

Growing Your Facebook Page Audience

Once you have a Facebook page, you'll want to start growing your audience so you're not just speaking to yourself. Here's what to do to begin building a community of followers...

- **Add your page to your profile.** Since your page represents your business, you can add it to your personal profile by editing your about section. List your role in this business and tag your brand's page. Friends can now see your new page and may even clickthrough to become followers.
- **Put a Facebook icon on your blog or website.** There are plugins that will allow you to add buttons to your site linking to your social media profiles. Make sure you have a button for Facebook that links to your brand's page.
- **Include your Facebook page in your signature.** A service like [WiseStamp](#) allows you to include a signature on every email you send automatically. WiseStamp can link to your Facebook page if you set it up that way.
- **Engage with groups as your page.** Facebook now allows pages to join groups. This means that you can engage with others so when they clickthrough, they'll see your brand's page, rather than your personal profile. However, some moderators do not allow this behavior, so check with the group creator before you post as a page.
- **Keep it personal.** Don't just post photos and videos of your products or services and expect to build a connection with your audience. If you really want to engage with people, you need to show them the personality behind the brand. That means posting the occasional selfie, showing behind-the-scenes videos, and sharing the real moments that make up your brand.
- **Don't buy followers.** It sounds tempting to get 5,000 likes in an hour. But those likes won't be genuine, so the followers aren't likely to be interested in your product or service. It's better to build your community organically, even if it happens slowly.
- **Update your page 2-3 times a day.** Some social media experts might tell you to post 30 updates a day to your Facebook page, but this just makes the algorithm more likely to believe you're spamming your followers. Stick to 2-3 quality updates each day and you'll start seeing traction soon.
- **Don't share clickbait.** Clickbait involves headlines that are designed to get followers to visit a webpage that has no real value. Not only will posting clickbait annoy your audience, it will also cause Facebook to stop promoting your posts to users.
- **Watch your likes.** You posted a video and 200 people liked it. Click on the button to see exactly who liked your content. You may see users who liked your post but haven't followed your page. Because they previously enjoyed your post, Facebook will give you the option to get them to like your page. All you have to do is click the 'invite' button by

their name, and Facebook will automatically send them an invitation. Some brand owners have found this a simple, yet effective way to boost their page audience.

- **Go Live.** Facebook's video feature is a wonderful way to get more eyeballs on your page. Post a live video and interact with viewers as you talk. This will engage your audience and Facebook will let others know you're live, giving you even more traction.