

### What to post?

A post with a photo will get you 53% more likes and 104% more comments!

Question posts bring in 100% more comments, but fewer likes and shares than other posts.

Certain words bring in higher amounts of activity:

- 'Should' = 100%, 'Would' = 100%,

- 'Which' = 90%, 'Who' = 80%, 'When' = 60%,

- 'What' = 59%, 'Where' = 50%, 'Why' = 40%, 'How' = 20%

Make sure to post about competitions. 35% of people like a page so they can enter contests!

Coupons and discounts also bring in followers. 42% of people will like a page in order to gain a cheaper deal.

Stock photos bring in less traffic than graphics made by you.

Posting links actually brings in a lot of traffic! Your website could be viewed by up to 22,000 people just within a 5k radius, so make sure you post the link to that on Facebook.

### Use emoticons :)

Emoticons, used mainly in informal social internet messaging or texting, can also be used in a business setting. In fact, in a study by American Express Open Forum, it was found that by including emoticons in a post on Facebook, you could:

- Gain 33% more shares
- Gain 33% more comments
- Gain 57% more likes!

All this for just a smiley.

### When to post?

Biggest engagement rates on 3 days for both B2C and B2B:

Thursdays (Biggest), Friday and Sunday

Most sharing done on:

Saturdays

Attention paid to Facebook: During commute hours (7am-8am), Lunch (1pm-3pm), Home time (5pm-6pm), After Dinner (7.30pm-11pm)

### When to post? (cont)

For B2C: It is suggested you focus posting on weekends to hit target audience.

For B2B: It is suggested that you post continuously throughout the week, as evidence shows both a positive and negative correlation between time of posting and post reception.

### What picture to use on a Facebook Ad?

Chris Cardell is a marketer who works primarily through email and video seminars. In one of his seminars, he mentions that using pictures of young, attractive females makes both men and women click on your advert without alienating either gender. This means that you target your advert to both.

If the woman in your photo is looking toward your text, even better! Psychologically, we look at what other people are looking at. When people see a picture of someone looking in a specific direction, they follow the sight-line subconsciously. This means that the reader of your ad will follow the sight-line of the woman's eyes straight to the copy you have written below - meaning that they read your advert and are more likely to click and view your ad!

### Frequency of Posts

In a study done by Buffer App, they discovered that posts received just as little/much attention when they posted 6 times a day to when they posted once, suggesting that it is not how much you post that matters, but what you post instead.

### Posting by Day

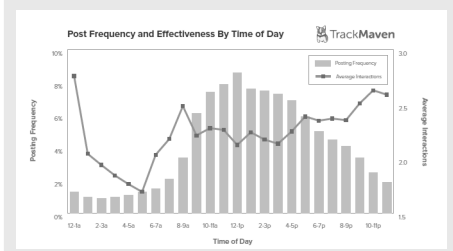
#### Best Day to Post: Determine Yours

Our research revealed that 98% of Posts are published between Monday through Friday, with user engagement on these Posts peaking on Thursday and Friday. Generally speaking, that means the best time of the week to post is towards the end of the week. This finding coincides with data recently revealed by Facebook showing that the "Happiness Index" on Facebook spikes by 10% on Friday.

Engagement rates fall approximately 3.5% below average for Posts published Monday through Wednesday, with engagement rates on Saturday being 18% below average. However, engagement rates ultimately vary by industry.



### Posting by Time



### The Language of Facebook Posts

Bad/Negative	Neutral	Good/Positive
Limited	Brand New	Event
Exclusive	Only	Winner
Free	Entry	Offer
Discount	Buy	New
Coupon	Contest	Win
Off	Promotion	
Sweepstake	Enter	

