TIPS
Facebook Best Practices

1 Make your content as compelling as possible. Use strong images, active language, and a call to action.

2 Consider timeliness. Super-timely updates may be better suited for Twitter. For example, “live-blogging” will be more successful on Twitter, whereas asking followers to “Congratulate X about Y” may play better on Facebook.

3 Understand Facebook’s algorithm and what it does to your content. Facebook’s algorithm favors videos over images over links over plain text. Therefore, including an image will put your post in front of more eyes than a link, and photo posts get four times the engagement of link posts.

4 Prioritize good content. Your first posting in a 24-hour period gets your highest Edge Rank score, so make sure your first post of the day is a good one.

5 Refrain from “like-baiting”. Facebook has changed its policy on “like-baiting,” and Facebook will not show your posts including text like “Please like” or “Please share” as often as posts deemed to garner engagement organically.

6 Ask questions. Questions encourage your audience to respond by commenting, helping your Edge Rank score. But do it too often, and people see right through you, so do it strategically. Plus, isn’t social media supposed to be social?!

7 Share content from other sources. Use Facebook’s “Share” button, or download and post again, tagging the original source. Always give credit for other people’s work.

8 Keep it short. Status updates get more engagement if they’re under 100 characters.

9 Post success stories. People are more likely to share posts that make them happy or fired up. But if you are going to fire up your audience, make sure you give them something to do about it; otherwise, it seems hopeless and people won’t share.

10 Experiment and test. What kind of language resonates with your audience? How often do they respond to your posts? Experiment with and test different kinds, lengths, and frequencies of posts to see what your audience responds to.

11 Like other Facebook pages as your page. This helps introduce your page to new audiences and vice versa, and helps build relationships with like-minded people.

12 Celebrate milestones. Reach an impressive number of petition signatures? Raise an eye-popping amount of money? Tell the world by adding a Facebook milestone (which Facebook displays more prominently than a typical status update). But don’t overdo it—the milestone should truly be one.