

Social Media Intelligence

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Social Media stories of interest from the previous week

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[Google+ hits 20 million users in 3 weeks](#) – Google+ has reportedly hit the 20 million user mark in just 3 weeks. According to data from ComScore, Google+ has had 20 million unique visitors since its release at the end of June, including 5 million visitors from the US. The news comes just a week after Google CEO Larry Page announced the social network had reached 10 million visitors and had seen more than 1 billion items shared each day.

[Facebook adds videos, photos and link previews to comments](#) – This week saw the introduction of the integration of videos, photos and link previews within comments. Now, when a user comments on a post with a URL, Facebook will automatically add a video player, a thumbnail or an overview of the website that's being linked to. Users can also choose to remove the preview if they wish. The feature is likely to make comment reels more engaging, keeping users from having to click links blindly and allowing them to reference off-site content without leaving the social network.

[Google puts brakes on Google+ Business accounts](#) – Following a number of complaints, Google has removed a number of business and brand accounts that were set up on the new Google+ platform including Ford, Mashable and Sesame Street. Some users were left unhappy at the nature of the process with claims of “special treatment” to which Google has responded by closing the profiles in question. However, Google has confirmed that it will be opening beta accounts for business sooner than expected as detailed below.

[Google+ for businesses beta to open to “everyone” sooner than expected](#) – Beta profiles for businesses on Google+ are expected to launch much sooner than expected, according to Christian Oestlien, Google's Group Product Manager. Oestlien announced the profiles will be made available to “everyone”, and announced the decision had been made after the volume of applications for the beta was so large that Google felt it was important to allow any business to enter, and that the beta will be available “in the next few months”.

[Facebook advertising by brands for their pages increased 1900% year over year](#) – The Facebook advertising report for 2011 Q2 has indicated the number of Facebook ad impressions brands bought to gain fans for their Facebook Pages increased 104% in Q2, representing a 1900% year over year increase. TBG Digital, who collated information for the report, says it ran 60 billion ad impressions in 2011 Q2, with just under half representing Facebook ads. Given this, it can be interpreted that the actual number of impressions of ads for brand Pages run by company's clients has grown from approximately 1.4 billion to 27 billion.

[Google+ profile images now appearing besides search listings](#) – Google has begun introducing changes to its search engine results pages, with author profile images and names appearing at the far right of the individual search listing. What's more, the image and name links directly to the author's Google+ profile page.

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