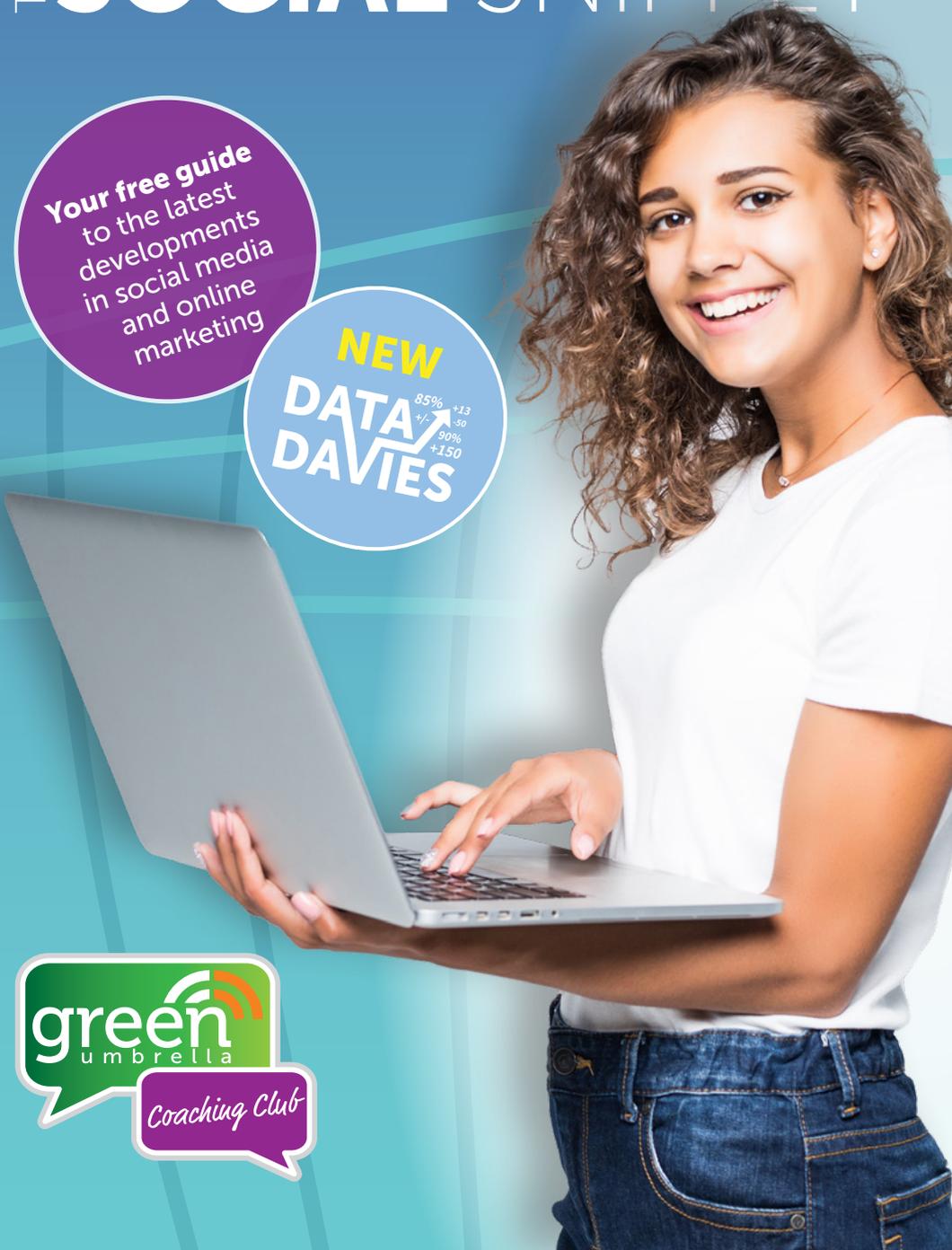


SEPTEMBER 2020

# THE SOCIAL SNIPPET

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

**NEW**  
**DATA  
DAVIES**  
85% +13  
+/- .50  
90%  
+150





# 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)

# Christina TALKS...



If you do the maths and work out how many hours you have each week after you've removed time for sleep, eating and an average workweek, there's still a lot of time to fill. During lockdown, I, like many business owners, used these hours to double down on my business in order to ensure its survival. But all work and no play isn't good for anyone – has anyone ever told you they're worried you're going to 'go pop' if you carry on, or that you 'need a break'? Well, that happened to me and I thought everyone was nuts! How could I possibly not work the way I was at a time like this!?! When you're being asked, or rather told, this by people in all areas of your life it's time to pay attention and perhaps reflect on what you're doing. So that's what I did. Out of that, I discovered I needed a hobby and at the same time, I was also being encouraged to start a podcast of my own.

## THE ANNOUNCEMENT...

**The outcome of what I've explained above is, in short, that I am launching The Christina Talks... Podcast!**

## AND I'M SO EXCITED!

The podcast really is an opportunity for me to talk to some of the fantastic people I've met and worked with over the last few years. Some of these people were integral in my decision to become MD of Green Umbrella, some have been massive inspirations, some are just truly wonderful kind people I get to hang out with and talk entrepreneurship and marketing and some... well I'm just in absolute awe of. (Check out Episode 13 when it hits!)

## DO ME A FAVOUR...

I'd really appreciate you subscribing and helping me with the launch of Christina Talks! Episode 1 launches with an interview with Hung Lee of Recruiting Brainfood. After that I have interviews lined up with Wendy McDougall from Firefish Software, Employee Engagement specialist Hayley Meakes, Long term client and friend Susan Rose, Cybersecurity guru Frances West and Sales coach extraordinaire Spencer Lodge (of whom I am an absolute fangirl dare I admit it. Spencer really was the one to make me take the plunge with this project!)

