

## 50 Tips for Improving Your Facebook Reach

1. Many people are saying that Facebook reach has declined – and it seems to be true. Boost your best posts to create instant engagement.
2. Advertise your Page to build your Facebook reach. A tip though: Try different types of ads to see which ones work best.
3. Look for question types in your Facebook feed that reaps huge interaction. Adapt that question type to your own audience.
4. One of the most successful Facebook tactics ever hasn't changed: Posting regularly, every day, when your audience is present and active.
5. Facebook will re-share posts with the high interaction. If you create one of these, be sure to make notes about what worked.
6. Likes, shares and comments all count as Facebook engagement to Facebook – as does clickable material (links, videos, photo sequences).
7. If your Facebook ad doesn't seem to work, make sure you know how to get the most out of that ad type before you abandon it.
8. Include quality photos with every post you can – preferably your own or public domain. Make them wider rather than longer.
9. When it comes to shares, photos still beat all other types of content on Facebook by an 80%-plus margin.
10. If you want people to interact with you on Facebook, be sure to give them plenty of reason. Ask questions, post pop quizzes and polls.
11. Always ask people to share posts that would interest their friends, peers and family. This goes for your newsfeed as well as your Pages.
12. With FB's new algorithm and focus on revenue, the problem may not be your content but the fact that FB shares it with only 5% of your fans.
13. Get into the habit of studying your FB Insights – this metrics suite has all the information on reach and ad performance you could desire.
14. Use your email marketing and Facebook Page posts together. Send emails directing people to your FB Page or app via links.
15. Make a list of post types that always spark engagement – no matter who the audience is (e.g. funny cartoons, pet antics.) Use as needed.
16. Topics people respond to on Facebook: Coffee, flowers, recipes, food, nostalgia, cute pets.

17. Don't post endless "downer" posts (missing children, abused animals, etc.) No matter how worthy, you'll drive people away.
18. If you post "downer" content, your readers may "Hide" it or even report it as spam. This is a sure way to see your FB reach decline!
19. Never include photos of violence against humans or animals on Facebook. To do so is the surest way to upset and lose fans.
20. If you're going to promote a social cause, don't click on others' posts. Take action yourself first – then report on your action.
21. If you notice one of your FB post types creates high interactivity, make a regular feature of it. (Same format, different angle or topic).
22. Enjoy your FB interaction: If you're doing it out of a sense of duty or strictly as a strategy, you'll bore others as well as yourself.
23. If you find out when most of your fans or influencers are on Facebook, ten minutes interacting at that time is worth 3 hours at others.
24. Don't just find out the best time to post on Facebook (i.e. when fans are present): Find out secondary times too. (They will exist!)
25. When trying to get fans to click on links, create "teaser" calls to action with phrases like "what happened after this" or "can you guess".
26. No matter how popular a Facebook post, reach will eventually decline. But you can repost your best posts to start the cycle again.
27. Facebook is for being warm and friendly on – not for preaching, educating or selling. If you need to educate, make it mind-blowing or fun.
28. For easy FB reach, publicize your events, gifts or products in your FB cover photo. (Make it clickable or include an app tab.)
29. It's simple. The more "Likes" and comments a post gets, the greater its reach: The more negative the reaction, the less FB shares it.
30. Negativity doesn't always mean no FB reach – but be aware that conflict and controversy result in shares: Not complaining.
31. Yes, violent or tragic images will often create an FB engagement storm – but is it the sort you want and will your reach later decline?
32. Don't protest if someone is carrying on a conversation with another within your post comments: FB loves this and will share your post more!
33. If you want to increase the number of people seeing your Facebook posts, tweet the links on Twitter (its reach is 3 times more powerful!)
34. When trying to understand your new FB Page layout, remember the left column is about your brand: The right is your feed.

35. Don't mindlessly share photos and infographics others are already sharing: Use your own or a content curation service like ContentGems.com.
36. Share "secret" behind-the-scenes photos that support any positive impressions people already have of you and your business.
37. Creating your own relevant infographics will result in far more shares than sharing someone else's. (You'll be the top of the "pyramid"!)
38. Don't neglect interactive Facebook apps –especially a link to your newsletter, latest event or sign up incentive.
39. Were you aware that Facebook apps can't be seen on mobiles? To solve this: Build with a platform that provides "smart URLs".
40. Try asking people's opinions in your Facebook posts, to boost engagement – but be sure to give them an "either/or" selection.
41. One teeny-tiny word that can propel your Facebook post out the starting gate? The word "Go!" (E.g. "The worst book you ever read. Go!")
42. If using the "Go!" strategy to prompt engagement, do include a highly relevant photo to catch your Facebook fan's attention.
43. There is no substitute for knowing your FB fans and holding conversations. Simply paying to promote a post won't create massive engagement.
44. If you ask people to comment or leave an opinion on Facebook, be sure to check and respond to their replies!
45. Tag key influencers in Facebook photo shares to guarantee your post is seen and shared even more: But tag wisely and not as a gimmick!
46. Facebook expert Mari Smith recommends turning your "Message" button off on your page and answering questions via wall posts.
47. Using your Facebook Page to provide top quality, impromptu customer service is one of the best ways to increase fan trust – and engagement.
48. You may have less fan activity on Facebook late at night – but the ones who do see your posts may turn out to be your most valuable fans!
49. Remember that Facebook is all about revenue now. Change your approach and commit to (minimum) promoting 1 post per week.
50. The best way to increase your Facebook reach? Stop focusing on it: Focus on being interesting, entertaining and social instead.