



Facebook Engagement Guide

In this lesson, you will learn about the three main types of engagement that Facebook recognises including:

- ★ Reactions
- ★ Comments
- ★ Shares

We'll also dive into:

- ★ Why responding is important
- ★ The types of posts that encourage engagement

As Facebook moves more and more towards community and further away from being purely commercial, it is important to make sure your brand has a personality that relates to the people you are trying to attract to your page. Engagement isn't just about 'doing' what you should be doing, but about bringing the brand to life - being both educational and entertaining - edutainment - if you will.

What is engagement and why does it matter so much on Facebook?

- ★ Engagement happens when people are inspired to interact with your page and the posts on it.
- ★ Good engagement on your Facebook page is vital for organic visibility, which is an essential ingredient for successful Facebook marketing (i.e. This increases the likelihood your posts will be seen by individuals who like and/or follow you.)
- ★ Therefore, it is important to create the type of posts that compel people to respond and engage especially if you have future plans to put paid advertising behind them.
- ★ Reactions is a feature allowing individuals to react to a post. In the early days, you could only 'like' a post. Now individuals have seven reactions to choose from: Like, Love, Care, Haha, Wow, Sad, and Angry.
- ★ Comments is a feature allowing individuals to comment on a post.
- ★ Shares is a feature allowing individuals to share a post.



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Why responding is so important...

Responding is an essential part of developing a Facebook business page with good engagement. You can find out about comments and inbox messages in your notifications.

Inbox

- ★ The inbox is where you can receive and respond to messages from customers and clients.

Notifications

- ★ When individuals or businesses engage with your content on your Facebook business page, you will get a notification.
- ★ An easy way of sticking to the 'no comment left behind rule' is to regularly check your notifications and make sure you have responded to comments appropriately.

Page

- ★ Your page will show your posts in chronological order. Clicking on comments under the post will expand it to show the most relevant comments. You have an option to select 'Most Relevant', 'Realtime' and 'Newest'.

3 Top Tips for dealing with Facebook Notifications

1. Respond to ALL notifications. When just starting out, you will have a small following so you will have fewer notifications. As you grow, you'll start receiving these much more frequently. Responding to them all, no matter what size you are is a MUST. You will need to build time into your daily and weekly schedule to respond to notifications. This allocated time will increase as the account grows.
2. Check notifications 1x or 2x per day and NO MORE during normal business periods. Notifications are the lifeblood of your relationship with clients and customers but if you are constantly checking them, they will be a distraction and you will burn out.
3. It is completely acceptable to take 24 to 48 hours to respond to a notification. During busy periods such as launches, sales, and events you will want to respond within the hour so make sure you have built in extra time to handle extra notifications. Responding within 24 hours during a normal business period is totally fine as is responding within 48 hours over the weekend.



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The types of posts that encourage engagement...

We've already talked about how to post properly (lesson 4) but you might also be keen to know about some additional types of posts you can create which may increase engagement.

Run Competitions

- ★ Competitions are a great way to increase engagement for your Facebook business page.
- ★ Facebook rules are very strict with regards to competitions! You cannot ask people to 'tag' a friend or 'share' this post in order to partake.
- ★ You can ask them to 'like' the post BUT don't use the word like! Facebook is smart enough that if you ask people to like your post, it will put your post in front of fewer people. For example, Proviz uses an emoji to get around it: give this post a 👍.
- ★ If you are going to run competitions on Facebook, definitely opt in for Rachel Miller's Banned Words Download:
<https://moolah.life/banned-words-optin-download>

Ask a question

- ★ Asking questions on Facebook is a way of striking up a conversation.
- ★ People love sharing their opinions (good or bad).
- ★ If you are a brand, make sure you keep your questions within your niche area and unless it fits your brand tone and voice, steer clear of controversy.
- ★ Asking your audience for feedback makes them feel valued and included. This helps you build their emotional investment in your page.
- ★ Use Gifs to lighten the mood and increase engagement.

Set up a group

- ★ Groups can be public or private.
- ★ They can be set up by business pages or individuals.
- ★ They can be connected to a business page.
- ★ Groups are generally connected to more niche topics.
- ★ Research from Facebook shows that groups are seeing a lot more engagement than pages - this is because a group is more of a two way conversation whereas a Page is more of a one way conversation.
- ★ It can feel like a safer place, for an individual, to share opinions and ask questions around a specific area or topic.
- ★ It is a way of giving added value to your customers/followers.
- ★ It helps build a community around your brand and a sense of exclusiveness.



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Top Tips on setting up Groups

- ★ Groups take time to maintain, so before you start one, make sure you can dedicate time to it.
- ★ If you aren't familiar with how groups work, join a few first and then see what you like/don't like before setting up your own.
- ★ Groups require a critical mass to work. Having set up a few in my day, I've found that you need at least 50 people in a group in order for it to start working. I've also found that when they tip over 1,000 they become less personal and move quite quickly.
- ★ Many successful groups started with an idea to help people or to carry on a conversation with like-minded people and eventually they turn into businesses - so don't feel like you need to be a business in order to run a group.

Some of our favourite groups focused on working flexibly are listed here

<https://techpixies.com/flexibility-part2/>

Do Facebook Lives

- ★ Facebook's live streaming video feature is a very popular and useful tool at the moment.
- ★ If you do paid advertising, one of the cool features is that you can 'retarget' your paid advertising at people who watch your live videos - meaning - you can show ads specifically to people who watch your lives.
- ★ On a phone, you must do LIVES in portrait.
- ★ On a computer, you can do LIVES in landscape.

Create Events

- ★ Facebook business pages (and also individuals) can create events, which can be used for sharing information about occasions such as:
 - Parties
 - Business or social events
 - Planned chats
 - Sales
- ★ You can connect Evenbrite ticketing to your Facebook event.



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And REMEMBER... Show your personality

- ★ Working on your brand personality helps build positive relationships between your business and individuals.
- ★ Brand personality encourages engagement because it helps build up the KLT (Know, Like & Trust) Factor.
- ★ You can inject personality into your brand by doing the following:
 - Give your brand a face by featuring employees - it's easier to identify with a person than a business.
 - Tell stories about your brand and your customers - people love storytelling and prefer it to constantly being 'sold to'.
 - Demo products in a witty and humorous way (where appropriate).

One more 'bonus tip' for active Facebook individuals

You can use your Facebook profile to benefit your Facebook business page. The best way to do this is to share your business page content on your personal feed. Just be careful not to share everything (so people don't feel spammed), but equally don't shy away from sharing posts about major accomplishments like winning awards or being featured in the press. By sharing it, you can dramatically increase organic reach.

Key Takeaways

- ★ Engagement is very important on Facebook in order to gain organic visibility on a very crowded platform.
- ★ It is important to respond regularly to inbox messages and notifications.
- ★ In addition to posting properly, it is important to also try out different types of posts to see which ones increase the most engagement for you.
- ★ And don't forget: Give your page/brand a personality!