



FACEBOOK

A platform designed for

FAMILY

ABOUT

Algorithms

The algorithms on Facebook are formulated by a follower engaging with your content. If/when a follower **likes, comments, or shares** your content they are perceived as having an interest in what you post. The next time you post something, your content will be shown at the top of that follower's feed. If the follower does not engage with your content your posts are hidden from the top of their feed.

CONTENT

Top Performing

- Photos
- Hyperlinks
- Facebook Events
- Flyers or Images with text





FACEBOOK

How to defeat the

ALGORITHM

BOOST

Your posts.

Boost, or place money behind your post to reach more of your followers. A simple \$5-\$10 can significantly increase your post reach.

#HASHTAG

Your location.

Include local #hashtags i.e., #Cleveland, #Columbus in your post captions. Leverage your geographic location to reach more people.

ADD PHOTOS

To almost every post.

When you compete against other posts, gifs, news alerts, etc., your content may become lost. Include a photo with almost every post you publish to drive an immediate reaction or awareness for your post.

HYPERLINK

To more information.

Hyperlink back to a website with more information can be a quicker and easier way to engage with your audience. Avoid lengthy post captions and just provide a short overview or sneak peek about the topic.



FACEBOOK

Enhance Your Social Media

PRACTICES

BEST TIME

of the Day to Post.

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Publish content at peak times to catch the follower's attention. These are the peak times:

Monday - Friday

- 7AM-9AM - Morning Rush
- 12PM-1PM - Afternoon Pick Me Up
- 7PM-9PM - Night Scroll

Saturday + Sunday

Weekend plans tend to consume someone's day so their availability to check social media is limited.

Aim to post in the early morning between 8AM - 12PM.

STORIES

Live for 24 hours.

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These spotlights last for 24 hours and always remain at the top of a follower's feed. This can beat any Facebook algorithm organically (unpaid content).

