

NOVEMBER 2020

THE SOCIAL SNIPPET

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



Coaching Club



THE SOCIAL SNIPPET

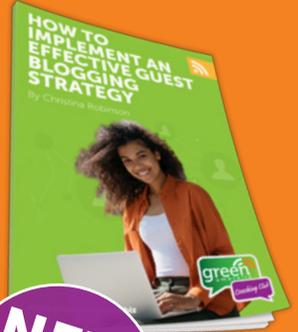
There are many changes that happen in the online world each month, and the GU Crew are here to help keep you on top of the latest developments with our monthly bulletin.



    **#socialsnippet**

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

GET YOUR HANDS
ON SOME **FREE**
SOCIAL MEDIA GOODIES!
www.green-umbrella.biz/goodies/



NEW
GUEST
BLOGGING
STRATEGY
E-BOOK



FREE
DOWNLOADS!



f FACEBOOK

FACEBOOK ANNOUNCES NEW ADVERTISING OPTIONS FOR THE HOLIDAYS, INCLUDING PRODUCT TAGS IN INSTAGRAM ADS

Facebook has announced some new ad tools to help retailers make the most of the season, and finish out 2020 in the strongest possible way.

The main update is the ability to create Instagram ads with product tags within Ads Manager, essentially enabling users to add Instagram's product tags directly to paid promotions.

The other updates include new audience options for shopping, shops discount capability in the US and more support for small businesses.

FACEBOOK GROUPS GAIN A SUITE OF NEW FEATURES!

- Admin Assist to set criteria to automatically approve or decline certain pending posts
- New Topics using hashtags allows admins to add up to five topics to member posts from their pending post queue and pin the topics they want highlighted in the top of their group
- Chats allow group members to have real-time discussions about shared interests and experiences
- Prompts is a new type of post to prompt members to share photos about a specific topic and swipe through top responses.
- Q&A posts for admins to host text-based question-and-answer sessions
- Customised profile in groups to change the way you show up in different groups
- Rooms can now be scheduled in advance, complete with RSVPs and start notifications



INSTAGRAM

INSTAGRAM TO CRACK DOWN ON UK INFLUENCERS' 'HIDDEN ADVERTISING'

Instagram is to crack down on social media influencers and celebrities in the UK who post without telling followers they have been paid to do so, following an investigation by the Competition and Markets Authority. Clear labelling of incentivised posts is required under UK consumer protection law, so that people are not misled.

INSTAGRAM RELEASED NEW FEATURES TO CELEBRATE ITS 10TH BIRTHDAY, INCLUDING STORIES MAP

Instagram celebrated its tenth birthday, and to mark the occasion, it added a couple of new, celebratory features and updates, ranging from visual additions to the expansion of its eCommerce tools. The main celebratory element is its Stories Map, which provides a private look at where you've posted Instagram Stories from (when you've used a location sticker) over the past three years.

INSTAGRAM'S THREADS APP NOW LETS YOU MESSAGE EVERYONE

In the latest update, Threads will now present a two-tabbed inbox. In the "Close Friends" section, you can continue to message with your most frequent contacts, as before. The new second tab, "Everyone Else" allows access to your larger Instagram inbox. The app will continue to prioritize the "Close Friends" tab, and your status will continue to only be visible to Close Friends as well.

INSTAGRAM ADDS NEW AUDIO FEATURES FOR REELS, INCLUDING OPTION TO SAVE SOUNDS FOR YOUR CLIPS

The latest Reels updates are all about audio, and helping users engage in music-related trends in the app.

The new options being added to Reels are:

-  Save Audio - This will give users the capacity to save sounds in-app, which they can then use in their own Reels clips
-  Share Audio Pages - Users will now be able to share collections of Reels which use a specific piece of audio via DM
-  Audio Browser - Users will be able to search for sounds and music, and the Reels clips that use them

EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

ARE YOU USING LINKEDIN STORIES?

With platforms like Instagram and Facebook already using stories, we are all used to them by now, but how do you make stories work for you on LinkedIn?

Similar to other stories, the content will only be available for 24 hours, but with LinkedIn, you can only access the feature via the app.

To add to your LinkedIn story, open the app and in the stories section (at the top of the homepage), click the + button next to "Your story", then just like the other social media platforms, you can edit your story by adding text and stickers.

Remember that you want your story to stand out, but LinkedIn is a professional platform, so whether you are posting as yourself or as your business, think about what you want to share.

In Christina's recent blog, "Woah - LinkedIn stories have landed!" she explains everything you need to know, so make sure you take a look!

www.green-umbrella.biz/lis



DATA DAVIES



AMANDA'S TOP STATS THIS MONTH...

With Christmas just around corner and black Friday/Cyber Monday looming down on us, this month I'm focussing on ecommerce.

