

Did you know that Facebook now has **1.71 Billion** overall users with **1.31 Billion** active users daily, and **1.57 Billion** Mobile Users?

Every 60 seconds **510** comments are posted, **293,000** status updates are made, and **136,000** photos are uploaded daily. There are **5** new profiles created every second. Facebook's "Like" button is clicked **4.5 billion** times a day and **4.8 billion** items are "Shared" daily.



Did you know that only **6%** of people ever return directly to your Facebook Profile or Fan Page once they "Like" it?

Almost all Facebook interaction happens through your News Feed, which means, if your content does not make your friends news feed, for discussion, your page does not exist!

So I am sure you are aware and have heard of Facebook's algorithm and that Facebook has control over who does and does not see your content. Of course, you can use Paid Advertising; if you throw enough money at Facebook they may show your stuff to more people. However, if you are savvy, you can follow a few tips, tricks and techniques I share to increase your organic (another name for FREE!) reach.

Who doesn't like FREE advertising, right?



In 2006 Facebook created the News Feed to keep up with what your friends, customers, and prospects without have to go to each of their pages.

To make it easier for you and Facebook, Facebook had to come up with a way for your friends post to show up in your News Feed in an orderly way. So they created the algorithm "Edgerank."

Now smart people figured out quickly how to beat "Edgerank" at its own game to get more of their content to rank higher in their News Feed. So Facebook not wanting to be out done kept making the formula more and more complex.

In 2013 Facebook announced the latest changes to the algorithm, which was no longer called "Edgerank." What they did is now there are 100,000 "weight factors" in the model and a News Feed limit of 1,500 entries.

What is more alarming and where Facebook makes its money, is that they know the value of this ranking system and that **millions of people are willing to pay money to have their posts rank at the head of the line.**

So if you want people to see your updates in their News Feeds you have to throw money at Facebook. However, some traffic still gets there for free.

Free traffic is what is known as "organic" traffic. You can see below the dramatic drop-off in the average organic reach between July 1 to December 2 right after the launch of the new algorithm:

Page Insights

LAST 180 DAYS ▾

Monthly organic reach % of fan base ?



So, basically you have three choices.

You can:



Quit Facebook

Not a smart
business move



Pay To Play

Facebook ads to
get more of your
content in more
people's News Feeds
can be PRICEY!



Knowledge is Power

Learn tips & tricks
and techniques to
increase your organic
(FREE) Reach
BRILLIANT!

Okay, okay I know you're thinking "Would she just get to it already!" I hear ya. I just wanted to give you some background so you can better understand why I am about to give you is so important. So are you ready?

Here are **"15 Fabulous Facebook Post Ideas"**

#1 Make It Personal

Do you think people don't care what you are having for lunch or dinner? Well they do! It isn't that care so much about how pretty your food is or even what you are eating, they engage because you are showing a "human" activity. THAT'S what people really engage with and that is why food posts normally do well!



