

Sked Social: Weekly Social Media Round-Up

SAMPLE 1:

Top Stories

In an effort to foster a more [“authentic” platform](#), Instagram is beginning to crack down on fake likes and and followers. Software bots and subscriptions offer automatic liking and following capabilities, which Instagram profiles can buy for various fees. Fake likes and follows now plague the platform, and even the highest profile accounts with thousands of followers find that a large portion of this figure comes from fake or automated users.

However, Instagram has recently announced that accounts which make use of these third-party services [will be removed](#), for violating the platform’s Community Guidelines and Terms of Use. They plan to target these types of accounts by using machine learning-powered moderation tools. It should [put everyone off](#) buying fake likes in future!

In advance of Black Friday, media buyers and brands faced problems when [Facebook’s ad manager platform went down](#) on Tuesday of this week. Campaigns were affected as buyers were unable to monitor data, performance, make edits, or start new ads. These errors could affect sales, with customers not being alerted to Black Friday and Cyber Monday deals. Social media strategists claim it is the [largest scale outage](#) they have ever experienced.

More Instagram News

New Shopping Features

Instagram continues to enhance their online shopping experience, in order to best connect brands with their ideal customers. [New shopping features](#) have been introduced at the perfect time, too, in the lead up to the holiday and New Year festivities. Product tags, shopping channels, shopping collections, business profile redesigns, and video shopping are the latest updates from Instagram, which allow you to discover inspiring brands and easily browse and purchase their products.

Data Exposure

Instagram is facing data breaches following an accidental exposure of user passwords displayed through its data download tool. [A spokesperson however assures](#) users that the security bug was “discovered internally and affected a very small number of people,” and that Instagram has since fixed the issue. The bug has been tied to changes made following GDPR regulations which were enforced earlier this year, when users were able to submit their login information via a “Download Your Data” tool.

Activity Feature

[Addicted to social media?](#) You might be, more than you think! Instagram’s new Activity Feature allows you to monitor your social media use, including your daily and average Instagram usage. You can also [set daily limits](#), alarms and notifications for yourself. Facebook is also planning to roll out a similar feature, “Your Time on Facebook,” some time next year.

LinkedIn

Stories Arrives At LinkedIn

Is that Snapchat, or LinkedIn? The employment and resume-oriented platform has recently been testing a Stories feature. This is a sign of how professional networking services are beginning to merge with and borrow from social media trends, making it a more personal and interactive platform. LinkedIn are currently trialling the feature with student users in the US.

The feature will function in a similar way to Snapchat, Facebook and Instagram stories, allowing users to post short video clips at the top of their feeds on the app. The move is aimed at [increasing interest among college students](#) to create their own professional profile on the site.

New Features at LinkedIn

LinkedIn’s latest version of Company Pages has been designed with the aim of making it “easier for brands, institutions and organizations...to foster constructive conversations with LinkedIn’s community.” The new additions hope to help members better connect, and allow organizations to grow.

Features such as “Join the Conversations that Matter” allow admin to post updates and hashtags, respond to comments, and keep up to date with trending conversations about their brand. This adds an element of curation to the platform, allowing companies to customize how they appear to prospective employees.

Pinterest

Want to maximise your brand’s sales this holiday shopping season? Pinterest has partnered with Macy’s, Lowe’s and Kohl’s to develop Gift Globe, and Gift Finder with Etsy and Brit + Co, which all aim to [tap into the \\$1 trillion spending](#) which is projected to take place this December.

Pinterest is a mecca itself for purchasers and consumers, who use the platform to find the right gifts and last-minute holiday deals. Up to 87% of Pinnerers do their shopping on the platform.

Pinterest recently [released some tips and advice](#) for brands to make the most out of the spending sprees. Mobile friendly formats and compatibility are a must, given the current popularity of online shopping on smartphone devices. Make sure you’re providing your viewers with an engaging customer experience, making use of features such as the [Promoted Carousel](#) and [inspirational Pin trends](#).

A [creative ad campaign](#) is also essential, to boost your sales performance and reach your target audience.

