

Google+



## What is it?

Google+ is Google's take on the social network, it is a profile-based network where people can broadcast, share photos and videos, use hangouts (video chat) and much more. It integrates with the other services Google offer and is open to brands and individuals. There are 300 million monthly active users on Google+, each spending on average 7 minutes each visit. 42% of Google+ users are young adults most in the 18-24 age bracket. It is used by people all over the world, especially US + Europe.



## How do people use it?

Google+ is more than a social network, it is used by individuals to communicate with friends and family. Some use it as an online portfolio. It can also be used for internal communications purposes. Some businesses make it a requirement for employees to have a Google+ account.

Google+ Hangouts are used widely by businesses and individuals alike. Using the free video chat to hold meetings and conferences can save money otherwise spent on hire of a conference or meeting room. Much like LinkedIn, Google+ can be used to host a professional profile and as an address book of business contacts. Another Google+ feature that is useful for businesses is Circles. Circles make it easy to share the right things with the right people. You can create a group of people who you can share content with exclusively.



## What's the opportunity for brands?

After a recent survey, Google+ is thought to be largely male and tech-driven; therefore fashion brands such as Topman, recruitment areas such as the army or even first time cars and aftershaves score highly.

### Google+ Community

You can join a Community of people that have a shared interest such as fashion, marketing or sport. Brands can use this feature to gain insight into their target audience.

### Google+ Hangouts

Here you can bring conversations to life with photos, emoji and video calls free of charge. Some businesses make having Google+ a requirement so they can use this feature for video conferences and multi-site meetings.

### Google+ Hangouts on Air

Broadcast your conversations to the world for free on YouTube.

### Networking

Google+ is a good way of building your network. You can nurture your network by posting and interacting with content.

### Boost SEO

Verified business pages aid SEO. Sharing quality keyworded content across the social network can also improve your search position.





## Best practice: 6 top tips

1. **Don't send email notifications** – Google+ allows you to email out notifications to those who follow you every time you post. If you are regularly updating your status, save email updates for your company newsletter
2. **Use formatting** – The ability to add formatting to posts gives any article a little extra 'zing' and helps catch the reader's eye
3. **Post longer status updates** – Google+ encourages longer updates by allowing 100,000 characters maximum, brands should definitely take advantage of it. A combination of longer and shorter status updates creates a more varied and feed
4. **Add a little variety to your posts** – Make the most of the opportunity to show personality – whilst its got a quite strong business presence, it is a social network, funny jokes and little cartoon sketches are amongst the most popular
5. **Be active** – Like most social media channels, Google+ works most effectively when you are active on it. It's all about communicating well. Brands must work to build a presence by posting regularly. Successful brands post on average 10 times a week
6. **Develop a community** – Google+ offers an opportunity to connect with a demographic of potential clients. By adding users to your Circles, providing meaningful content, and engaging in the content others post, you form connection that can benefit your brand.

## Learn the lingo

Google+ Term	Google+ Meaning
+1	Like
Circle	A group of people with similar interests. You can create your own circle of people or be invited into one yourself
Hangout	A video chat on Google+ (between one and up to ten people). You can start these or invite people to these from your profile
Huddle	A group text-based chat (also used as a verb)
Share	When you post something, you are 'sharing' your content with your network
Stream	A collection of the posts that you and your contacts add to Google+
Page	Similar to a persons Google+ profile but for a business or location
Communities	Groups of people with a shared topic of interest





PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE  
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS



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