[27] Killer facebook Post Ideas

What's Working NOW!

Share With Your Friends

PUBLISHED BY:

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THIS FREE E-BOOK IS PART OF OUR "FACEBOOK SELLING MADE SIMPLE SERIES"

These 27 Facebook post ideas are sure to get more engagement and traffic to your Fan Page. But, if you really want to drive massive traffic on Facebook and get tons of **LIKES, COMMENTS and SHARES (for FREE!)** on your posts, then you need to check out this video from Kim Garst telling you **EXACTLY** how she creates posts that **go viral on Facebook.**

CLICK HERE TO LEARN MORE

ABOUT BOOM! SOCIAL

BoomSocial.net isa community where entrepreneurs, small business owners, and even CEO's of Fortune 500 companies come to learn how to...

Create Jaw Dropping Content
Build Social Media Engagement
Drive More Traffic
Convert More Sales

NOTE: If you are brand new to our community, click one of the links for free, instant access to some of our most popular content on the subject you need the most...Content, Traffic, Engagement or Conversion.

If you like what you see, you can subscribe to our Boom! Social "Social Selling" Newsletter and get our latest marketing information in your inbox every week!

Share With Your Friends

INTRODUCTION

Are you struggling to get your content seen in your Facebook Fans newsfeed?



I have seen so many entrepreneurs get hung up on NOT KNOWING what to post or even posting the same types of content over and over again…whether they are working or not.

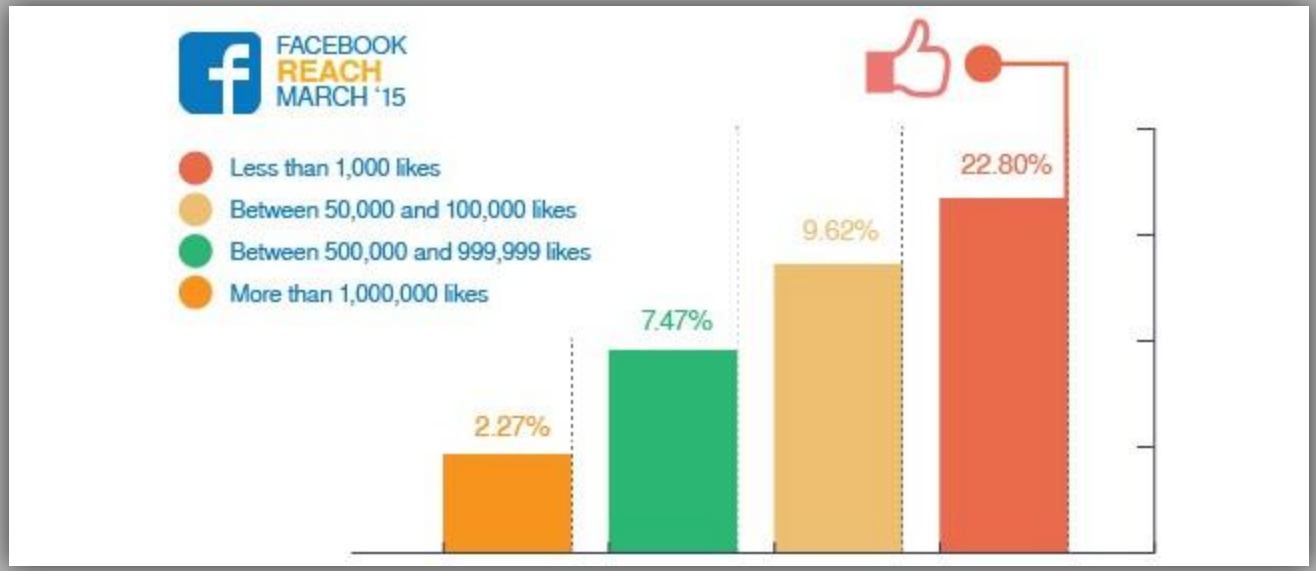
This ***NEW & REVISED*** eBook will give you 27 Killer Facebook post ideas for business owners that are **WORKING NOW** to get more likes, shares and comments, as well as increased clicks through to your website.

