



Facebook Engagement Tips

What to post.

How does it work?

EdgeRank is the algorithm Facebook uses to determine the importance of a status update. The more comments a status update receives, the higher its EdgeRank. The higher the EdgeRank, the higher that update is placed in news feeds. In addition, Facebook will display that update to more people. This means getting comments should be your goal with your status updates.

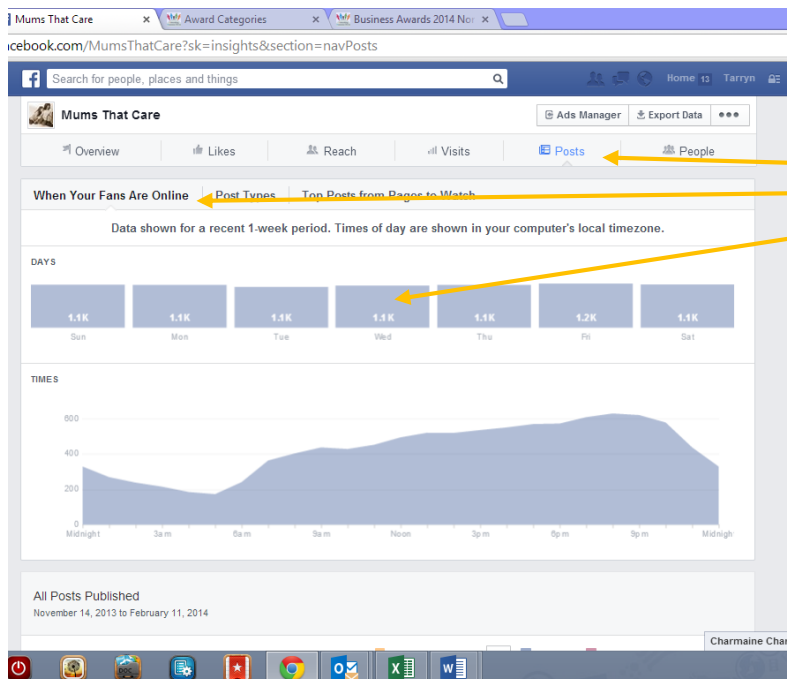
Some Social Rules to Engagement

No one is looking to be sold to. People are on social networks to be entertained, get information, network and meet people so it's essential that people who are in business do the same. Don't harass people with sales pitches. Instead be helpful by answering questions and engaging in conversation. Most importantly, be human.

You may have heard sayings similar to these 'People buy from people', and people buy from those they know, like and trust. Engaging on social media helps build the relationships and trust that is essential in beginning any discussions on business transactions. Social media gives you the opportunity to communicate with people all over the world so take advantage of it by meeting new people and participating in conversations that you wouldn't otherwise be able to engage in.

When to post for best engagement?

I have done a lot of research on this, and seen mixed views. The best advice I can share is for you to see when YOUR fans are online most, and schedule your posts in for these times. Please see this screen print of my fanpage where I help Mums in Small Business which shows how to find out when my fans are online.

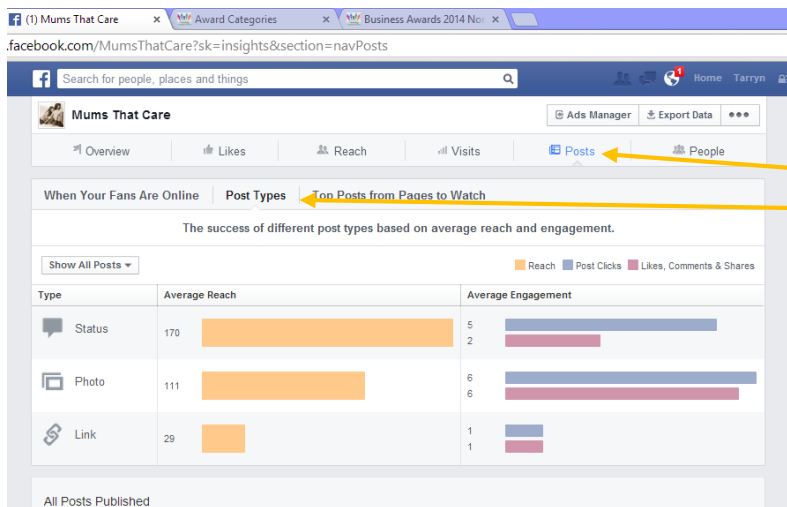


Click on the posts tab, then the 'when your fans are online' tab.

