

JANUARY 2021

THE SOCIAL SNIPPET

**THIS MONTH
INCLUDES A 3 MONTH
MARKETING PLANNER**

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



FACEBOOK

FACEBOOK NEWS WILL PAY UK OUTLETS FOR CONTENT IN 2021

Facebook will begin paying UK news publishers for some articles with the launch of Facebook News in January 2021.

The feature adds a dedicated news tab to the Facebook app, and has already launched in the United States.

INSTAGRAM

INSTAGRAM ROLLS OUT REELS SHOPPING

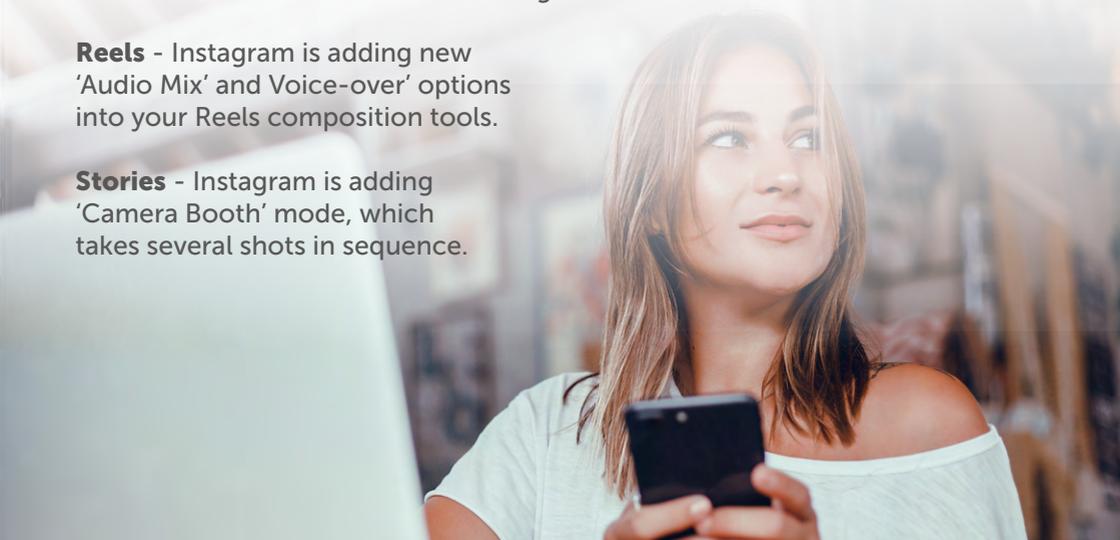
Instagram is rolling out yet another e-commerce feature on the platform: shopping in Instagram Reels! With this latest update, businesses and creators can now tag products when they create a Reel, making them fully shoppable.

INSTAGRAM ADDS NEW CREATIVE TOOLS IN REELS AND STORIES

Instagram has added some new additions to your creative options in both Reels and Stories, while also tweaking a few existing functions and expanding the roll-out of its Branded Content tags.

Reels - Instagram is adding new 'Audio Mix' and Voice-over' options into your Reels composition tools.

Stories - Instagram is adding 'Camera Booth' mode, which takes several shots in sequence.



LINKEDIN

LINKEDIN ANNOUNCES THE ROLLOUT OF PRODUCT PAGES

LinkedIn Marketing Solutions has announced the launch of LinkedIn Product Pages – a dedicated tab on company pages for products.

LinkedIn hopes that it will help businesses “nurture conversation and build brand affinity” with their customers and followers by building “a community of enthusiasts and experts” around their products.

LINKEDIN ADDS NEW COMPANY PAGE ROLES TO PROVIDE MORE MANAGEMENT OPTIONS

This will be helpful for LinkedIn managers - LinkedIn has expanded the roll out of its new company page administrator roles, which provide more options for maintaining your business’ on-platform presence.

The new roles are Super Admin, Content Admin, Curator and Analyst.

TWITTER

TWITTER IS BRINGING BACK ITS VERIFICATION PROGRAM

After pausing its verification program in 2017, Twitter has now announced that it’s bringing it back on January 20 2021, with some updates to the criteria users now need to get their account verified.

YOU CAN NOW ADD TWEETS TO YOUR SNAPS

Twitter is making it even easier to spread your tweets far and wide to every social media platform imaginable. Now on iOS (support is coming “soon” for Android), you can add tweets into a snap as a sticker. Before, if you wanted to share a tweet on Snapchat, you would have to take a screenshot of it and share that, without having access to any of Snapchat’s camera or editing features.

QUARTERLY STRATEGY PLANNER

JANUARY-MARCH 2021



OBJECTIVES FOR THIS QUARTER

1.

