

FEBRUARY 2021

THE SOCIAL SNIPPET



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



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

WHY IS EVERYONE TALKING ABOUT CLUBHOUSE?

WITH CHRISTINA

You've probably seen the name 'Clubhouse' popping up in your feeds over the last couple of months. But have you taken the time to find out what this new social media platform is all about?

Put simply, Clubhouse is an iOS only app (for now) where users get to hang out and have audio-only conversations in real-time.

There are no replays.

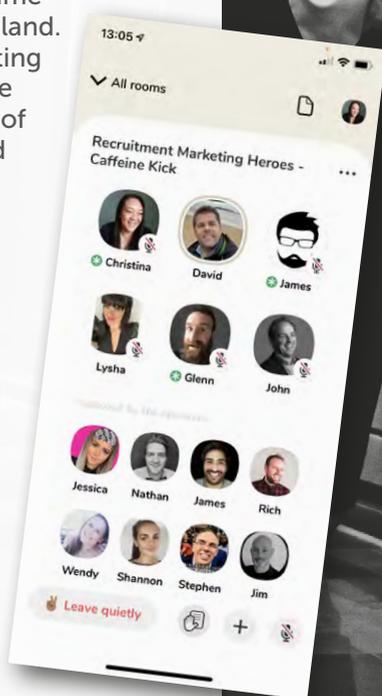
You can't just sign up and explore - you have to be invited to the platform in order to access it. However, once you're in you'll love it, I promise! There's a wealth of opportunity developing and we're already hearing stories of successful business development tactics that have achieved real results!

Once you've signed up - set up your profile and pay attention to your bio. The first three lines are the most important... make them impactful and a draw for people to want to read more.

When you first join the platform, spend some time familiarising yourself and getting the lay of the land. Then, when you're ready, you can get into starting discussions by creating your own 'rooms'. Once you're at this point, don't go too wide in terms of your room. Think about your target market and create something that will attract them.

Currently, 70% of our business is with independent recruitment agencies, so you'll find me in the club every Wednesday at 1pm discussing Recruitment Marketing topics with my peers, my prospects, my clients, my introducers, and influencers who I have invited to join me. (feel free to drop by any time!)

There's so much I can tell you about Clubhouse and how to get the most out of it as well as the things you should avoid. So, if you want to find out more about this platform - give me a shout!



@ChristinaMc80

FACEBOOK

FACEBOOK REDESIGNS PAGES WITH MORE SIMPLIFIED LAYOUT AND NO “LIKE” BUTTON

Facebook Pages are being redesigned. The social network has announced a significant change to the Facebook Page experience for creators and public figures, which includes a new look-and-feel, updated navigation, the introduction of a dedicated News Feed, a new Q&A format for engaging fans and other tools and insights.

Notably, the redesign will also do away with the “Like” button to instead focus on Followers — a more direct measurement of how many people a Page is currently reaching.

PINTEREST

PINTEREST LAUNCHES NEW DYNAMIC CREATIVE AD SPECIALITY

Pinterest is now launching a new way to automate the process of tailoring ads to different audiences with a new ad speciality.

Advertisers will be able to use Dynamic Creative platforms, RevJet, StitcherAds, and Smartly to design their own performance-driven Pins, with dynamic audience-specific messaging.





LINKEDIN

LINKEDIN ADDS SWIPE-UP LINKS TO LINKEDIN STORIES

After it was spotted in testing back in September, LinkedIn has now officially launched the capacity to add links into your LinkedIn Stories - though it's not available to all users at this stage.

The 'swipe up' feature for LinkedIn Stories is only currently available to all pages and personal profiles with over 5000 connections

