



1 Be consistent

Post 5 times a week so you're "top of mind" for your fans.



2 Time it right

The best time to post will depend on the type of business you're in. For example, restaurants consistently get the best engagement from 7 am to 12 pm; retailers from 8 am to 2 pm.*

3 Use eye-catching images

Alternate photos and video with text-only updates.



4 Keep it short



Posts between 100 and 150 characters (fewer than 3 lines of text) see 60% more likes, comments and shares than longer posts.*

5 Be relevant

Your content should let your audience know that you know who *they* are.



6 Use your authentic voice

People are your fans and friends because they like what you do. Your voice on Facebook should be true to your brand.

7 Include a call to action

If you ask your fans to Share, Like or Comment, they are more likely to do so.



8 Be creative with Apps

Contest and promotion apps, along with forms, surveys, etc. can deepen users' involvement with a business or brand.

9 Have a sense of urgency

Include up-to-minute tips and tricks, and whenever possible, dispel myths (myths are rampant on Facebook!).



10 Offer value

Before you share something on Facebook, ask yourself if you think your fans will find value in the content.

11 Be entertaining

If your followers like funny memes or respond well to video, take note. Use the type of media that works best for your audience.

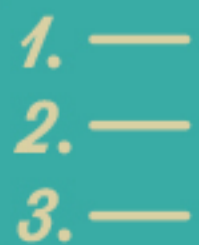


12 Be educational

People love to share how-to guides and tips. Bonus: It's easy to link to detailed content from Facebook.

13 Make a list

Lists, in the form of an infographic or a PDF, are great for sharing. Some of the most shared content have titles like "7 ways ..." or "10 things..."



14 Be seasonable

Tailor your content to the season or an upcoming holiday.

*From Facebook