Share With Your Friends

WHAT'S THE DEAL ANYWAY?

Facebook reach has been going down, down, down!

There is a massive amount of content being shared on Facebook – 3 MILLION LINKS are shared every hour! YIKES! How does Facebook deliver the best content in the news feed with this much content being shared every hour, right?.



http://www.adweek.com/socialtimes/locowise-march-2015/619104

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WHAT'S THE DEAL ANYWAY?

Facebook's algorithm works to serve up the most relevant and high-quality (300 or so) stories appear in every user's feed at any given time.

There are literally 100,000 touch points in Facebook's algorithm but these are these are the major ones…

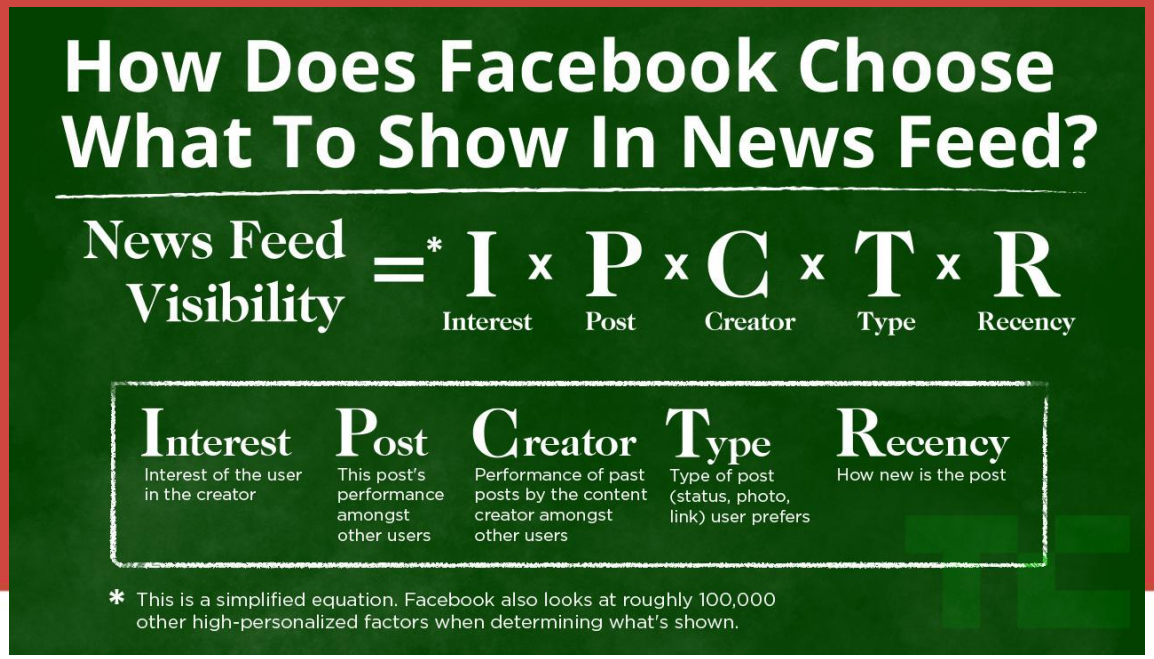


Photo Credit: https://blog.donottrack-doc.com/how-does-facebook-choose-what-to-show-in-news/

These are the BIGGEES…

- ❑ How recently was the post published
- ❑ The number of likes, comments, shares on the post
- ❑ How often has the viewer interacted with the page previously
- ❑ Past viewer engagement with the same type of post.

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WHAT'S THE DEAL ANYWAY?

The goal of News Feed is to deliver the right content to the right people at the right time so they don't miss the stories that are important to them. Ideally, we want News Feed to show all the posts people want to see in the order they want to read them.

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WHAT'S THE DEAL ANYWAY?

This means that we have to publish GREAT content!

> Content that educates, entertains, makes people think or laugh, or in some way adds value to them.
>
> ~Kim Garst

Share With Your Friends

1

MAKE IT PERSONAL

I can't tell you the times I have heard people say that others don't care what you are having for lunch or dinner but oh yeah they do! Now do they really care what you are eating? NOPE, not really! But they do engage because you are showcasing a "human" activity. THAT'S what people engage with and this is why food posts normally perform well!

