

JULY 2020

THE SOCIAL SNIPPET

THIS MONTH
INCLUDES A
3 MONTH
MARKETING
PLANNER

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to the latest
developments
in social media
and online
marketing

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HELPING MAKE YOUR MARKETING STAND OUT

Are you wondering if you are using social media to its full...

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



FACEBOOK

FACEBOOK HAS LAUNCHED FACEBOOK SHOPS

Facebook Shops make it easy for businesses to set up a single online store for customers to access on both Facebook and Instagram. Businesses can choose the products they want to feature from their catalogue and then customise the look and feel of their shop with a cover image and accent colours that showcase their brand.

FACEBOOK HAS ADDED THE OPTION TO SEND MARKETING EMAILS VIA THE PAGES APP

A new feature has been released in Facebook that prompts users to 'send customised marketing emails' via their Facebook Page. Once you have agreed to the terms and uploaded your email contacts, you can send out bulk marketing emails from your page. This is a great idea for small businesses and sits well with the new Facebook shops.

FACEBOOK HAS INTRODUCED A WAY TO QUICKLY GET RID OF YOUR OLD POSTS

Facebook has introduced a new tool to help users batch-delete old posts and shrink their digital footprint. Called "Manage Activity," the new feature lets users prune their posts in bulk, making it less of a headache to delete content ageing badly or anything else unnecessary that's built up from years of using the platform.

FACEBOOK HAS INTRODUCED A BUSINESS INBOX IN MESSENGER

Facebook has launched a new business inbox in Messenger to help businesses respond to customer messages and easily toggle between their personal and business accounts in the Messenger app so that users don't need to download or use multiple apps.

YOU CAN NOW CREATE AND SCHEDULE FACEBOOK POSTS FROM THE CREATOR STUDIO MOBILE APP

The Creator Studio app is starting to roll out a brand-new experience for creators who want to manage their content on the go. With this update, you can now publish and schedule Facebook posts within the Creator Studio app.

INSTAGRAM

INSTAGRAM HAS ANNOUNCED THE ROLLOUT OF ADS ON IGTV

Instagram has announced new ways for creators to make money through Instagram Live and IGTV, the most important of these being IGTV ads, the revenue from which will be shared with creators to support their investment in the long-form video platform.

LINKEDIN

LINKEDIN INTRODUCES RETARGETING BY VIDEO VIEWS AND LEAD GEN FORMS TO ITS ADS

LinkedIn has announced the ability for advertisers to target their audiences based on Video views and interactions with Lead Gen Forms.

The feature works across both LinkedIn and the LinkedIn Audience Network so that brands can deliver their message throughout the potential buyer's journey, across mobile and desktop. In Audience Network so that brands can deliver their message throughout the potential buyer's journey, across mobile and desktop.



QUARTERLY STRATEGY PLANNER

JULY-SEPTEMBER 2020



OBJECTIVES FOR THIS QUARTER

1.

2.

3.

July

August

September

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

July	August	September
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

JULY

17th - WORLD EMOJI DAY
30th - INTERNATIONAL DAY OF FRIENDSHIP

YOUR DATES

AUGUST

12th - INTERNATIONAL YOUTH DAY
23rd - AUGUST HASHTAG DAY
31st - SUMMER BANK HOLIDAY

YOUR DATES

SEPTEMBER

10th - WORLD SUICIDE PREVENTION DAY
11th - STAND UP TO CANCER DAY
19th - TALK LIKE A PIRATE DAY
21st - INTERNATIONAL DAY OF PEACE

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

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

YOU CAN NOW SCHEDULE TWEETS DIRECTLY IN TWITTER'S WEB APP

Recently, Twitter users gained the ability to schedule tweets directly from Twitter's web app. The feature appears as a new "calendar" icon in the tweet composer window.

TWITTER IS ROLLING OUT "AUDIO TWEETS"

Twitter is rolling out to its platform a new type of tweet — audio tweets — allowing users to share thoughts in audio form inside their feeds. The feature will only be available to some iOS users for now, though the company says all iOS users should have access "in the coming weeks."

TWITTER IS ADDING A NEW PROMPT ON RETWEETS WHEN USERS HAVEN'T OPENED THE LINK

There are a huge number of people who retweet articles based solely on the headline, without actually reading the text of the article. In a bid to try and stop this happening, Twitter is introducing a new button to prompt users to read an article before retweeting it.

TWITTER ROLLS OUT NEW LIST SEARCH OPTION

After it was spotted in testing recently, Twitter has now released its new list search option to all users.

In addition to the list recommendation panels in your Twitter feed, you'll now also be able to tap on a 'Show more recommendations' prompt at the bottom to get to the list search option.





EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

DO YOU UPDATE YOUR PINNED POSTS REGULARLY?

Here at Green Umbrella, we always recommend that you get into the habit of this at least once a week. Imagine you click onto a business's social media profile, and the post at the very top of the page is dated six months ago.

While some of us will know to keep scrolling, others who might not use social media regularly, may click off the page straight away and assume that is isn't used very often. Whether you are on LinkedIn, Twitter or Facebook,

the process to update your pinned post is very similar! On both LinkedIn and Facebook, click the three dots at the top right of the post that you want to pin and select "Pin to top" on LinkedIn and "Pin to top of page" on Facebook.

On Twitter click the small down arrow (again at the top right of the Tweet you want to pin) and select "Pin to your profile". Always make sure that your pinned post links back to your website, as after all, that's where you want to send your customers!



ARE YOU PAMB??ZLED?

PAM'S COACHING TIP THIS MONTH...

VIRTUAL NETWORKING DURING LOCKDOWN



One subject that cropped up during our recent GU LIVE Lunch was the importance of still attending Virtual Business Networking Events.

Many businesses have furloughed staff and all businesses have been impacted since we have been in Lockdown. However, it is still important to attend virtual networking events. Many events are free or only a few pounds, and the benefits are huge. Still being part of a large community can get you through the tough times, not only with support, catching up on 121s and getting guidance from a variety of different people and businesses with ideas of how you diversify, but most importantly, all of the businesses in the Networking Community will remember yours when things go back to "normal", and they will remember you! There is great value in doing this for your own wellbeing but also from a Marketing side too.

So, if you are not already attending Virtual Networking Events, then please look into it, I know you won't be disappointed.

**@Pamboozled co-hosts The Business Community Networking Event
in Daventry - <https://www.buscomm.co.uk>**

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