

# **STAYING AHEAD**

## **Critical Changes to Social Networks (and How to React)**

2014 Edition.

# Table of Contents

Introduction

3

Facebook

4

Pinterest

15

Twitter

21

LinkedIn

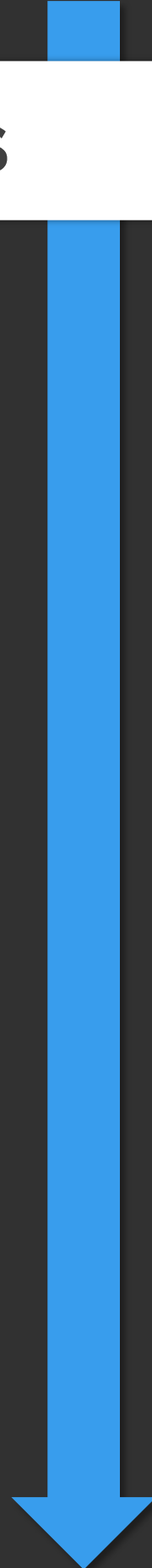
27

Google+

30

Instagram

33



# How the Heck Can I Keep Up With Social?

We hear this question a lot, and rightfully so. Modern marketing means keeping pace with some of the fastest-moving companies on earth, including Facebook, Twitter, LinkedIn, Google, and Pinterest.

**We created this guide so you can stay ahead.** Use the following pages to get a quick recap of important changes in the world of social from the past 12-18 months and learn some practical tips to execute.

With marketing love,



Sasha Laferte  
Content Associate  
HubSpot



Brittany Leaning  
Community Manager  
HubSpot



# 2013 FACEBOOK UPDATES

**Star Ratings**

**Social Graph Search**

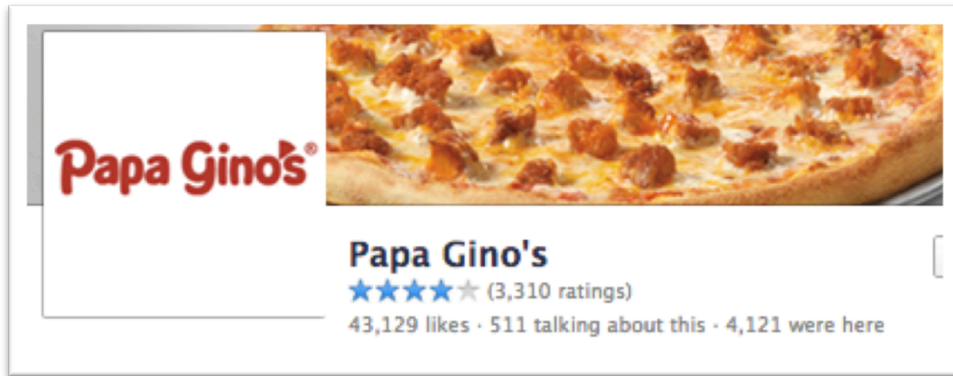
**Clickable Hashtags**

**Facebook Replies**

**Trending Topics**



# Star Ratings



## What is it?

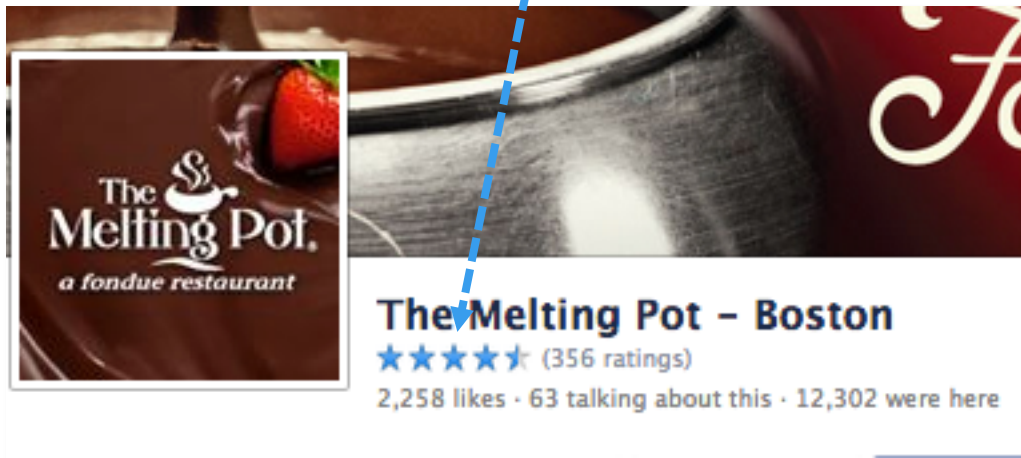
Facebook now has a rating system for businesses, similar to Yelp. Users can rate your company on a scale from 1 to 5 and write a comment. This feature has been available for quite some time, but only in 2013 did Facebook place the rating right under company names. This feature can be disabled, but doing so will also automatically disable the check-in feature for your business, meaning users won't be able to share that info with their friends.

