

JUNE 2020

THE SOCIAL SNIPPET

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



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.



    **#socialsnippet**

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

THE SOCIAL SNIPPET *Show*



THE SOCIAL SNIPPET SHOW IS BACK IN BUSINESS!

In January 2020, I vowed to restart The Social Snippet Show and as part of the learnings I immersed myself in, I came up with a plan. I decided who the podcast was going to be for and why it would exist. I thought about the format of the podcast and how to promote it, and I am pleased to say...we're live and kicking!

I'd love you to subscribe and download the latest episode, and future episodes too! I can promise episodes of me talking about all things marketing, whether it's specific strategies or the latest developments in the social media world, we'll be adding interviews and also sharing the weekly Live Lunch show on the Podcast too. So there will be something for everyone – I promise!

The podcast is available on both iTunes and Podbean:

greenumbrellamarketing.podbean.com
podcasts.apple.com/gb/podcast/the-social-snippet-show/id1514918410

Go and check it out now!

Christina



FACEBOOK

FACEBOOK'S 'MESSENGER ROOMS' MULTI-PARTICIPANT VIDEO CHAT OPTION IS NOW AVAILABLE TO EVERYONE

Facebook's new Messenger Rooms multi-participant video hangouts option is now available to all users globally. Messenger Rooms enables users to host video chat rooms of up to 50 people with friends able to drop in and out.

FACEBOOK ROLLS OUT NEW DESKTOP LAYOUT AND DARK MODE

Facebook is rolling out its new desktop design and dark mode to all users. The redesign takes cues from the mobile app, designed to offer faster load times and easier navigation. Previously, some users could try the new design, but it will now become the norm for everybody.

YOU CAN NOW TRANSFER FACEBOOK PHOTOS AND VIDEOS TO GOOGLE PHOTOS

Facebook has recently announced a way to transfer all of your photos and videos on Facebook to Google Photos. In other words, If you've been meaning to get rid of Facebook but didn't want to lose your precious memories, this is a way to keep them around. Not all countries have it yet, but watch this space.





LINKEDIN

LINKEDIN EDITORIAL IS NOW LINKEDIN NEWS

LinkedIn is rebranding its editorial team from LinkedIn Editorial to LinkedIn News after undergoing a redesign to bring more visual consistency.

LINKEDIN IS MERGING ITS LIVE-STREAMING AND EVENTS TOOLS FOR VIRTUAL EVENTS

After launching its Events platform, LinkedIn is looking to add more capacity for hosting professional events by adding LinkedIn Live into the events stream, which will enable the full broadcast of your virtual functions directly on the platform.

INSTAGRAM

INSTAGRAM OFFICIALLY LAUNCHES THE OPTION TO SHARE INSTAGRAM LIVE BROADCASTS TO IGTV

Instagram has officially announced that all users can now save the video of their Instagram Live broadcast to IGTV, and keep it available for viewing for as long as they choose.

INSTAGRAM IS ADDING SOME NEW FONT TYPES FOR STORIES

Instagram is rolling out some new font options for Stories, including new background effects to make your text stand out.

The option is only with a few people at the moment but should be rolled out to everyone soon.

INSTAGRAM IS ROLLING OUT CHANGES TO ITS CAMERA

Instagram has now made it very easy to switch between creating a Story or going Live. Previously "Live" was just an option among the many tools you can use in Instagram Stories. With the update, "Story" and "Live" are clearly separated, and you will need to swipe from one to the other from the bottom of your screen.

EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

INSTAGRAM SHOPPING

If you sell physical products and you haven't yet set up Instagram Shopping, then you need to do it asap! There are a number of criteria that you need to meet before you can get started, and you can find a list of these here:

www.facebook.com/business/instagram/shopping/guide

Instagram shopping is a great way for users to easily find out more information about the products that you are selling, as you can tag products in both Instagram posts and on Stories allowing customers to shop from your feed.

To get started, if you meet the above criteria, you will need to link your Instagram Business profile to your Facebook Catalogue, you can either create a new catalogue or link to an existing one.

You can find out exactly how to do this here:

www.facebook.com/business/help/112222851277569?id=725943027795860

Once you have connected your Facebook Catalogue to your Instagram Business Profile and followed the steps to be approved for Instagram Shopping, you'll receive a notification to complete the setup, and then all that is left to do is to start tagging!



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

TWITTER

TWITTER ROLLS OUT CHANGES TO THREADED CONVERSATIONS

Twitter is introducing a new layout for replies that will use lines and indentations to make it easier to understand who you're replying to and how the conversation is flowing. At the moment, the change is only available for some users on desktop or iOS.