LINKEDIN ADDS NEW POST VISIBILITY AND REPLY CONTROLS TO MANAGE ON-PLATFORM DISCUSSIONS

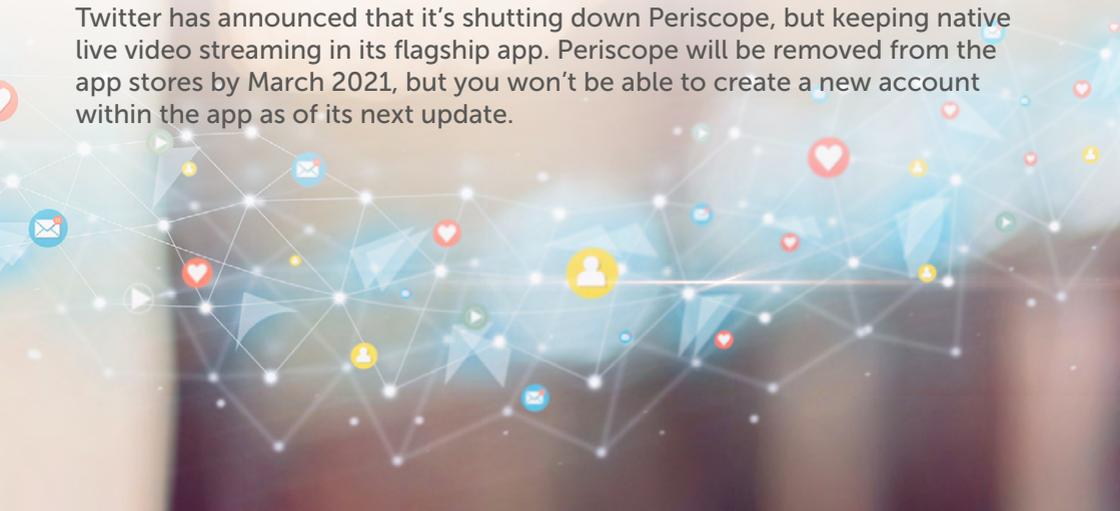
LinkedIn is following Twitter's lead with the addition of new reply control tools on your LinkedIn posts, which enable users to restrict who's able to comment on their platform updates.

These settings have been available for some time (though in slightly different form), but the new addition is reply controls that let users dictate who can comment on their posts.

TWITTER

TWITTER IS SHUTTING DOWN PERISCOPE

Twitter has announced that it's shutting down Periscope, but keeping native live video streaming in its flagship app. Periscope will be removed from the app stores by March 2021, but you won't be able to create a new account within the app as of its next update.





EMILY'S BR INBOX



EMILY'S TOP TIP THIS MONTH...

CREATING PDF FILES FOR LINKEDIN

In last month's Social Snippet I wrote about the benefits of using PDFs on LinkedIn, so this month I thought I'd write a little more about how we create the PDFs and the type of things you can use as content.

Although we all have our methods, a great way of creating a branded PDF document is using Canva. If you already have a useable template, simply open Canva, click the "Create a design" button in the top right, choose custom dimensions, and add your PDF's dimensions. This will then open a brand new document, where you can either upload your previously created template using the "Uploads" button on the left, or you can create your template from scratch. In terms of the type of content to share, we'd recommend short bullet points or facts. If you include too much content, it is likely that the user won't click through as they don't have enough time to digest it. A couple of ideas are, "How to motivate yourself while working from home", "3 tips for interviewing remotely" and "Meet our team!".



DATA DAVIES



AMANDA'S TOP STATS THIS MONTH...

Congratulations, you made it to February! Whilst January might have felt 67 weeks long; my data sources tell me it was just the usual 31 days. We're still marketing in a somewhat unknown environment with no clear picture of when lockdown will lift.

However, as always there are some juicy data and stats around which can help drive our marketing activities.

- 📈 If you (or your bosses!) are still in any doubt about the power of social media, these sites rank in the top 5 of the most visited websites in the world
- 📈 YouTube, Facebook, and Twitter generate the most traffic, ranking in that order, and only behind Google, which takes the number one spot
- 📈 Humour still firmly has a place on our social feeds despite the bad news that dominates the headlines. Use of memes rose 26% between 2019 and 2020 – who doesn't like a wry smile in their day!
- 📈 Along with humour, as consumers, we want to see brands 'keeping it real' on social media, with 90% of us craving authenticity in posts
- 📈 Social media is also a go-to for customer service with nearly 3 in 10 of us using it to communicate with a company
- 📈 Stories in social media continue to grow, daily active users story users on Instagram, Facebook and WhatsApp all reached 500 million
- 📈 Mid-morning remains one of the best times to post on social media with the 11 am to 12-noon spot generating good engagement

Keep going with your marketing activities and remember to keep an eye on your own data in the background! Just think the next Data Davies will be in only four weeks and it will be spring!



GOOGLE ADDS SUBSCRIPTIONS PAGE TO THE GOOGLE STORE

Google is using the Google Store to promote its various subscriptions, with a new dedicated page.

To help users find all of Google's various apps in the same place, Google is now promoting all subscriptions on a dedicated "Subscriptions" page on the Google Store.

GOOGLE ADDS SHORT-FORM VIDEO CAROUSEL IN SELECTED SEARCH RESULTS

This is interesting, and could, potentially, have implications for your 2021 content approach.