**You'll find the podcast in all the usual places – just search for 'Christina Talks...'**



# FACEBOOK

## **FACEBOOK LAUNCHES SUPPORT FOR PAID ONLINE EVENTS**

Businesses will now be able to charge for online events on Facebook thanks to a new feature that the social network has launched in the United States and 19 other countries.

This is great news for small businesses who can provide online events, but might not have the technology to host them.

## **FACEBOOK ADDS NEW SPONSORED POST OPTIONS FOR GROUPS**

Facebook is looking to add another potential revenue pathway specifically for group admins, with new brand partnership posts built into the groups experience direct.

The new sponsored posts within groups are an extension of Facebook's existing Branded Content tools and will include a similar 'Paid Partnership' tag to signify funded posts.

## **FACEBOOK BEGINS UNIFYING MESSENGER AND INSTAGRAM CHATS**

Facebook has started unifying the chat systems for Instagram and Messenger, allowing users from one platform to message users from the other. Facebook made it clear in the past, it plans to unify the messaging platforms of its popular family of apps, and now it seems they are ready to roll it out.

## **MESSENGER HAS A NEW CHAT PLUGIN TO REACH NON-FACEBOOK CUSTOMERS**

In 2017, Facebook first released a new customer chat plugin that made it easy for customers to chat with a business. However, adoption was limited because users were required to sign in with a Facebook account in order to use it. Facebook has now released a new version of its Messenger plugin for websites that no longer requires the customer to use a Facebook account.



## **FACEBOOK PROMOTES THE USE OF HASHTAGS ON POSTS WITH NEW PROMPT**

Facebook appears to be looking to boost the usage of hashtags once again, with various users seeing new prompts to highlight hashtag use on the platform.

## **MESSENGER ROOMS IS NOW AVAILABLE VIA WHATSAPP ON DESKTOP**

After announcing at launch that its Messenger Rooms multi-participant video call option would be available to users in other Facebook apps as well, the option has now become available on the desktop version of WhatsApp.

As yet, the option is not available in the mobile app, but it is thought that will roll out soon.

