



12 Simple Strategies for Better Facebook Engagement

1. **Add friends Daily** - try to add a minimum of 5 new friends daily.

This will expand your network and visibility. Don't add to many consistently. The algorithm can hurt you if you try to add too many daily!

2. **Be a Giver NOT a Taker** – always spend 15-20 minutes liking and commenting on other peoples posts before you make your own post.

Give a little love and you will get back more! It's a warm up like before you exercise or play a sport. The algorithm likes this and so do the people you comment and like.

3. **Less is MORE** - One post a day is sufficient!

People are busy! More posts daily, kills the algorithm. Quality over quantity.

4. **Posting Time Doesn't Really Matter** – Just be consistent.

Post weekly, 3 times a week or daily. Whatever you can do, just do it! Posting in the morning and then posting again in the afternoon will kill the post you did in the morning. One per day is key!

THE NORTHERN NETWORKER



5. **Stories** – All social media platforms are loving stories.

Many people get annoyed by some posts on Facebook. Stories are different and some people enjoy watching the stories more. They are becoming more powerful! Remember you are your brand. People must get to know, like and trust you. Stories just add that credibility. And the algorithms love it! People may also take more action from stories.

6. **Smart Linking** - Never put a link in your post!

Facebook DOES NOT want to take anyone off their platform, and this goes for all the social media sites. Unless it's a paid ad of course. Putting a link in your post will demote that post big time! Post links in comments or ask people to comment for more information and send them a private message.

7. **Control Your News Feed** – Clean up your News Feed Regularly.

Start to clean up all the negativity and wastefulness of posts you see on your news feed. Use that unfollow button, the see first and of course your friends and family. There are people you just don't want to see, so set your news feed up that way. Remember this is for your positive mindset and mental clarity! Not to mention new people to engage with.

8. **Profile Picture** - Make it clear and just you!

Smile and look positive! From the shoulders up, clear good lighting and kind of zoomed in so they can see your face. This is so important, many profile pictures out there you can't even see the person. Remember, smiling is inviting. It attracts and lets others know you're willing to network and connect! Nobody wants to be friends with someone who looks grumpy or angry, right. I've had one with my dog, I loved my dog!! It was only her and I. But the profile pic should be only you, so people can get to know you like you and trust you.

THE NORTHERN NETWORKER



9. **Comment Back** - Always reply to comments on your posts.

It boosts interaction considerably. This shows you're real and care ... remember that people don't care how much you know until they know how much you care! It's all about being grateful and showing people that you reply to comments. This will create more interactions on your post and Facebook algorithm loves this, which boosts your engagement!

10. **Just Be YOU** - Be consistent. Post daily if you can and mix it up.

If you're always funny, post something funny every now and then. You want people to be able to meet you in person (who may have been following you for months) and when they do, you're exactly the same in person as you are in your posts. It's about being SOCIAL ... that's what social media is all about! Your GOAL always is for people to get to know you PERIOD! Dr. Suess said it best ... "Why fit in when you were born to stand out".

11. **Emoji's and Content** - Emoji's can boost your engagement.

Yes, they can, when used correctly. Never use emoji's mid sentence. Only use them at the beginning or the end of a sentence. If a paragraph then at the end yes ... and never over due or over use them. One or two here and there. The emoji must share the correct feeling of what's in the paragraph or the sentence. Yes, the algorithms can detect this, so be smart.

12. **Always Be Original** - Don't copy and paste others.

Sharing is caring! Be original with your posts. Originality always wins! If you share a quote, explain why you like the quote or just plain share YOUR thoughts and not the thoughts of others. This may not be easy, but will help you find your lane or your voice out there in all the fluff, and will always pay the biggest dividends for you. It's all about standing out and being noticed in the matrix lol.