



BY LAUREN REYES-GRANGE, SOCIAL MEDIA SPECIALIST, TC MEDIA

GENERATING ENGAGEMENT ON FACEBOOK

YOUR FACEBOOK PAGE COMES TO LIFE when you engage your fans. As a Facebook manager, it's important to remember that on Facebook many relationships begin when your posts appear in your fans' News Feeds. Here are some tips for making your posts stand out amongst your competitors and build an engaged Facebook audience.

KEEP YOUR POSTS SHORT. ELLE Canada has found that smaller Facebook posts generate a significant increase in response levels. According to TrackSocial, "keeping your posts below 250 characters can get you 60% more engagement than you might otherwise see. You can even get up to 66% more engagement if you cut it down to less than 80 characters."

POST PHOTOS. "Photo posts get 120% more engagement than the average post." - **Wishpond**. Style at Home's daily home decor photos are proof to this number as they continue to generate more likes, comments and shares compared to link-based posts.

CREATE FUN, ENGAGING CONVERSATIONS WITH CLEAR CALLS-TO-ACTION. Below are two tactics that have worked well for The Hockey News, ELLE Canada, Style at Home and Fresh Juice.

1) FILL-IN-THE-BLANK POSTS are a quick way to elicit a response from your fans and thus increase engagement. Both The Hockey News and ELLE Canada have found success with this tactic. The key here is to keep the post short and simple to answer.

2) VISUAL QUOTES – at Style at Home and Fresh Juice these are called "quotables". Quotables are maybe the simplest way to increase engagement (especially shares) on your page. Another benefit to creating quotables is the ability to utilize this content on other visual platforms such as Instagram, Pinterest, Tumblr, Google+, Twitter. Style at Home curated a variety of décor-focused tips from their editorial team. The art department created a template in Photoshop (with the Style at Home watermark) to make it as simple as possible for

the web editors to insert the quote and change the background colour/image.



An example of a "quotable."

REWARD YOUR FANS. According to Buddy Media, "35% of Facebook Fans like a page so they can participate in contests". Fresh Juice hosts Facebook contests exclusive to their fans; each contest generates 200-500 new fans. If you're interested in hosting a Facebook contest, Facebook recently updated their promotions guidelines which now allows pages to host contests on their timeline: "**It's now Easier to Administer Promotions on Facebook.**"

EXPAND THE REACH OF YOUR POSTS. When you mention a brand you are connected to in a post on Facebook, type the @ symbol, begin typing the name, and then choose them from the dropdown menu. Your post will automatically post to their Wall. When posting content about specific designers, ELLE Canada will "@" tag the designer's brand page, thus increasing the reach of their post.

DETERMINE YOUR OPTIMAL TIME TO POST. But be prepared for this number to change weekly. If your brand is food focused, consider posting when your audience is most likely to think about food. Lunch time and 3 p.m. (when people are thinking of what to make for dinner) would likely be a good

DOWNLOAD MORE HOTSHEETS AT magazinescanada.ca/cultural/hotsheets





place to start. For Canadian Living, their optimal time is usually between 1 and 3 p.m., which is when they post their “Recipe of the Day” photo post. This post generates the most shares and comments daily.

LEVERAGE YOUR EXISTING MARKETING. Add a Facebook logo with a call to action on your website, blog, **news-letters**, email signatures, business cards, etc. Install social **plug-ins** which are buttons you can place on your website to encourage interactions and Page likes.

CONSIDER INVESTING IN FACEBOOK ADS. Facebook Ads are the best way to build awareness of your Page, increase the reach of your posts and drive new fans.

ANALYZE AND OPTIMIZE. As a Facebook manager, **Facebook Insights** will quickly become a trusted resource. Through insights, you can find out who is visiting your page, where they are located, which posts are performing the best and at what time. Use these metrics to tweak your plan when necessary to drive more fans and increase interactions.

Facebook management is a daily commitment, but it doesn't have to become a full-time job if you plan accordingly. 1) Create content worth sharing, (2) respond to questions and handle negative feedback in a timely fashion and (3) always be prepared to adapt your Facebook posting strategy to what your audience wants.

Lauren Reyes-Grange is TC Media's Social Media Specialist, developing the social media strategies for TC's consumer publication portfolio, including *Style at Home*, *The Hockey News*, *Canadian Living*, *ELLE Canada*, *Fresh Juice*, *Canadian Gardening* and *TV Guide Canada*. **Follow Lauren's blog** where she shares her perspectives on social media, tech, marketing and business.

 **DOWNLOAD MORE HOTSHEETS AT** magazinescanada.ca/cultural/hotsheets