

## What Can You Do With Google+?

Google+ is loaded with useful features for businesses and organisations and is taking its place as a strong competitor to the more established Facebook. But what makes Google+ different to other social networking tools? Below we list some of the useful features of Google+.

### **Feature 1: Formatting Text in Posts**

When creating a new post in Google+, along with the usual options of adding a photo, video or URL link, the text you enter can contain basic formatting.

To make text bold - put \*asterisks\* around the word or phrase

To underline text - put \_underscores\_ around the word or phrase

To strikethrough text - put -dashes- around the word or phrase

### **Feature 2: Record and Broadcast Video**

Google+ allows you to record a video straight from your webcam into your post. Even better, Google+ has a unique video chat feature called Hangouts, allowing you to chat with your contacts via video. With integration with YouTube, many more video options are available linking the two platforms.

### **Feature 3: Google Drive Integration**

If you use Google Drive, the new home of Google Docs, you can access your files, whether they are photos or videos, for easy and convenient posting on your stream.

Furthermore, with Google+'s strict privacy policy controls, users have the ability to create posts enabling only select circles to view certain photos or circles, rather than all contacts.

### **Feature 4: Google Owns Search**

By using Google+, friends in your circles have the ability to +1 your posts. As Google's search engine is the most widely used, relevant articles or posts will appear highly in search results conducted by online users, adding more visibility to your Google+ page.

*Article written by: Abdul Awwal Mahmood (Master Trainer/Consultant)*