## **FACEBOOK BOOSTS ACCESSIBILITY WITH SCALABLE FONT SIZES, AND SCREEN READER CHANGES**

Facebook has unveiled a new set of features designed to improve accessibility on its site, including scalable font sizes to make it easier for users with impaired vision to read text across a page, and contextual headings which allow people using screen readers to better navigate and understand a page's structure.





# EMILY'S BR INBOX



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

### ARE YOU USING INSTAGRAM INSIGHTS?

To access Insights, you need a Business Account, but once you have one, you can view many of the Insights that other Social Media platforms provide.

To find the Insights page, simply click on the hamburger menu in the top right-hand corner and then select "Insights" under "Settings" and "Archive". Your insights now provide a review of your account's performance over the last seven days, divided into two categories "Overview" and "Content You Shared". The "Overview" will provide stats on "Accounts Reached", "Content Interactions" and "Total Followers". You can also click on each of these sections to view more in-depth insights, such as overall "Impressions", "Profile Visits", "Top Posts", "Top Stories", etc. If you look at the follower breakdown under "Total Followers", you can view information about your audience such as the "Most Active Times".

It's important to check your Insights regularly, as not only can you see how well your account is performing, but you can also see the type of posts that your audience likes. You can then ensure that you are posting the best content at the correct time to get the highest level of engagement.



# DATA DAVIES



## AMANDA'S TOP STATS THIS MONTH...

Welcome to the very first Data Davies! Each month I'm going to share some facts and stats with you that should be driving your marketing activity. From social media to email open rates it's the cold hard info you need to know, with the occasional fun stat thrown in for good measure.

- 🕒 UK consumers spend an average of 2 hours per day on social media... that's 730 hours per year! Or over a month. One month spent consuming content on social media – if you're not on it, why not?
- 🕒 Use of social media spiked during the pandemic, with 42% of consumers globally saying they're now spending longer on social media because of the outbreak. This rises to 54% among Gen Z.
- 🕒 57% of social media users in the U.S. and UK agree that social media has helped them feel less lonely over the past quarter. This reaches a high of 65% among Gen Z and 61% among millennials, only dropping to 43% of baby boomers.
- 🕒 54% of people browsing on social use the platform to research products they're thinking of buying.

Particularly during lockdown, social media filled the void of seeing loved ones, working and going out. It enabled us to feel connected to brands and companies too.

Increasingly, we use social media to consume content rather than sharing it – we're not (well most of us aren't!) documenting every moment of our lives. So, create engaging, valuable content for your audience and you'll reap the benefits!



## **TWITTER REVEALS THE SUBSCRIPTION OPTIONS IT'S THINKING ABOUT IMPLEMENTING**

Twitter has revealed its potential paid features in a new survey, such as “undo send” (an alternative to an edit button), as well as other ideas like custom colours, the ability to publish longer and more high-def videos, support for profile badges, auto-responses, additional “social listening” analytics and the ability to run brand surveys about ads.



## **GOOGLE ADDS NEW OPTIONS TO EDIT YOUR GOOGLE MY BUSINESS PROFILE DIRECT FROM SEARCH AND MAPS**

Google is adding some new options within Search and Maps which will enable business owners to manage their Google My Business presence directly from these more commonly used tools. You'll now have options to edit your business information, view messages, check reviews, etc., all from your business's Google search listing.

## **GOOGLE EXPANDS AUDIO ADVERTISING OPTIONS TO HELP BRANDS TAP INTO INCREASED AUDIO ENGAGEMENT**

Google has announced a new range of audio advertising options in order to help businesses tap into the rising consumption of podcasts, digital radio and other digital audio forms. In addition to this, Google's also launching a new audio ad creation tool, called Audio Mixer, which will make it easier for marketers to create audio ad content.

## **YOU CAN NOW FOLLOW PEOPLE ON GOOGLE MAPS**

Rolling out globally, users on Google Maps who have shared photos, reviews, or lists publicly will be followable. The updated profiles look a lot like a Twitter or Facebook page, with a follow button and the number of followers the account has. Once you follow a user, you'll receive their posts, recommendations, and other wisdom in the Updates tab of the Maps app.





