

## Facebook Tips

I am asked by my clients all the time: “what is it that you do that makes your Facebook posts do better than mine?” It really boils down to three things.

- 1) First, you need to start with the image (photo) you are using for the post. Step one is to know that the image is the most important element in your post. If you are posting anything on your business page without an image- stop that right now!  
Ask yourself: What does my image represent? Can it stand on its own? Is it pleasing to the eye? Is it different? Is it clever?

If you’ve answered yes to at least 2 of those questions, now you need to make sure that it follows Facebook’s ad guidelines.

Ask yourself: Is the image made up of more than 20% text? Is there anything inappropriate depicted in the image? Do I have a right to use the photo I am using for this purpose?

- 2) Next, how is your post written? Most people would say to keep it short and sweet. That’s wrong. It’s important to put all the necessary information in the post that you can. Facebook will cut the text off at a certain number of words, allowing people to click “more” to see the whole post. One of the things that you will be able to see is how many people click “more” ... that will tell you that each of those people were engaged in your post! Make sure your first sentence is catchy and encourages people to like and comment. Clever wording, asking a question, and even humor can lead to enhanced interaction and success.

Ask yourself: Would I be interested in this post if I knew nothing about it before I saw it in my news feed?

- 3) You’ll need to pay. Unless you provide such an unselfish service to your community, chances are if you don’t pay to promote it, your post won’t reach very far. Facebook wants to make a profit, and the more self-serving your post is, the less Facebook will want to expose their users to it without being paid. It’s not just about “boosting to fans” either. It’s about developing a profile of who your best target customer is. Where do they live? What interests do they have that complement your post? (For instance, if you are promoting a music act, you would want to reach fans of that act, but also numerous other acts who have similar music and fans.) Facebook has a very robust advertising platform. Invest the time and effort into reaching the right audience for each unique post. The audience for that live music might be quite a bit different than the audience for an all-ages family event.

Neglecting any of these areas will cause your post to not reach its potential. While there are many other areas to consider while managing social media, promoting your posts will assure that you will be seen. During the MFEA convention, we will be going deeper into these areas, and helping to empower you and your social media staff to be more successful. We’ll look at success stories, best practices, budgeting concerns, and more in order to unlock the potential of this incredibly powerful medium.