

NOVEMBER 2022

# THE SOCIAL SNIPPET



**YOUR FREE GUIDE**  
to the latest developments  
in social media and  
online marketing



# THE SOCIAL SNIPPET



#socialsnippet

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.



To find out more about us and meet the team, visit: [green-umbrella.biz/about](https://green-umbrella.biz/about)

# META

## **META DETECTS 400 APPS WITH FAKE FEATURES**

Meta has reported that it's detected 400 apps, this year alone that offer fake features and tools that are designed to lure people to log into these apps with their Facebook credentials, which then gives developers access to their data and information.

## **FACEBOOK TESTS OPTION TO RESTRICT POST ACCESS TO SUBSCRIBERS**

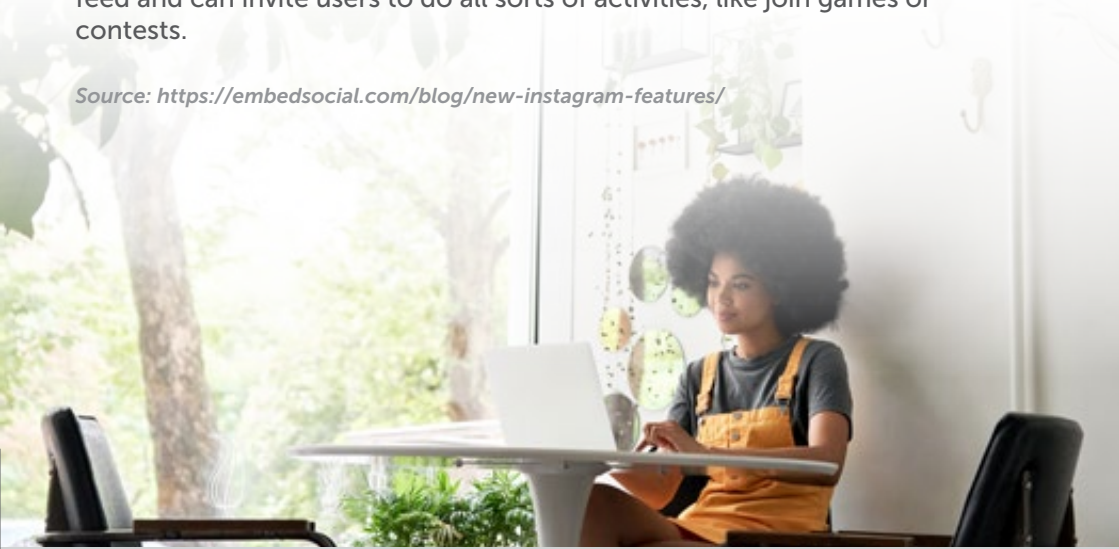
Facebook is testing out a new post option which would enable you to restrict access to your post to subscribers only for an initial period after publishing – be that 24 hours, 48 hours, or a week.

*Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)*

## **INSTAGRAM ROLLS OUT CAPABILITY TO ADD AUGMENTED REALITY TO CREATE ADS**

Instagram is rolling out the capability to add an augmented reality filter and create an ad. These ads will be able to run Instagram stories and Instagram feed and can invite users to do all sorts of activities, like join games or contests.

*Source: <https://embedsocial.com/blog/new-instagram-features/>*





# TWITTER

## **TWITTER HAS LAUNCHED A PUBLIC TEST OF A NEW 'VIEWS' COUNT ON SOME USERS' TWEETS**

Twitter has launched a public test of a new 'Views' count on some users' tweets, which displays the total number of times that each of your tweets was seen in the app.

## **TWITTER HAS UPDATED ITS PROFESSIONAL ACCOUNTS OPTION**

Twitter has updated its Professional Accounts option with a new analytics display, which provides an updated overview of your overall account performance.

## **TWITTER IS TESTING MORE NFT INTEGRATION**

Twitter's testing another NFT integration, this time with a new link preview display of NFT artworks when links are shared from certain marketplaces for digital goods.

Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)





# **SNAPCHAT**

## **SNAPCHAT EXPANDS SPORTS COVERAGE**

Snapchat continues to lean into sports coverage, as it looks for ways to expand its reach and resonance, announcing a new deal with European Football League LaLiga, which will see Snap host exclusive content, weekly highlights, historic archives, top goals and more.

## **DIRECTOR MODE COMES TO iOS USERS**

Snapchat has now announced that its new 'Director Mode' advanced video creation process is being made available to all iOS users of the app.

*Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)*



# TIK TOK

## **TIKTOK LAUNCHES PHOTO MODE**

Photo mode, TikTok? Is this really the sort of update we expect to see from this short-form video app? TikTok has slapped a proverbial glove across the face of Instagram, in retaliation for IG copying all of its stuff, with the addition of a new 'Photo Mode' for still images in the app.

## **TIKTOK PUBLISHES NEW GUIDE TO 'SHOPPERTAINMENT' AND CONNECTING WITH CONSUMERS IN THE APP**

A recent survey shows that the consumer path to purchase is changing, making it harder to track direct results to campaigns. TikTok said:

"46% of people buy on a different day, and 85% switch apps while going through the consumer journey. Combine these behaviours with a growing scepticism towards branded content (34%), and you can see why brands are looking for better ways to connect with consumers."

Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)





# ONLINE COURSES

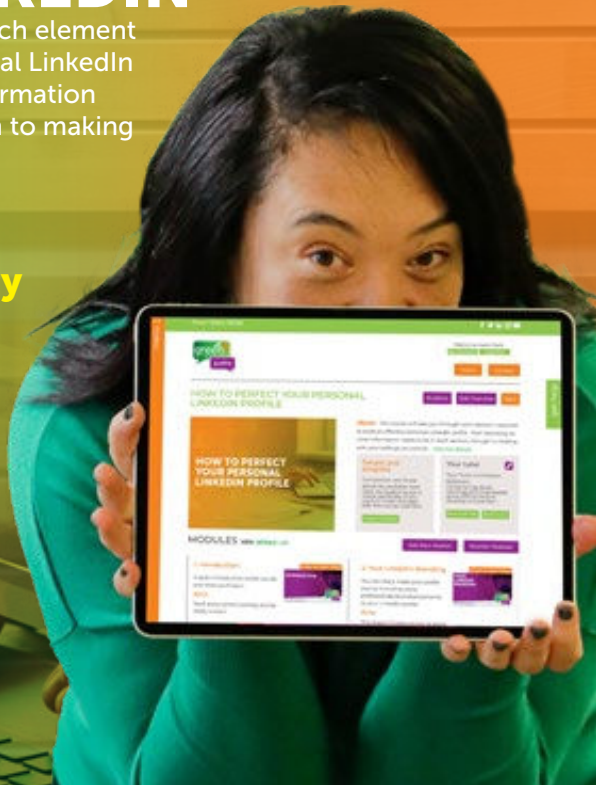
## HOW TO PERFECT YOUR PERSONAL LINKEDIN PROFILE

This course will take you through each element required to build an effective personal LinkedIn profile - from branding, to what information needs to be in each section, through to making sure your settings are correct.

## THE KEY TO GENERATING LEADS ON LINKEDIN

This course will take you through each element required to build an effective personal LinkedIn profile - from branding, to what information needs to be in each section, through to making sure your settings are correct.

To find out more visit:  
[green-umbrella.academy](http://green-umbrella.academy)



# YOUTUBE

## **YOUTUBE UPDATES COMMENTS REMOVAL SYSTEM**

YouTube's looking to provide more context on comment removals via an updated system that will link users through to the exact policy that they've violated when a comment is removed.

# GOOGLE

## **GOOGLE HAS ANNOUNCED SOME NEW WEB LITERACY ELEMENTS FOR USERS IN EUROPE**

Google has announced some new web literacy elements for users in Europe, including an expansion of its 'About this result' info panels in Search, and a new digital education initiative, in partnership with European libraries.

*Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)*





Your letters answered...

# Dear Nicole



## I need confidence to use Instagram stories!

*Dear Nicole,*

I am an illustrator and I have started using Instagram to promote my business, and I've been wondering if Instagram stories are worth it and if so, have you got any suggestions of how I can make the most of my stories as I don't feel that confident with these?

*Jenny, Birmingham*

I love the sound of your business and do see illustrators using this platform to promote their online businesses, so I definitely think you are in the right place. As for the Instagram stories, this is a great question, are Instagram stories worth the bother? The truth is I do think they are worth it and believe it's a great way to attract potential customers to visit your Instagram page. After doing some research I've found a few key steps to make Instagram stories work for you. You ready? Let's get started.

- 1. Set a goal** – Don't just post for content sake. Have a reason why you are posting an Instagram story. Is it to increase page visits, followers, engagement, drive people to your website, or sell a product/service? You might say yes to all the above but pick one specific goal and focus on that before moving on to the next.
- 2. Building your story** – Create a consistent look. This will avoid viewers from getting distracted and lost by the stories you are posting. You need them to recognise you. Create stories that match your brand - what are your brand colours, fonts, etc? Also, set a call to action, what do you want to gain from the story? Depending on your CTA, you might have different looks for these, but do not make your stories widely different so that viewers will not recognise it is you. There are some great apps you can use to create stories. For example, Canva is a fantastic and easy app to use to build some amazing looking stories.
- 3. Consistency** - Posting on your IG story gives your followers a tap on the shoulder to let them know you are there on a regular basis. This is one of the most essential things to do when creating a successful social media strategy. Even if your followers don't view, comment or share, simply by showing up, you are presenting a consistent brand.

All the best with your Instagram stories Jenny, I hope these tips helped and you will feel more confident creating and posting some amazing stories going forward.

# in LINKEDIN

## WITH CHRISTINA



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

LinkedIn Adds New Features for Company Pages, Including Post Templates and Link Stickers. LinkedIn has outlined its latest batch of updates for Company Pages, most of which had already been previewed in some capacity but are now being rolled out on a broader basis.

### **LINKEDIN ARE NOW LOOKING TO MAXIMISE OPPORTUNITIES FOR INTERNAL STAFF**

LinkedIn are now looking to maximise opportunities for internal staff, in order to reduce recruitment and training costs, along with other benefits, adding a new Spotlight element for internal candidates in Recruiter to help highlight potential opportunities.

### **LINKEDIN ADDS MORE STICKER OPTIONS**

After adding Link Sticker back in August, providing new creative considerations for your updates, LinkedIn has now also added 'Person' and 'Page' variations, providing even more ways to drive more traffic with your LinkedIn posts.

Source: [www.socialmediatoday.com](http://www.socialmediatoday.com)

# DID YOU KNOW WE ALSO ♥ DESIGN & PRINT?

...well, we do!



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

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