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HOT TIPS TO INCREASE FACEBOOK ENGAGEMENT TODAY

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INTRODUCTION

In case you haven't heard, Facebook organic reach is dying. As Facebook tweaks their algorithm, we might soon see ZERO organic reach! Facebook recommends the use of paid ads for maximum exposure & reach. But there are still ways to reach your audience that won't cost you a dime, just your time.

Happy Facebooking!



1

TAG RELEVANT FOLLOWERS & BUSINESSES

What better way to show your followers you care than to tag them in posts and pics. This is easy to do. Simply use the @ sign in front of the name (person or business) you want tag.

You've just increased the number of people who may possibly see your post.

*To tag, they must have a Facebook page.



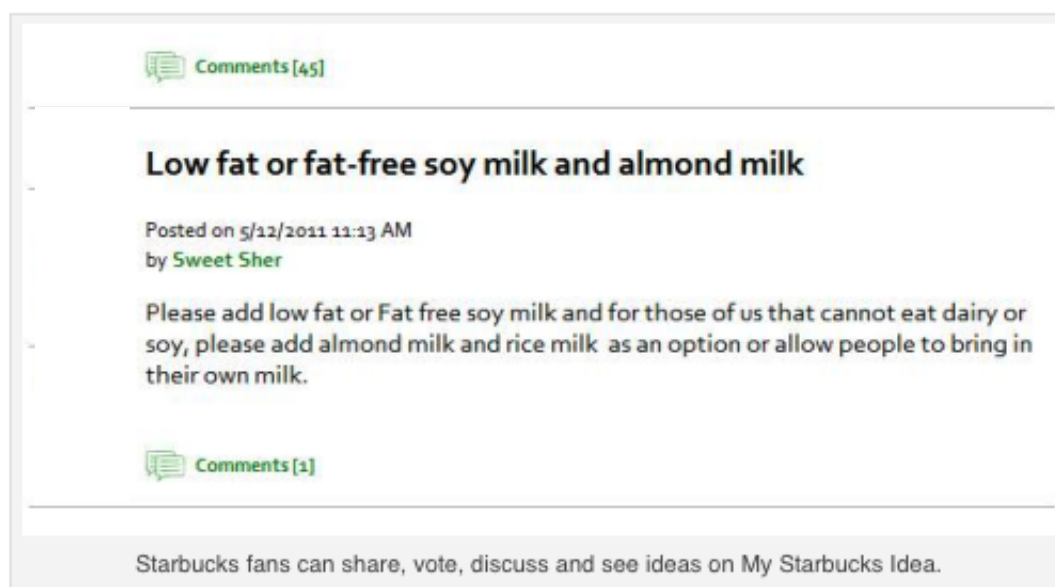
2

CROWDSOURCE

Crowdsourcing is when you ask your community of users to offer their suggestions for how you might solve a problem or address an issue. Facebook has made it easy for businesses to reach out to their community of friends and fans, and recruit new ones. It's a way to get relevant information from users and target audiences.

Crowdsourcing is effective at giving your audience a voice and an opportunity for recognition.

Starbucks executed this idea of using consumer feedback with “[My Starbucks Idea](#).”



The site allows users to submit suggestions to be voted on by Starbucks' consumers, and the most popular suggestions are highlighted and reviewed. Starbucks then took it a step further and added an “Ideas in Action” blog that gives updates to users on the status of changes suggested.

3

SHARE YOUR FANS POSTS & PICS

Let your fans know you care by sharing their posts and/or pics.

*Remember to tag them



Jeff & Cara's North American Adventure shared Jeff Gilman's photo.

January 31 at 8:40pm · 🌐

Any fish over there? Nope. They say you have to be quiet...



Jeff Gilman

January 31 at 5:35pm · 🌐

Waiting for someone to clean a fish.

4

GIVE A SHOT-OUT TO YOUR FANS

You're bound to have loyal fans who regularly like, and share your posts. Give them a shot-out. Let them know, you know they're there.

You'll find this info under the 'Notifications' tab at the top of your page.