# **INSTAGRAM**

## **INSTAGRAM ROLLS OUT SUGGESTED POSTS**

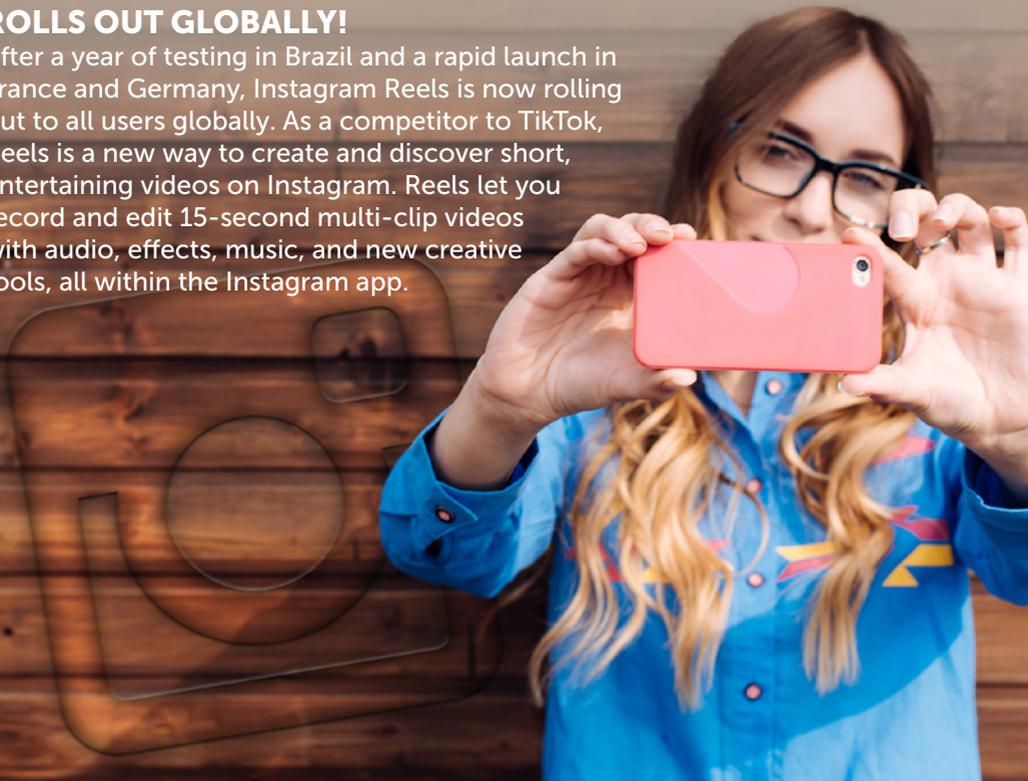
Instagram has expanded its feed with the launch of “suggested posts.” These posts, from accounts you don’t follow, will show up after you’ve reached the end of your feed and give you the option to keep scrolling with Instagram’s suggestions. Up until now, the feed has been entirely determined by users’ preferences and the people they follow.

## **INSTAGRAM REPLACES NAMETAG CODES WITH QR CODES**

Instagram has launched new QR codes for its profiles, which will provide another quick scan option to help users connect with people and businesses through the app. The limitation of Nametag Codes was that they could only be scanned via the Instagram camera, but QR codes can also be scanned by regular iOS and Android camera tools.

## **INSTAGRAM REELS ROLLS OUT GLOBALLY!**

After a year of testing in Brazil and a rapid launch in France and Germany, Instagram Reels is now rolling out to all users globally. As a competitor to TikTok, Reels is a new way to create and discover short, entertaining videos on Instagram. Reels let you record and edit 15-second multi-clip videos with audio, effects, music, and new creative tools, all within the Instagram app.



