Google + Gavin Meikle

Intro
- Me
  - Guru
  - User
    - Content creator — www.webcopydoc.co.uk
    - Public Speaking Coach — www.inter-activ.co.uk
    - Blogger — www.inter-activ.co.uk/gavins-blog
- Is Google+ dying?
  - No
  - It's evolving
- I like it because...
  - Less Junk
  - No adverts!
  - Links to other Google services
  - Interface
  - New people

Profile
- "Home Page"

People
- Circles

- Sharing
  - Targeted

Collections
- Content groups
- Own
  - Others
- Become a curator

Communities
- Shared Interest groups

- Sharing
- Research

Conclusion
- Not Dying!
- UK Businesses
- No Ads
- Core part of Google
- More Resources
  - http://www.socialmediaexaminer.com/tag/google-plus/
  - http://www.martinshervington.com/what-is-google-plus/

Google My Business
- Google + Pages
  - Local Pages
    - Google Maps
  - Brand Pages
- Google Maps

Pages
- Local Business Pages
- Brand pages

Hangouts
- Private hangouts
  - Not recorded
- Hangouts on air
  - Automatically Recorded
  - YouTube
- FREE!

Events
- Flexible
  - Live
  - Online
- Share photos