Pinterest

Optimism Low At Facebook

Almost half of Facebook’s employees are pessimistic about the company’s future, marking a whopping 84% decrease from last year’s opinions. Employees also doubt that the platform is making a valuable contribution to users and to the world in general, especially after the difficult year it has experienced, alongside the plunge in stock price. Zuckerberg is said to be addressing these concerns and the darkening mood, as the turbulence from within the company itself has meant that he has been unable to properly respond to these controversies until now.

New Features & Tools at Facebook

Despite the low optimism, Facebook are continuing to release new features and tools on the platform, including:

1. [Your Time on Facebook](#)
2. [Digital Literacy Training Tools](#)
3. [Messenger Effects, Stories Grids, and Quick Reactions](#)
4. Detection and Enforcement of Content Which [Violates Standards](#)
5. [Algorithms](#) to Disincentivize Controversial Content

Twitter

In a move to improve content discovery options, [Twitter has introduced new sections](#) in the Explore area. The update separates the latest news in feeds into various categories, making sure that the content discovery remains relevant. This makes it easier for users to immediately see the tweets they are most interested in, on a daily basis, when they log on to the platform.

Although the feature is currently only available in the US, Twitter plans to roll it out worldwide in the near future. Twitter's algorithm sorting and discovery tools have always been very successful in [boosting daily active usage rates](#).

What's New at Sked

Meet the new Sked! Schedugram had gone through a rebrand and is now known as [Sked Social](#). The favorite features are still there, and more, and the platform is now more enhanced, useful, and user friendly than ever. As well as planning and automatically posting your content to Facebook, Instagram and Twitter, Sked is also a powerful visual marketing platform, which can help you make the most out of your visuals.

Whether you're an entrepreneur or an agency, running a startup or a high-end brand, Sked Social provides tailored workflows, can manage multiple social media accounts, reach your customers in any time zone, and help you grow your audience. Sked also has other cool features like photo editing and a mobile app which allows you to manage all your accounts in one place. Engagement boosting has never been more fun, creative, and engaging!

Get a Sked start with a [7 day free trial](#) of our all-in-one platform!

SAMPLE 2:

Bad Press Continues At Instagram

All Instagram-related press coverage is currently focused on Kevin Systrom's recent departure from the company. The former CEO has made little commentary on the move, following his abrupt announcement on September 25th that he was leaving Instagram along with co-founder Mike Krieger. Speaking at [Wired's 25th anniversary summit](#) recently in California, Systrom's ambiguous parting statement was, "No one ever leaves a job because everything's awesome."

[The New York Times speculates](#) that the departure may be due to growing tensions over the past few years since Facebook acquired Instagram for over \$1 billion in 2012, as Mark Zuckerberg gradually asserted more control over the app and product. Whether it was down to growing tensions in the business relationship, issues arising from tweaks made to the product, or staffing changes, Systrom did not specify.

Considering that the past two years have been a struggle for Facebook, while Instagram's user reach grew exponentially, this is a pivotal time for both companies, and Systrom's comments about how "When you leave anything, there are obviously reasons for leaving," have sparked press intrigue and discussion surrounding Instagram's relationship with Facebook. When questioned by Wired's Lauren Goode, Systrom avoided responding with thorough answers about Mark Zuckerberg, and merely stated that he had put together his farewell statement "very, very quickly."

Today, analysts place Instagram's worth as an independent company at around \$100 billion. While Instagram grew beyond anticipation, Facebook executives commented that a good relationship had been maintained between the two companies. Systrom also mentioned that even upon his departure, Instagram is ["in a really, really good place."](#)

Facebook's Adam Mosseri will replace the pair as the new head of the app.

Tapping vs Scrolling?

One of the most defining feature and novelty which touch screen devices brought to our fingertips is now facing a potential reevaluation by Instagram: scrolling. Instagram are currently testing how users could benefit from tapping through posts and photos rather than scrolling, [TechCrunch reports](#) - maybe because this could involve even less movement and effort than scrolling. According to a spokesperson at Instagram, “We’re always testing ways to improve the experience on Instagram and bring you closer to the people and things you love.”

The full Instagram post will also be displayed with each tap. At the moment, testing is limited to the Explore tab, and hasn’t been tested in the main feed yet. Tapping through posts in this way mirrors the convenience and speed of flicking through Stories with a simple tap, a feature which was first introduced by Snapchat.