If you run a consumer business, you'll be gearing up for your biggest and busiest time of year. Online retail has been growing every year, but with events of 2020 hindering in-person sales, the increase in ecommerce is set to accelerate further.

WHAT SHOULD YOU BE DOING ABOUT DRIVING ONLINE SALES NOW?

Here are some useful stats to keep in mind:

- 🛒 Over half of small business surveyed have seen a growth in online traffic since March this year
- 🛒 9 in 10 feel it is vital to sell online
- 🛒 75% of small businesses predict online sales will increase into 2021
- 🛒 Nearly 50% of small businesses plan to remain online only with only 1 in 5 re-opening a physical shop
- 🛒 More than ¾ of people (over 75%) have been put off visiting crowded shopping centres this year.
- 🛒 41% of people expect to shop more online this year
- 🛒 Get prepped since Small Business Saturday falls on Sat 5th December this year – your marketing should be poised and ready!
- 🛒 Facebook Advertising is more and more popular for small businesses, 94% of all ad revenue is from a mobile device – make sure your ads are mobile compatible
- 🛒 The average price for a Facebook ad is decreasing while the number of times it is seen is increasing – it's worth looking at if you aren't already.

in LINKEDIN

LINKEDIN ROLLS OUT STORIES FEATURE WORLDWIDE

LinkedIn has launched LinkedIn Stories worldwide, an opportunity for individuals and company pages to publish photos and short videos via the mobile app.

The Instagram-style format will enable brands to reach out to members using photos and videos of up to 20 seconds in duration, offering a more casual and immediate way to share news, insight and highlights. Posts are visible for 24 hours before disappearing.

LINKEDIN LAUNCHES NEW TOOLS TO HELP KEEP THE PLATFORM PROFESSIONAL

LinkedIn has launched four new tools to help users get the most out of their experience, with an eye on safety.

1. LinkedIn will be letting users know what happens to content after it's been reported.
2. There is a new message reminding users to be respectful and professional when they are about to post.
3. There will be a message at the top of comments that look like they might be harassing in nature, allowing users to report them or mark them as safe.
4. There is a new landing page with updated policies to make it even more clear that hateful, harassing, inflammatory or racist content has absolutely no place on the platform.



TWITTER

TWITTER WILL NOW ENABLE USERS TO SHARE TOPIC LISTINGS IN TWEETS AND DMS

Twitter is adding another way to boost tweet discovery by giving users the option to share Topic listings in tweets, DMs, and even off Twitter, connecting others to key discussions of interest.

Shareable Topics adds another element to the other recent Twitter additions, while it will also help to boost awareness of Topics as a following option, opening up more avenues for use.

TWITTER ADDS PROMPTS TO ALERT USERS BEFORE SHARING TWEETS FLAGGED FOR MISINFORMATION

Twitter has added another warning prompt to slow the spread of misinformation, this time alerting users when they go to share a tweet which has been flagged under the platform's rules against misinformation.

The prompt will alert the user looking to retweet or quote tweet that the claim included in the original message is in dispute, and link them through to more information.

TWITTER'S VOICE TWEETS ARE ROLLING OUT TO MORE IOS USERS AND TRANSCRIPTIONS ARE ON THE WAY

Twitter has just expanded its voice tweets feature, which lets you record a snippet of audio to include with a tweet, to more users on iOS. But perhaps more significantly, Twitter is now saying it plans to add transcriptions to voice tweets to improve accessibility





GOOGLE ANNOUNCES NEW SEARCH UPDATES, INCLUDING IMPROVED CONTEXTUAL MATCHES AND SUBTOPICS

Google has announced a range of new updates for search, which provide varying levels of functionality for brands, and are worth noting within your SEO approach.

1. Spelling recommendation improvements
2. Identifying passages of text
3. Hum to search
4. Subtopics in search queries
5. Key moments in videos

NEW! ONLINE PRINT STORE

Do you have your own print ready artwork and ready to order your print? Or do you want to browse for inspiration for ideas on how you can market your business using print?

Well, now you can in our online print store. From the humble business card through to roller banners and display stands, you can browse, order, upload artwork and checkout. Perfect print, simple ordering.

VISIT NOW AT:

shop.green-umbrella.biz



DESIGN & PRINT

SPECIAL OFFER

**500 SPOT UV BUSINESS CARDS
DESIGNED, PRINTED & DELIVERED
FOR ONLY £75!**



**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 30/11/2020

To find out more and
check out our portfolio, visit:
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** to speak to one of the crew.



greenumbr3lla



greenumbrellabiz



green umbrella



greenumbr3lla



GreenUmbrellaMarketingLtd

Call us now on 01604 726758
www.green-umbrella.biz

