



Increasing Engagement on Facebook® Pages with HootSuite

Facebook® is a valuable network for cultivating fans and gaining brand visibility, but maximizing participation from your community is part art and part science. As with all marketing channels, it's important to apply best practices to encourage the highest level of engagement.

By using these tips and tactics, you'll fine-tune your campaigns and reach the objectives of increasing participation and improving EdgeRank.

Finding the Value

Your aim is participation from your audience so concentrate on posting interesting updates to inspire fans to take action, i.e.: add a comment, Like your post, or share on their wall. These activities will spur further engagement from Facebook users who are encouraged to engage when they see their friends chime in.



Slate.com
Elizabeth Warren is reportedly launching her Senate bid tomorrow. Do you think she can beat Scott Brown? <http://ow.ly/6triQ>

Elizabeth Warren Ready to Launch 2012 Senate Bid
ow.ly
The Bay State and the Beltway are abuzz over a high-profile showdown with Scott Brown.

Share · 22 hours ago via HootSuite

315 people like this.

Corey Sims yes
22 hours ago · 1 person

Judy Jackson Wammock yes!!
22 hours ago · 1 person

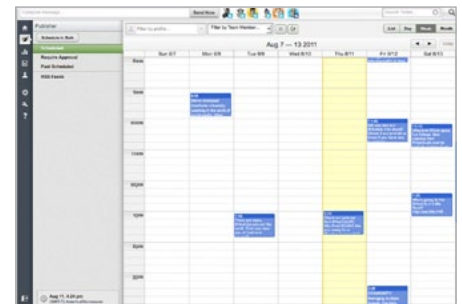
Joe Doug I wish she'd run for president.
22 hours ago · 7 people

What makes an engaging post? Here are some considerations:

- ▶ **Personal voice** – Set a tone for your posts to add your brand's personality by speaking about topics your audience cares about.

HootSuite is a Facebook Preferred Developer Consultant and works with the platform to integrate social functionality.

EdgeRank: Applying these tips for posting to Facebook from HootSuite will likely increase your engagement rate *and* your EdgeRank. EdgeRank is Facebook's algorithm for determining the importance and relevance of content. While not publicly shared, the determining factors likely include: Affinity, Weight and Time.



TIP: Use HootSuite's scheduling tools to plan outside of 9-to-5 so your team doesn't have to work overtime. Schedule up to 50 messages at once with our batch uploader, saving you time down the road to focus on real-time engagement with fans.

- ▶ **Photos and Faces** – Adding pictures to posts is an increasingly common practice for all Facebook users² and a valuable way to make your content stand out with personality.
- ▶ **Easy actions** – Commitment-level on Facebook is relatively low, so use simple calls to action in your posts, e.g: ask for Likes or quick answers.
- ▶ **Emotional response** – Choose topics which your audience has an opinion on right away, then ask them a simple question to elicit an immediate reply.
- ▶ **Spark debate** – You’ve done it right when your comment stream becomes a conversation of its own with fans engaging with one another on topics you start.

What to Measure

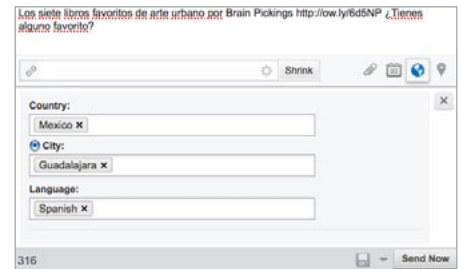
Impressions are a common metric on Facebook, but only tell part of the story as they only represent an *opportunity* to engage, rather than an actual action from your audience.

Using Facebook Insights analytics within HootSuite, you can look at:

- ▶ **Feedback percentages** – These come in the form of comments and Likes to show fan engagement and give a view into their interests and opinions providing a great opportunity to respond.
- ▶ **Click-through rates** – This metric follows the direct actions of your audience allowing you to measure which posts are most successful, and adjust accordingly.
- ▶ **Custom URL parameters** – Using Google’s link modifiers gives you visibility into the path your audience takes – from click-thru to sale/sign-up. Learn how this information can drive success and impact revenue in the HootSuite measurement series about [social ROI](#).