## Why is it important?

This is a helpful tool for measuring customer satisfaction beyond just "likes." Use this to focus on qualitative feedback and engage fans and loyal customers by asking for ratings on your page. Don't "game" the system, but definitely make it known through offline and online calls-to-action that you're looking for ratings.



Star ratings can be found on brand pages under the business name. The total number of ratings a business has received is next to the star rating.



## How to use it:

- Stick to your roots by focusing on the quality of your business and customer satisfaction, not the ratings. Be attentive to unhappy customers on social media and in person.
- Users can find options to review your company on the right column of your business page underneath the “invite your friends to like this page” module.  
[Here are Facebook’s step-by-step instructions for this feature.](#)
- DON’T tell your employees to leave fake reviews – ratings have become so common online that customers can see through this tactic and instantly lose trust in your company.



# Social Graph Search



## What is it?

For over a year now, Facebook has offered “Graph Search” to users and businesses, promoting the feature to its users as a game-changer. But not until September 2013 did it have real implications for content discovery. Graph Search now pulls from status updates, photos, check-ins, and comments across Facebook.

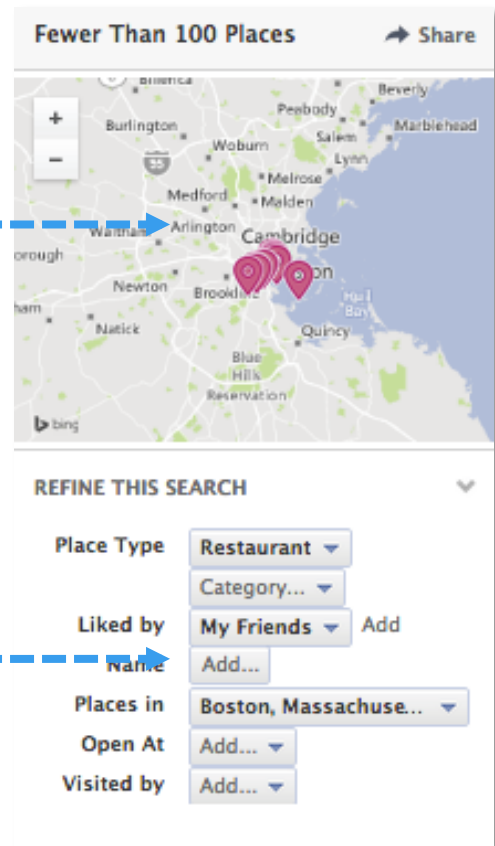
## Why is it important?

This feature opens up a slew of opportunities for marketers. Perhaps the biggest is the ability to monitor Facebook posts about events or promotions. In the past, searching for “Dancing With the Stars” would show you related brand- or fan-created pages – now, you can see the actual, public conversations, similar to searching on Twitter (provided Facebook users have made their posts public). You can also identify opportunities to create content to add to the conversation, as well as track brand mentions. Now THAT is game-changing!



After a search, several filters show up. This map also shows up because it was a local business search: “boston brunch places my friends like.”

Check out the filters that show up for searches you care about. Use that info to complete your business’s Facebook page to get found.



## How to use it:

- Fill out ALL of your profile information. Pay special attention to your business’s hours, address, name, and category, as these are all options users can specify in their search. Learn more about this algorithm update [in this blog post](#).
- In the “about” section of your profile, use relevant [keywords](#) that will help optimize your ranking and get you found, similar to Google.
- Lastly, run searches regularly yourself to see what’s being discussed that relates to your business, survey the competitive landscape, and/or get ideas for content.





# Clickable Hashtags



E! Online

New York Fashion Week is coming! Want to ask for fave fashion icon a question?

Send in your #AskFashionWeek Instagram vids and we'll show them directly to #NYFW royalty to get their answers!



## What are they?

These are similar to hashtags on Twitter: words or phrases marked by the # symbol that tag a post (i.e. describe its contents and relate it to other, similar content). Clicking a hashtag is similar to searching for that keyword or phrase: You'll see a list of content that also includes the hashtag, like #Olympics, #ThrowBackThursday, #marketing, and so on.

## Why are they important?

Hashtags are beneficial for a few reasons: They help you expand reach to new audiences if you create content relevant to a popular, pre-existing hashtag (like #Olympics). They also allow you to discover popular sentiments about a topic and participate in conversations relevant to your business.



HubSpot Customer Tip: You can track the effectiveness of your hashtags and tie it to the rest of your campaign metrics using the campaigns feature in social media publishing. [Read more.](#)



Starbucks  
January 25

Lazy day latte. #VIAlatte #vanillalatte



Starbucks used the hashtag #VIAlatte to promote its drink.

It also included the #vanillalatte to expand its reach with a non-branded term.

The image reinforces the hashtag and improves sharing.

## How to use them:

- Look for and use hashtags that are popular and relate to your brand. This can help you join a larger conversation, get found, and grow followers and/or leads.
- Create hashtags specific to an [event](#) or campaign to generate buzz for that campaign.
- Make sure the hashtags aren't in the link, article, or image. The hashtag **MUST** be in the actual description part of the post that you type to make it clickable and searchable.



