

Social Networks December Updates - Web and Beyond Live - Dec...

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SPEAKERS

Raymond Sidney-Smith



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Hello, and welcome everybody to web and beyond live for December 28 of 2020. I'm Ray Sidney-Smith. And I am president of the v3 Consulting and managing director of WCC web services, which provides affordable web and WordPress hosting, as well as domain name registration and other web related services. For small business, what would be on live is my opportunity each week to come to you and talk about digital marketing, productivity technologies, and all kinds of other things that are happening in the world of small business marketing. And with that, let's get into our agenda for today. What I'd like to do for today is to talk about our social media updates for December 20. On a couple of other new news items, and then we'll close out with some announcements. And so with that, let's start with if you have any questions, feel free to leave those comments in the chat. If we are after the fact, you can feel free to go ahead and leave a comment or you can tweet at us at W three consulting on Twitter and all that other fun stuff. So feel free to always reach out if you have any questions based on what we're talking about. What I'd like to do is to cover some news that has been happening in the world of Facebook, and just kind of give my commentary there because I think it's useful for us all to be aware of what's going on. So in essence, Facebook, put out a, you know, series of ads, in essence, kind of attacking Apple recently, and I just wanted to bring this up on screen because you can you'll get a better sense of the backlash that they've kind of received because of it. So

as you can read here on screen, it says Wired magazine on their website, put Nice try Facebook, I was changes aren't bad for small businesses. And it says the social media giant would have you believe that Apple's privacy update will hurt the little guys. But Facebook's motives aren't so altruistic. Let me explain what the backstory is here on this. In essence, Facebook went out and they put out these full page ads that in essence, attacked Apple for an iOS 14 update to their system, which in essence, would require the user to give Facebook permission in order to have their usage in the app tracked. And this is of course, a big privacy advocates dream come true. In a lot of ways, right, Apple is enforcing this privacy functionality in their system. And that is good for users, that's good for consumers generally, on one side. On the other side, Facebook is basically arguing that by limiting Facebook's ability to be able to track that information, that small businesses who advertise using the facebook pixel that that little, you know item that you might have come across in your having to do some Facebook advertising, that facebook pixel will then be blocked, if the user decides that they no longer want Facebook to be able to collect that data on behalf of their advertisers. This, of course, will impact you, as a small business owner, this is really quite important for us to take, you know, to heart. But the reality is, is that with all things technological, when these kinds of things happen, you know, the technologists need to just be better, right, they need to figure out how to do this in a way that is safe for users, at the same time, as being effective for we as small business. So while I do not believe that Facebook is doing this, but for small business, I do recognize the challenge they have, right, this is Facebook's opportunity to you know, in essence, show themselves as being supportive of small business at the same time. They're really, you know, saying here, that they they want to be able to continue doing what they were doing before, which is, in essence, you know, collecting that data from users. And at the same time,



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you know, they they're, they're being pro small business. The the reality here is that I think that this will get worked out, I think that Apple and Facebook will inevitably find some kind of common, you know, ground to be able to work forward on this, or Facebook will figure out their technical technology to be able to do this kind of tracking better. Google has been working on this technology themselves internally so that they can stop using cookies as a mechanism for tracking information so that we can have greater privacy. Google Analytics has been going down this road for a long time we've seen over the past four to five years, Google has been implementing newer technologies to be able to anonymize more of the traffic that is coming from the from website visitors so that people will have greater security and this is all really impart on you know, by the kind of the proliferation of new data protection laws like GDPR, the general data protection regulation in the EU, Australia now has a very strong law and so does California now so At