# YOUTUBE

## **YOUTUBE HAS STOPPED SENDING EMAIL NOTIFICATIONS TO ALERT CHANNEL SUBSCRIBERS TO NEW CONTENT**

YouTube has announced that it will no longer send out email notifications to your channel subscribers whenever you upload a new video. The change has been made as there were such low open rates for the email notifications.

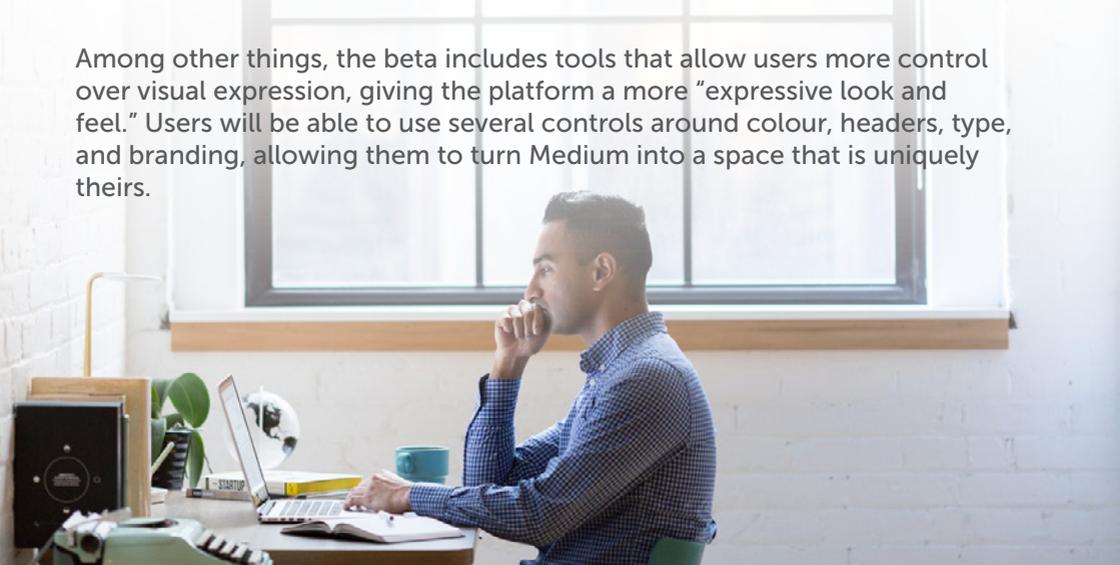
# SNAPCHAT

## **SNAPCHAT WANTS TO LET USERS SHARE MORE CONTENT OFF-PLATFORM**

In a bid to boost audience reach, Snapchat is testing a feature that lets users easily share more types of content beyond its platform. The move makes it easy for users to easily share content that was previously only available within the app – like original shows, content from Discover partners, and celebrity Snaps.

# MEDIUM

Among other things, the beta includes tools that allow users more control over visual expression, giving the platform a more “expressive look and feel.” Users will be able to use several controls around colour, headers, type, and branding, allowing them to turn Medium into a space that is uniquely theirs.



# DESIGN & PRINT

**SPECIAL OFFER**

## STATIONERY STARTER PACK DESIGNED, PRINTED & DELIVERED FOR ONLY £99!



**INCLUDES:**  
**250 LETTERHEADS**  
**250 COMP SLIPS**  
**250 BUSINESS CARDS**

### The Small Print...

All prices exclude VAT

#### Business Cards:

85 x 55mm

400gsm silk artboard

Full process colour one side

Biodegradable matt laminate both sides

#### A4 Letterheads / 1/3 A4 Comp Slips

210 x 297mm / 210 x 99mm

120gsm bright white wove paper

Full process colour one side

Delivery to one UK address

Offer ends 30/09/2020



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

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](http://www.green-umbrella.biz)** to speak to one of the crew.



greenumbr3lla



greenumbr3lla



greenumbrellabiz



GreenUmbrellaMarketingLtd



green umbrella

**Call us now on 01604 726758**  
**[www.green-umbrella.biz](http://www.green-umbrella.biz)**