Is this level of convenience and short attention span going to make it more demanding on Instagram content creators to up their game, and post photos which catch users’ attention, enough not to flick past with one tap? There’s also the risk that over-eager tap-flicking [may turn into an accidental double-tap](#) like on a random or embarrassing photo, so the testing continues.

Instagram’s #mentalhealthday Project

In conjunction with Mental Health Day, Instagram launched a hashtag project to bring attention to and spread awareness of the cause, and the issues which it raises. The goal was to promote wellbeing and emotional support across social media platforms.

Some of our favorite Instagram posts and mental health advocates who championed the awareness hashtag this year were body-positivity and self-love promoters [@bodyposipanda](#), [@kay_ska](#), and [@selfloveclubb](#).



Image Credit: Megan Jayne Crabbe



Image Credit: Kay Ska

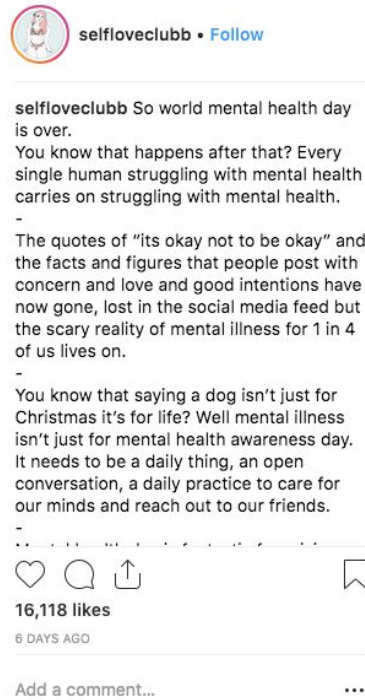


Image credit: [Milly](#)

As well as the hashtag, Instagram has been rolling out new features and tools to promote kindness and reduce bullying on the platform, allowing users to filter out negative comments and trolls, incorporate good vibes into you selfies, and support friends - reminding us all that it's cool to be kind! [#whykindness](#) is another popular trending hashtag aiming to spread the positivity. Keep an eye on [Instagram's Twitter profile](#) for updates on their latest projects.

More Instagram News and Tips

Teacup Pigs Are Making A Comeback

Let's face it, sometimes cute puppies are more interesting and entertaining than acai bowl overlays. Teacup pigs take it to the next level, and bring you pretty much the best of both worlds! Micropigs are winning the hearts of Youtube and Instagram viewers on a global scale, but much like our favorite child-stars, they won't fit in a pretty teacup forever, and owners need to be prepared for their little minion to grow into a full sized animal.

The micropig trend, partly inspired by Paris Hilton in 2007, quickly turned into a pet accessory must-have amongst celebrities and Youtube vloggers, many of whom dedicate

whole Instagram accounts to their [piglets' lifestyles](#). And just as these pigs won't slow down growing up, it looks like the teacup pig trend won't be slowing down anytime soon either!

Influencers Eat for Free

Foodie instagrammers, take note - if a free sushi dining experience sounds in line with your content, a particular restaurant in Milan might be worth checking out. Although there are six "This is not a Sushi bar" restaurants to be found in the city, one of the locations [allows payment for meals using instagram posts](#) - if your following is substantial enough, of course.

This is a perfect example of how the hospitality industry is continuing to reap the benefits of influencer marketing, as attractive photos of their food and dishes spread quickly online and attract new hungry customers, eager to dine at the same restaurant as their Instagram idols. Restaurant owners want to attract millennials, and "2.0 word-of-mouth that could make our brand strong and viral."

Speaking of Influencers...

- [Micro-influencer marketing is on the rise](#), so if you don't meet the 200k quota of Milan's sushi bars, but your account demonstrates a loyal following, you could still be a potential partner for smaller brands to work with when promoting their products through advertisements, competitions, and giveaways.
- However, the world of influencer marketing [isn't always glamorous, easy, and simple to navigate](#). Audiences are becoming more weary of sponsored posts, campaigns can come across as fake and contrived, competition is fierce, and transparency is vital.
- If you do have your heart set on being an Instagram influencer, [we've put together some tips](#) to get you started and send you on your merry and authentic way, so you can post your most creative content! From choosing your niche to choosing the right hashtag, you'll need to learn the basics and the more intricate business moves. And it's not just influencers who should take note - [brands also need to learn the](#) ropes before they reach out to the account which will be most representative of their company and products.
- What's the best influencer marketing strategy anyway? Affiliate programs, referrals or customer programs? Read about some mistakes we made and [our takeaways](#).
- And now that Halloween is nearing its end, and the holiday season approaches, here's why you should consider [incorporating some influencer marketing into](#)

[your company's Christmas campaigns!](#) Schedugram can also help to make your Instagram bizz adventures a lot easier and effective with automated scheduling, analytics, editing tools, and more - try our [7 day trial](#) for free and full access!

