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Who will you Super Follow?

Sophie Beard posted on 2 July 2021 [🔗](#) Read

Twitter's new Super Follow option is expected to soon be here as testing begins. The feature is designed to give users a way to charge for their content and create an exclusive, members feel. We first learnt about Super Follow in February at Twitter's Data Analyst Day. And now, app researcher expert, Jane Manchun Wong, [...]



LinkedIn offers Company Page Tips

Sahail Ashraf posted on 30 June 2021 [🔗](#) Read

LinkedIn has a tradition of being very helpful to its users. Now, it has delivered a whole new set of advice points on how to gain more engagement with your company page. LinkedIn, no matter how unfashionable it may feel for some people, has been working hard on building it's audience. It's huge right now, [...]



Instagram Reel ads worldwide

Sophie Beard posted on 28 June 2021 [🔗](#) Read

Instagram users around the world will now see ads appear while watching Reels. The advertising feature was first launched in India, Brazil, Germany and Australia earlier this year, and shortly after in Canada, France, the UK and US. Commenting on the development, Instagram's Chief Operating Officer, Justin Osofsky said: "We see Reels as a great [...]"



Instagram announces affiliate scheme

Sahail Ashraf posted on 25 June 2021 [🔗](#) Read

Instagram is now offering more incentives to creators. Why? And are the incentives good enough? Instagram has upped its game once again from a creators point of view. In the rush to make the platform viable for creators (and keep them off other platforms) the company announced some new monetisation options for creators including a [...]



Twitter Spaces: Latest News

Sophie Beard posted on 24 June 2021 [🔗](#) Read

By now most of us have heard about the rise in audio social (if you haven't, watch our video for a quick overview). Clubhouse arguably put the trend in the spotlight, but more recently it appears other social media platforms are starting to storm ahead, particularly Twitter following the launch of Twitter Spaces. Over the [...]



Instagram boss Adam Mosseri offers key insights into his platform

Sahail Ashraf posted on 23 June 2021 [🔗](#) Read

Adam Mosseri, Chief at Instagram, recently offered some useful insights into how marketers might get the most out of the platform. In the last few days, Instagram held a special Creator Week panel series, which was a great way to bring together Influencers and experts around the platform and it's marketing uses. The panels have [...]



Google My Business: Do You Use It And Should You?

Sahail Ashraf posted on 22 June 2021 [🔗](#) Read

Google My Business is not used by every business, at least not to its fullest potential. Should your business get involved? The vast majority of businesses recognise the value in having visibility on Google. So they create a Google Business Listing to gain that visibility. However, the only problem is that you have no control [...]



Organic and Paid: How to Incorporate Both in Your Social Media Strategy

Sahail Ashraf posted on 21 June 2021 [🔗](#) Read

Organic posts on social media are still alive and kicking. There is only one problem with them. They don't reach many people. That said, they still have a proper place in your social media marketing strategy, and are essential when combined with paid social. Paid social is advertising via social media platforms, and it has [...]



TWITTER'S THREE TIERS

Sophie Beard posted on 18 June 2021 [🔗](#) Read

In a bid to combat the spread of fake news, Twitter is working on three levels of misinformation warning labels, as discovered by Jane Manchun Wong. The three labels are: Get the latest Stay informed Misleading Yoel Roth, Head of Site Integrity at Twitter, confirmed this development and encourages feedback on how the feature can [...]



Apple iOS15 is on its way

Sophie Beard posted on 16 June 2021 [🔗](#) Read

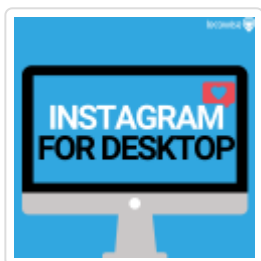
The latest update further bites into Facebook's space The Apple iOS15 update is coming in the autumn. Developments have been made to a number of areas, including FaceTime and iMessage, and will work with an iPhone 6s and newer. Some of the big updates are: FaceTime iPhone users will be able to have FaceTime video [...]



YouTube Shorts for more regions

Sophie Beard posted on 15 June 2021 [↗](#) Read

Shorts are now available in the UK, Canada and Latin America YouTube Shorts is launching in the UK, Canada and Latin America. The TikTok rival first launched in India and shortly after in the US. Reported by TechCrunch, the rollout is expected to be completed by the end of June. YouTube Shorts allows creators to [...]



Instagram for desktop

Sophie Beard posted on 14 June 2021 [↗](#) Read

App researcher, Alessandro Paluzzi, has discovered that Instagram is testing

the ability for users to upload feed posts from their desktop PC. For social media marketers without access to Facebook Creator Studio, which can be used to upload content to Instagram through a desktop, this development will certainly help with content management. There's no indication [...]



The Top 10 Instagram Brands

Sahail Ashraf posted on 11 June 2021 [Read](#)

Instagram is a great platform for brands to establish themselves on. Some brands do better than others though. We thought we would take a look at the biggest ten brands on the platform. Instagram has been responsible for many things, and when it comes to brands, this means amazing campaigns. It also means plenty of [...]



How COVID 19 changed behaviour in retail

Sophie Beard posted on 10 June 2021 [Read](#)

The closure of non essential stores in March 2020 in the UK and lockdowns across the world, opened up a possible permanent shift in consumer

behaviour. In turn, with retail owners unsure when they would lift the shutters again they swiftly adopted new strategies in order to serve customers and, ultimately, for the company to [...]



Competitive benchmarking. Why does it matter and what can it tell you?

Sophie Beard posted on 9 June 2021 [🔗](#) Read

If your client asked you how their social media performance compares to competitors, could you answer? When it comes to social media activity you don't just have to be on top of your clients' accounts, but competitors too. Social media is an increasingly crowded space so you need to be able to make the best [...]



New LinkedIn features

Sophie Beard posted on 7 June 2021 [🔗](#) Read

LinkedIn has announced a collection of new features, designed to make marketers' lives easier. As virtual events stay on the agenda, LinkedIn has developed a feature for members to promote these more widely and to help

users with broadcasting options. “Boost” your posts High performing organic posts can be given a “Boost” to expand audience [...]



You have your social media data. Now what?

Sahail Ashraf posted on 4 June 2021 [🔗](#) Read

It's easy to 'have data', but what should we do with it when we have it? Social media marketing data can be incredibly useful, here's how you should make the best use of it. Social media data is important. You know this. However, just having the data alone isn't enough, and you can only go [...]



Social Media Marketers! Our survey is live

Sophie Beard posted on 2 June 2021 [🔗](#) Read

Calling all Social Media Marketers, we want to learn more about your role. Our global survey is now live and open to respondents. If you work, or have worked, in social media marketing we're inviting you to share your experience. How does working in social media compare around the world? Our survey is going to [...]



YouTube offers data on video openers

Sahail Ashraf posted on 2 June 2021 [↗](#) Read

YouTube has just released a report that lifts the lid on how successful videos are structured, specifically on the opening words. While YouTube has been around for a very long time, it has only relatively recently become a true search engine. Users regularly navigate and find new content, often spending many hours surfing the video [...]



Twitter Spaces opens up to Users

Sophie Beard posted on 31 May 2021 [↗](#) Read

Twitter has announced its live audio only feature, Twitter Spaces, is now available to all users with over 600 followers. Having been in testing since last year, the rooms are now available to both iOS and Android users. The market for audio only conversations is growing fast, having picked up momentum following the successful entry [...]

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