

Social Media Intelligence



Social media stories of interest from the previous week

23rd December 2011

[Google+ Pages get multiple admins, new notifications and more](#) - In what looks to be the last major feature push before the Christmas period, the Google team announced on Monday a number of new updates for Google+, delivering multi-admin controls, new notifications and +1 analytics. After listening to user feedback after the public launch of Pages, Google now allows brands and businesses to nominate up to 50 named managers as administrators for a page — great news for companies with large marketing and social media teams that would previously have needed to share login credentials.

[Facebook Tests Consumer-to-Brand Messaging](#) - Facebook could become a more lucrative customer relationship management platform for brands, as the social network is letting some users contact company page administrators in a limited test. Consumers must initiate contact by sending the first message, but brands can then carry on a two-way conversation. Social media channels like Facebook and Twitter have become increasingly important CRM tools, normally augmenting phone, email, and live chat efforts. If Facebook implements consumer-to-brand email-like messaging across the platform, it's perhaps not long until it will let people and companies communicate via a live chat function as well.

[Facebook introduces changes to encourage gaming, particularly on mobile](#) - Facebook has introduced a series of tweaks to its platform that will place greater emphasis on gaming in a bid to encourage users to play more games through the social network, according to a blog post from the company. The most significant change sees Facebook begin a test to add news items relating to games to users' mobile timelines. This will mean that Facebook users see notifications of games that their friends have played, whilst they use the social network on their mobile phone.

[Facebook: The Internet's Most Searched & Visited Site Of 2011](#) - New data from Hitwise shows that Facebook is the top-searched term in the U.S. for the third year in a row. It accounted for 3.1% of all searches, up 46% from last year. Four variations on "Facebook" were also among the top 10 terms, accounting for 4.42% of all searches. "Facebook login" was the third most-searched term of 2011, followed by "craigslist" and "facebook.com." The search term "www.facebook.com" came in eighth place after "yahoo" and "ebay."

[Saudi Prince Makes \\$300 Million Investment in Twitter](#) - Saudi investor Prince Alwaleed bin Talal and his investment company Alwaleed's Kingdom Holding Co. are investing \$300 million into Twitter as the site undergoes a series of design changes to lure more traffic and advertisers.

[Between: A social network just for you and your significant other](#) - As social networking has become a key part of our lives, we are often faced with sensitive privacy issues, mainly concerned around who we share our, often revealing, content with. VCNC, a Korean company founded by five ambitious developers in their twenties, has created a place where you can share items specifically with your significant other with its latest app Between, which provides a private sharing space for couples.

For more information, visit www.punchcomms.com, or visit our social network profiles: [Facebook](#), [G+](#), [Twitter](#)



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