The screenshot shows a Facebook page for the Women's Chamber of Commerce PBC. On the left, a notification for a share is visible: "Sherry Shive shared your event." Below it is a post for the "2016 ANNUAL Giraffe Awards" and a "Women's History Month Kick off Party" on March 3rd. The main content area shows a notification for a share: "Sherry Shive shared Women's Chamber of Commerce PBC's post." The right sidebar shows a list of notifications, including shares from "Women's Chamber of Commerce PBC", "George Poole, Timothy Davis and 3 others", and "Sherry Shive".

Thank you @SherryShive for sharing our posts. You're Amazing.

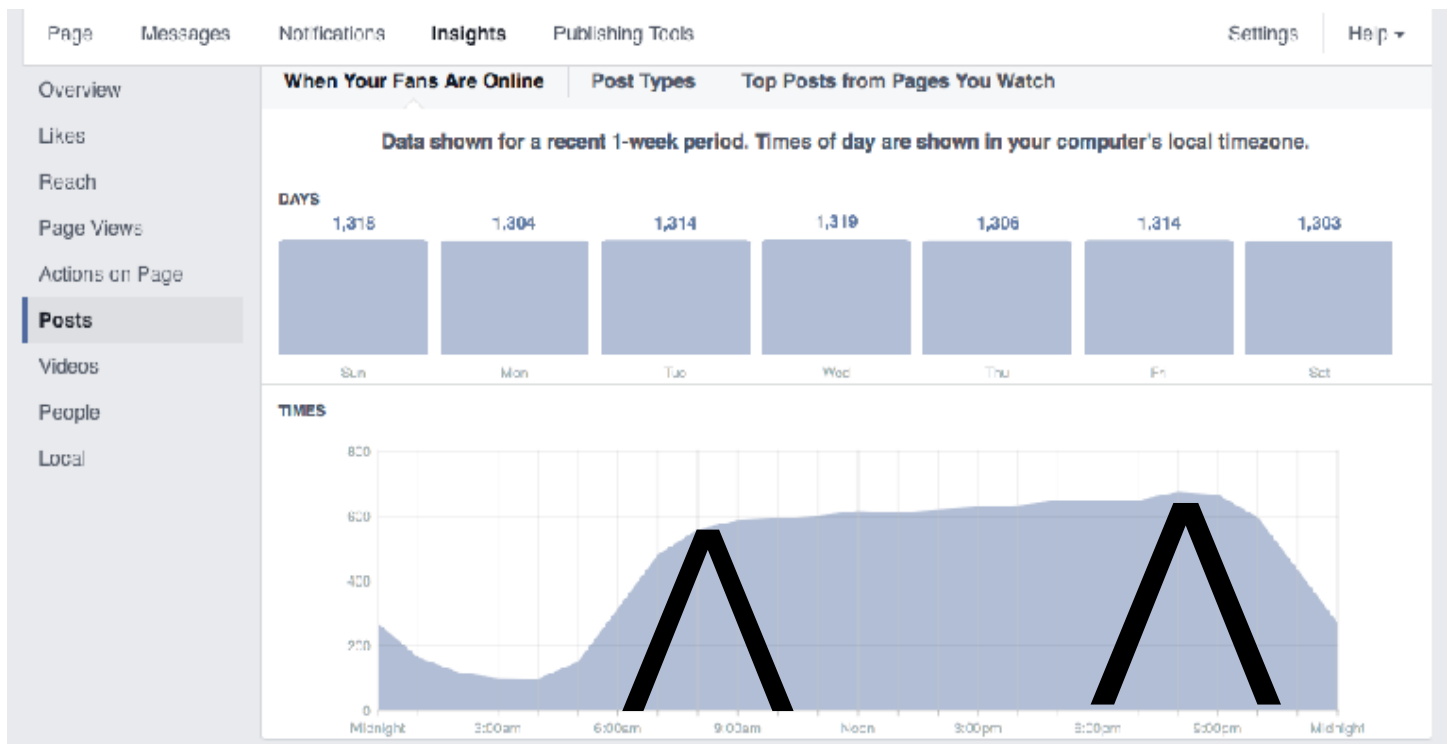
Boost Post

5

POST AT PEAK TIMES

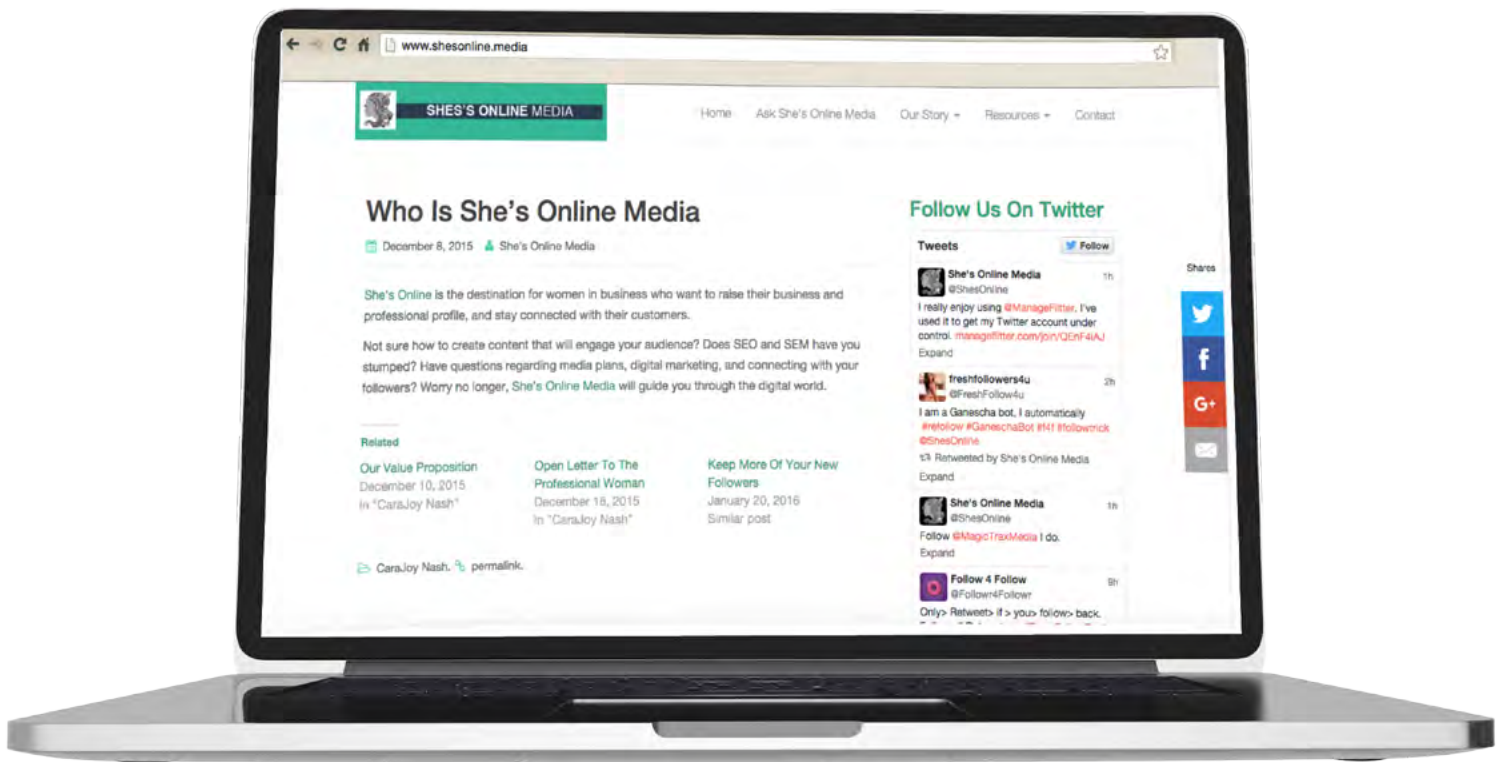
Give your page the best shot at reaching the most people by posting at peak days and times.

You'll find this info under the 'INSIGHTS' tab at the top of your page. Then look to your left, you'll see 'POSTS.'



^ = These are your peak times to reach your fans. Check out the days as well.

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