

Social Media Intelligence

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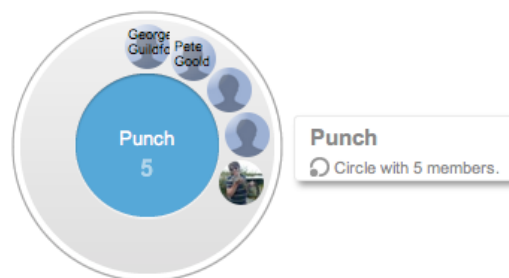
Google Plus Overview 5th July 2011

Google Plus Overview

Google +, while not being marketed as a 'Facebook Killer', is a new social network created to enhance the Google experience. It is a project rather than a product and is part of making Google more social rather than being a standalone social network. A spokesperson for Google said: "The Google+ project is our attempt to make online sharing even better. We aren't trying to replace what's currently available, we just want to introduce a new way to connect online with the people that matter to you."

Circles

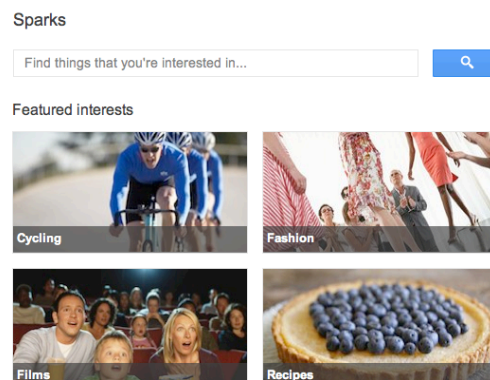
Circles enable users to categorise their friends into groups. Updates, photos, location – anything shareable on Google+ - can then be specified to these groups. This is ideal for work related posts going to a work related 'circle'.



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Sparks

Users can search for topics relating to their interest with 'Sparks'. News and posts about these topics will then be included in the users' news feed with such topics as Photography, Art, Music, Gardening, News, Social Media, etc. Users can create their own topics that they would like to show up in 'Sparks.' Also, if users are clicking '+1' (google's version of the Facebook 'Like') from outside websites, the algorithm picks this up and features other relevant posts in users' news feeds.



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Hangout

Hangout is a group video chat for up to 10 people. When someone starts participating with Hangout, it shows up in their news feed which encourages other friends to join in.

Mobile

Google+ has been developed with mobile technology in mind. It is currently available for Android and will be available for iOS soon. Users must have a Google profile to access the mobile service. See some of the specifics for mobile below:

Photo sharing

Users who are on an Android smartphone can upload photos they take instantly to Google+. These can then be shared with everyone or specific 'Circles'.

Huddle

Huddle is the group text chat feature for mobile (Android 2.0+, iPhone 4+ and SMS) so groups of friends can text/chat on the go. Once the Google+ app is downloaded, 'Huddle' comes up as a separate app. This feature is ideal for groups of friends making plans together.

Importing contacts

While not a 'Facebook killer', there isn't an option to transfer your contacts from Facebook. Here's a tip to work around - <http://lifehac.kr/kj3jdu>

Alternatively- users can import their contacts from Yahoo and Gmail easily.

Once Google opens up the network to everyone, it will be interesting to see how quickly people start using Google+ and whether they will use it as an alternative to Facebook or in addition to Facebook.

For more information, visit www.punchcomms.com, or visit our social network profiles:



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