How to Grow Your Facebook Following

with Social Point Media & Marketing

Understanding Algorithms!

*Translates to*

Inventory – What’s on the menu? What stories have been posted?

Signals – Is it dinner or lunch time? Who posted it?

Predictions – Would they enjoy the salmon? How likely are you to engage?

Score – Place an order Relevance score

1. Engage with Following

* Invite “likers” to like your page
* Have a dialogue! Don’t be a one-way page
* VIP Treatment

1. Build Audience Loyalty

* Vary posts
* Be a source of information
* Publish timeless content
* Post what gets positive feedback

1. Be a Uniform Front

* Add Facebook like button wherever possible
* Personalized URL
* Link Facebook and Instagram to cross promote
* Every employee should add to work and education

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