Online Reputation Management: A Guide for Social Media Marketers

Wondering what people think about your business? Interested in using social media to improve your online reputation? In this article, you'll learn how to research, manage, and protect your brand's reputation with social media. Online Reputation Management and How It Impacts Your Business Your online reputation determines how others perceive your business when they search […]

The post Online Reputation Management: A Guide for Social Media Marketers appeared first on .

https://www.socialmediaexaminer.com/online-reputation-management-guide-for-social-media-marketers/

New Twitter Updates Aim to Make Content Easier to Find by @MattGSouthern

Twitter announced a series of new features on the way, which are all designed around making content easier to find.

The post New Twitter Updates Aim to Make Content Easier to Find by @MattGSouthern appeared first on Search Engine Journal.

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Facebook Has New Requirements for Custom Audience Ad Targeting by @MattGSouthern

Facebook is introducing new requirements for Custom Audience Targeting which will be in effect for all advertisers starting July 2nd.

The post Facebook Has New Requirements for Custom Audience Ad Targeting by @MattGSouthern appeared first on Search Engine Journal.

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LinkedIn Expands Sponsored Content Offerings With Carousel Ads by @MattGSouthern

LinkedIn is introducing carousel ads, a new type of advertising unit containing multiple pieces of sponsored content.

The post LinkedIn Expands Sponsored Content Offerings With Carousel Ads by @MattGSouthern appeared first on Search Engine Journal.

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Facebook Will Ban Businesses From Running Ads if They Get

Poor Customer Feedback by @MattGSouthern

Facebook has implemented a new feedback system which may result in businesses being banned from advertising.

The post Facebook Will Ban Businesses From Running Ads if They Get Poor Customer Feedback by @MattGSouthern appeared first on Search Engine Journal.

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Instagram Lets Brands Sell Products in Stories by @MattGSouthern

Instagram is giving brands the ability to link to products in stories with new shopping stickers.

The post Instagram Lets Brands Sell Products in Stories by @MattGSouthern appeared first on Search Engine Journal.

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Facebook Ads Can Now Appear in Marketplace by @MattGSouthern

Facebook has begun letting businesses advertise in Marketplace for the first time since introducing the local buying and selling platform.

The post Facebook Ads Can Now Appear in Marketplace by @MattGSouthern appeared first on Search Engine Journal.

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Snapchat Now Lets Users Delete Sent Messages by @MattGSouthern

Snapchat has rolled out a new feature that lets users delete messages from chats.

The post Snapchat Now Lets Users Delete Sent Messages by @MattGSouthern appeared first on Search Engine Journal.

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Facebook’s New “Memories” Page Highlights Engaging Posts from Years Past by @MattGSouthern

Facebook introduced a home on the web that users can visit to reminisce on top posts published throughout the years.

The post Facebook’s New “Memories” Page Highlights Engaging Posts from Years Past by @MattGSouthern appeared first on Search Engine Journal.

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Facebook is Letting Some Users Promote Marketplace Listings by @MattGSouthern

Facebook is testing a form of hyperlocal ad targeting, giving some users the ability to promote Marketplace listings to neighbors.

The post Facebook is Letting Some Users Promote Marketplace Listings by @MattGSouthern appeared first on Search Engine Journal.

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