Increasing Engagement on your Pages

Facebook is a valuable forum for cultivating fans and sharing your brand to a community but maximizing participation from your community is part art and part science. As with all marketing channels, it’s important to use best practices to encourage the highest level of engagement.

By using these tips and tactics, you can fine-tune your campaigns to reach your desired objectives.

Finding Where the Value Is

Your aim is participation from your audience so concentrate on posting interesting updates to inspire fans to take action, i.e.: add a comment, “Like” your post or share on their wall. These activities will spur further engagement from Facebook users who are encouraged to engage with they see their friends chime in.

What makes an engaging post? Here are some considerations:

**Personal voice** – set a tone for your posts and add your brand’s personality by speaking about topics your audience cares about.

**Photos and Faces** – adding pictures to posts is becoming and increasingly common practice for all Facebook users and a valuable way to make your content stand out.

**Easy actions** – commitment is low, so make your call to action simple in your posts - ask for “Likes” or quick answers.

**Emotional response** – choose topics which your audience has an opinion on right away - and then ask them a simple question.

**Spark debate** – you’ve done it right when your comment stream becomes a conversation of its own, and fans engage with one another in the stream on topics you start.

HootSuite is a Facebook Preferred Developer and work closely with the social network to integrate functionality.

TIP: Avoid sending out too many messages in one day. Social Baker recommends 1 daily, or up to 3 if you have important announcement or releases. Too much content will be hard to follow, plus Facebook may ‘collapse’ your messages into one post in the news feed to free up space for other content.
Facebook Best Practices

What to Measure

Impressions are a common metric on Facebook, but only tell part of the story as they just represent an opportunity to engage, rather than an actual activity from your audience.

Using HootSuite’s built-in Facebook Insights analytics, you can look at:

Feedback percentages – These come in the form of comments and likes, which show fan engagement and gives you insight into their interest and opinions allowing you to respond.

Click-through rates – This metric follows the direct actions of your audience, and allows you to measure which posts are most successful, and adjust accordingly.

Custom URL parameters – Using Google’s link modifiers lets you follow the path your audience takes – from click-thru to sale/sign-up. Learn how successful this can be from the HootSuite measurement series on social ROI.

Audience metrics – Looking at demographics (age, gender) will help you tune your content offerings so it resonates best with your audience.
**Facebook Best Practices**

### Statistically Speaking

**Facebook in the workplace** – 1 in 5 global companies block social networks in the office, which means 20% of professionals are engaging outside of the usual 9-5 workday.

**Time matters** – Brands that post outside of business hours have 20% higher engagement rates.

**Day of the week matters** – Research shows the end of the week, and particularly the weekend as prime engagement time. A report from Mashable shows Sunday to be a key day for fan engagement on Facebook, but brand posts make up a mere 5%, suggesting this day is overlooked. Hint: Try scheduling targeted messages in advance.

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Measure your Facebook Pages with HootSuite Social Analytics

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3. [http://www.thegrapevinemagazine.com/retention/?id=4508](http://www.thegrapevinemagazine.com/retention/?id=4508)