FACEBOOK PRO TIPS

A Facebook brand page* is one of the first accounts that teams set up when they jump into the social arena, and it’s undoubtedly among our top three platforms in terms of audience reach, engagement, and community building.

Use Facebook to reach a broad audience with unique content that has the most potential to “go viral” and appeal to larger masses.

*It should always be a brand page, never a personal profile.

USE VISUALS AND EXPERIMENT WITH POST TYPES

Facebook lets you share status updates, photos, videos, links, etc. Keep your timeline interesting with a good variety of posts, then compare how much reach and how many likes each kind gets to optimize content in the future.

KEEP YOUR POSTS TIDY

While there isn’t a 140-character limit, keep posts brief, sharp, and to the point. Having more space than Twitter doesn’t mean you should post multiple paragraphs; use Twitter’s character limit as a good rule of thumb for how much your fans are used to consuming at a glance. When we have a lot to say, we create a Tumblr post, then share a link to it on Facebook.

REMOVE LINKS AFTER LINK PREVIEW

Sharing a link on Facebook automatically creates a visually appealing link preview, which means you don’t need to keep the link in your text. There may be times when you don’t want a link preview, in which case you can remove the preview but keep the link. Whichever you prefer, don’t keep both. We keep link previews because they are more interactive than a simple text link.

FIND A GOOD FREQUENCY

EdgeRank, Facebook’s secretive algorithm that determines which content shows up on a user’s News Feed, is complex and ever-evolving. Good rules of thumb include spacing posts apart by a few hours during the day and posting consistently throughout the week. We limit ourselves to fewer than three posts a day, and don’t always post daily. Quality over quantity.

TIMING IS IMPORTANT

Facebook Insights will tell you when your fans are online each day of the week — click on “See Insights” then “Posts”. Use this data to find the best times to post and schedule content.

OTHER RESOURCES

Facebook Training Video
BY GROVO
Facebook Help Center
BY FACEBOOK
Facebook for Business
BY FACEBOOK
Facebook Guide Book
BY MASHABLE
An Introduction to Facebook for Business
BY HUBSPOT
TRACK YOUR AUDIENCE ENGAGEMENT
Use Facebook Insights often and, for a quick glimpse, look at the number of people who see your posts, which appears below each post on your timeline.