SAMPLE 3:

Facebook

Another Week of Controversy

The fingers are once again being pointed at Facebook regarding data malpractice, this time by a British MP and former app developer. Recent documents reveal how Facebook [provided Netflix and Airbnb with exclusive data](#) access in 2015, giving them an advertising advantage. The allegations form part of a lawsuit against Facebook for violation of promises to developers, as well as a larger inquiry into fake news on social media.

MP Damian Collins, who is suing Facebook, claims that the company lacks “straight answers.” Other emails used in the case reveal [Facebook's strategies for competing with other apps](#), which include harming businesses by denying them access to data. Communication from Zuckerberg from 2012 even show how he considered selling user data in return for ad spending.

Another controversy is the connection between Cambridge Analytica, Donald Trump, and Brexit. Since Facebook changed their policy about user data access in 2014, many third-party apps have complained [that they relied upon this data](#), such as Ted Kramer's Pikini app. Facebook are also finding themselves needing to clarify their [admin rights terms](#), and are facing [instances of password-hacking](#) where numerous users have been locked out of their account.

New Features

Facebook have now officially [rolled out their new Group Stories feature](#). Group members can participate in collaborative stories, by adding images from their photo roll, text, effects, and stickers. Another new features is the Pinterest-like [shareable collections](#), which allows you to [share gift ideas](#).

Twitter

Customer Service Tweets

Social media is becoming an increasingly popular platform for voicing reviews on products and services. According to a survey carried out by Sprinklr among US adults, over 70% of millennials comment on Twitter about company customer service. How customers are treated, and how a company responds to their queries and concerns, is central to successful brand loyalty growth.

So, as millennials are a powerhouse target demographic, it's probably wise to take note! Ross Paquette, founder and CEO of tech startup [Maropost](#), comments that a business's success "depends on taking company-customer relationships from transactions to connections." This means more potential innovation in the future in the field of customer service, to improve user experience and communication.

Twitter Around The World: Top Hashtags

The top trending hashtags on Twitter in 2018 [hailed from Asia](#), with tags like #TrumpKimSummit and #GE14 taking the lead. The film #CrazyRichAsians and cave rescue initiative #ThaiCaveRescue generated a similar buzz. The #MeToo hashtag also originated in Asia, and developed into a global social movement, making it one of the most influential moments on Twitter in 2018.

[In India](#), movie title tweets such as #Sarkar and #Viswaram also topped the list, as well as emergency situation alerts like #KeralaFloods. Celebrity, politician, and athlete mentions [topped the twitter trends in Canada](#), while [Donald Trump's account](#) ranked as second most-mentioned among Canadians. Trump's account was also popular in [Israel's Twitter statistics](#), while the country's most tweeted post was just three words: "Thank you Europe," referring to Israel's Eurovision victory.

[New Zealander tweets](#) focused on the World Cup and politics, while similar political attention in Ireland made #repealthe8th and #brexit the [top trenders](#). Globally, ["Fortnite" was the most tweeted game](#).

Instagram

Highest Paid Influencers: The [Instagram rich list](#) is out, with fashion and beauty influencers raking in the highest returns. Thanks to exposure gained through hashtags such as #OOTD and #shelfie, successful bloggers attract a wealth of followers and up to \$33,000 per Instagram post.

The top fashion influencers included Bella Hadid (21.5 million followers), Emily Ratajkowski (20.7m followers), and Chiara Ferragni (15.6m), all claiming upwards of \$19,000 per post. Top beauty influencers include Huda Kattan (29.7m followers) and Zoe Sugg (10.3m followers), who earn upwards of \$16,000 per post.

Group Stories: Group Stories have [now been released](#) after an initial testing period. Like-minded users can form groups and post in to them in a similar manner to stories, using content from their own camera rolls and other emojis, text, and gifs. Group Stories are part of Instagram's move towards building community on the platform.

