

APRIL 2021

# THE SOCIAL SNIPPET

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

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





# 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](https://green-umbrella.biz/about)



# FACEBOOK

## **FACEBOOK ROLLS OUT SHOPS TO BUSINESSES IN THE UK AND CANADA**

Facebook's growing eCommerce push is set to see a significant expansion, with the company making its Facebook Shops option available to businesses in the UK and Canada, in addition to the US. Facebook users in Canada and the UK will now see a new Shop bookmark on the Facebook menu bar and in the mobile app.

## **FACEBOOK ADDS NEW MONETISATION OPTIONS FOR CREATORS, INCLUDING ADS IN SHORT VIDEO CLIPS**

Facebook has announced a range of new monetisation options for creators, with a focus on short video clips.

First off, Facebook has announced that creators will now be able to earn money from videos as short as one minute long, "with a minimally interruptive ad running at 30 seconds".

Live is another key area of focus, with Facebook opening up its live video monetisation options to more creators - which up till now has been an invite-only program.

# LINKEDIN

## **LINKEDIN ADDS NEW TOOLS FOR COMPANY PAGES**

LinkedIn is adding some new tools for brands to help boost their organic promotion efforts on the platform, while also facilitating more connection with colleagues within the LinkedIn experience.

One addition is a new 'My Company' tab on LinkedIn company pages, which will include 'Recommend' and 'Content Suggestions' listings, enabling businesses to facilitate direct sharing of relevant posts, and increase internal engagement with such among employees.

# INSTAGRAM

## **INSTAGRAM LAUNCHES “LIVE ROOMS” FOR LIVE BROADCASTS WITH UP TO FOUR PEOPLE**

Instagram has announced it’s adding a much-requested feature to its app with the launch of “Live Rooms”, which allow up to four people to broadcast live together at the same time.

Previously, the app only allowed users to live stream with one other person, similar to Facebook Live.

## **INSTAGRAM ROLLED OUT APPROVED ACCESS TO MESSAGES FOR BUSINESS PROFILES TO MORE USERS**

You can now grant access to your Instagram messages for accounts who have access to Facebook Pages or Facebook Business Suite.

# TWITTER

## **TWITTER SPACES WILL LAUNCH PUBLICLY IN APRIL**

Twitter Spaces, the social network’s Clubhouse rival, is working towards a public launch in April, the company announced in comments made in a public Twitter Space audio room recently.

The company said it’s considering support for using music in Spaces and thinking about better ways of integrating tweets.

## **TWITTER WILL NOW ENABLE ADVERTISERS TO CONTROL WHO CAN REPLY TO THEIR PROMOTED TWEETS**

After adding the capacity for users to limit who can reply to their tweets last August, Twitter is now extending the same to promoted tweets, so that brands can limit who is able to reply to their ads.

Within the Twitter ads creation flow, you’ll have the option to choose who can reply to your promoted tweet via a new dropdown menu.

# QUARTERLY STRATEGY PLANNER

## APRIL-JUNE 2021



### OBJECTIVES FOR THIS QUARTER

1.

2.

3.

**April**

**May**

**June**

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

April	May	June
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

### APRIL

2ND GOOD FRIDAY  
 4TH EASTER SUNDAY  
 5TH EASTER MONDAY  
 7TH WORLD HEALTH DAY  
 21ST QUEEN ELIZABETH'S 95TH BIRTHDAY  
 22ND EARTH DAY  
 23RD ST GEORGE'S DAY

### YOUR DATES

### MAY

3RD EARLY MAY BANK HOLIDAY  
 4TH STAR WARS DAY  
 31ST SPRING BANK HOLIDAY

### YOUR DATES

### JUNE

12TH QUEEN ELIZABETH'S OFFICIAL BIRTHDAY  
 20TH FATHER'S DAY  
 24TH MIDSUMMERS DAY  
 30TH SOCIAL MEDIA DAY

### 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](http://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 ✕

# PINTEREST

## **PINTEREST ANNOUNCES NEW MARKETING TOOLS, INCLUDING 'PINTEREST PREMIERE' VIDEO ADS**

Pinterest has announced several new ad tools to provide more insight into campaign performance and enhanced opportunity to reach the right audience.

- 'Pinterest Premiere' will enable advertisers to purchase exclusive video placement in the home feed for a specific demographic, interest or category for a designated time frame.
- Interactive trends tool will now provide more specific insights into engagement behaviours across the platform.
- Conversion Insights are rolling out more broadly, which enables advertisers to view both promoted and organic Pin metrics in a single report.

## **YOU CAN NOW EMBED PINTEREST PINS IN MICROSOFT WORD AND ONENOTE**

Microsoft has announced a new integration that enables Word and OneNote users to embed Pinterest Pins into their documents, via a simple cut and paste process.

# YOUTUBE WITH CHRISTINA

## **YOUTUBE ROLLS OUT COPYRIGHT CHECKS TOOL, WHICH ANALYSES YOUR VIDEO PRIOR TO UPLOAD, TO MORE USERS**

After first previewing the tool last September, then launching an initial, small-scale test in February, YouTube is now expanding the roll-out of its pre-publish Checks tool, which analyses the content of your video for a range of potential violations, including copyright concerns, before you publish your clip.





# EMILY'S BR INBOX

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

### HAVE YOU CHECKED YOUR FACEBOOK INSIGHTS RECENTLY?

Although most of us know that the Insights are there, it's essential to check them regularly and make the most of the data available. There are a couple of pages within the Insights that are particularly useful when planning your Facebook marketing strategy, and the first is "Posts". Once you have accessed the "Page insights", to access the "Posts", simply click the "Posts" tab on the left-hand side. This will then open a new page called "When your fans are online". It's important to check this page at least once a week and schedule your content accordingly. You can hover your cursor over each day at the top of the page, and it will tell you which days are most popular and which times your fans are most likely to be online. Another element of the "Posts" insights excellent for planning your content is the "Post types". You can access this by clicking on the tab at the top of the page. You will then see the type of content that has worked well, based on average reach and engagement. If, for example, videos have been particularly popular, then you will know to include more of this type of content going forwards.



# DATA DAVIES



**Spring is often a time to think about new beginnings. It's a time for change. Now, even as a marketer I have been known to be a late adopter of change, but there comes a time when you can't ignore what's going on in the market.**

**So this month, Data Davies is focusing on the latest new social media platform – Clubhouse. Here's what you need to know:**

- ➔ Clubhouse is an invite-only, audio-only social media app. Users can create, host and join chatrooms on any topic, from business to parenting and beyond.
- ➔ It's currently only on iPhone (or at least iOS operating platforms). There is a race going on for other social media platforms to launch an equivalent platform, and for Android devices to gain access to Clubhouse.
- ➔ In barely a year, it has grown to have 2 million weekly active users.
- ➔ The app was downloaded 2.3 million times alone in January 2021.
- ➔ It's only just a year old and is now valued at over \$1 billion.
- ➔ Celebrities and business leaders have embraced the platform, including Oprah Winfrey, Mark Zuckerberg, Elon Musk, and everyone's favourite 90s rapper MC Hammer.
- ➔ Why does this matter? Where celebrities go, fans follow, then businesses and business leaders follow. It's a perpetual circle of growth creating a potential audience of customers for you to tap into.
- ➔ The company has just 9 employees at the time of writing!

Embracing new social platforms can feel overwhelming. The beauty of Clubhouse is that you can join and simply listen in, getting a feel for the platform before you decided if it's for you or your business. Oh and if you need an invite, let the GU team know – we'll get you in!

# DESIGN & PRINT

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