TIP: Segmenting by geo-region is a valuable way to make your posts even more relevant to audiences and engagement is three times higher on locally focused brand pages⁷.

With [HootSuite Enterprise](#) you can geo-target posts on your Facebook Pages, giving you the option to segment content by country, city and language.






TIP: Avoid sending out too many messages in one day. Social Baker recommends 1 daily, or up to 3 if you have important announcements or releases.

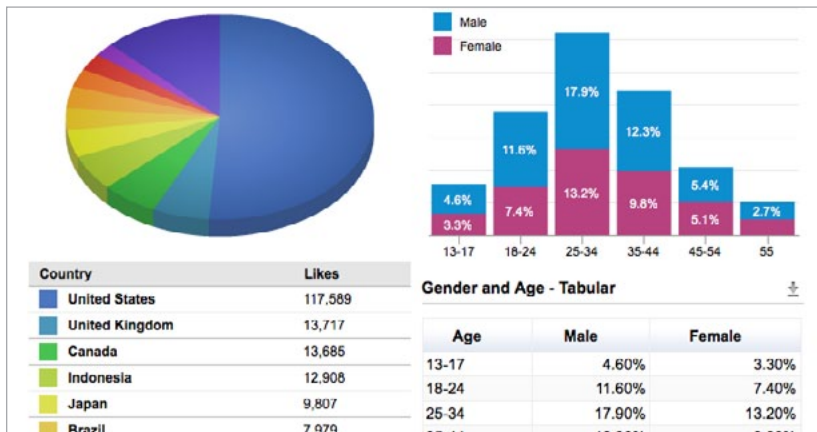
Too much content will be hard to follow, plus Facebook may ‘collapse’ your messages into one post in the news feed to free up space for other content¹.



- ▶ **Audience metrics** – Looking at demographics (age, gender) will help you tune your content offerings so they resonate best with your audience.

Statistically Speaking

-  **Facebook in the workplace** – 1 in 5 global companies block social networks in the office, which means at least 20% of professionals are engaging outside of the usual 9-5 workday³.
-  **Time matters** – Brands that post outside of business hours have 20% higher engagement rates⁴.
-  **Day of the week matters** – Research shows the end of the week, and particularly the weekend as prime engagement time⁵. A report from Mashable shows Sunday to be a key day for fan engagement on Facebook, but brand posts make up a mere 5%, suggesting this day is overlooked. Hint: Try scheduling targeted messages in advance⁶.



Measure your Facebook Pages with HootSuite Social Analytics

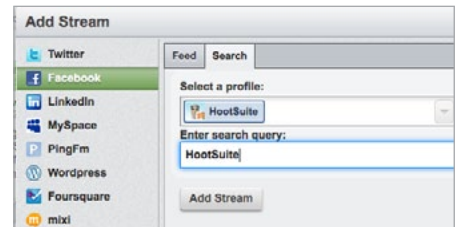
¹ <http://www.socialbakers.com/blog/115-the-biggest-mistakes-you-can-do-on-facebook-pages/>
² <http://www.pixable.com/blog/2011/02/14/facebook-photo-trends-infographic/>
³ <http://www.thegrapevinemagazine.com/retention/?id=4508>
⁴ <http://mashable.com/2011/04/06/facebook-engagement-data/>
⁵ <http://thenextweb.com/socialmedia/2011/06/24/whens-the-best-time-to-post-to-twitter-how-often-to-post-to-facebook-this-infographic-tells-you/>
⁷ <http://www.socialbakers.com/blog/45-brands-should-act-locally-on-facebook/>

HootSuite has comprehensive Facebook functionality specifically designed to increase participation, including:

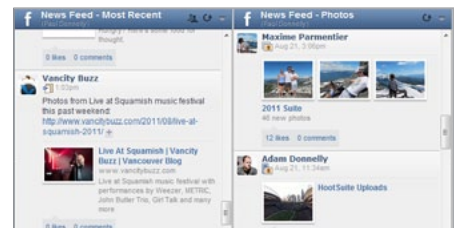
Comment streams



Full search



Monitoring



More Info:
Twitter: @HootBusiness, @HootSuite_Help, @HootSuite
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Help Desk: help.hootsuite.com