least one of our states in the union has a pretty effective data, you know, protection and privacy regulation, strategy. And now what we need really from all of you out there is to go to your representatives and make sure they know that you want a universal something that is a federal legislation so that we all know, what are the rules of engagement. For us a small business compliance is going to be very difficult when we have, you know, 1015 states that all have their own various levels of data protection laws, and we need a universal uniform code that we can work on, so that we're not all working, you know, in different states in different ways in the ways in which we manage data and protect the data of our clients. So go out there and let your representatives know that you support a uniform legislation for data protection, so that we know how to comply how to, you know, enforce our compliance and make sure that we're staying aboveboard in that sense. So I don't you know, a lot of these articles are calling for the end of Facebook, in essence, that Facebook is somehow going to go away because of this. No, I imagine that some of the data will not be as good, you know, we're gonna have some, you know, the the the ways in which ads are pushed today will not be as good. But Facebook has a bunch of engineers who are really smart, and they'll figure it out, I really do believe they'll do what they need to do in order to make it better. Continuing on in the Facebook side of things, Facebook recently, because of these privacy rules in Europe, Facebook has decided to change its messenger platform. And that started mid December. And in essence, all platforms that connect third party applications that connect to Facebook messenger will basically be limited. So in essence, if you were using for example, Hootsuite, Facebook, private messages, comments or replies that were received in the inbox will no longer display the profile picture of users. Facebook usernames and profile pictures will no longer appear in the inbox. This is in the inbox in Hootsuite and you have the inbox that will show messages coming to you from those perspectives. It is no longer possible to mention other Facebook users or pages in public conversations in third party apps, and audio, video and file attachments received. In Facebook, private messages no longer appear in inbox, or user interaction history. This is on Hootsuite specifically, but generally on third party applications, you won't be able to see those image attachments, image attachments will still appear in Facebook private messages, and all attachments and public posts and comments are still supported. A couple of other minor changes were regarding streams and otherwise. But in essence, Facebook is working to re establish these features with third party applications. But if you're using something like Hootsuite buffer, and other kinds of tools like that, you're going to see some of these pieces fall away, while Facebook works to recreate them in a more secure perspective on withstanding the European Union's coming down hard on them to fix these issues. So just be be aware that if your system for some reason is not showing something for some reason, there's a good reason for that. And that is that the EU has decided Facebook needs to make those changes. Okay, moving along to some Twitter news. Twitter, as I noted last week, is sunsetting Periscope, in essence, the and that's probably why we started a little bit late today, having

a little bit of trouble with reestablishing the periscope live in the broadcasting studio that we're using the the periscope platform is going to be going away going live on Twitter, as I understand it is not going away, that's going to be fine. It's just going to be a little bit of a different way in which you know



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all the various broadcasting software that are out there are going to need to figure out how to do that effectively. Because starting both last week, and this week, now I've had trouble connecting on the periscope side. So we'll figure those pieces out. But just so that you're aware, we are now going to see Twitter making some changes here you can see they they just acquired a screen sharing and video chat startup called squad. And so this is all going to be shut down. And they're probably going to bundle that team into their Twitter live platform. And those features that were in squad will maybe show up in Twitter live somewhere. So very interesting that Twitter is making kind of a move here to go after the you know obvious popularity of tik tok and Instagram reels and snapchat spotlight now and so on and so forth. These short form video youtube shorts is coming in 2021 as well so we've got some other competition there in the market. So there it goes. That piece. Okay. Let's see moving right along. I don't know why my system is giving me a little trouble today here. Let's try this again.



10:09

All right.



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I had a, a window open and it's not showing me on my screen. There it is. Okay. And here we go. All right, wonderful. So next up some, some stuff out of YouTube. So YouTube put out their cultural and trends report for 2020. And they did it in a really unique way. In essence, they published a video, cultural cultural trends report. And it's so it's a whole series of different videos, which made it a little bit difficult for me to scan, I'm a reader more more so than I am a video watcher. And so it was a little bit interesting to do this. But in essence, you can find this, I'll put a link to this in the video description, as well as in the show notes to the podcast episode later. So when you're listening to this or watching this later, you'll see those links below. But in essence, when you go to this video report, you will now see this, this whole video series, in essence, where you can now access the the report. And as you scroll down through the page, there are seven different sections of this page, you will see the report kind of open up. And then you see chapter one, and you'll see the

