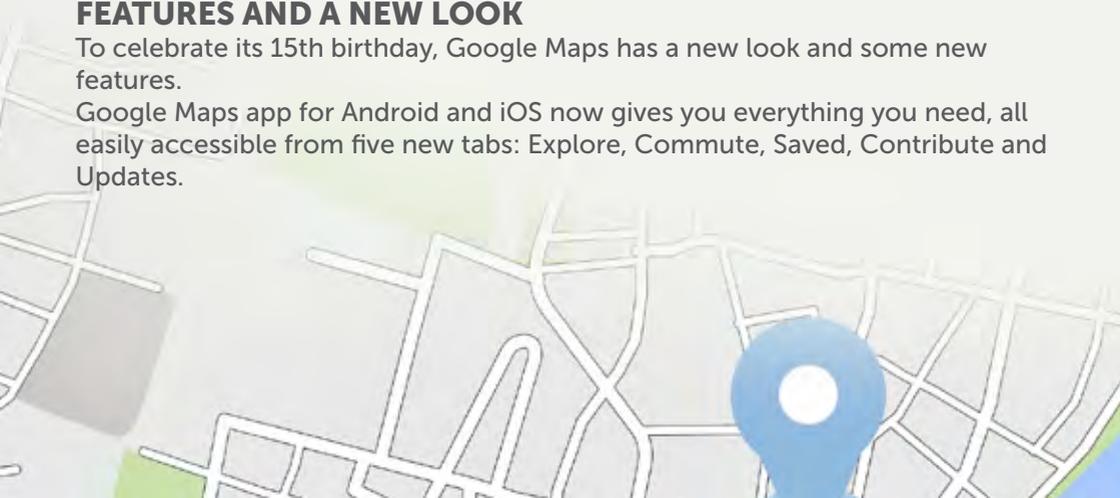
For the last few years, users have had the option to opt-out of using the new YouTube experience and could continue using the older YouTube on desktop. The older version is missing many of the new features and design improvements that have been added over the years, so it will now be discontinued in March.

GOOGLE

GOOGLE MAPS CELEBRATES ITS BIRTHDAY WITH NEW FEATURES AND A NEW LOOK

To celebrate its 15th birthday, Google Maps has a new look and some new features.

Google Maps app for Android and iOS now gives you everything you need, all easily accessible from five new tabs: Explore, Commute, Saved, Contribute and Updates.





EMILY'S BR INBOX

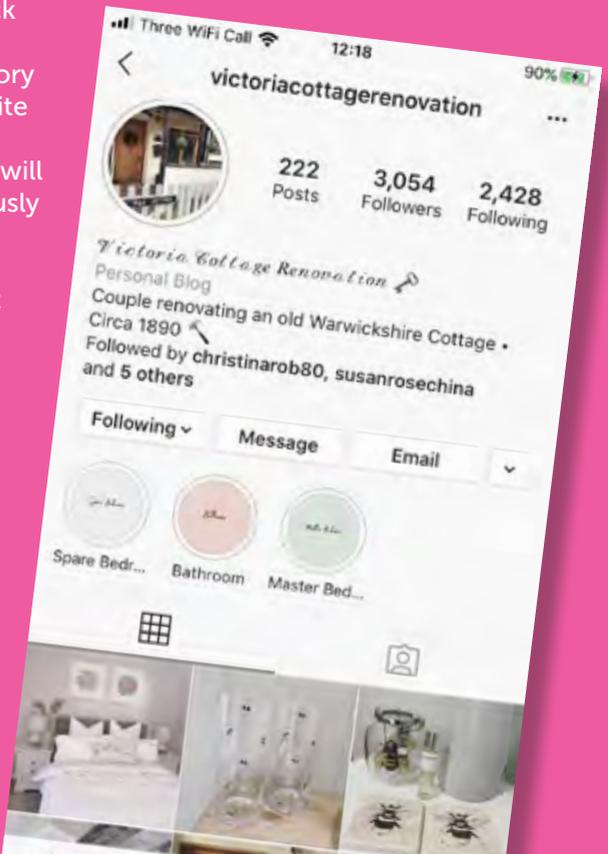
EMILY'S TOP TIP THIS MONTH...

