

# 10 TOP TIPS

TO HELP BOOST



POST ENGAGEMENT

# Welcome

- As part of YorWealth's support for Our Partners we have developed a series of handy guides to help you navigate and make the most out of your social media presence.
- We are pleased to be working with Rachel Moore from Rachel Moore Social Media who has a wealth of experience and supported us on our "online journey."



# Introduction

Hello and welcome

I'm Rachel Moore from Rachel Moore Social Media a multi award winning social media training consultancy and management company.

I help businesses learn how to use social media effectively and confidently to get their desired results. I do this through private bespoke 1-2-1s, in-house staff training, video courses or via my Get MOORE Social Training Hub which is a private membership Hub that offers live bite-sized weekly training sessions on social media, marketing or business topics.

In this guide we talk about how to increase the engagement on your Facebook page posts.

I hope you find the guide useful.



# Introduction To Facebook

There are so many other social media platforms these days, that many people seem to think Facebook has had it's day - WRONG!!

Facebook, especially from a marketing point of view, is still huge. In fact 66% of the total UK population are on Facebook, that's approximately 44.84 million active people out of 67.9 million people in the UK!

There are 1.62 billion users on average visiting Facebook everyday. That means just under a quarter of the entire world's population are daily active Facebook users.

That said, it has definitely become harder to gain organic traction on a Facebook business page with all the algorithm changes but that doesn't mean you shouldn't continue to use a company page or even set one up.

Always remember Facebook is a search engine at heart and people are searching and checking out businesses inside of Facebook all the time but they don't always take any actions so you don't always know they've been looking.



# Introduction To Facebook

Ask yourself...

If your business isn't showing up on Facebook or your page isn't active, what message does that send out to those potential clients searching for a business like yours? It's almost an expectation now that every genuine business has a Facebook company page.

Even if your page post engagement is low it's still worth a small investment of time to keep your business page active and current and you can always use the fantastic paid advertising platform to give your posts a little boost every now and then to reach a wider more targeted audience.

Let's take a look at what you can do to encourage that extra engagement on your business page posts.

