

## Lesson no. 14: Understanding Facebook best practices

### **UNDERSTANDING FACEBOOK BEST PRACTICES**

#### i. TAKE ADVANTAGES OF FACEBOOK VIDEOS

In the past few years, Facebook videos grew significantly in popularity. Thanks to quick recipe videos from Tasty and Chewbacca-masked moms, people turn to Facebook for engaging content.

Video shares on Facebook grew by 100% over the last year as well. Now more than ever, your business has the chance to take advantage of a flourishing content stream. In the past, the trend was to use images to drive further engagement—which is still not a bad option.

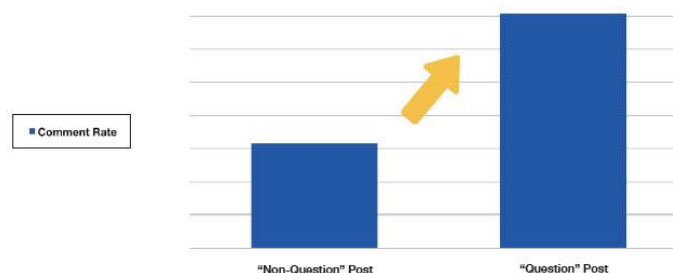
#### ii. KEEP POST SHORT AND SPECIFIC

Facebook is unique in the way it can post images, videos, short or lengthy text.

However, many marketers see success on Facebook when they're short and succinct with content. Like we mentioned earlier, keeping your customer's attention is critical. This is why so many brands have seen success with shorter content on Facebook.

Ask questions to spark dialogue –

"question" Posts generate Comment rates **double** that of "non-question" Posts.



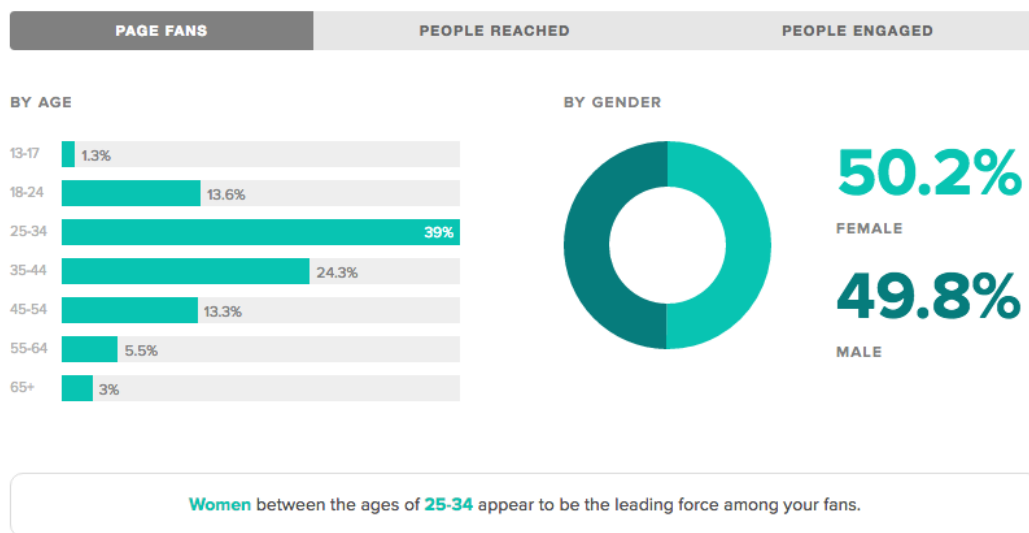
#### iii. KNOW YOUR TARGET AUDIENCE

Your Facebook demographics tell you everything about your customers. Study this core group inside and out to know who to target. Your social media demographic scan change per network. It's not easy keeping track of something that's

constantly evolving unless you have the tools to measure and report on your demographics.

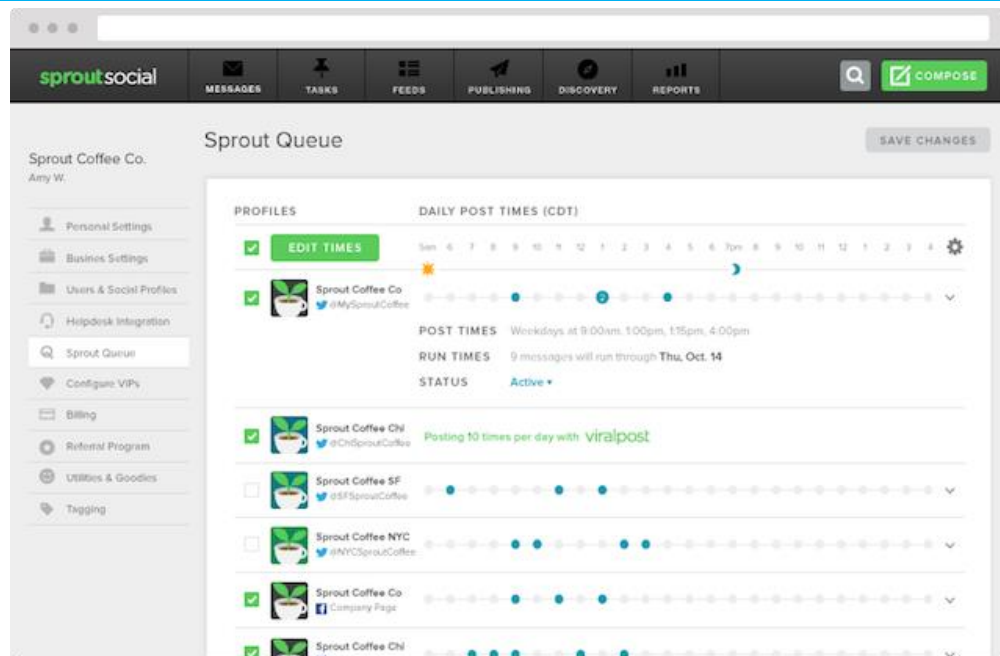
By using a third-party social media management tool like Sprout Social, you gain in-depth insights to user demographics that go above and beyond what's provided only on Facebook. Sprout's Facebook demographic reports can help paid search, advertising and social media marketing teams hone in on their core audience.

## Demographics



### iv. POST FREQUENTLY AND TIMELY

Your overall post frequency and subject matter can change for each network. Facebook is no different and the network tends to flourish on brevity.



Use Sprout Social's ViralPost. This amazing feature posts your Facebook content when your audience is most likely to be engaged. Take out the guesswork and know you're posting at the best times with ViralPost.

v. USE TRENDY TOPIC AND HASHTAGS TO STAY RELEVANT

Trendjacking is a social media term that refers to hopping on a trending topic to promote your brand. It's one of the harder social marketing tactics because it can often backfire for brands.

Simply take caution when posting on trending topics, but don't be afraid to get in the conversation. Or you can use hashtag tracking tools to discover what people are saying about you on social.