# Facebook Replies



## What are they?

Replies allow you to respond directly to a comment underneath another comment in a given Facebook post. Prior to this update, conversations were less organized and harder to follow on Facebook.

## Why are they important?

This feature allows you to respond directly to fans, customers, leads, and prospects. It's great for community management because it feels more human and customized, but these replies also help you nurture your connections one-to-one, meaning you can offer more tailored answers, information, and/or links.



Here's one use for Facebook replies: Hosting Facebook chats.

The post itself uses typical best-practices: copy, a link, and an eye-catching image.

All participants, including you, can now reply directly.

Caption explaining Facebook chat:  
[www.LinkToRelevantEbook.com](http://www.LinkToRelevantEbook.com)



**BRITTANY LEANING**  
SOCIAL CONTENT EXPERT  
Ask me about social media content!  
Today from 1-2pm ET.

Question by User



Reply by Expert

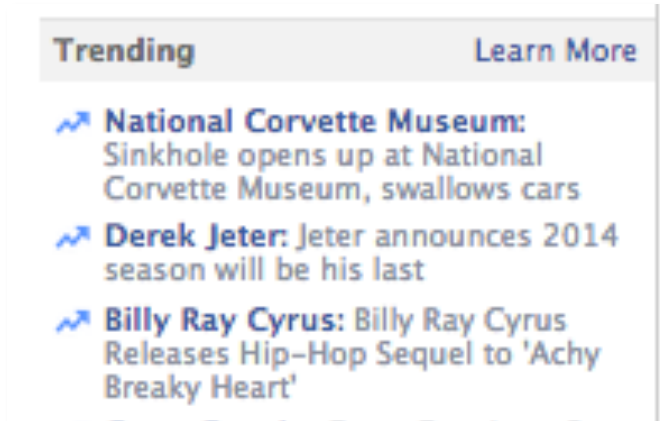


## How to use them:

- Read and respond to individual comments to engage and connect with leads and customers on a personal level.
- Encourage conversation between fans of your business. Creating a community around your Facebook page is an effective tactic to keep people engaged in your page.
- Host a [Facebook Chat](#) (see picture above for details). This chat should have a clear goal, topic, call-to-action, and tracking token.



# Trending Topics



## What are they?

Trending topics allow everyone on Facebook to see what other people on Facebook are talking about. Topics usually include sports, politics, and, well, Justin Bieber, among other things. Users can click through to see related articles, pictures, and statuses that have been shared with that user or publicly. This update came out in early 2014, but we felt we needed to include it.

## Why are they important?

Trending topics are essentially hashtags being discussed by a ton of people at a given point in time. This represents an opportunity for marketers to create and post content referring to these topics in the hopes that others diving into the discussion will find you. You can also join relevant conversations that will be seen by more potential customers. However, it's important to pick appropriate topics based on your brand or customer expectations. Posting Bieber images when you sell research to CEOs may not work so well, for example.



### Trending

[Learn More](#)

- ↗ **National Corvette Museum:** Sinkhole opens up at National Corvette Museum, swallows cars
- ↗ **Billy Ray Cyrus:** Billy Ray Cyrus Releases Hip-Hop Sequel to 'Achy Breaky Heart'
- ↗ **Josh Homme:** Josh Homme Drops F-Bombs on Imagine Dragons and the Grammys Onstage
- ↗ **Graco:** Millions of Graco child (but not infant) seats recalled
- ↗ **Shaun White:** Shaun White Misses Medal in Halfpipe, Leaves Sochi Empty Handed

During the Winter Olympics, Shaun White was trending.



### X Games

From X Games to Sochi, here's a look at the rivalry between Iouri Podladtchikov & Shaun White that took a new twist today.



2014 Sochi Olympics -- Podladtchikov, not White, provides storybook ending in halfpipe - X Games  
[xgames.espn.go.com](http://xgames.espn.go.com)

In what many thought would be Shaun White's crowning moment, it was Iouri Podladtchikov who provided the storybook

Like · Comment · Share · 866 · 47 · 13 hours ago ·

X Games posted about White at the same time. Facebook users who clicked the trending topic could thus find this content.

## How to use this:

- Keep track of and jump in on trending conversations related to your business. This will keep your company relevant and expand your reach.
- Make sure to use the title of the trend. For instance, if the trending topic was “slopestyle” (an Olympic event), then use that exact term and tangential terms (e.g. “snowboarding”) if you wish to capitalize on this trending topic example.
- Try creating content specifically around trending topics, as applicable. There is a “newsjack” component to this. For more on newsjacking for your marketing, [read this blog post.](#)



