



Solving the Facebook Engagement Mystery

Content may be king, but when it comes to Facebook, engagement rules.



Facebook is a social network designed for engagement. When users engage with reactions, comments and shares, their actions are visible in their timeline. This signals awareness to their friends that your brand may be worth checking out.

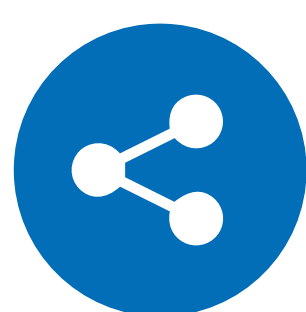
Types of Engagement



Likes



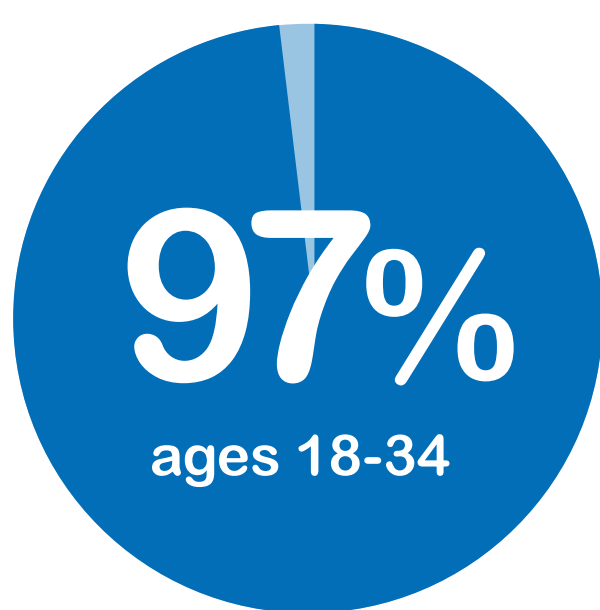
Comments



Shares

POSTING
5x
WEEKLY
IS IDEAL

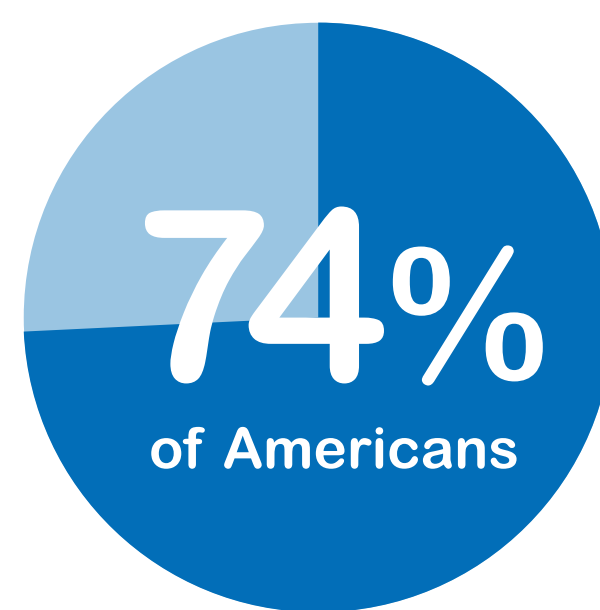
Facebook's Reach



Reach



Engagement



Daily Use

Creating engaging content is important to reach a big percentage of consumers and drive brand awareness and sales.

Post

Top tips for creating engaging content...

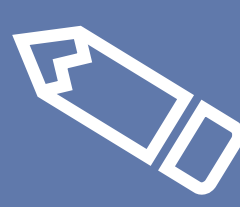
Post



Questions, images and video are more engaging than all other posts



Videos are the content most likely to be shared on Facebook



Short posts (fewer than 50 char) are more engaging than long posts



People engage with links to content, if the link is to more informative content



Post during off-peak times to help increase user engagement



Sunday is the best day of the week to post for engagement



Native photos and videos receive higher engagement

With Facebook still dominating the social media sphere, it makes sense to maintain an active and engaging presence.

Give us a call to find out how FORTHGEAR can help.