INSTAGRAM HIGHLIGHTS

A great way to make your Instagram page stand out is to add Highlights. If you have added a range of stories, you can group these into different Highlights, which then remain at the top of your page just above your posts.

To add a Highlight, simply click the +New button underneath "Edit Profile" where it says "Story Highlights - Keep your favourite stories on your profile". Once you click the +New button, it will open log of all of your previously added stories, and you can simply select the stories you wish to add and click the next button.

If you have a specific cover that you want to use, there is the option to "Edit Cover" on the next page. You can also add a name for the Highlight underneath, or alternatively, you can create a cover that includes the name in the image.



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INSTAGRAM

INSTAGRAM ADDS NEW WAY TO FIND AND SHARE STORIES THAT MENTION YOUR PROFILE

Instagram has added a new Stories @ mention option, which highlights any Stories that mention your profile, and enables you to easily re-share them into your own Stories stream. This will be a great way for brands to showcase relevant mentions in their stories.

INSTAGRAM ADDS NEW LISTINGS OF 'LEAST INTERACTED WITH' AND 'MOST SHOWN IN FEED'

Instagram has rolled out two new category listings within your 'Following' tab that will enable you to see which accounts get the most visibility in your feed, and which you rarely engage with.

INSTAGRAM ROLLS OUT OPTION TO REPLY TO STORIES WITH GIFS

It's a minor update, but now you can reply to a friend's story with your favourite GIFs. To apply a GIF, just run a search by keyword in the reply text box

SNAPCHAT

SNAPCHAT ADDS 'GROUND TRANSFORMATION' AR EFFECTS, SHOWCASING EVOLVING AR CAPACITY

Although it's still best known as a social media network, Snapchat has rapidly become a leader in real-time augmented reality effects. The app is now adding two ground replacement Lenses to the mix, enabling users to swap solid pavement, carpeting, or other terrain for bubbling lava or reflective water through a mix of segmentation technology and machine learning.



ARE YOU PAMBOOZLED?

PAM'S COACHING TIP THIS MONTH...

ALL TALK AND NOT ENOUGH LISTENING

It's very easy to get carried away just posting content on to your social media platform and then logging off straight away. That's not very sociable is it now? Would you walk into a room full of people, talk at them, and then walk out again? No, you wouldn't! It's the same with Social Media.



As part of your daily process, you need to make sure that you are checking through your feed and engaging with your audience – just liking a post doesn't count. You need to be talking to them and commenting on their posts. You need to take the time to listen to your audience.

So next time you log on to Facebook, Twitter, LinkedIn, or Instagram, make sure you scroll through your feed and engage with people.





TWITTER **UPDATES WITH CHRISTINA**

TWITTER HAS A NEW FEATURE TO ALLOW YOU TO ADD NEW TWEETS TO OLD TWEETS

Twitter has added a new feature for mobile users to make it easier to link dispersed 'shower thoughts' together. The feature lets you pull down as you're composing a tweet to add to your previous tweet by creating a thread or seeing a 'continue thread' option.

TWITTER BRINGS CONVERSATION THREADS TO IOS

Twitter is rolling out a new conversation threads feature on iOS to help users distinguish Tweets from replies, making it easier to join conversations.

TWITTER HAS ANNOUNCED THE LAUNCH OF EMOJI REACTIONS IN DIRECT MESSAGES

Twitter is rolling out emoji reactions in its Direct Messages. The new feature works on both text and media attachments in Twitter DMs, and is really simple to use. All you have to do is hover over the message in question and click the reaction button – a heart and plus icon.



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.

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