
BEST PRACTICES FOR SHARING CONTENT ON FACEBOOK

When it comes to sharing content on your company Facebook page, you have the freedom to set your own schedule. You can share photos, videos and content as often as three times a day, or three times a week. It's entirely up to you.

Find a schedule that works for you and stick to it.

Focus on starting conversations and sharing information and the likes will come. A good rule of thumb to use when deciding what type of content to post on Facebook is the 50/30/20 rule.

Allow 50 percent of your content to be fun and friendly. Don't be afraid to post pictures, graphics and videos. Invite fans to comment on your posts by asking questions. This will help start conversations and increase engagement. It might take some time, but eventually people will respond.

Keep the questions simple. Something people can answer in just a few words without a lot of research. If they have to think long and hard before they respond, they will simply move on to something different.

Around 30 percent of content you share should be useful and informative. This is where your company blog posts come in. Share industry information and tips to educate your audience. Sharing informative posts will also create conversations and give people a reason to share your post.

The final 20 percent of content is promotional. Promote your brand just don't be super sales-y about it. For example, avoid "We just released a new product you can't live without! Buy it now!" with a link to your website. That's a tad aggressive. Instead, give your audience subtle calls to action. For example, "Did you know we currently launched a new product featuring x, y and z? Learn more about this product and the benefits it provides by reading this blog post."

Encourage fans to visit your website for more information. This will drive traffic directly to your website without being pushy. Use the worksheet on the next page to plan a week's worth of content. Remember to use the 50/30/20 rule. Mix questions, pictures, industry information and the occasional call to action.

Use the worksheet on the next page to plan out your content a week at a time.

50% Get likes, shares,
and comments

30% Be useful &
informative

20% About your
business

Entertain, invite conversation,
ask questions, images & video

Industry info, hints & tips,
curate content

Calls to action,
not "buy now"

- 1 **50%** Fill in the blank: _____
- 2 **50%** Question: _____
- 3 **50%** Photos: _____
- 4 **30%** Tip, stat, or fact: _____
- 5 **30%** Link to a blog post: _____
- 6 **20%** Sale, event, or product/service info: _____