You can hover over different days to the week to see each day.

Which type of posts should you use?

There are different types of posts you can include on your timeline; pictures, links, and text status updates. Knowing what types YOUR OWN audience likes to click on, share, and comment on will help you to get engaged. Facebook has a report in the “Insights” tab of your admin where you can find this data.



Click on the posts menu first, and then chose the Post Types tab

Examples

TEXT Statuses:

To get more comments, tailor your status updates to ask for your fans’ opinions, stories and even advice. The comments will float your post to the top of your fans’ news feeds, giving more fans the opportunity to interact.

Eg January is a belt-tightening time, What is the cheapest, most memorable trip you have ever made?

Testimonials – Add in to your page any testimonials from your clients, or write a post about who you really enjoyed helping today and why.

Fill in the blanks – Great for interaction. Think about some fill in the blanks that are relevant to your business, for example:

- The first word that pops into my head when I think of [YOUR BRAND] is _____.
- Fill in the blank. “My Monday morning must-have is _____”
- Fill in the blank “My favourite place to eat on Friday is _____”
- Fill in the blank “My camping trip must-have is _____”
- Fill in the blank “If money was no object I would _____”
- Fill in the blank “My favourite book is _____”
- Fill in the blank “My child's favourite bedtime story is _____”

Ask the question: “If your life/business was a (movie/book/song), which one would it be?”

Post a statement (preferably a statement, or quote perhaps, or piece of news or research about your business type) and ask.... Do you agree with this statement?

Quotes, and quotes and pictures are great for sharing

PHOTO'S & VIDEOS

Simply add a photo and ask people to add the caption!

Motivational quotes within a picture can be very popular, and people often share them.

See Personality Quiz example, I have seen great engagement with this. Maybe useful for a weekend post, or just for fun post.

Video's from your site

YouTube Video's – May contain news relevant to your audience

Make your own video's with photo collages.

Links

Links back to your website – Where do you ultimately want your fans to go?

Links to other useful sites you may like to recommend or blogs about your industry.

Links to Local and National Newspapers on line with relevant newsworthy stories relating to your niche area.

General

Think about using monthly and weekly themes which can be repeated each year to save you time on thinking of ideas. (See Editorial calendar & time saving tips section)

As you start thinking more about your content, put yourself in your fans' shoes.

Why do they like my brand? My page? What do they all have in common?

What interests do they share?

When posting a question, remember to kick-start the conversation by answering the question yourself and invite your followers to share the thread so that more people can participate.

Try this simple social game to create a story with your followers. This game gives a fun and engaging story, but you'll also get to know some new fans on your page.

For example....

You give the starting line, for example someone selling pampered chef products may start with...

“A Girl called Mary started to cook her favourite dish.....”

You post the rules: eg:

Want to play?

How it works:

1. Simply write the next sentence below in a comment
 2. Make sure you read the comments before yours so you know where the story is up to
 3. Share the story thread to keep it going
- Let's see what happens.

Create a graphic that shares the first sentence in the story and outlines the instructions for participating in the game. You'll also place the first sentence in the description.

It's a great idea to post a follow-up status update to share the story as it evolves. This not only increases participation; it also lets you restore the story if Facebook mixes up the order of comments.

Are you posting more about your company or your community?

A car company that posts nothing but advertisements in their status updates won't get nearly the response they would if they posted information about tire recalls, car seat safety test results and tips to improve gas mileage.

If you send email newsletters out to a mailing list, remind your fans what is sent to subscribers (like coupons). It's a great way both to populate your list and get your fans excited about your product or service, remember to post this with a method for your fans to give you their email address.