

FACEBOOK

Facebook is an online social network that connects people and organizations. Users connect by “friending” each other or “liking” public figures and organizations. Members then communicate through messages, personal status updates, and public wall posts.

INTERACTING ON FACEBOOK

Status Updates

There are lots of ways to engage your audience on Facebook. Here are some suggested post types:

- Share links to articles, petitions, surveys, and slideshows. If the link offers photo options, be sure to pick the one that works most effectively with your content.
- Post photos: Large, colorful images can make users pause in their newsfeed. You can use free software like [Pixlr](#) or the iPhone app [Over](#) to add text to your photos and solidify a key message.
- Videos: Ensure that they are short, less than 3 minutes.

With these posts, there are lots of ways to keep engagement high:

- Tag other users or specific places.
- Make your messages conversational and brief.
- Ask questions: This is one of the easiest ways to get audience members to comment.
- Don't be afraid to share other parties' tips, news, or information. This shows you're informed, collaborative, and not only focused on self-promotion.

Wall Posts

You can post to organizations' or peoples' walls to check in with them or post information they might find interesting. Enable wall posts on your organization's page, otherwise, your audience will think you don't care about what they may have to say.

Messaging

This is Facebook's version of email. Messages are a great way to directly communicate important news with people. If you have some really engaged followers, let them know when you've got content you'd like them to share.

Engage with Your Audience

If someone comments on your post or posts on your wall, reply! You want to encourage conversation and keep people coming back to your page. However, be careful with how you engage with people who are trying to cause issues. Avoid responding to posts by “trolls”—individuals who are just posting to annoy people. Feel free to correct factual inaccuracies in a polite and engaging tone.

Use Facebook's Insights

You can see your Facebook's Insights page by clicking on “Insights” located in the header menu. Insights is a powerful tool that allows you to see how your posts are performing, the demographics of your audience, the time of day your audience is most engaged on Facebook, and many other useful statistics and graphs to give you more information on your page. By checking out Created by [Burness](#).

the information in your Insights, you can see the best time of day and day of the week to post and what kind of content gets the most traction.

Timing of Posts

You'll want to post a few times per week to have a steady stream of updates that help keep your audience in the loop, but also not inundate them with content. Post around current events, or have evergreen content you can keep on the back burner if you don't have any new content to promote. Schedule posts to go up when you can't be online or at peak social media hours.

As mentioned above, you can find out when your fans are online the most by visiting your Facebook's Insights. If you go to the top menu of your page, click on "Insights>Posts." You'll see a graph showing when your audience is online. This information provides great benchmarks about when you'll have the greatest number of eyes online to view your new content.

Calls to Action

Use A/B testing to learn more about strategies that work best for your organization. A/B testing involves trying different language to see which messages and calls to action are most effective for various audience groups. Your audience may respond best to imperatives like "watch," "click here," "sign." Or they may be more responsive to more subtle suggestions, like "learn more" or "read more." Try different approaches and analyze responses and engagement! You can see how well your posts performed by going to "Insights>Posts" towards the bottom of your page you'll see a list of each post and how many people clicked on each link, commented, liked, or shared for each post.

CONCLUSION

Facebook is a great way to connect to advocates. You can quickly share useful information with your network, and by using Insights you can better understand how your content is performing and how you can spread your messages farther.