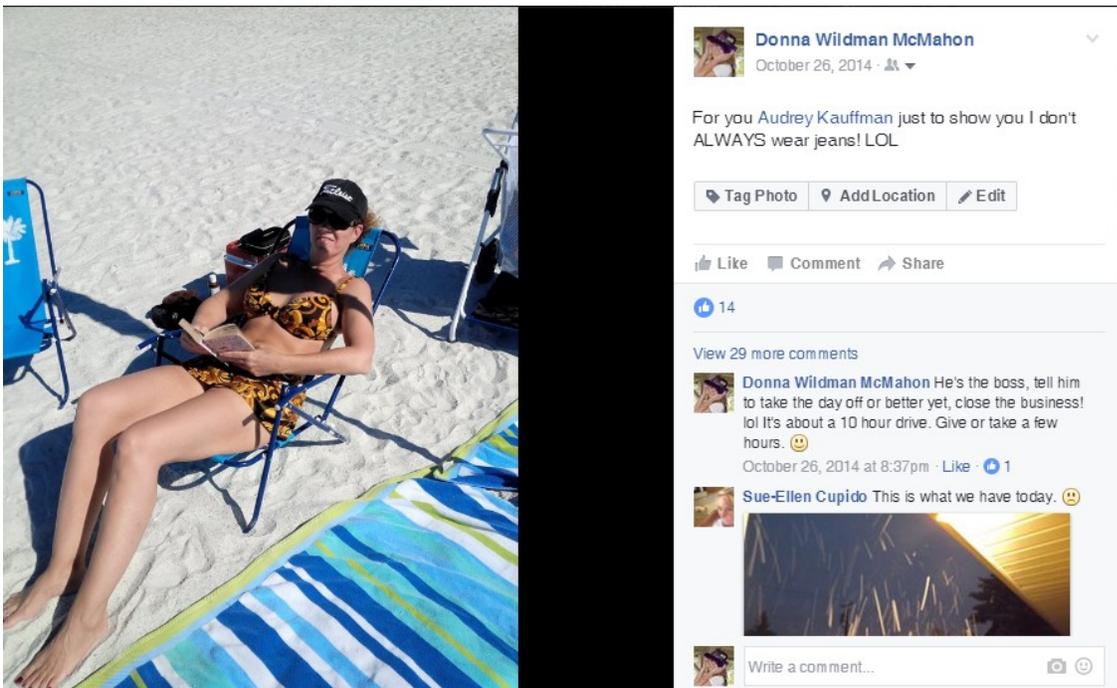
My personal favorite. 😊

#2 Out and About

People get tired of seeing pictures of products and business opportunities. I am going to rant a little here. STOP making every post or every other post about your business! This is not the way to brand YOU. All you're doing is giving your company FREE advertising and your friends and family, I guarantee are tired of seeing the posts. If you want to get people's attention share your stories visually when and

where you can. People will be way more likely to connect around things that they can relate to, than a post about your business.

Remember, it's relationship building first and most relationships start with a personal connection. A conversation that doesn't lead with your business. 😊



Me relaxing at the beach! Notice I got 14 likes and 29 comments. 😊

#3 Animated GIF's

Animated GIF (Graphics Interchange Format) is basically an image that moves.

To make them work on Facebook, you have to copy and paste the URL or the animated GIF into your "update status" box, than you can add text.

A few places to get GIF's are:

*Gifphy.com

*Animatedgif.net

*Gifs.net

WARNING - You cannot upload an animated GIF from your computer using the "add photos/video" function. It won't work.

#4 Community Days

Give your readers the opportunity to share a link to their website or Facebook Fan Page. This not only gives them the chance to showcase their business and products, but they can meet new people and make new connections.



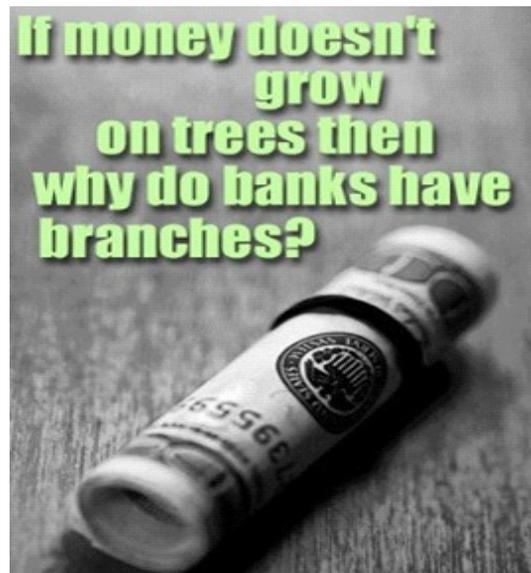
Followers actually look forward to the chance to showcase their businesses. It is a great way to get your fan base engaging every week.

#5 Open Ended Questions

Open ended questions are normally answered with a "yes" or "no." However, you can also frame them to be more thought provoking.



Tip: The easier it is for a fan to engage with your content, the more engagement you get.