various videos that are in the system. And you can watch all the various videos. So they kind of talk about these things in sections or chapters. And they talk about how these pieces come together. So from creators to the interactive audience, they're really getting into all the various pieces of this, it's well worth watching, to just kind of get an idea about what is happening in video and how things are really changing in the face of not only the coronavirus pandemic, but also just generally more video is coming, more content is being created and more people are interacting with content in very unique ways. And so this report kind of tries to highlight that for folks. And I thought they did an effective job of doing that, even though they did it in such a way that I necessarily wouldn't want to consume this, but I'm glad that they put it together. Okay, next up is another bit of, of, of youtube news here. And so YouTube every year for the past 10 years has done the streaming awards. And and so the streamy Awards is the basically the time when they award various creators who are doing, you know, video and live stream work and out there in the world. And so this is this year's creators winners, if you go to streamys dot o RG, you can scroll through and see all the various winners. I'm just pointing it out to you because there's some really interesting pieces here. One, nearly, you know, a third of the winners are tech talkers. You'll see here that there's one Twitter lot Twitter live Twitter video person on here, which is Sarah Cooper, the comedian. And so it's just interesting to go check them out and see what they're doing. And you're gonna see the things that are engaging for their audience. And if it matches up with your business that make a lot of sense for you to be able to take some lessons there. It also shows all the past winners. So you can kind of see the progression of different people who have been winning over the course of the year. But they have creator of the year, they've show of the year. And then they have international and individual awards, and so on, so forth. So lots of different categories of awards. And yeah, but it's really interesting to just see what other people are doing and learn from those. And you can go ahead and check out the 10th annual winners. Okay, on next up is Pinterest put out this predictions report. And so I think for the past two years or so, they've been putting out this predictions report. In essence, this is the summary of the report. And they show what they believe based on their data are going to be the trends to come in the coming year. And they they list what the various percentages are they think will be increased. Now of course, this is data from within Pinterest for boards, but it's just useful for you to be able to take into account so if you're in the well being space or travel space, food and beverage here, they have some some boards on home and fashion. And I think down here at the bottom, they have ones on hobbies and interests. And then here digital decor phone decor is the new home decor. They're talking about how people are going to be wanting wallpapers and other kinds of, you know, content in those cases to be used and people posting on Pinterest will be able to go ahead and



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access those features. So just a very interesting report, I will again link to this also. And I highly recommend checking it out because it's worth just knowing the kind of predictions that Pinterest are making about what kind of content is going to be trending in 2020. On their platform, I did want to point out that 2020 was really the year of the alt



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tech,



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social networks, these akin to parler, and Mirai and so on, so forth. Interestingly enough, they are and have been known for where conservatives have started to kind of congregate, but as well as where really some, you know, kind of very far right and extremist groups have started to go as well. So you know, parlor and, you know, known for having, you know, the Nazis and other kinds of white supremacist groups going there. And, you know, being doing all of their, you know, craziness, me has also been kind of a platform where they, you know, they're known as the anti facebook, facebook, and they're pro privacy, and which is why I brought this up on screen, and I'll explain it in a moment. But they have also had, you know, all right, folks coming to talking about anti Vax movement on, you know, stuff and all kinds of other things. And so we know that there is a proliferation of people coming to these platforms, there's two sides of the coin, though here, right, there is an opportunity for small business owners to navigate into new waters where new users are going to be are going to find them. And especially in an environment where privacy focus is important, and people are starting to come to these platforms for that level of privacy and freedom. In that sense. At the same time, we have to be conscious of the fact that going into 2021, we're going to continue to have to navigate these very sensitive waters as it relates to politics and cultural division. And so we we have to be be mindful of that I've been actually fairly active on MIUI. With regard to our w three consulting page on me, we and the goal is to kind of see whether or not this platform is going to grow it currently has between maybe seven and 15 million users, I'm not really sure, I've been looking at the various publicly published data on it, it looks to be in that kind of range, they were estimating to have 40 million users by the end of 2020, I have no idea. It depends on how quickly you know many of these people who who are flocking from Facebook came to me we versus say parlour or these other platforms. And the the real understanding I have about all of this is that more and more people are flocking to the likes of Snapchat, the likes of me the likes of parlour and so on and so forth. because it

provides greater levels of privacy, people are really seeking to socialize in environments where they don't feel like they're being used. And Facebook seems to be the the exemplar of being used out there on the market. And so hear me we have this privacy Bill of Rights. And the CEO Mark Weinstein and his team put this together, I think it's pretty good in the sense of being able to just understand why and what is going on in social networking, and how if you run, say, a membership platform, or you're planning on having a product website, where people can engage with each other, it's important for you to be mindful of the fact that these kinds of things actually help to increase people's trust in the brand. So here they go, you own your own personal information and content. It's explicitly not theirs. They're there noting that they don't use targeted third party advertisements or targeted third party content. In essence, they're saying they are only doing first party advertisement, meaning they're advertising themselves on the platform, and or they're charging you for services. So in the case of me, we pages and other, you know, pro features, they are charging for those things in full control over your news feeds. So they're not using an algorithm to be able to manipulate the news feed, they've got some really good stuff here. So I would highly recommend you checking out the the movies, privacy Bill of Rights, and figuring out whether or not this is right for your business. And the the other components, there are just, you know, it's like take paying attention to the fact that as we move forward in social media, there is a huge interest in from the consumers in privacy and otherwise. And then last but not least, is to close out the year. A little bit of happy content, I suppose, in the sense that Tic Tac is doing a by 2020 and a welcome 2021 hashtag. And this is related to New Year's Eve party they're hosting. So in this December 22 update in their community for, you know, blog, they noted that they are actually hosting this



