

How to optimize your reach with Facebook – by Elizabeth Schiemer

Algorithms are a set of rules used to calculate the spread of the post to a wider audience. To reach, connect, commit and close a deal, everything on Facebook boils down to the number of unique people who saw your content, engaged, liked, commented, clicked or gave negative feedback. Highly shareable content is the holy grail of social media marketing, and doing your best to optimize for shares is number-one.

VIDEOS have high post engagement if they have shareable video that's both entertaining and relevant. This attracts more reactions, comments, and shares and better reach. Video on Facebook has triple the engagement because Facebook's algorithm factors in the time spent on a video, as well as the shares it generates.

COMMENTS The higher the engagement rate, the more relevant your content is to the Facebook algorithm and the more reach your posts will get.

Comments or an engaging ongoing conversation loop helps you build an audience and increases organic reach from the algorithm because Facebook will include the post in more users' feeds.

Post reach is the number of people who saw a specific post in their news feed. Viral reach consists of the people who see your content because someone else created a story about it and when a customer or fan likes, comments or shares your post, their friends will see your post even if they aren't fans of your page.

FREQUENCY: If you publish the same Facebook Ad posts too frequently people may start to ignore them. Try posting less often or mix them up to draw attention.

Tips to increase engagement

- Ask your audience to share something about themselves or their business
- Ask a polarizing or opinion-stating 'Yes or No' question.
Ask open-ended questions.
When responding to comments on your posts, encourage more dialogue and Respond to every comment in a way that encourages community and dialogue
- Leave an emoji or GIF response to the person's comment.
Reply with a general statement of appreciation for the user taking the time to share their thoughts or opinion.
- Ask an open-ended question. 50% to 60% of the time, your audience will return to continue the conversation, signalling to the algorithm that your content stays relevant over time and giving it more reach
- Post a fun fact or an expert opinion or question about the program or service your offer.
- When you find an interesting article that's relevant add it in the comments.

- Publish videos linked to your promotion in comments.
- If the content of your Facebook post mentions or promotes another business, tag the business in the description/narrative of your post. Your post will then pop up on the other business's page, which is likely to draw their attention and result in a share, increasing the potential audience for your post.
- Include a link or the icon to your website in the comments
Also acknowledge people who share your posts. Hop on over to the shared post and hit one of the reaction buttons (like or love) to let people know you appreciate their share.
- Use questions for your visitors to engage readers to share thoughts or ask questions in the comments
- Tag those who have shown interest or attended a previous program. To develop a tag list use Set up your Pixel. A Pixel is a few lines of code you insert into your website to track conversions and access data about your clients.
Look for conversations – tracking

Based on how people have interacted with your Facebook post or ad you can tag people from different options:

- Those who have engaged with a page post (Like, Love, Ha-ha, Wow, Sad, Angry), shares, comments, link clicks, or carousel swipes.
- Those who clicked any available call-to-action button (Contact Us, Shop Now, etc.) on your page
- People who sent a message to your page
- Those who saved your page or a post on your page
- Everyone who engaged with your content or ads on Facebook or Messenger

To attract a page to appear more often in your newsfeed

- If you like, share and/or comment on posts you are more likely to have new ones appear in feeds organically.
- Engage with every video a favourite person posts, then you will see their videos popping up more in your newsfeed.

Above all, remember to have some fun, and share your authentic self 😊