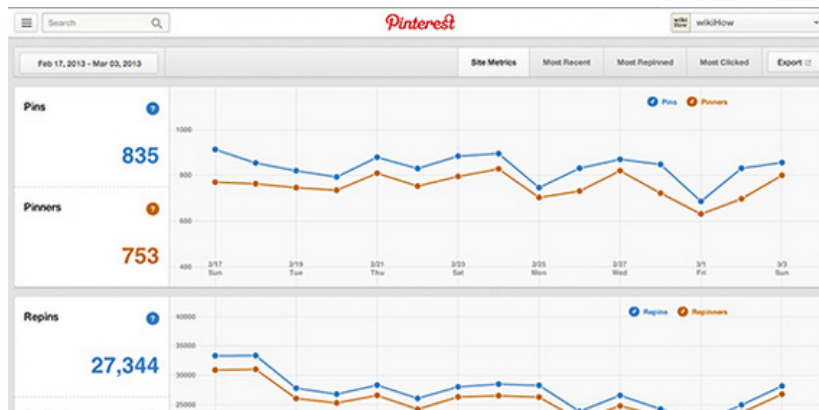
# 2013 PINTEREST UPDATES

**Free Web Analytics**

**Rich Pins**



# Pinterest Analytics



## What is it?

Pinterest now provides free analytics tools for business accounts, giving you more insight into your performance, ranging from impression and click data to engagement and behavior data.

## Why is it important?

In short, you can more easily measure your influence, both in terms of activity on Pinterest itself (e.g. content you pin) and from your website (e.g. your content getting pinned by users). This helps inform your content strategy and branding, but thanks to Pinterest's proven success with ecommerce marketing, its analytics can also help reveal top-performing products.

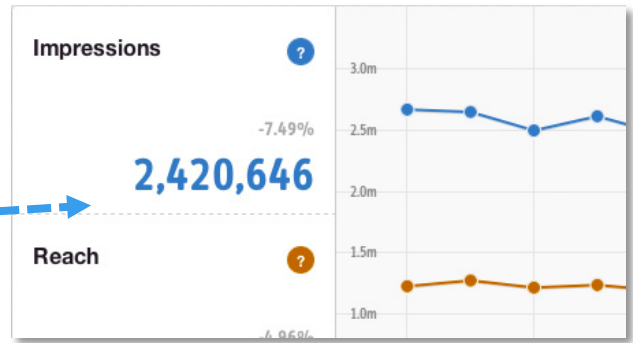


HubSpot Customer Tip: You can see how many customers Pinterest or any other social media channel is generating for you in your Sources Report. So Social Media ROI becomes clear. [Read more](#)

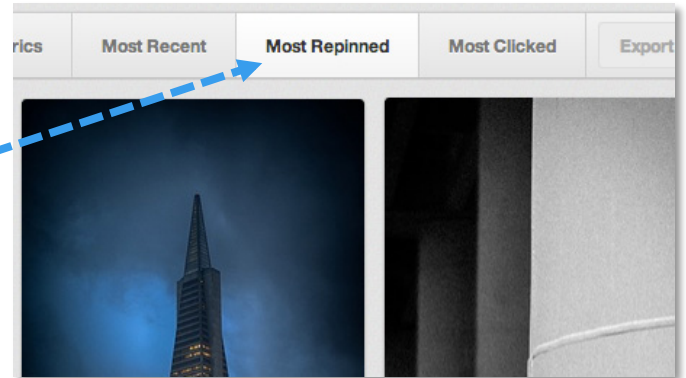




Data like impressions and total reach can help you gauge Pinterest success and craft a better strategy.



Most Repinned is an easy way to determine the content with which audiences engage most. Visit this often.



## How to use this:

- First, make sure you have [a verified website](#). If you don't, you won't be able to take advantage of Pinterest's web analytics.
- Once verified, go to the top-right menu on your Pinterest page and click "analytics."
- You can watch this [video tutorial](#) to understand how to use Pinterest Analytics. And [here's a blog post](#) HubSpot wrote that walks you through how to measure success on the visual social network.



# Rich Pins

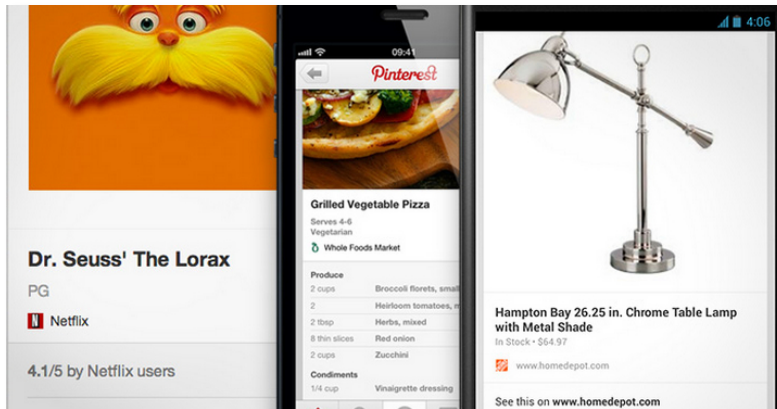


Image source: Pinterest

## What are they?

In September 2013, Pinterest launched several new kinds of rich pins, each designed for different types of content:

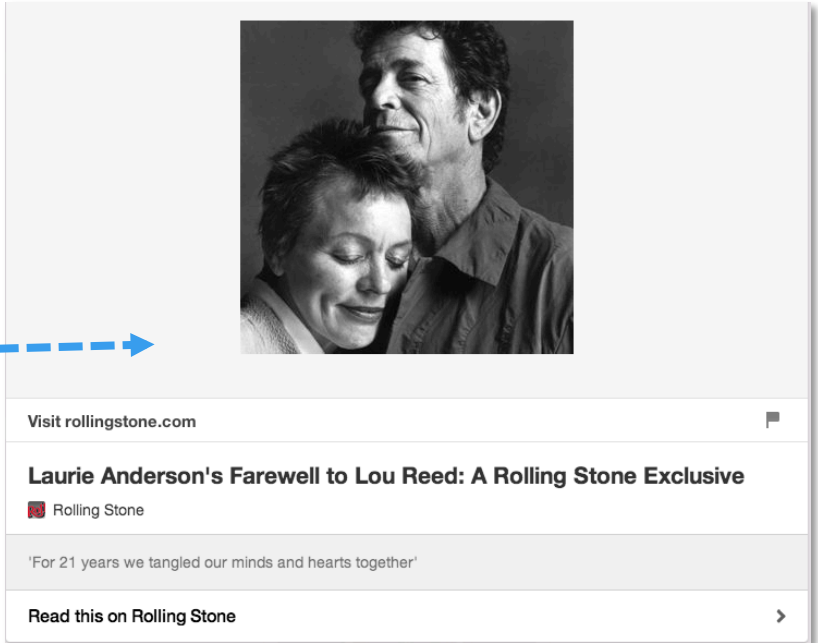
- **Article pins** include a headline, author, and story description.
- **Product pins** include pricing, availability, and where to buy.
- **Recipe pins** include ingredients, cooking times, and serving info.
- **Place pins** include a map, address, and phone number.
- **Movie pins** include reviews, cast, and ratings.

## Why are they important?

This new feature allows you to include new things on your Pinterest page that otherwise may not have been visually interesting or successful. The repercussions are huge for your marketing content too: All of that written content -- a favorite of marketers -- now has its own pin type, whereas it fell flat on the social network before the update. In short, it's time to consider Pinterest as a major option for content distribution.



Article Pins, a common type of rich pins, include headline, author, and the story description. Any business can use these to promote their blog or share related content.



## How to use this:

- Follow Pinterest's [official setup instructions](#).
- Be selective about the type of [rich pins](#) you use that may be best for your specific content and business. Two tips to help:
  - Article pins can and should be shared frequently, along with the usual visual content that works well on Pinterest.
  - The more company-centric rich pins (e.g. product pins or place pins) should be a part of your content sharing mix, if those are applicable to your business. Like any good content and social strategy, you want to provide useful or entertaining content as a larger percent of your sharing, compared to me-first content. This is how you build a loyal following that you can then convert.



# 2013 TWITTER UPDATES

**Images in Twitter Feed**

**Lead Generation Cards**



# Images in the Feed



## What are they?

Twitter now automatically shows images right in the feed as you scroll (much the same as other social networks, like Facebook and Google+). Users on Twitter no longer need to click a link to see the image.

## Why are they important?

HubSpot ran some A/B tests and determined that including an image can increase lead generation by 55%. It also improves clicks, retweets, favorites, and overall engagement. This is GREAT news for marketers, who can include text (like a headline), a link to content or a landing page (per usual), and now, a link to an image to draw people's attention in the noisy feed.



Nike use the “Add photo” option when drafting this tweet. It stands out in the feed because the graphic automatically appears as users scroll. (The URL is automatically added by Twitter.)



**Nike Football** @usnikefootball · Feb 2

When it's the game of your dreams, play the game of your life. @Seahawks  
#justdoit pic.twitter.com/egkz2JTYCo

Promoted by Nike



## How to use them:

- Along with your text-based tweets, add compelling visuals. [Here are 10 free design tools that can help.](#)

- When you post or schedule a tweet, use the “Add photo” button to upload your image. The button looks like this:



Add photo

- Your image size be around 440 x 220. Another way to look at it: For the visual to appear right in the feed like the example above, the height of the image should be half the width (or less), making it a horizontal rectangle.



# How to use them (cont'd):

## A Few More Tips to Using Images in the Twitter Feed:

- Limit the size of your photo to 3MB.
- Be frugal with your text. Uploading an image means Twitter automatically adds that image URL to your tweet, which usually takes up ~26 characters of the 140 you can use.
- In many cases, it's important to include the text and image (as discussed earlier) but ALSO add a link to your content or landing page. Some tweets may just be for exposure and getting followers, but others should drive traffic to pages you own.

**Levi's effectively uses text plus an image, as well as a call-to-action (the link to their site, which appears right after the text):**





# Lead-Gen Cards



## What are they?

Twitter Cards are multimedia drop boxes you see below a tweet. A lead generation card is a specific version of this feature that allows marketers to collect information (like email signups) right from within a tweet – no clicking to a landing page needed by the user. (NOTE: This is only for promoted tweets, not your usual organic posts.)