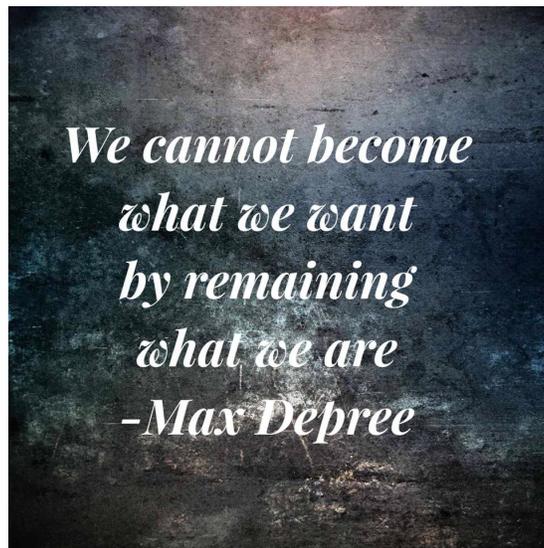


#6 Inspirational Quotes

Who doesn't love a great Inspirational quote?! I use this strategy every day!

There is so much negativity in the world and on Facebook; I like to add a little inspiration to my follower's lives.

I like to add a little encouragement and inspire my followers by posting inspirational and motivational quotes and images.



One of my secrets to making sure motivational and inspiration quotes are posted daily to my timeline is I use [SocialJukebox.com](https://socialjukebox.com). They have a library of inspirational and motivational quotes you can schedule to post to your Facebook time line.

Photos account for
93%
of the most
engaging posts.

They Also receive 53%
more likes, 104% more
comments and
84% more
click-through, than
text-based posts.

#7 Make Them Laugh

It's no secret that people love to laugh, so posting some humorous or funny posts occasionally is a great way to show people you have a sense of humor and getting them laughing.

Let's all take a moment and be thankful that spiders don't fly.



Be decisive.

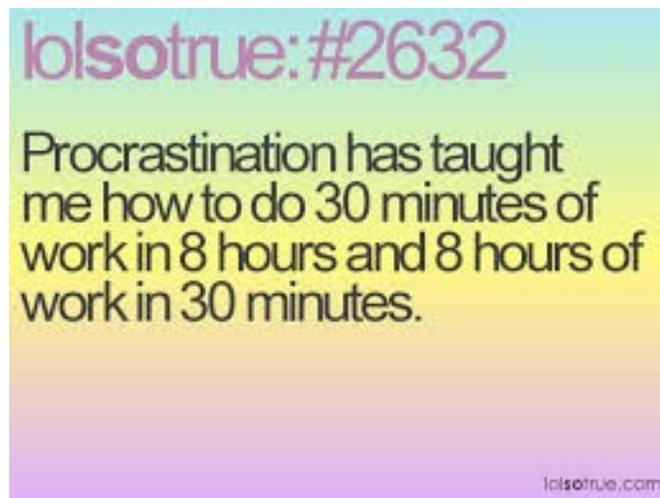
**Right or wrong,
make a decision.**

**The road of life
is paved with
flat squirrels
who couldn't
make a decision.**

#8 Relatable Posts

Relatable posts can do extremely well on Facebook!

Relatable posts are slightly different than personal posts, but can add a human side to your brand.



#9 Word Searches

What are the first 3
words you see?

H	E	L	P	F	U	L	C	G	S	L	P	K	G	K	B	G	M
I	B	M	I	B	P	U	O	R	V	O	A	I	R	I	E	I	V
F	F	D	N	E	O	E	M	E	M	Y	T	N	A	N	L	V	E
C	O	G	S	A	S	M	P	A	H	A	I	D	T	D	I	I	F
O	R	R	I	U	I	P	A	T	A	L	E	N	E	N	E	N	O
M	G	A	G	T	T	A	S	E	P	K	N	E	F	E	V	G	B
M	I	T	H	I	I	T	S	F	P	I	C	S	U	S	E	T	I
I	V	I	T	F	V	H	I	U	I	N	E	S	L	S	H	R	O
T	I	T	F	U	E	E	O	L	N	D	F	W	H	H	E	U	H
T	N	U	U	L	G	T	N	A	E	N	A	E	U	A	L	S	R
E	G	D	L	O	M	I	A	E	S	E	I	E	M	R	P	T	Q
D	U	E	L	D	E	C	T	J	S	S	T	T	B	I	F	S	E
C	O	M	M	I	T	M	E	N	T	S	H	Y	L	N	U	A	X
C	A	R	I	N	G	E	N	E	R	O	U	S	E	G	L	F	S
F	A	I	T	H	F	U	L	B	E	L	I	E	F	S	O	E	A
H	A	P	P	Y	C	R	E	L	I	A	B	L	E	B	V	M	A
C	H	O	P	E	F	U	L	F	R	I	E	N	D	Y	E	Q	N
H	O	P	E	E	H	J	O	Y	F	A	I	R	C	B	J	Y	A

Word searches almost always do well!