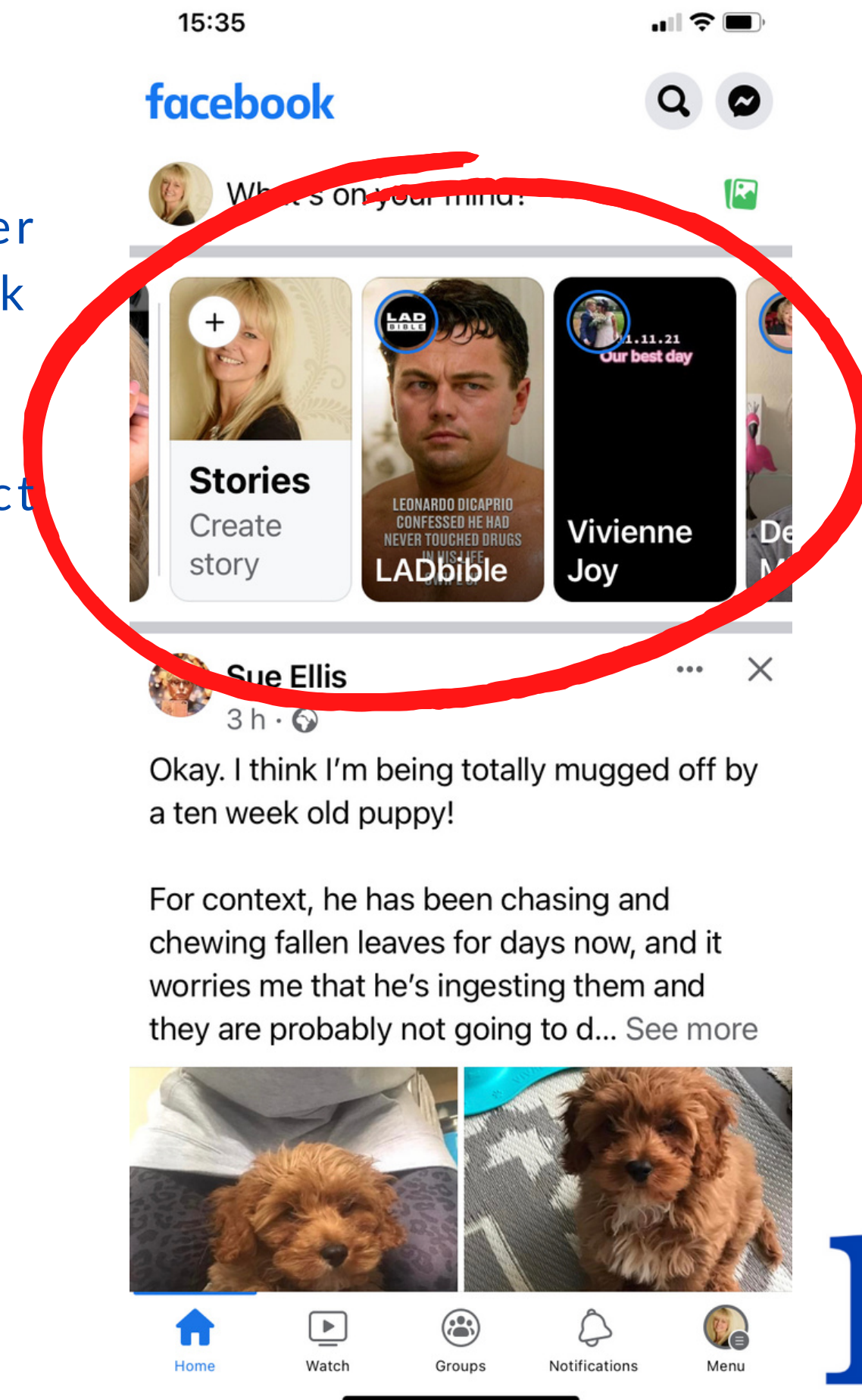
# Facebook Stories

- Stories are an immersive creative format that enables people on Facebook, Messenger and Instagram to view and share everyday moments through photos and videos.
- Stories encourage engagement and scarcity as they disappear within 24 hours unless saved.
- Facebook reward you when users save your posts, they do this by extending the reach of your post i.e. they show it to more people.
- They can be enhanced with playful creative tools such as stickers, emojis and GIFs, as well as built-in camera effects like Boomerang and Hyperlapse.
- You can also use augmented reality effects.
- Stories are quick and easy to use and are a great way to show a more relaxed and intimate side of your business.
- Facebook stories are very popular and should definitely be a consideration for any future Facebook strategy.

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# Facebook Stories

- Using Facebook stories is also a clever technique to get around the Facebook algorithm's restrictions.
- This is because Stories aren't part of the Facebook feed so aren't subject to the algorithm's rules.
- They take prime position right at the top of the app feed demanding your immediate attention.



## Visuals

- Posts with images on Facebook receive 3.2x more interaction than posts without images.
- Every post should include a visual of some kind such as a GIF, image, video, infographic etc.
- Images that disrupt the feed scroll work the best.
- Make sure the image is of good quality and looks appealing.
- Check out the size of Facebook post images every now and again as they do change from time to time.

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## Video

- The Facebook algorithm grades videos based on watch time and completion rate.
- Make sure your video content is engaging right until the end.
- Your ranking signals will improve as consumers watch your videos for longer periods of time.
- The longer people view your video, the higher it will appear in the news stream.
- Video is one of the most powerful ways to create content on Facebook and indeed across social media.

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## Use A Hook In Your Headline


- Pay attention to other people's headlines.
  - Which ones made you stop scrolling?
  - What words grabbed your attention?
  - What hook did they use in the headline?
  - Did you feel they were speaking directly to you?
  - Did you take any kind of action - save, share, comment, like, heart etc?
- Your aim is to get them to take some kind of action.
- The more hooks you have the more fish you will catch.
- The more fish you catch the more conversions you will make.
  - A conversion could be as simple as a page like, a post share, an email sign-up or even a sale. It will depend upon the goal of the post.


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## Timings

- Many people don't realise that in the 'Insights' area on Facebook there are analytics that show you which posts performed the best.
- The 'Insights' also show you what time and day the posts were posted.
- By analysing which posts got the highest reach, likes, shares etc you may see patterns forming which help you understand which types of posts performed the best - video, text, gifts, stories etc and at what time.
- Create more of the best performing posts.
- While the news feed is no longer in chronological order, the most recent posts are still the most likely to appear at the top.
- If your posts appear at the top of your audience's feed while they're online, they has the best chance of being seen and engaged with.
- This is why you need to understand what the best posting days and times are.