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live party. It's going to start on the 31st at 9:30pm. Eastern Standard Time, and to use those two hashtags. Which we're Of course, by 2020. And welcome 2021. But they also embedded in here, this really interesting a little bit of of news, which is that in addition to life party, they're doing this live party, they're also launching new effects for the holiday season, which are only coming to the iPhone 1212 Pro and 12 Pro max on curious weather and how much Apple have paid for them to do this. But either way, this is going to provide a snow background and confetti celebration features. This is using the the new LIDAR scanner technology built into the iPhone 1212 Pro and 12 Pro max. So the effects will go live on December 26, which was a couple days ago. And now these iPhone 12 users will be able to create these unique videos in celebration of the new year. So it's going to provide this no ground Snow, Snow background playground and confetti celebration effects. And so pretty interesting and and useful. I think, again, you know, as a small business, you want to be can think you want to be thinking about what can you use in terms of, you know, just

interesting components of all of these things? How is this going to work into your brand? Is this capable of doing that, especially if you have a lifestyle brand, and or you're in the health and wellness space, where you're really talking about the new year, and, you know, putting a positive spin and mindset on on all the things, all the things. So just keep that in mind as we move forward. And and so then I just have a couple of announcements, and then we are going to close out. So let me find my announcements. And then I can go ahead and tell you them. So Oh, great. All right. So as you all know, I run a community called web and beyond community. And if you didn't know, I run a community called web and beyond community. And we'll be growing that in 2021 really exponentially. I'm really looking forward to growing the community. So if you go to WWW dot web and beyond dot community, you'll be able to join us there in the community to fill out the little signup form, and then we'll approve you into the platform. And and then you'll be on and you'll be able to experience it all inside the community. We have a whole series of events, including our roundtables, our small business, virtual roundtables, we have 12 of those a year, they start on the first Tuesday's of the month at noon, Eastern. And so you'll be able to join us for those starting this first Tuesday of the year. And so that one will be announced likely in the next day or so probably tomorrow, we'll have that out. So if you're listening to the podcast or watching this afterward, this will be posted tomorrow or today. That is the 29th of December. So so we have that when that will be announced. Then we have our upcoming webinars or webinar beyond webinars. So those were done twice monthly. And the webinars are on different topics around digital marketing and productivity for small business. If you go to W three C, I nc.com forward slash events, you'll be able to find all of the signups for those things. Our first two webinars of the year are going to be in essence, the the second try of our lessons from a year going live on January 7, we had a little bit of technical difficulty, which forced us to cancel the last one. And so lessons from a you're going live will be on January 7. And then on January 21, I believe it is let me just verify and make sure it is the 21st there. Yeah, so it'll be the 21st we will be doing the weapon beyond webinar for the podcast marketing changes you need to know. And so there's going to be all about the various podcast marketing changes that have happened in the world. And so you want to go and check those out. So if you go to that link on screen, W three c w, the number three c i nc.com forward slash events, you'll be able you'll be able to find them and sign up for those and register them, register for them. Then last but not least, is That's it. That's it. Those are all my announcements. We've come to the end of our time together for this week. If you've enjoyed the live stream, feel free to click the thumbs up icon that just helps us make new small business friends. And so thank you for doing that. If you have a question, comment, if you have a message you want to send, you can tweet or message us at W the number three consulting on Twitter, and most of the other socials. Or you can leave a comment on the video itself. We're here every Monday, typically at 11am. Eastern, we usually start you know within a few minutes of the top of the hour. And that'll be that. I want to just wish everybody happy new year. I know

that this has been a tough



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year for many small business owners, and you've all been toughing it out. And I just wanted to wish you all a wonderful and prosperous 2021 as we make our way through and continue making our way through the pandemic. I know it's not going to be easy for the next probably six to nine months as we get vaccines into arms and people start to go back to hopefully some level of normative life but There's hope there's hope on the horizon. And I'm looking forward to continuing web and beyond live and talking to you all each week about how to market and manage on the web and beyond. So with that, I'm Ray Sidney-Smith with w three consulting and W three see web services. Take care, everybody.