



THIS WEEK'S TOP STORIES ON SOCIAL MEDIA



When is the last time you used Facebook Notes? The long-forgotten feature has been recently revamped by Facebook to lure its users to write more than just a status update. The infusion came with a dashing, blog-like layout: users can now upload a full-width cover image above the clear byline and timestamp in their Notes. All the ingredients

that are available in the status update such as tagging other users and inserting links are here too. Currently on a limited trial, it looks like the once sluggish Notes is making a comeback as a blogging platform. [View More](#)

INSIGHT:

Are you blogging? It's a great way for content marketing. A blog can turn an avid reader into a loyal customer. Here are some ideas on how to create sensational content for your blog. [View More](#)



Google has been working on unbundling popular pieces from Google+, and this week they have announced another spin-off: you can now hang in the Google Hangouts' own website. Allowing users to send messages, make phone calls and make video calls, the new standalone website means it no

longer requires a browser extension or opening the Google+/Gmail tab in your browser. [View More](#)

INSIGHT:

Instant messaging is a big part of our lives now. While we share content in apps like Google Hangouts and Facebook Messenger, is there a place for any marketing opportunities in instant messaging? [View More](#)



Shop anytime anywhere: Pinterest's Buyable Pins, which was launched this June, has proven to be a very popular feature – not only does it provide a way for users to directly buy items for Pinterest, it also becomes another channel for retailers to reach prospective consumers. According to its GM, Pinterest

now offers 2.5 million products that are buyable, and the numbers are expected to grow, as it will be more broadly available later this year. [View More](#)

INSIGHT:

Pinterest for business is a sleeping giant. As more and more people are jumping on the Pinterest bandwagon, learn how to pin your brand onto the board of success. [View More](#)

Sources:

- <http://www.fastcompany.com/3049975/fast-feed/facebook-revamps-notes-hopes-sexier-interface-will-attract-bloggers>
- <http://www.business2community.com/content-marketing/12-blog-marketing-ideas-to-increase-your-reach-01301296>
- <http://mashable.com/2015/08/18/google-hangouts-18-googles-new-features/>
- <http://www.socialmediatoday.com/marketing/2015-04-18/5-reasons-use-instant-messaging-apps-marketing>
- <http://www.franchiseherald.com/articles/35363/20150813/pinterest-now-offers-2-5-million-products-available-for-purchase-with-buyable-pins.htm>
- http://www.huffingtonpost.com/catriona-pollard/how-pinning-can-help-you-_b_7974500.html