## Why are they important?

This is an easy way to help generate leads, as it decreases the actions a user needs to take to convert and theoretically decreases drop-off. Twitter also provides custom analytics to show the performance of your cards, including leads, cost per, and ad spend.



HubSpot Customer Tip: Use the color-coding in Social Inbox to quickly see which Twitter mentions are from leads, which are from customers, and which are from people completely new to your company. [Read More](#)





**HP Cloud** @hpcloud 2 Oct  
Developers & #Startups - Get cloud computing thought leadership, product news from HP & more from our newsletter. [hp.io/6017bGtv](http://hp.io/6017bGtv)  
[View promotion](#)

**Register for the Quarterly HP Cloud Newsletter**

**You know HP.  
Get to know HP Public Cloud.**

**Sign up here!**

Share your name and email address with HP Cloud

The lead-gen card appends right onto the tweet.

The image captures attention in the feed.

The call-to-action is concise and obvious.

## How to use them:

- Log in to [Twitter Ads](#).
- Create or select of a [great offer](#) – content offers in particular are pivotal to great inbound marketing.
- Set up a CRM end point integration. For a step-by-step tutorial on doing this and creating lead generation cards, click [here](#).
- For more in-depth information on how to use Twitter lead-gen cards, as well as some setup info, [read this blog post](#).



# 2013 LINKEDIN UPDATES

**Showcase Pages**

# Showcase Pages



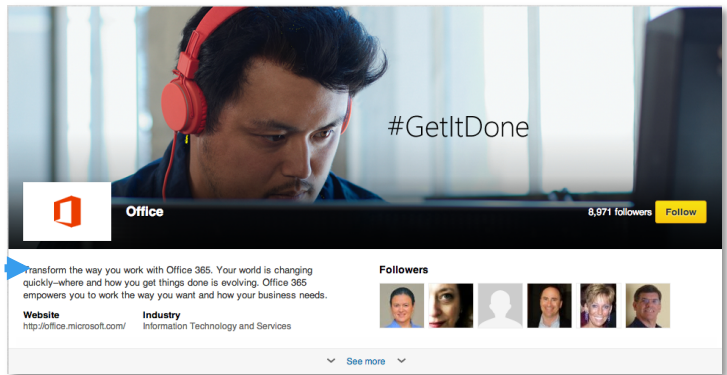
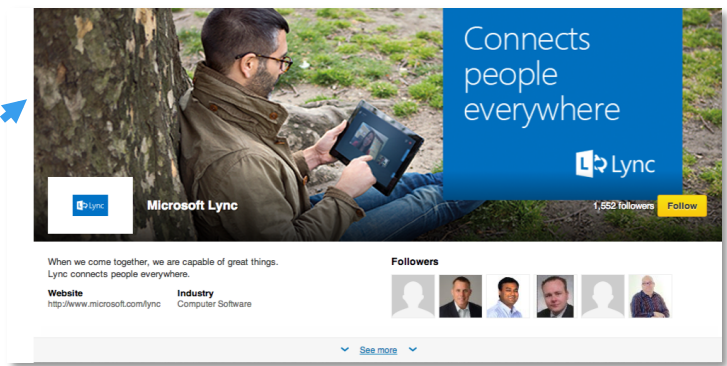
## What are they?

These allow businesses to create niche pages off of their main page to showcase things like specific products or even market the company or core product to a specific buyer persona. This allows you to drill down into each of your target customers more deeply and keep content personal and interesting. This new feature is best for companies with numerous personas that require different content strategies. Each company can create up to 10 free pages.

## Why are they important?

In a word, segmentation -- Showcase Pages help you segment your LinkedIn presence to explain your company, mission, and/or products for specific subsets of your audience. This makes it easier to keep multiple buyer personas engaged with relevant content or market different products to the same audience.

Here, Microsoft has created different pages based on its different products. Copy and imagery changes to match the target users.



## How to use them:

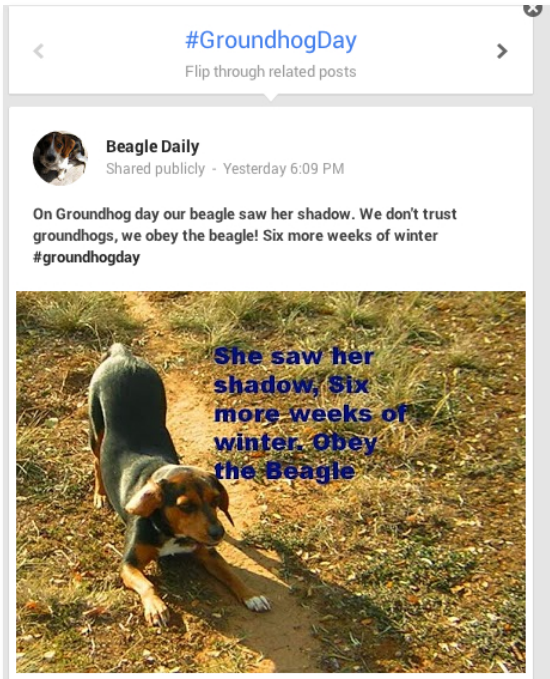
- Determine whether you need Showcase Pages. How many buyer personas do you have? How different are they? Do they require different content strategies? If so, Showcase Pages could help.
  - Users with only one buyer persona and not much product variety may choose to use Showcase Pages to advertise events or campaigns instead. Otherwise, multiple pages may not be necessary.
- [Next, create your Showcase Pages.](#)
- Lastly, understand and execute each persona's [content strategy.](#)