Every business is different! If you are the face of your company, it's easier to share personal information. If you are a brand with a lot of employees, you may have to be a bit more creative with this tip. For example, instead of posting a lunch photo of what YOU are having, why not share a team lunch or even a lunch with colleagues. You could also introduce your employees favorite foods, etc.

By, the way, the food analogy is just for example purposes ☺



Share With Your Friends

MAKE IT PERSONAL



People are tired of the same ole same ole and they really want to connect with YOU, not a logo! Share your stories visually when and where you can. People will be way more likely to connect around things that are human aka relatable, than they will something around your business.

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

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OMGEE, VIDEO IS HUGE

- **Videos** **that are uploaded directly to Facebook** are getting a lot of organic, aka, **FREE reach**.

- If you decide to boost your video posts (because **videos views are ridiculously cheap**!) PLEASE do NOT boost the post from you page. Instead **use the Ads Manager** so that you can take advantage of the advanced targeting features.

- Facebook videos currently play silently until they are actively clicked upon. **Use Call To Action "TEXT" overlays to get people to click, listen and watch**.

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OMGEE, VIDEO IS HUGE

In the 4th quarter of 2015, Facebook reported that **100 MILLION hours of video are being watched daily**!



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FACEBOOK LIVE

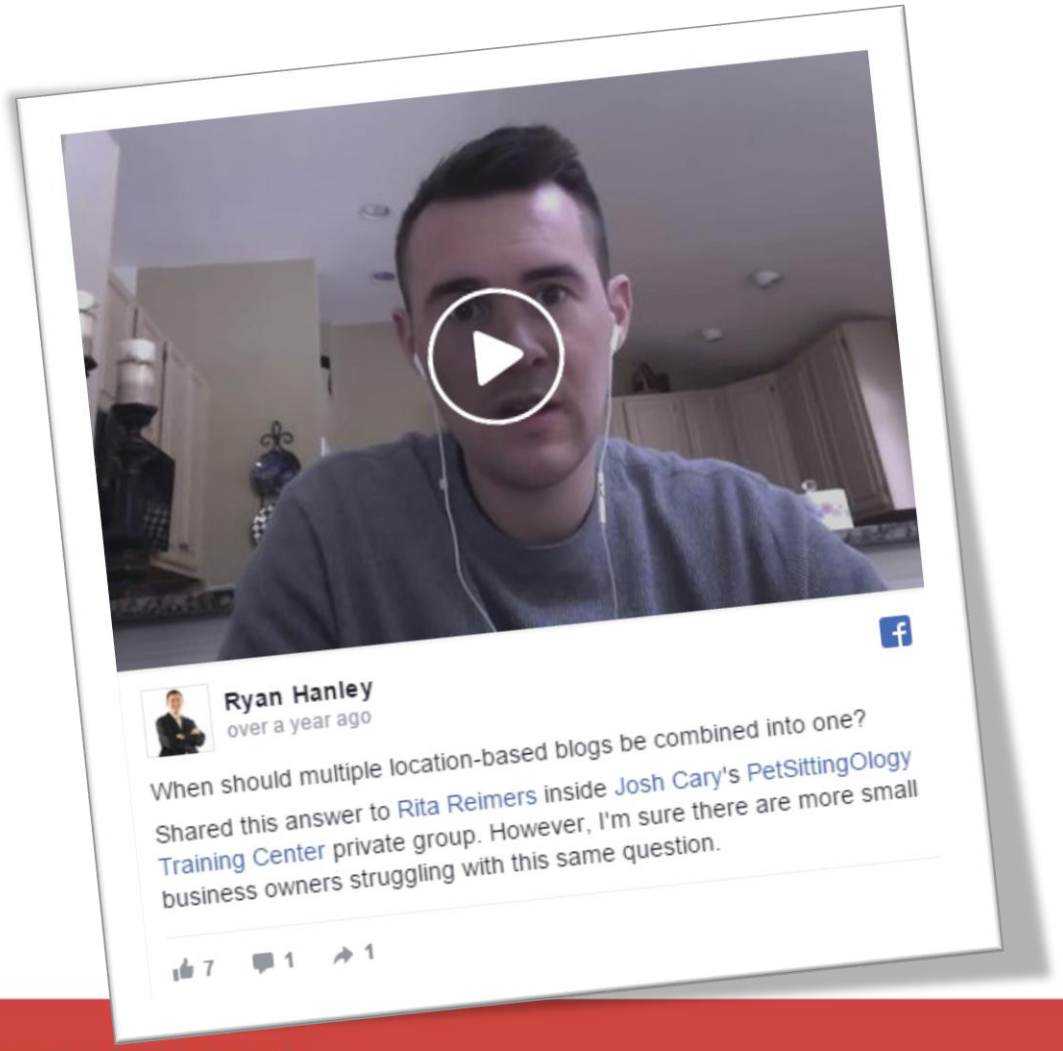
While Facebook LIVE is not available to everyone just yet on business pages (slowly being rolled out to all), ***Facebook LIVE videos are definitely getting priority organic reach from Facebook***. I expect this will continue for some time as Facebook is wanting to capture more and more of the LIVE streaming marketplace. The interesting part, is that they are uniquely positioned to do just that! This is going to be really interesting to watch this evolve.

