

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



# FACEBOOK

## **FACEBOOK HAS A NEW NAME: META**

Facebook becomes Meta: The new company name was announced by Mark Zuckerberg himself during Facebook Connect.

“We are a company that builds technology to connect,” Zuckerberg said. “Together, we can finally put people at the center of our technology. And together, we can unlock a massively bigger creator economy.”

## **FACEBOOK RETIRES ITS PHOTO-TAGGING FACIAL RECOGNITION SYSTEM**

Facebook is shutting down one of its most-used technologies and deleting its massive database of face recognition templates. Facebook announced it's shutting down its photo-tagging face recognition program – an AI system that has been a core feature of the social media platform for years – and also deleting more than a billion “faceprints” of users.

## **FACEBOOK IS REMOVING SOME 'SENSITIVE' DETAILED AD TARGETING OPTIONS**

Facebook has announced it will remove specific detailed targeting options that relate to topics people may perceive as sensitive. In addition, the company will also be expanding the level of control users can have over the ads they see about specific types of content.

# PINTEREST

## **PINTEREST ANNOUNCES 'PINTEREST TV' SHOPPABLE LIVE-STREAM SERIES**

Pinterest is looking to lean into the rising live-stream commerce trend, which has already gained huge traction in China, with its own series of live shopping events, via a new initiative called 'Pinterest TV'.





# TIK TOK

## **TIKTOK ANNOUNCES NEW PARTNER INTEGRATIONS, PROVIDING MORE WAYS TO CREATE TIKTOK CONTENT**

TikTok has announced the expansion of its Video Kit integrations, which will see more third-party platforms able to offer TikTok content creation options within their respective product suites.

## **TIKTOK EXPANDS ITS VIDEO KIT TO DESKTOP, WEB, AND CONSOLES**

TikTok has announced that it is expanding its current Video Kit offerings and bringing Share to TikTok to developers from the web, desktop, and console, in addition to mobile platforms.

## **TIKTOK LAUNCHES 'CREATIVE EXCHANGE' PLATFORM TO CONNECT BRANDS WITH TOP CREATORS**

TikTok's adding another option to facilitate more brand/creator partnerships with the launch of a new 'Creative Exchange' platform, which will enable brands to pitch a campaign brief, which creators can then respond to and arrange sponsored content deals.

# WHATSAPP

## **WHATSAPP NOW LETS YOU LINK UP TO FOUR DEVICES TO ONE ACCOUNT**

A number of WhatsApp beta users have reported that the app is rolling out multi-device beta support to all users on iOS and Android. The feature allows WhatsApp users to sync up to four linked devices without users needing to be connected via a smartphone.





# CLUBHOUSE

## **CLUBHOUSE INTRODUCES PINNED LINKS**

Pinned links will allow Creators to share links with their audience. With pinned links, Clubhouse is giving Creators the opportunity to share articles, purchase info, photos, videos and more about the room topic.

## **CLUBHOUSE INTRODUCES NEW 'REPLAYS' FEATURE**

Another new feature on Clubhouse! The live audio chat app has launched a new feature called Replays, optional for creators to toggle on or off in any public room.



# LINKEDIN

## **LINKEDIN ADDS NEW TOOLS FOR COMPANY PAGES, INCLUDING WORKPLACE FLEXIBILITY LISTINGS AND COMPETITOR TRACKING**

First off, LinkedIn's adding a new 'Primary Workplace' display option on company profiles, which will enable businesses to list whether their employees are generally 'remote', 'hybrid' or 'on-site' to provide more transparency as to the options available.

## **LINKEDIN ADDS NEW TOOLS TO HELP COMPANIES ATTRACT TOP TALENT**

As we enter the most competitive hiring market on record, job seekers want to know more about the companies they are considering to work for. To help out, LinkedIn is introducing a few new features for LinkedIn Pages, designed to help brands share more about their organisation and culture.



# TWITTER

## **TWITTER LAUNCHES SPACES RECORDING OPTION TO SOME HOSTS**

As Twitter looks to make Spaces a bigger element of the in-app experience, it's now rolling out a key update that could help to take it to the next level.

## **TWITTER OPENS UP SUPER FOLLOWS TO ALL USERS ON IOS**

Twitter has opened up its new 'Super Follow' option to all users on iOS, which will provide more monetisation potential for creators, expanding the capacity for them to draw direct income from their biggest fans.

## **TWITTER SHARES A PREVIEW OF ITS UPCOMING NFT DISPLAY OPTION**

Twitter expressed its intention to build a way for NFT owners to show off their authentic digital assets on the platform, by sharing an initial preview of what its upcoming NFT display option will look like.

## **TWITTER ADDS NEW OPTION TO LET NON-TWITTER USERS TUNE INTO SPACES**

Twitter continues to build out its audio Spaces offering, this time with the addition of a new way to expand your Spaces audience, even among people who don't have a Twitter profile.