PINTEREST

PINTEREST LAUNCHES UPDATED SHOPIFY INTEGRATION FOR SHOPPABLE PRODUCT PINS

Pinterest has launched a new app with Shopify that gives merchants a quick way to upload catalogues to Pinterest and turn their products into shoppable Product Pins, in just a few clicks. The app automatically creates a connection between the individual store and Pinterest, so the merchant doesn't need to edit code or add development resources, making it seamless for businesses of all sizes.

PINTEREST ADDS NEW ORGANISATION TOOLS TO BOARDS TO ASSIST IN PLANNING

Pinterest has added a new set of planning tools within Pins and boards in order to help users keep track of ideas and inspiration as they search across the billions of Pins on its network.



ARE YOU PAMBOOZLED?

PAM'S COACHING TIP THIS MONTH...

ARE YOU STILL MAKING TIME FOR YOUR SOCIAL MEDIA?

Over the last week or so, I have spoken to a number of retail businesses that will be reopening in the middle of next month. Some of them are very busy organising the retail space to and rearranging their stores so that customers can keep a safe 2 metre social distance apart. In the midst of all this they have stopped their social media. I have been in talks with local businesses on how they can make it easier for themselves and plan the keys things to include in their social media over the next few weeks. This can work for any business about to open.



- Reopening Announcement
- Build excitement around your Brand / Product
- How will the services that you offer differ from before lockdown
- Speak about the team and what they are doing now and how they are prepping to get back
- Photos of the social distance set up in store to build confidence
- Opening days / times
- Say thank you to your customers and staff
- Use different imagery videos / live video / photos of people

Most of all remember to stay safe!

Let us know if we can assist you with a content plan, please email me:

pam.taylor.green-umbrella.biz



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NEW
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YOUTUBE

YOUTUBE'S NEW AUDIENCE ACTIVITY INSIGHTS ARE NOW AVAILABLE TO ALL CREATORS

The new chart, available in YouTube Studio analytics, displays when your audience is most active on the platform, which can help in your planning.

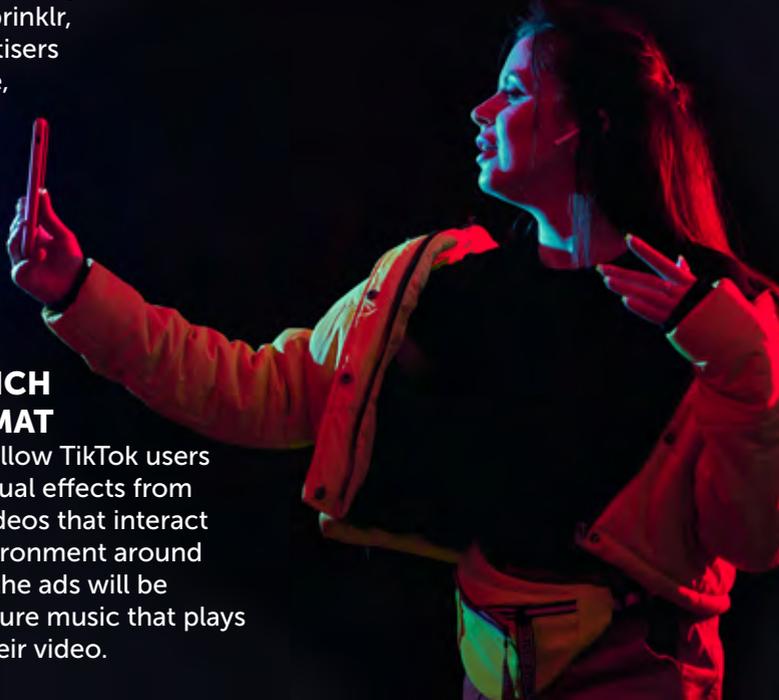
TIK TOK

YOU CAN NOW CREATE AND MANAGE TIKTOK IN-FEED VIDEO ADS IN SPRINKLR

TikTok has quickly developed its advertising capabilities but is now starting to build partnerships with marketing platforms. The first of these is Sprinklr, which now lets advertisers plan, execute, analyse, and optimise TikTok in-feed video ad campaigns.

TIKTOK TO LAUNCH NEW AR AD FORMAT

The new format will allow TikTok users to "add interactive visual effects from advertisers to their videos that interact with the physical environment around them." Furthermore, the ads will be clickable and will feature music that plays as the user creates their video.



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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