Get Better Facebook Reach

Presented by
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• Top 10 Social Media Blog 2014, 2015, 2016
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• Author of “Instagram for Business for Dummies”, “The Ultimate Beginner’s Guide to Instagram” and “Stop Guessing: Your Step-by-Step Guide to Creating a Social Media Strategy”
Facebook’s Big Changes
Why Is This Happening?

More people + More businesses + More content = More Noise
The previous Facebook algorithm looked at people’s reactions to, comments on, or shares of posts to determine ranking.

NOW: Facebook will prioritize posts that spark conversations and meaningful interactions between people.
Priority Posts

• These include:
  • Posts that inspire back and forth discussion
  • Posts you might want to share
  • Posts you might react to

• For example:
  • A friend seeking advice
  • A friend asking for a recommendation
  • A news article or video prompting lots of discussion
Facebook will prioritize posts from *people* over public content, including videos and other posts from publishers or businesses.
What Can Businesses Do?
• Posts that generate conversation (not just comments)
Business Pages

• Post with purpose. Do not post to check the box that you shared something to Facebook.

• Instead, be intentional, strategic, and relevant with what you post.
• Live videos
Business Pages

- Timely and relevant content

| Published       | Post                                                                 | Type | Targeting | Reach | Engagement | Promote |
|-----------------|                                                                     |      |           |       |            |        |
| 01/17/2018 8:12 am | The catastrophic Facebook Zero statements by many, are not how |      |           | 1.3K  | 184 56     |        |
| 01/14/2018 7:12 pm | Wanna know what's going on with the latest Facebook news? How     |      |           | 378   | 232 18     |        |

Close to 4600 fans
28% ORGANIC reach and 8% organic reach
18% engagement and 66% engagement
Business Pages

• Episodic or regular content features
• Use people!
• Employee advocacy
• User generated content from customers
Business Pages

Provide customer service

60% of consumers expect a response within one hour

Source: Social Media Today

@jenns_trends
Business Pages

• LESS content
• Positive language
• Have a brand voice and personality
• Act and think like a person
• Embrace authenticity and transparency
• Don’t use click bait or manipulative tactics
Facebook Groups

- Person-to-person interactions
- Not a public forum, but similar people with similar interests
- Facebook is pushing groups so you should too!
- Groups should be audience-centric, not business-related
Facebook Events

- Indicates real life plans and interactions
- Huge exposure and reach to new audiences
- Data research on your audience
- Post well in advance and update regularly
- Encourage conversations on the event
Content Strategies
Educate, entertain, and provide value – don’t sell, sell, sell
Education
Content Strategies

We hear that #PinkPoop is now a thing. If it hits, don’t worry, no one will hear a peep from us.

People Are Saying Peeps-Flavored Oreos Turned Their... Happy Easter.

BUZZFEED.COM | BY JULIA REINSTEIN

See more from Julia Reinstein.
Content Strategies

Edutainment
Content Strategies - Case Study

ADAM RIPPNON IS A NATIONAL TREASURE

NBC Olympics
February 11 at 3:07pm

Don't mi-skate these blades for one-another #WinterOlympics

NBC Olympics
Yesterday at 8:47am

American icons: Red, White and Blue

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It's Our Own Fault

From Jon Loomer's blog post:

- Jan. 21, 2014: Showing more from friends
- Apr. 10, 2014: Cleaning up spam
- May 27, 2014: More control over sharing from apps
- Aug. 25, 2014: Stop with the click-bait
- Nov. 14, 2014: Enough of the overly promotional stuff
- Jan. 20, 2015: No more hoaxes
- Aug. 4, 2016: Seriously, enough of the click-bait
- Dec. 15, 2016: No we mean it about fake news and hoaxes
- May 10, 2017: Your links suck
- May 17, 2017: Last warning on the click-bait
- Aug. 9, 2017: No more cloaking
- Aug. 17, 2017: Now click-bait is ruining videos
- Dec. 18, 2017: No engagement bait, either

@jenns_trends
Stop being a marketer, start being a human
Would you interact with your brand content on Facebook?
Thank You!

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