## **TWITTER ADDS NEW VISUAL ENHANCEMENT OPTIONS FOR ATTACHED IMAGES AND CLIPS**

They've been in testing over the last few months, but now, Twitter is rolling out its updated visual customisation and editing tools to more users

## **TWITTER ROLLS OUT IMPROVED LABELS FOR POTENTIAL MISINFORMATION IN TWEETS**

After launching an initial test of new alert formats back in July, Twitter's now rolling out its improved labels for misinformation, with variable messaging for different kinds of potentially misleading elements within tweets.





# YOUTUBE

## **YOUTUBE EXPANDS CRISIS RESPONSE PANELS TO PROVIDE MORE MENTAL HEALTH ASSISTANCE FOR USERS**

YouTube's looking to help connect more users to mental health assistance by expanding the presence of its crisis resource panels, which provide contact info on mental health providers, within the app.

As explained by YouTube:

"Previously, our crisis resource panels only appeared in search results. We're now expanding them to show on the Watch Page as well, right under the video title."

## **YOUTUBE DEBUTS LIVE-STREAM SHOPPING EXPERIENCES**

YouTube is the latest social platform to hop on the wagon of live-stream shopping. After Instagram, Facebook and Pinterest, the Google-owned video-sharing platform is launching its first round of live streaming shopping events with some high-profile creators.

# GOOGLE

## **GOOGLE MAKES PERFORMANCE MAX CAMPAIGNS AVAILABLE TO ALL ADVERTISERS**

Google is now rolling out Performance Max campaigns to all advertisers around the world.

Furthermore, Smart Shopping and Local campaigns will upgrade to Performance Max campaigns next year.

## **GOOGLE ADDS NEW TREND PREDICTION TOOLS, PERSONALISED TO YOUR BUSINESS, TO GOOGLE AD INSIGHTS**

Google is adding some new predictive elements to Google Ads insights, which will utilise both machine learning and historical data to predict likely consumer trends in your niche.

# SUPPORTING EMMA'S AIM AT CHRISTMAS



**As many of you may have seen, for several years now we have been supporting local Northampton Charity – Emma's Aim. As in previous years, once again we will be making a Christmas donation to Emma's Aim.**

We have known Emma for a number of years now, and have been inspired by her hard work and fundraising efforts for various charities, but we will let Emma tell you in her own words why she is so passionate about this cause.

*"Hello, my name is Emma McVeigh. In 2006, at the age of 16, I was diagnosed with Chronic Myeloid Leukaemia. So far my treatment has included an unrelated bone marrow transplant, chemotherapy, radiotherapy and donor lymphocyte infusions. Despite all the treatment I am still fighting Leukaemia.*

*In the last few years, I have been fundraising for charities who have helped me throughout my treatment. This year I have decided I would like to support local children and young adults going through cancer treatment. I have set up Emma's Aim as a Charitable Trust in order to do this.*

*I know how important it is to have support when going through such a difficult time. This is why it would mean so much to me, to help others going through a similar situation. Thank you for taking the time to read this."*

Normally at various points in the year, we would be helping support Emma with design and print for her various fund raising events but due to the pandemic, these have not been able to happen.

You can of course still help support Emma and her fantastic work by donating to Emma's Aim here: [uk.virginmoneygiving.com/greenumbrella](https://uk.virginmoneygiving.com/greenumbrella)

**To find out more about Emma and her work, please visit:**  
<https://www.theemmasaimtrust.co.uk>



# CHRISTMAS SPOT THE DIFFERENCE!



Are you eagle-eyed enough to pick out all TEN differences between the two photos? Tag us in on Social Media using **#GUSpotTheDifference** and let us know what you can spot! The photos are on our website here to make it a bit easier ;-)  
[www.green-umbrella.biz/difference](http://www.green-umbrella.biz/difference)

This year in addition to our normal contribution to Emma's Aim we will also make an extra donation for each post you make using the **#GUSpotTheDifference** hashtag...  
...so get spotting!



# INSTAGRAM

## WITH CHRISTINA



### INSTAGRAM POST PREVIEW CARDS ARE BACK ON TWITTER

It's been a long time coming, and a much-requested update, and finally, Instagram has announced that IG posts shared in tweets will appear with preview cards once again, helping to improve cross-platform sharing.

### INSTAGRAM TESTS NEW 'TAKE A BREAK' FEATURE TO ENCOURAGE USERS TO LIMIT TIME IN THE APP

Instagram is testing a new user wellbeing option called 'Take a Break', which will enable users to set reminders to take some time away from the app after a certain period of activity – either 10-, 20- or 30-minutes.

### INSTAGRAM ADDS NEW VOICE EFFECTS AND TEXT-TO-SPEECH OPTIONS TO REELS

Instagram added two new audio tools to Reels recently: Voice Effects and Text-to-Speech. The features are already available for users to try out and get creative when making clips.

### INSTAGRAM CONFIRMS THAT IT'S SHUTTING DOWN ITS SEPARATE 'THREADS' MESSAGING APP

In news that will surprise absolutely no one, Instagram has confirmed that it's shutting down its standalone messaging app 'Threads', which it launched back in 2019, essentially as a Snapchat alternative for connecting close friends.



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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 an **online chat** facility on our website.

Simply visit **www.green-umbrella.biz** to speak to one of the crew.



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