Tip: Tie the word search to something specific. For example: "The first three words you see are what you want in life. What are they?"

#9 Geniuses Only

Have some fun with your friends! One of the best ways to get people to engage is to GET THEM THINKING! People love to prove how smart they are, so have some fun and be creative these types of posts.

MATH TEST!

$3 + 3 \times 3 - 3 + 3 = ?$

- a) 18
- b) 12
- c) 03
- d) 06

What could be her age?

AL BAKER

When I was 2 years old,
my sister was half
of my age,
Now I am 60 years old,
How old is my Sister?



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#10 Fill In The Blank

Not sure what it is about fill-in-the-blank posts, but people love them!



If I could spend a day
with a **Disney** character,
I would choose _____.

The last song I listened to was...

You can rephrase just about any question as a fill-in-the-blank and they are usually received a lot of engagement. Test it out for yourself!

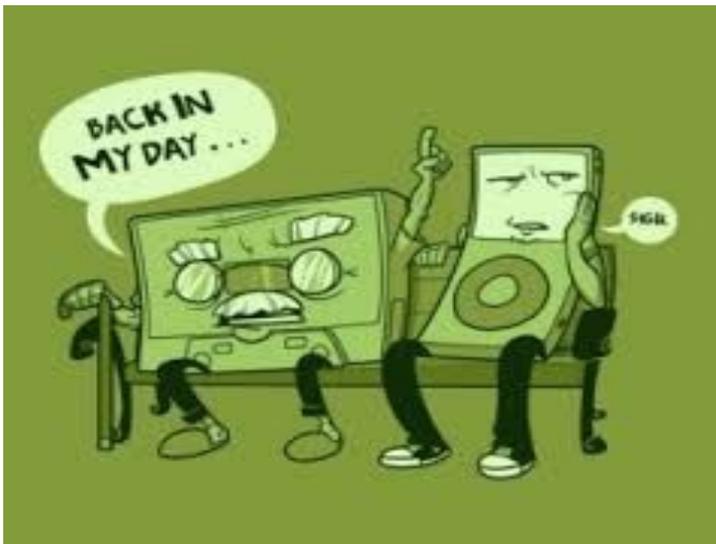
Warning: When making these types of post, keep them to one or two word answers.

#10 Remember When/Throwback

Remember when or throwback posts are most always a HUGE hit.

Remember the *Throwback Thursday* craze? Seemed everyone was getting in on the action.

#ThrowbackThursday is one of the most popular posts both on Facebook and Instagram.



#11 Day Of The Week/Welcome The New Month In

I know, you think these types of posts are probably silly, but did you know that they are some of the most shared posts! People love telling the world that a new day or month has started.



#12 Caption This

If you want to get some good ole fashioned conversation going try posting pictures asking your fans to "caption this photo." This can be a great way to grow a loyal fan base and get some repeat engagement.



Use a Funny Picture - "Caption This! I challenge You to give me your best caption for this photo! Ready, Set, Go..."



You can turn into a Contest - "Winner gets a \$10 Starbucks Gift Card for the best caption, Winner will be chosen and announced on Wednesday."

Have fun with these and get some conversation going!

#13 Holiday Of The Day

Yes, believe it or not every day is a Holiday! Surprisingly these types of post get a large amount of engagement. You can create a graphic to go along with the holiday.



October 8, 2016 was...

World Of Octopus Day!

Click here to go to the site I used ==> <https://www.daysoftheyear.com/>

I right clicked the image and saved it. It's that easy!

#14 Host A Contest

Everybody loves a good ole fashioned contest! There are several great contest apps that you can use to run a contest AND grab emails to add to your list!

