

Social Media - Updates to Know About



he changes to the most commonly used social media platforms are coming along frequently lately, so here's a few updates for you.

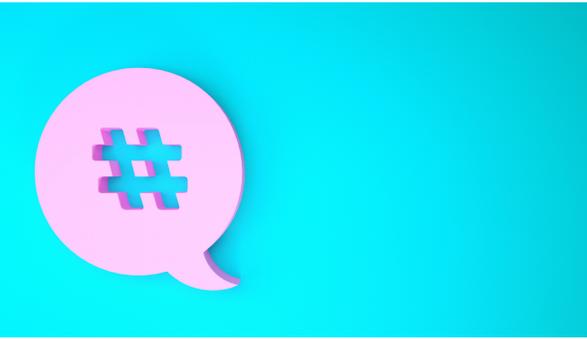
Instagram

Insta has expanded how you can use their Guide feature. You can now create a Guide for products, places and individual posts. As an example, I could create a guide recommending a specific travel destination, or a particular type of essential oil. Guides, along with IGTV, are Insta's inroads into allowing ways to share longer content.

Insta Reels now has its own tab (for some Insta users), if you don't have it yet try updating your app. There is also a new Shop tab on Insta.

For both Instagram and FB messenger there's a new "vanish mode" you can use, so that what you send disappears after a period of time, similar to Snapchat.

SOCIAL MEDIA UPDATES TO KNOW ABOUT



If you are on my Let's Talk Monday meet-up, please note that we are not meeting this coming Monday, November 23rd. We'll resume the following week, November 30th.

Remember to keep your social media super-focused and consistent - that's what helps you with engagement.

Have a great weekend!

To your sweet success,

Sue Painter