Google has begun testing a new carousel of short-form video results for selected queries, providing direct links to relevant TikTok and Instagram Reels video clips.

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YOUTUBE

YOUTUBE ADDS NEW HASHTAG SHOWCASE PAGES TO ASSIST IN CONTENT DISCOVERY

YouTube has launched a new hashtag search option, which provides a full-page display of YouTube videos that include your chosen tag, along with usage insights, all on one screen. According to YouTube, anyone searching for a specific hashtag on YouTube will see a new dedicated page that only contains videos with the hashtag, which are sorted to keep the best videos at the top.”

YOUTUBE ANALYTICS ADDS ‘FIRST 24 HOURS’ METRIC

YouTube is making it possible for creators to measure how a video performs in its first 24 hours, by selecting “First 24 hours” from the date picker in the top right-hand corner. After selecting from the date picker, you’ll see a full set of data collected from the first 24 hours after the video was published.

YOUTUBE ADDS VOICE COMMANDS TO SEARCH, NAVIGATE, AND PLAY

YouTube is gaining voice search for fast lookup and hands-free navigation commands. Users will be able to enable the microphone and ask YouTube to “show me videos of cats” or “show me the latest videos from [Channel]”. The feature is not just limited to searching and can also ask it to show the user’s own library, watch history or subscriptions.

GOOGLE IS TESTING THE ABILITY TO BUY ITEMS FROM YOUTUBE

YouTube already makes money through advertisements, YouTube Premium (to get rid of said advertisements), and memberships to specific channels. It looks like the company might be preparing to add general shopping functionality to the list, according to an announcement in YouTube’s test features and experiments hub.



TIK TOK

TIKTOK LAUNCHES NEW 'CREATOR PORTAL' EDUCATION PLATFORM TO HELP CREATORS MAXIMIZE THEIR EFFORTS

TikTok has launched a new Creator Portal platform in order to provide additional guidance and tips to help creators maximize their in-app presence. It's a helpful program, which will no doubt be beneficial for the many TikTok users who now aspire to become platform influencers. And with TikTok projected to reach 1.2 billion users in 2021, that cohort will no doubt be on the rise this year.

TIKTOK WILL MAKE UNDER-16S' ACCOUNTS PRIVATE BY DEFAULT TO PROTECT THEM FROM GROOMERS

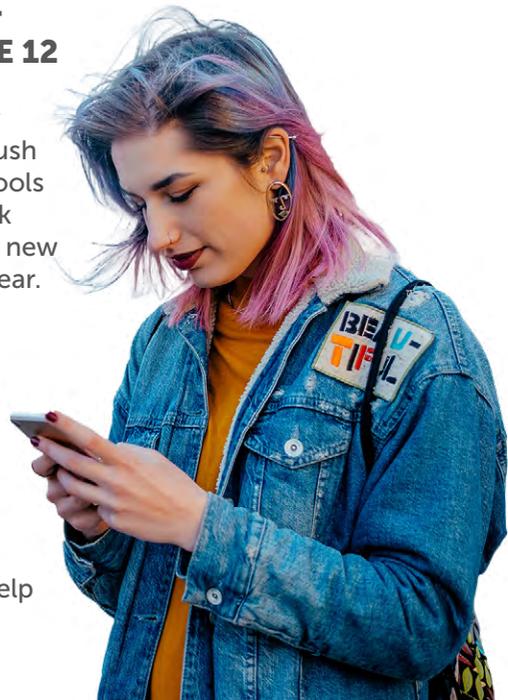
TikTok has tightened the privacy settings of tens of millions of children's accounts in a move meant to limit the ways groomers can interact with them on the app. The shortform-video app announced recently that the accounts of all users who are under 16 would default to private, meaning they will have to proactively approve any requests from other users to follow them.

TIKTOK LAUNCHES FIRST LIDAR-ENABLED AR EFFECT FOR IPHONE 12

AR is set to get a lot more focus in 2021, as technological advances, including new wearable devices, come to market, and push the development of digital overlays and tools to the next level. And recently, TikTok took another step with its AR tools by adding a new LiDAR-enabled effect to ring in the new year.

TIKTOK LAUNCHES NEW SMALL BUSINESS RESOURCE CENTRE FOR MARKETERS

As it continues to expand its business offerings and ad options, TikTok has launched a new Small Business Resource Centre, which includes a range of case studies, creative tools and explainers to help SMBs tap into the fast-growing app.



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That's a small snippet of the top changes in the online world.

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