

Facebook Business *Best Practices*

With nearly 3 billion users worldwide, Facebook is a great way to get your message out to the masses. When it comes to using the platform for business, there are a few important best practices to follow that could help drive more attention to your page, content, and website.

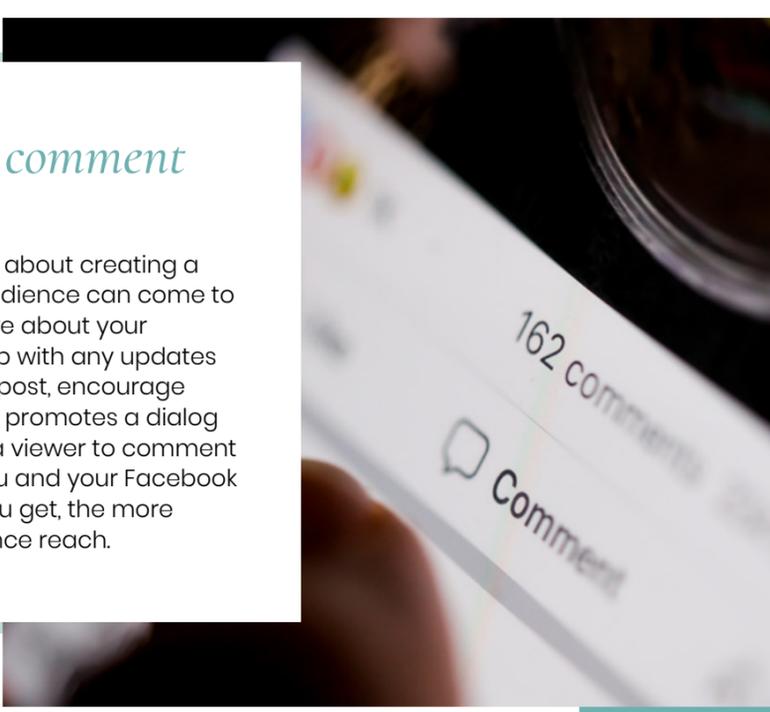
Here are 3 best practices for getting more engagement on Facebook.



Align your posts with your business

Scrolling through social media can at times be a mindless activity. If your content doesn't connect with audiences, you risk them scrolling right by. Ensure your content stands out by:

1. Covering topics that are relevant to your audiences
2. Including and leading viewers to valuable resources like case studies, blogs, or eBooks
3. Ensuring your brand is inviting and recognizable on all the content you share



Encourage people to comment on your content

Your Business Facebook page is all about creating a community. A place where your audience can come to get questions answered, learn more about your products and services, and keep up with any updates that you share. At the end of each post, encourage engagement – ask a question that promotes a dialog and be ready to respond. Getting a viewer to comment on your post is exciting for both you and your Facebook algorithm. The more comments you get, the more Facebook will increase your audience reach.



Post during peak hours

According to Hootsuite, the best times to post on Facebook are Tuesday through Thursday from 8AM-12PM. While this timeframe is recommended based on their own research, the best way to know when YOUR audience is on Facebook, is to A/B test your posts. Try out a variety of different days and times, collect your metrics, and analyze when you have the most engagement to then develop a posting schedule to follow.

Turn your Facebook Business Page into *a lead magnet*

Need help setting up your business profile, creating an organic and/or paid strategy, or creating content that connects with your audience? Start by downloading our [Social Media Checklist](#) and schedule time to learn how we can help.

Schedule a Discovery Call