2.

3.

January

February

March

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

January	February	March
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 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

JANUARY

18TH BLUE MONDAY
25TH BURNS NIGHT

YOUR DATES

FEBRUARY

4TH WORLD CANCER DAY
12TH CHINESE NEW YEAR
14TH VALENTINES DAY
16TH SHROVE TUESDAY
22ND WORLD THINKING DAY

YOUR DATES

MARCH

1ST ST DAVIDS DAY
3RD WORLD WILDLIFE DAY
4TH WORLD BOOK DAY
8TH INTERNATIONAL WOMEN'S DAY
14TH MOTHERS DAY
17TH ST PATRICK'S DAY
20TH SPRING EQUINOX
21ST WORLD POETRY DAY
28TH CLOCKS GO FORWARD

YOUR DATES

NESSES. WHO DO YOU NEED TO NOTICE YOU ONLINE?

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 ✕

GOOGLE

GOOGLE ADDS NEW AR 'TRY-ON' ADS WITHIN GOOGLE SHOPPING

AR is set to become a much bigger consideration in 2021

In line with this, Google has announced that it's testing out its own variation of AR 'Try-on' tools within Google Shopping listings, which will enable brands to provide digital overlays, starting with make-up products, so that potential customers can see what they'll look like wearing a listed item.

GOOGLE MAPS INTRODUCES ITS OWN NEWS FEED

Google Maps is introducing its own news feed. Technically, Google calls its new feature the "Community Feed," as it includes posts from a local area. However, it's organised as any other news feed would be — a vertically scrollable feed with posts you can "Like" by tapping on a little thumbs-up icon.

PINTEREST

PINTEREST ADDS NEW BOARD FEATURES TO IMPROVE USER NAVIGATION

Pinterest is looking to provide more ways for users to keep track of the various ideas and inspirations they find on the platform with a new set of board-specific tools, including personal notes, additional search tools and Pin favourites.

YOUTUBE

YOUTUBE WILL ASK COMMENTERS TO RETHINK POSTING IF THEIR MESSAGE SEEMS OFFENSIVE

YouTube is trying to combat offensive comments that appear under videos by following in the footsteps of other social media companies and asking people before they post something that may be offensive: "Is this something you really want to share?"



EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

ARE YOU POSTING PDFS ON LINKEDIN?

PDFs are a great way to increase your LinkedIn page engagement as they help boost the dwell time on your post. Whereas previously, it was about your post getting attention (likes/reactions, etc.), now it's about holding it - which PDFs help you achieve as they encourage users to click through the document.

There are multiple ways to create PDFs; we'd encourage you to use a branded document and ensure that the PDF doesn't have too much information as you want it to be easy for the reader to digest. A few simple ideas to share are facts about your business, motivational quotes or short testimonials. Here at Green Umbrella Marketing, we often use Canva to create our PDFs; however, we upload a template previously created in Photoshop.

That being said, you could also create the design directly in Canva, or use something like InDesign. A final tip, please ensure that your PDF is on-brand and make sure that you always use the correct fonts and colours!



DATA DAVIES



Hooray! It's a new year, time for a shiny new marketing strategy and a chance to hit the ground running. Until – oh yes, you realise we are picking up where we left off, still in lockdown! Fear not, just because you might need to amend your marketing plans (again!) there are still plenty of data-driven trends you can leverage to make 2021 a cracker of a year.

- ➔ More than half of businesses plan on increasing investment with Instagram in 2021, with almost half saying they plan on doing the same with Facebook, YouTube and LinkedIn.
- ➔ Which makes sense since one in four online purchases are now made via an interaction with a social media platform
- ➔ Facebook is still the largest social platform, but Instagram showed their highest number of new users from July to Sept 2020, showing stronger growth than Facebook
- ➔ Plus, Instagram's advertising reach grew by 7% - more than 3 times that of Facebook's!
- ➔ Predictions are that spend on customer loyalty and retention marketing will increase by as much as 30%. A smart move given how hard it is to attract new customers – look after the ones you've got!
- ➔ Don't ignore Twitter in 2021, it's become popular again for quick news and reactions. Their ad revenue returned to growth at the end of last year, up 15% y-o-y
- ➔ LinkedIn are likely to introduce some changes this year. Remember your hashtags here. For years we were advised 3 hashtags was optimal – an algorithm change shows that between 3 and 9 # are the aim. Don't miss out, use as many as are relevant

This year, marketers will need to be as agile as ever. Respond to what's going on in the world and your environment but be prepared to adapt your strategy quickly.

DESIGN & PRINT

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AND FEBRUARY!**

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