

MAY 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**

To find out more about us and meet the team, visit: green-umbrella.biz/about

SOMETIMES... WE NEED TO REVISIT THE BASICS!



There are all sorts of challenges that come up when I'm speaking with people about all things marketing. I like to think that for every challenge, we have a useful resource to help - whether that's a blog, a checklist or an eBook.

I was discussing Facebook advertising recently with someone who is in the early stages of launching a business. I discussed the fantastic options available in terms of targeting and how important it is to understand your ideal client. The response I received was that this business owner was struggling to define who their ideal client was.

Conversation quickly turned into me asking a series of questions and coaching them into identifying and recognising some key traits, and before long we had the beginnings of a persona or avatar. It made me realise this is an exercise that's almost always done when businesses begin, but that it also needs to be carried out again as businesses change, grow and mature.

Creating an avatar or persona is, for many, a painful experience! If you have a team of people, you need to ensure everyone in the business understands who these avatars or personas are, and sometimes getting that information out of your head can be a job you put on the bottom of your to-do list and avoid!

So - I'm pleased to announce a brand new resource for you!

I really hope you find this resource useful - I've written it as a guide to take you through the process of breaking down your ideal client, and there's a poster in the middle for you to use and complete as you work through each section.

Have fun meeting your ideal client - say hi to them for me!

Download your FREE e-book here: www.green-umbrella.biz/idealclient



Christina

 @ChristinaMc80

FACEBOOK

FACEBOOK HAS ADDED NEW TOOLS FOR FACEBOOK LIVE AMID RISING DEMAND AND USAGE

The new tools include:

- Automatic closed captions
- A new option for people to listen to the audio of live broadcasts without viewing the video
- The ability for people without a Facebook account to watch live broadcasts
- Options to donate during charitable live broadcasts

FACEBOOK HAS LAUNCHED THE NEW MESSENGER DESKTOP APP FOR MACOS AND WINDOWS

Facebook Messenger has now released its Mac and Windows desktop apps. They bring the same features as the browser version but make it easier to keep your chat threads handy than having Messenger buried in one of many tabs.

FACEBOOK HAS NEW FEEL-GOOD REACTIONS FOR RESPONSES DURING THE CORONAVIRUS CRISIS

The new Facebook reaction – an emoji hugging a heart – is intended as shorthand to show caring and solidarity when commenting on a status update, message, photo or video during the coronavirus crisis, and on Messenger, users will be able to toggle to a vibrating heart “for when a regular heart does not feel like enough.





FACEBOOK HAS A NEW SOCIAL NETWORK THAT'S JUST FOR COUPLES

Facebook has launched a new app called Tuned, which lets couples message each other, swap music, share their mood, keep a daily shared diary, and send photos and voice memos. It can be used without a Facebook profile and is pitched as a "private space" for couples to connect.

FACEBOOK HAS ADDED OPTIONS TO MUTE GROUP MEMBERS FOR LONGER PERIODS OF TIME

Facebook has provided group admins with the capacity to mute selected group members for up to 28 days, expanding on the existing group muting options. Previously, members could only be muted for 7 days at a time.

FACEBOOK HAS ADDED A NEW 'EXPERIMENTS' ELEMENT TO ADS MANAGER TO HELP OPTIMISE AD PERFORMANCE

Facebook has added a new "Experiments" section to Ads Manager, which will provide a central home for all your Facebook ad tests and results, making it easier to track and measure your variables - and ultimately, improve your approach.

FACEBOOK ANNOUNCES GIFT CARDS AND FUNDRAISING TOOLS FOR SMALL BUSINESSES

Facebook has announced an update to its Small Business Grants Program, which includes digital gift cards and fundraising for small businesses. Business owners are now able to create a personal fundraiser on Facebook for their business, to ask their customers to support it during this difficult time.

LINKEDIN

LINKEDIN IS OFFERING FREE MINDFULNESS COURSES TO HELP YOU COPE WITH LOCKDOWN

LinkedIn has announced an additional six free courses on LinkedIn Learning to help you manage your stress and build mindfulness while in lockdown due to COVID-19.



EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

HAVE YOU CREATED AN IGTV SERIES?

A great way to get people coming back to your profile is to create a regular IGTV series focused on a specific area or topic. While creating an IGTV series gives you content that you can then repurpose across other Social Media platforms, it also gets your audience visiting your profile more regularly, and is a great way to grow your audience and engagement. There are lots of steps to creating an IGTV series, so today, I'll just briefly explain how to add a video.

