

# Facebook Best Practices

**According to Facebook, on average, 1,500 possible stories are filtered through per day on a Facebook user's News Feed— but only 300 of them actually make it into a user's News Feed. So how do you ensure your content is included in that 300?**

## **Engage Fans with Photos**

Although Facebook has made moves to crack down on photo posts with links, so far it seems that images on Facebook remain among the most engaging posts.

## **Post To the News Feed Before An Album**

While albums on Facebook are great for organization, including photos within an album limits the engagement per photo uploaded. We've seen zero engagement on photos added directly to an album. However, if we upload that same image directly onto our News Feed as a one-time update, it suddenly receives much more traction. I recommend first uploading onto your News Feed, and after the initial engagement wears off (about five hours), you can go back and organize that photo update into one of your albums if you really want to.

## **Upload Quality Visuals**

While optimizing image upload size isn't a make-it-or-break-it recommendation, it's best to have the visuals you upload fit in the specific dimensions Facebook allows for posts. Here are three key image dimensions to know:

1. News Feed Image: 1200 x 1200 px (actually uploads to 504 px, but this maintains a quality display)
2. Shared Link Preview: 1200 x 628 px (actually uploads as 484 x 252 px, but same quality concept)
3. Shared Video Preview: 504 x 283 px

## **Remove Links From Copy**

Keep your copy succinct by removing the horrendously long URL you're sharing from the text in your post. Your update real estate is precious, and you want to ensure any characters employed are purely for the sake of sparking a reader's attention. Any user can click on the generated thumbnail or title for that URL to navigate to the blog post, web page, or any URL you're linking to—so no need to include it in the copy of your post as well.

## **Increase Post Word Count**

According to a study from TrackMaven, posts with 80+ words garner 2X as much engagement. While this by no means implies every post published should be a novel, it does make it clear that updates that require certain context should employ such. Facebook users are willing to read!

## **Try Different Punctuation**

According to the same TrackMaven study, various punctuation uses on Facebook garner different results. Each is worth testing for which works best with your audience. Here are the specific ones mentioned:

- Posts with hashtags (#) see 60% more interactions on average.
- Posts with exclamation points (!) see 2.7% more interactions on average.
- Posts that ask questions (?) garner 23% more engagement on average.