

## Facebook Tips for General Platform Use

1. **Be Consistent:** Being consistent in the quantity, quality, and timing of your Facebook posts will help cultivate a “brand voice” for your organization. It will help other users understand your business initiatives and help them learn what to expect from your digital presence.
2. **Target Posts:** Depending on your organization’s goals, you may want to post something that’s directed at specific user categories based on age, gender, location, or other definers. If you’re looking to target a specific person or organization, find their Facebook page and make sure to tag them in your posts so their audiences can see your content too (double the exposure!)
3. **Provide a Link in Email Signatures:** Including a link to your Facebook page (and other social media profiles) in your business email signature will help direct your customers, colleagues, and other contacts to your page and expand your reach.
4. **Interact As Your Page:** Engage with content your followers post as your organization’s Facebook profile rather than your personal page. This way, your organization can achieve additional exposure within your followers’ networks.
5. **Use Fewer, More Relevant Hashtags:** Hashtags exist to aggregate content around a specific topic and help people see a specific flow of content. On Facebook, users have already actively filtered their news feeds by choosing what pages to like/people to be friends with, so hashtags on this platform are generally less effective than they are on Twitter. If you *need* to use a hashtag, DO YOUR RESEARCH and make sure it is relevant, active, and matches up with your message.
6. **Keep it Fresh:** When linking to URLs or using hashtags on Facebook, make sure you’re sharing active, relevant web content. Users don’t want to be redirected to blank pages or year-old stories. Facebook is more interactive than Twitter and people will engage more if your content is applicable in real-time.
7. **Don’t Compete Against Yourself:** Try not to run multiple, unrelated campaigns for the same audience at the same time. When you post several pieces of unrelated content, you’ll inadvertently cause “brand blindness” which happens when people are overexposed to your posts, and will diminish audience receptiveness.
8. **Promote Across Platforms:** Use Facebook to ask people to follow your organization on other social media platforms like Twitter or Instagram (and vice-versa).
9. **Act Like Your Target Audience and Engage:** Join like-minded groups and follow related pages, especially ones that your target audiences actively engage with, and engage within those groups. In a Facebook group, users see the most active / popular posts from the group on their news feeds, so engaging within group discussions will deliver additional exposure amongst group members.
10. **Listen to Your Audience and Be Receptive:** Yes, this seems obvious, but is VERY important! Delivering useful articles / original content / etc., you will help people connect their every day lives to your organization. So, when your consumers ask for something or make comments, be receptive to their feedback and tailor your content for their wants and needs.