# 2013 GOOGLE+ UPDATES

**Related Hashtags**

# Related Hashtags

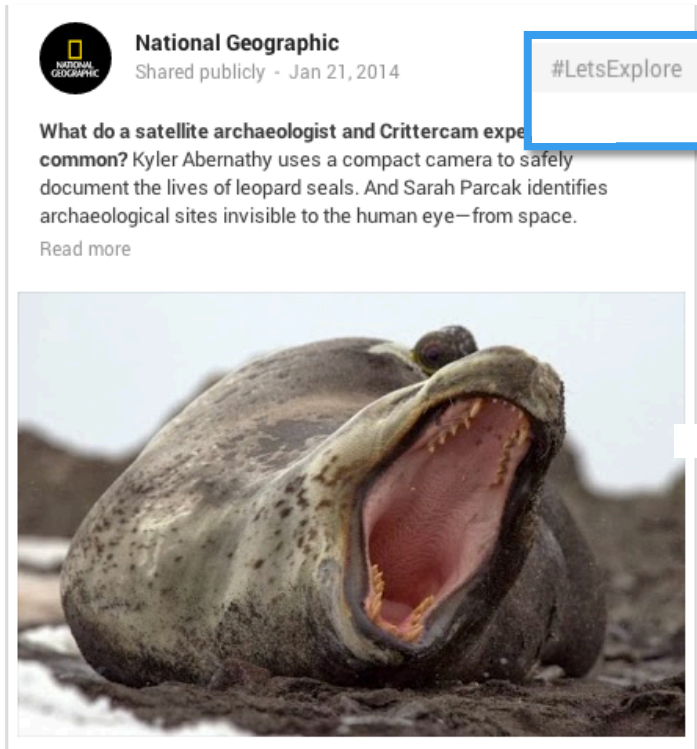


## What are they?

Google+ will now look at your post and automatically add hashtags (if you haven't added your own), which users can then click to see related content posted from other users and brands on Google+.

## Why are they important?

The benefits are very similar to posting and following hashtags on Twitter and Facebook. Hashtags allow for easy ways to search for relevant content for users, meaning a company's content can be discovered more easily by using popular or relevant hashtags. They also aid in discovering relevant conversations, where you can engage audiences.



National Geographic tagged this post with #LetsExplore. (Shown enlarged.)

Users who scroll over the blue tab would see #archaeology, which is a hashtag suggested by Google based on the content of the post to improve its discoverability.

## How to use them:

- Decide on the [most relevant and useful hashtag](#) for your post(s), whether based on your content, popular and trending topics, or specific events.
- If you want to remove a related hashtag suggested by Google, simply move your cursor over the hashtag and click the “X” that appears.
- If you want to opt out of related hashtags altogether, click on your Google+ settings page, click on the “Hashtags” section, and uncheck the “add related hashtags” box. **Note that this could decrease the odds your content is found on Google+, simply because it will include fewer hashtags. Be sure to add 1-2 of your own if you disable this feature.**