Each group has an admin, who can control what exactly is made available on the Group, similar to Pages admins. Group Stories is easy and intuitive to use, and promises to be especially popular among younger Instagram users. According to Facebook executives, [Stories are the future of social sharing](#).

New Scrolling Feed: Instagram is testing a [side-scrolling feed view](#), formatted in a similar manner to Stories, as the Story feature has proven immensely popular on the platform so far. This is mainly because of its usability, ease of navigation, and promotion of "live" interaction. A future Instagram may see side-swiping as optional, giving users the chance to activate a fully aligned, horizontal feed - but the company are also aware of the need to keep quality imagery as the core appeal of the app.

Adding Alt Text: Both personal and business Instagram pages [can now add alt text](#) to their photos, to improve accessibility and findability. This alt text can be read by screen readers, so people with visual impairments can glean a more accurate picture of the image, as described by the product owners or photographers themselves. To caption photos, navigate to "Advanced Settings," and make sure to choose words which reflect your brand and adequately describe what's going on in the image.

What's New at Sked

Year In Review

Social Media Tips 2019: For the pros who want to get ahead of the game and jump on the 2019 Instagram trends, the experts Neil Patel, Adam Singer and Jon Loomer [go into all the details](#). Social media marketing is becoming more and more refined, and you need to have a sound strategy if you really want to improve your ROI through online platforms. We cover everything from how to humanize your brand, add variety to your ad campaigns, publish videos, and how to best leverage chatbots.

Top Instagram Trends 2019: On the topic of social media tips, here are [the top 10 Instagram trends](#) you will need to act on next year. From nano influencer marketing and personalized content experiences, to customized name tags and brand-specific AR filters, there's no lack of choice. Considering that 80% of Instagram users follow at least one business, there has never been a more important time to take advantage of the app's marketing tools!

Best Social Media Campaigns: Need some inspiration for your next media or marketing campaign? [2018 saw some of the best and most creative campaigns](#) from top brands and companies, from Nike to Spotify. The takeaway? Embrace the digital, stay original, and be a catalyst for an impactful cause.

Stay Tuned for 50 Social Media Statistics to Guide Social Media Managers Into 2019!

Curious to see how Sked Social could help kick-start and organise your 2019 social media marketing? Our social media management software includes tools and new features such as post creators and scheduling, photo editors, product tagging, calendars, and more. Sign up for a [7 day trial](#) - it's free!

SAMPLE 4:

Instagram News

IG Gift Guide: When it comes to interesting hashtags, there are no boundaries. In the lead up to the holidays, brands have been taking full advantage of the hashtag creative scope, in the form of a gift guide. Six popular and unique hashtags, such as #catsofinstagram, #oddlysatisfying, and #vaporwave, [now feature in brand campaigns](#) which colorfully display a range of products which all make perfect gifts for the holidays.

In The Works: The latest new Instagram feature in the works is [the Creator Account](#), aimed at high-profile influencers. This account will give influencers more in-depth control over analytics and messaging, as well as more streamlined communication with brands.

IG Voice: Sometimes, text just isn't enough. Now, you can [record and send audio messages via Instagram](#) direct messaging. Whether you want to sing Happy Birthday to someone special, or tell a secret which you're just too excited about to write in words, just make sure you can fit everything into a one minute recording!

Ban On Hashtags: Instagram is cracking down on [the use of eating disorder-related hashtags](#), which often lead vulnerable users to harmful and triggering content. The app incorporates ways for users to reach out for help and support if necessary, and Instagram is committed to updating their unsearchable policy and keywords.

Facebook News

Commemorate Moments: Everyone loves to look back on memories and share past experiences among friends and family online. [The life events feature on Facebook](#) is designed to do just that, allowing us to remember and reflect on milestones. With the New Year approaching, there's no better way to set new goals than by first realising how much we have already achieved over the past few years.

Facebook are now providing animations, photos, icons and videos to help users illustrate their finest moments. Whether you want to celebrate an engagement or a new job, or remember a fantastic party, you can share your commemoration to your friends

in your Facebook feed. Life events can now even be highlighted in dedicated sections of your Facebook profile.