Open the Instagram app on your mobile and press the '+' button as if you were adding a regular post. Choose your video (it must be at least 60 seconds for IGTV) and then select 'Long video' to add to IGTV. You will need to select a cover image, or you can choose a frame from your video; however, we would suggest creating a branded cover image for your series. Once you select the 'Next' button, you will then be able to add a title and a description to your video. To create your series, select 'Add to Series' and then 'Create Your First Series' - assuming this is your first IGTV series. Once you have added a name and a description, you will be able to add any further videos into the same series. You can also select to 'Post a preview' of your video to your feed, which is an excellent way of ensuring your video has the best possible engagement. Creating an IGTV series is a fantastic way to encourage your audience, both old and new, to visit your profile regularly.



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**500 SPOT UV BUSINESS CARDS
DESIGNED, PRINTED & DELIVERED
FOR ONLY £65**

REMEMBER!

There is often little or even no cost difference between single and double sided print on things like flyers and business cards - **make the most of both sides on your designs!**

ENHANCE YOUR CARDS WITH SPOT UV GLOSS HIGHLIGHTS



The Small Print...
All prices exclude VAT
85 x 55mm
400gsm silk artboard
Full process colour both sides
Biodegradable matt laminate both sides
Spot UV varnish on one side
One Name
Delivery to one UK mainland address
Offer ends 31/05/2020

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

INSTAGRAM

INSTAGRAM LAUNCHES CO-WATCHING POSTS DURING VIDEO CHAT

Instagram has launched Co-Watching, which lets friends on a video chat or group video chat browse through feed posts one user has Liked or Saved, or that Instagram recommends, turning a typically isolating, passive experience into something more social and active.

INSTAGRAM IS TESTING A NEW SET OF ANIMATED SELFIE STICKERS FOR STORIES

The new animated selfie sticker tool will overlay graphics and effects related to different emoji characters on top of your image. The rounded, selfie stickers can be applied as many times as you like within a Stories frame.

INSTAGRAM'S NEW DIRECT MESSAGE FEATURE IS NOW ON DESKTOP (PC)

Instagram has finally added the Direct Messaging option to the Instagram website allowing users to send and receive a one-on-one chat from their friends, just like in the app. The service also allows users to receive desktop notifications.

PINTEREST

PINTEREST LAUNCHES NEW "TODAY" TAB FEATURING DAILY RECOMMENDATIONS AND TRENDING TOPICS

The Today tab features curated topics and trending Pins, making it easier to explore timely ideas. That means, right now, you might find something like "Inspiring Work from Home Workspaces" rather than one focused on vacation ideas, for instance



ARE YOU PAMB?OZLED?

PAM'S COACHING TIP THIS MONTH...

DO YOU HAVE A MARKETING STRATEGY?

This is something we talk about a lot at Green Umbrella, and it's something I have been working on with my clients and on a personal basis too. What are the benefits of creating a marketing strategy?



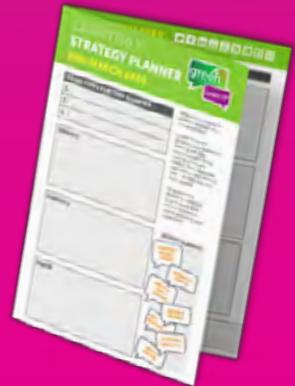
1. You get to map it all out and see the BIG picture
2. Create the steps so you know exactly what you are doing and so does everyone else
3. My favourite! It always seems more achievable when you write it down, also there's something satisfying about ticking the steps off as you go
4. Most important of all, you won't miss important dates or deadlines.
So what are you waiting for? Go forth and create a Marketing Strategy!

You can create your own strategy planner, or you can download the one that we use at Green Umbrella Marketing:

www.green-umbrella.biz/marketing-planner-q2/

If you find it difficult to create a strategy, you can always book a one off session with one of our Coaches at Green Umbrella Marketing.

www.green-umbrella.biz/coaching-club/



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NEW
MARKETING
STRATEGY
PLANNER



FREE
DOWNLOADS!



YOUR LINKEDIN FIVE A DAY

 CUT OUT
AND KEEP
CHECKLIST

Being active on LinkedIn every single day is essential. Below is a daily checklist of the five main activities that we would recommend.

- 1.** Post a status activity twice a day. (You can schedule these using this tool: www.green-umbrella.biz/eclincher)
- 2.** Click “home” and interact with your newsfeed. (Filter by most recent or top news)
- 3.** Check your “Network Notifications”
- 4.** Check pending messages
- 5.** Visit a minimum of 10 profiles (Use DuxSoup to help with this)

If you are struggling with content ideas, then feel free to download this eBook – 75 ideas of things to post
www.green-umbrella.biz/75things

Ideally you should spend no more than 1hr a day on LinkedIn. It is easy to get distracted on this platform, therefore set a timer, or just be aware of the “Oh this is shiny syndrome”



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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