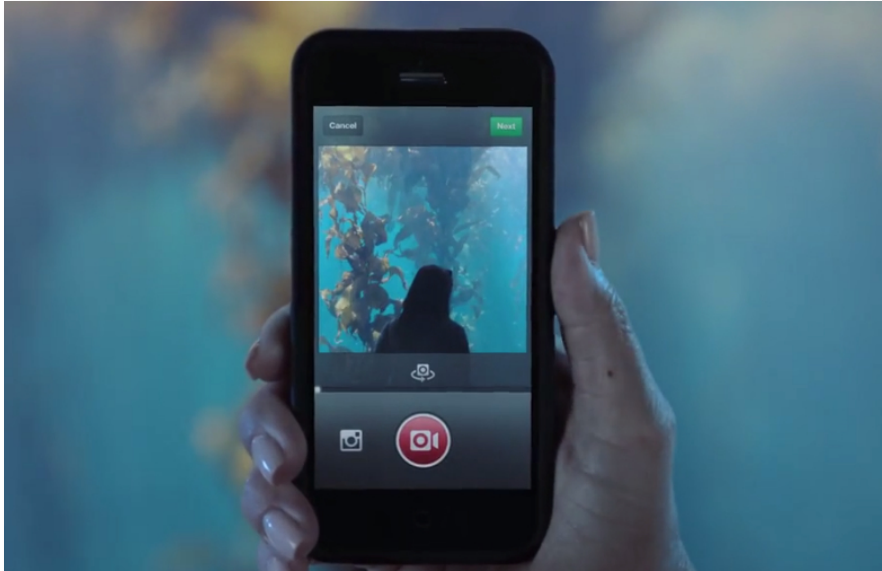
# 2013 INSTAGRAM UPDATES

**Video & Direct Messaging**





# Video & Direct Message



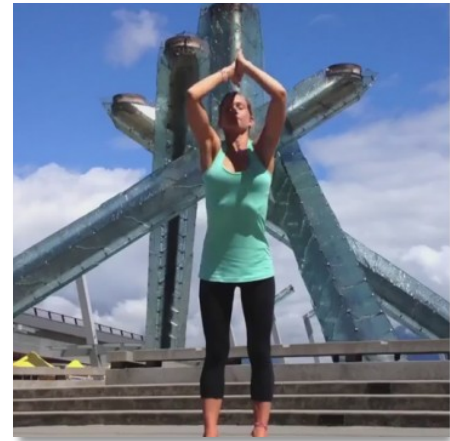
## What are they?

This is exactly what it sounds like: Instagram launched two types of new messages, videos, and direct (private). Some facts to know:

- Instagram videos can be up to 9 seconds longer than the longest Vine videos (15-second max vs. 6-second max).
- Engagement is the key metric to look at when measuring Instagram, as it's still more difficult to measure direct ROI than some other social networks.

## Why are they important?

This is a new way to engage followers and build brand awareness, while also treating your audience in a more human way. (Remember: you're competing for attention on platforms like Instagram and Facebook where users are engaging friends, family, and media outlets).



Lululemon provides one great example of Instagram video used for marketing purposes. They recently produced a series of videos of a woman doing yoga in front of various scenic backdrops. It showcases the product, but more importantly tells a story. Users can look forward to tracking where in the world she'd be next.

## How to use this:

- **\*PRO TIP\*** Make a video that tells your brand's story or is helpful to the viewers in some way. This is only a 15-second video so it should be simple. Need some help? Here's a [simple guide](#) on how to make a marketing video.
- Take advantage of stop-and-go recording, video filters, custom still frame, and everything else. Check out [this post](#) for details on some of the features.

# BONUS:

## Some Nice-to-Know Updates



### Twitter Goes Public:

While this shouldn't change your approach, it was a major update in the social media world. It may also have repercussions for Twitter's business offerings down the road: Some predict Twitter's recent purchase of other companies could mean better ad targeting and analytics.



### Facebook Updated Algorithm ... Again:

The new [algorithm update](#) aims to deliver more news. The importance of text status updates from companies have also been demoted in the newsfeed, meaning links within the "link-share" (i.e. attaching links via the button below a Facebook post, rather than just pasting a link into your update) will be more important.



### Vine Vanity URL:

Now you can register a [vanity URL](#) of your choice (so long as no one has picked it yet) with Vine. This allows companies to point to a singular web location with a branded name to find all of their Vine content.



### SlideShare's Infographics Viewer:

With a large, highly engaged audience, this is now a [great place for infographics](#) thanks to this feature update.

# BONUS:

## Some Nice-to-Know Updates



### Unified Dashboard on Google+:

Marketers can now manage their ad campaigns, update website URLs, monitor their Google+ notifications, and start Hangouts all from one place.



### Promoted Pins:

Pinterest has started experimenting with [promoting certain pins from a select group of businesses](#). The social platform says it's aiming to keep its ads tasteful, transparent, and relevant.



### Instagram Sponsored Ads:

[Instagram ads](#) are tailored entirely to the user based on information from their Instagram and Facebook accounts. Users have the opportunity to hide ads by clicking the “...” button beneath them.



### LinkedIn Contacts:

LinkedIn is able to [pull in and maintain your contacts](#) from your address book, emails, and calendar. It also provides a timeline for your contacts, pulling in important notes and other information. While it's not marketing-centric, per se, this will keep relationships personal and well-informed.

# Thanks for Reading!

Created by:



## The #1 Marketing Platform



Attract Leads  
& Customers



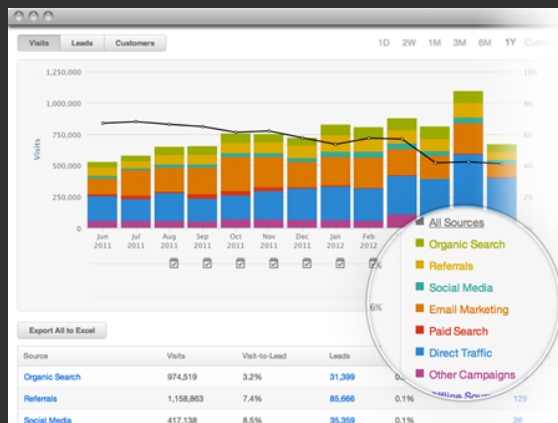
View Entire  
Interaction History



100% Integrated  
Tools + Training

**SEE HUBSPOT  
FOR FREE**

Over 10,000 customers use  
HubSpot's all-in-one software.



# RATE THIS CONTENT & HELP HUBSPOT IMPROVE.

Your feedback goes directly to our content team!



[CLICK TO RATE](#)