

Posting to Your Facebook Page & Engaging Your Audience

Publishing new content to your Facebook page keeps your social media presence active and it grows your following. But if you're wondering how to get started, here's what you need to do...

- **Login to Facebook.** Once you're inside Facebook, navigate to your page. You can usually find it on the left side of the screen.
- **Use a background.** When it comes to text posts on Facebook, they often don't get as much traction as images. Fortunately, you can select a background to make it look as if your posting an image.
- **Make your graphics the correct size.** The current size that Facebook prefers is 940 x 788 pixels. You can create graphics this size using websites like [Canva](#).
- **Try a poll.** When you're ready to post on Facebook, click the poll option beneath the post editor. You can ask a question and give fans a chance to vote on their favorite options. This can be useful for driving engagement and give you valuable market feedback that you may have otherwise overlooked.
- **Embrace the check-in.** If you're somewhere that your fans and followers might find interesting, then be sure to do a check-in on your Facebook page. This is where you tag the location you're currently at.
- **Share your feelings.** When it comes to posting on Facebook, don't be afraid to use the feelings/activity feature. It allows you to include your mood or current activity along with your status update. Doing this can make following your journey more enjoyable for your viewers.
- **Schedule a watch party.** Use a watch party to upload a video and act a "host" during the presentation. This could be a cool way to introduce a new product, welcome a new team member, or debut an additional service.
- **Try journal prompts.** When you're stumped for content to post, look online for popular journal prompts that are relevant to your niche. Tweak a single prompt and post it to your Facebook page for instant engagement.
- **Be sure to brand your photos and videos.** Sometimes in the excitement of posting, you can forget to include a watermark or logo on your content. But this means if your post goes viral, you won't get the credit you deserve.

- **Talk about industry news.** When it comes to breaking news in your industry, don't be afraid to chat about it. Doing this, positions you as a leader in your niche and makes followers more likely to tune in to your viewpoint.
- **Be funny.** You don't have to be serious all the time on your Facebook page. You can post an amusing comic or meme if it fits within your niche. This can boost engagement and creates positive feelings among your followers.
- **Experiment with timing.** Some niches are more active at certain times of day or night. You may have to run a few tests to see when your posts get the most engagement. Once you know this, you can create a publishing schedule so more of your audience sees your content.
- **Study your Facebook Insights.** You may not be familiar with the term, but "Insights" is Facebook's page metrics. It will show you which of your posts are most popular so you can create more of what your audience craves. You can find your metrics by going to: <https://facebook.com/yourpageusername/insights/>.

Happy Posting!