[Heyo](#), [tabsite](#) and [Shortstack](#) are just a few apps you can use to run a contest. Make sure though that you check out Facebook's rules https://www.facebook.com/page_guidelines.php

 **HomeAddons**
15 hrs · 🌐

CONTEST TIME: Enter to Win a Breville Smart Oven Pro Convection Toaster Oven - \$270 Value! Just click here to complete our short survey (it's fun!). You can get additional entries every day.



Enter to Win: Breville Smart Oven Pro Convection Oven - SHARE THIS

CONTEST TIME: \$270 Value! Complete our short survey to win a Breville Smart Oven Pro Convection Oven. This is a top of the line appliance, which we at...

HOMEADDONS.COM

 **Contests**
17 hrs · 🌐

<http://woobox.com/4hxs6u/hz3mra>



Meet the New Roku Lineup Sweepstakes

Enter daily for a chance to win a Roku Player or 4K TCL Roku TV! No purchase necessary. Ends 10/31.

WOOB.OX.COM

Like Comment Share

#15 Ask A Question

People LOVE, LOVE, LOVE to answer questions and solve problems! That is what makes these types of posts so great. Also, if you ask a question that may also help your fans, they will be grateful for the help!

What would you do if...

One of my readers has a question. Can you help?

What advise would you offer to someone who is struggling with...

I have a decision to make and could use some help...

BONUS

To increase your fan base and get more engagement having a FREE offer can help tremendously! This Free Offer Worksheet and Checklist will help you figure out what your first (or next) free offer will be!

FREE OFFER Worksheet and Checklist

FREE OFFER TITLE:

DESCRIBE FREE OFFER PROMISE:

TYPE OF FREE OFFER:

- | | |
|-----------------------|-------------------------------------------------|
| E-Book | <input type="checkbox"/> Cheat Sheet/Handout |
| Toolkit/Resource List | <input type="checkbox"/> Video Training |
| Trial | <input type="checkbox"/> Discount/Free Shipping |
| Quiz/Survey | <input type="checkbox"/> Assessment/Test |
| Sales Materials | <input type="checkbox"/> Infographics |
| Consultation | <input type="checkbox"/> Webinar |
| Samples | <input type="checkbox"/> Calendar |

Your Free Offer Should:

✔ Provide Value

You are asking for an email in exchange for your free offer so it needs to be useful or valuable to your target audience.

✔ RELATE TO YOUR PRODUCTS

AND SERVICES

By offering something that is directly related to your current product or service, chances are you will obtain highly targeted leads.

✔ Be Easily Received

There is nothing worse than opting in for something and having to wait to receive it. Make it instantaneous!

✔ SPEAK TO A

SINGLE POINT

Don't give away everything and the kitchen sink Take ONE pain point your customers or clients have and provide actionable ways to solve it.

 **BE PROFESSIONAL**

Put the extra time and effort in to make your free offer look professional and well designed. Don't forget your branding!

 **BE SIMPLE & SPECIFIC**

Your free offer shouldn't be concise that your audience don't need you anymore. You want them coming back!

 **BE ACTIONABLE**

Your subscriber expects to be able to take the information you provide and run with it. So make sure your free offer provides a solution that is action based.

 **BE THE DOORWAY TO**

YOUR BUSINESS

For some, this will be the first interaction with you,so you want to make a first good impression! After all, this could lead to future sales!

I hope you found the information valuable and that you start taking ACTION TODAY!

I would love to hear from you after you start implementing some of my tips and tricks to get more followers and leads on Facebook.

And if you're on Facebook I am going to go out on a limb here and figure you are also on Instagram; if you're not you should be!

I have a "SPECIAL" offer for you. I have a training that shows how an "Ex-Cocktail Waitress Hacks Instagram for 21+ Red-Hot Leads Per Day for FREE, and Now You Can Too!"

Warning: NO Tech Skills Required - She'll Prove it to You!

"No complicated pay-per-click stuff"

"No confusing SEO jargon"

"No software to learn"

If you have a smart phone, you're about to discover a 'recession & slap-proof website' GUARANTEED to flood your inbox full of hungry, interested prospects every single day.

[CLICK HERE](#) to check it out.

Your Entrepreneur Friend,

Donna