### Manage Pages and profiles


 Rachel Moore Affordable Social Media Training

 Meta Business Suite


 Inbox

 Planner

 Publishing tools

 Insights

 News Feed

 Business Apps

 Home

 News Feed



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## Reach & Engagement

- When you create a new post on Facebook the algorithm will show that post out to a very small percentage of your page followers/fans.
- If nobody takes any action on the post the algorithm won't show it to anyone else because they think it's of no interest or it's spam.
- However, if somebody takes an action i.e. they comment, like or share, then the algorithm will see that and then show it out to more followers/fans as it thinks people are interested in that content.
- If those followers/fans take action then the algorithm will show it out to even more followers/fans and so it goes on.
- One of the simplest yet most effective ways that you can help to increase post reach and engagement on your own posts is to ensure you reply back to every comment that is received on your posts - most people miss this simple strategic step.
- Don't just comment on all the posts make sure you like them all too.

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- By liking a comment and replying to it you can double if not triple your engagement on a post.
- Try starting a conversation with the person who has commented.
- Maybe ask a question if appropriate and tag them back into the conversation so they'll return to the post and comment again.
- This way Facebook sees you are actually being 'sociable' i.e. having a conversation with another person on Facebook and that, in a nutshell, is what Facebook and it's algorithm want to see. That's it, it's that simple!

# Sifting Questions

- Asking your audience questions helps them self identify.
- It gets them talking about themselves and everyone enjoys talking about themselves.
- Sifting questions also help you learn about your audience without them realising.
- For example ask questions like:
  - What one thing do you struggle with the most on social media \_\_\_\_\_?
  - What's the one thing stopping you \_\_\_\_\_?
  - I'm great at \_\_\_\_\_, what are you great at \_\_\_\_\_?
  - Is there a charitable cause that you support \_\_\_\_\_?
  - What one thing kept you going through lockdown \_\_\_\_\_?
  - What keeps you awake at night \_\_\_\_\_?

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## Go Live

- Going Live is a terrific method to acquire new eyeballs on your content which will ultimately increase your visibility.
- This is because the Facebook algorithm exposes Lives to people with similar interests and behaviors to the Live Broadcast.
- Live video has 6x the amount of engagement than regular videos on the platform.
- Just 20% of videos published on Facebook are Live video so this is a great way for you to stand out from the crowd.
- Facebook notify page users when you are about to go Live helping to increase attendance and engagement.
- Once finished your Facebook Live video will automatically upload to your profile, page or group.

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## Hashtags

- Hashtags turn topics and phrases into clickable links in your posts on your personal timeline, pages or groups.
- This helps people find posts about topics they're interested in.
- Only use a few relevant hashtags in your Facebook postings, 2-3 max.
- To attract new followers, use industry-specific hashtags and establish your own unique brand hashtag.
- For each hashtag used, Facebook generates a unique URL.
- This means that hashtags can be used to find content.
- To increase reach try using trending hashtags.
- Make sure you do your hashtag research to ensure you are using the right hashtags rather than the ones that just pop into your head at the time of writing.

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## Paid Advertising

- There are a couple of ways you can use the Facebook advertising platform to help increase the reach of your posts.

### Boosted Posts

- A boosted post is a post on your Page's timeline that you can apply money to in order to boost it out to a much larger audience of your choice.
- This is the simplest and easiest way to advertise on Facebook but not necessarily the most effective.
- Boosted posts differ from Facebook ads because they are not created from within the back office of Facebook and as such don't benefit from all the same customisation features available that make their advertising platform so amazing.

# Paid Advertising

## Ads Manager

- The back office referred to on the previous page is called the Ads Manager.
- You can better track and target from within the Ads Manager than via a boosted post.
- The Ads Manager allows you to target your audience at a much deeper level.
- If you plan to advertise on a fairly regular basis then you should use the 'Ads Manager' rather than boosting posts as this will be way more effective.
- With either option you have control of the budget you spend and can run ads for as little as £1 per day at a frequency and duration of your choice.

## In Conclusion

- Facebook is still a massive force to be reckoned with and has a huge amount to offer both B2C and B2B businesses, especially if you dial in a little advertising spend.
- Using the tips in this guide, you'll be able to take advantage of the Facebook algorithm to gain new followers, increase brand visibility and raise your brand's awareness on the platform.
- Just remember the quickest way to become more visible and get more engagement is to have a strategy and invest in a small amount of advertising spend each month to help you reach your ideal audience.



## Contact Details

- I hope this guide has been useful to you and if you require any further assistance please feel free to contact us.



**YorWealth Ltd - Financial Planners**

[www.yorwealth.co.uk](http://www.yorwealth.co.uk)

01904 623888



**Rachel Moore Social Media**

[www.rachelmooresocialmedia.com](http://www.rachelmooresocialmedia.com)

07904 007 660 | 01423 529 708

rachel@rachelmooresocialmedia.com

**Multi Award Winning  
Social Media Trainer & Consultant 2022**

*Rachel x*