Highlights: There's only three weeks left in 2018, so now is the perfect time for [Facebook's 2018 Year in Review](#) display. The focus of this year's review will be how communities around the world have managed to connect with each other on the platform.

The review also focuses on significant events and moments from 2018, such as International Women's Day, March for Our Lives, Civic Engagement, The World Cup, and Nelson Mandela's 100th birthday anniversary.

LinkedIn News

Visibility Redesign: The design of LinkedIn's share-box is [getting a revamp](#), so that users will be able to easily control who can view their content. Users now have more leverage over the visibility of their posts, and the links they share on their feeds. As well as the redesigned share-box, a drop-down menu allows you to choose from a selection of visibility options, ranging from "Public" to "Connections."

New Privacy Setting: The professional network is [improving their privacy settings](#), and it is now no longer possible for users to export emails and addresses. This will give users more control and privacy, as they can now activate parameters around who can view their details.

Data Violation: LinkedIn are currently facing accusations of [data-protection violation](#), after using 18 million email addresses to buy targeted ads on Facebook. These emails were not even members of the network. LinkedIn has admitted to the activity and resolved the complaint.

Pinterest News

Top 100 Trends of 2019: Pinterest have released the [top 100 trends for 2019](#). You can [download a pdf of the full list](#), if you are curious about the interesting and unusual ideas expected to grab the world's attention next year. Whether you are a food lover, beauty guru, interior design enthusiast, or fashion seeker, the top searches on Pinterest are bound to include something which catches your eye.

Learn From This Business: Pinterest isn't just about sharing images of beautiful products - the platform is now [helping the baking company Pie Provisions](#) expand nationally. The Georgia-based company started using the Promoted Pins feature on Pinterest to grow their business and reach their perfect customers. Founders Lauren and Cody are now distributing their special "do it yourself" pie-crust making kit around the country.

Levi's Collaboration: Pinterest and Levi's have joined together on the clothing brand's personal styling tool. Levi's customers can now create customized Pinterest boards, choosing from a variety of images, by using the "Styled by Levi's" tool. Customers are provided with styling recommendations based on their choices and shopping history.

Twitter News

Market Surge: Despite its problems in July with bot accounts spreading politically and commercially charged messages, Twitter now holds the biggest gain on the [Entrepreneur Index](#), which tracks the top 60 publicly traded companies. While other stocks seem to be languishing, Twitter are leading the technology sector, rising even higher than Netflix, with a 5.25 increase.

Twitter's gains increased to 17 percent in the past month, which [marks the best performance in the S&P 500](#) and exceeds NRG energy's 10 percent surge. If the platform continues to purge fake accounts, it will become more attractive to advertisers, and this could increase the company's hold on the stock market even further.

Myanmar Tweets: Since tweeting about his "amazing" holiday in Myanmar, Twitter chief Jack Dorsey responded to criticism about his posts by claiming he [doesn't "know enough" about the country](#). He insisted that he did not intend to overlook or trivialise the "human rights atrocities and suffering" currently taking place in the country, and that Twitter is taking action against instances of hate speech and extremism on the platform.

What's New At Sked

Social Media Management 2019: For social media managers, 2019 promises to be an exciting year with new features rolling out across all platforms. Social media strategy has become central to successful business and marketing campaigns, especially for

brands and services who thrive from connecting with their audience online. The statistics speak for themselves.

[Some of the top findings](#) which social media managers should keep in mind when devising their clients' strategy next year include:

1. On Instagram, images are still the most important factor, taking up 85% of the platform's postings.
2. Instagram videos are most likely to result in comments and likes.
3. Facebook has the highest engagement rate among college users - up to 77%.
4. Half of all millennials use Pinterest every single month.

New Sked Tutorials: New to Sked? We're now giving you [the full run-down on how to add all your social media accounts](#), from Facebook to Twitter to Instagram, onto Sked Social. The Manage Accounts page allows you to view and access all of your social media platforms, posting, and automation scheduling in one place.

We've also put together a [step-by-step guide](#) to uploading and managing all of your content on Sked. Since our rebrand from Schedugram to Sked Social, our dashboard has been redesigned along with other improvements, and we want to make sure that all of our users can stay up to date with the new look. Whether you are uploading content to a single or multiple channel, we've got you covered - social media management has never been so efficient and easy!