You and your business SHOULD immediately capitalize on Facebook LIVE if you have access to it.



3

NATIVE VIDEO

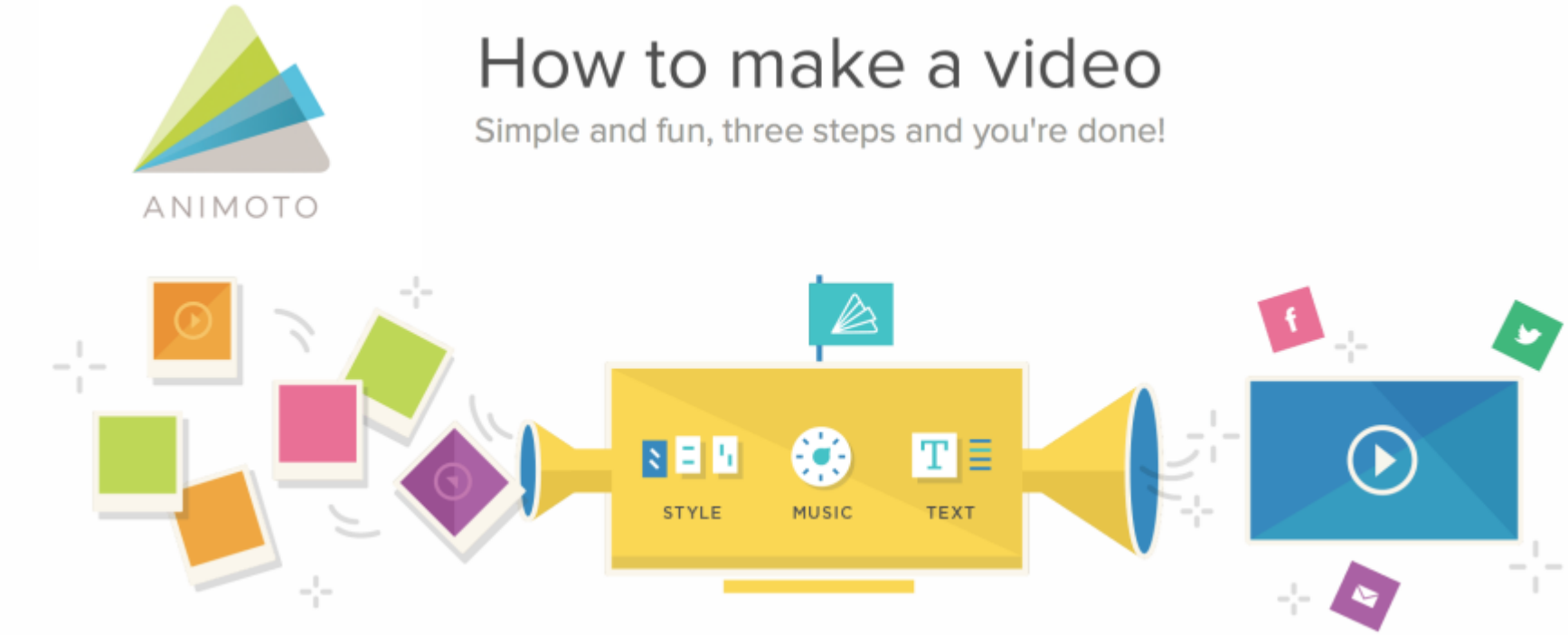


When you upload videos directly to Facebook, the result is ***more reach, thus, higher visibility and a greater likelihood of engagement***.

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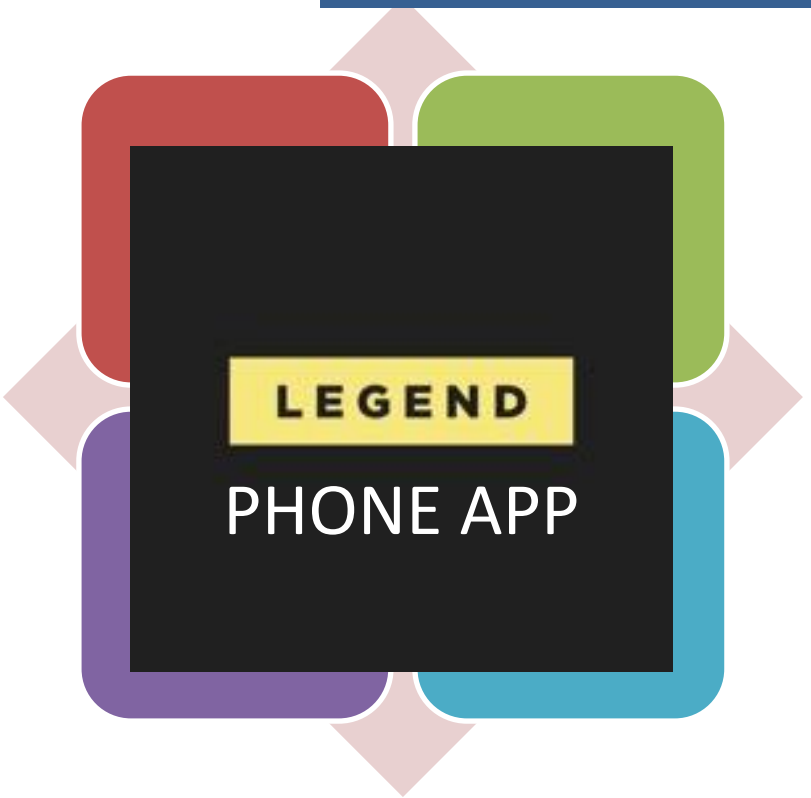
ANIMATED TEXT OVERLAY VIDEOS



ANIMOTO.COM

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ANIMATED TEXT OVERLAY VIDEOS



Download on the App Store

Download on Google play

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ANIMATED GIFS

An animated **GIF** (**Graphics Interchange Format**) is simply a graphic image that moves.

To make them work on Facebook, you have to copy and paste the URL of the animated **GIF** into **Facebook's** "update status" box.

You can then add text as usual.

Uploading an animated **GIF** from your computer using the "add photos/video" function does not work.

- Giphy.com
- AnimatedGif.net
- Gifs.net

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INSPIRATIONAL QUOTES

If you follow me on Facebook, you know this is a strategy I use every single day! There is so much negativity in the world (and on Facebook).

I choose to encourage and inspire my fans by posting inspirational or motivational quotes and images.This works with every client we have ever had, by the way!

Photos account for

93%

of the most engaging posts.

They alsoreceive **53%** more likes, **104%** more comments and **84%** more click-throughs than text-based posts.





7

MAKE THEM LAUGH!

It is no secret that people love to laugh! Throwing in a humorous or funny post every now and then is a great way to show people your funny side and get them laughing on the other side of their screen.





To give you an idea, in few months this post has reached almost a million people and has over 40k Likes, Comments and Shares!

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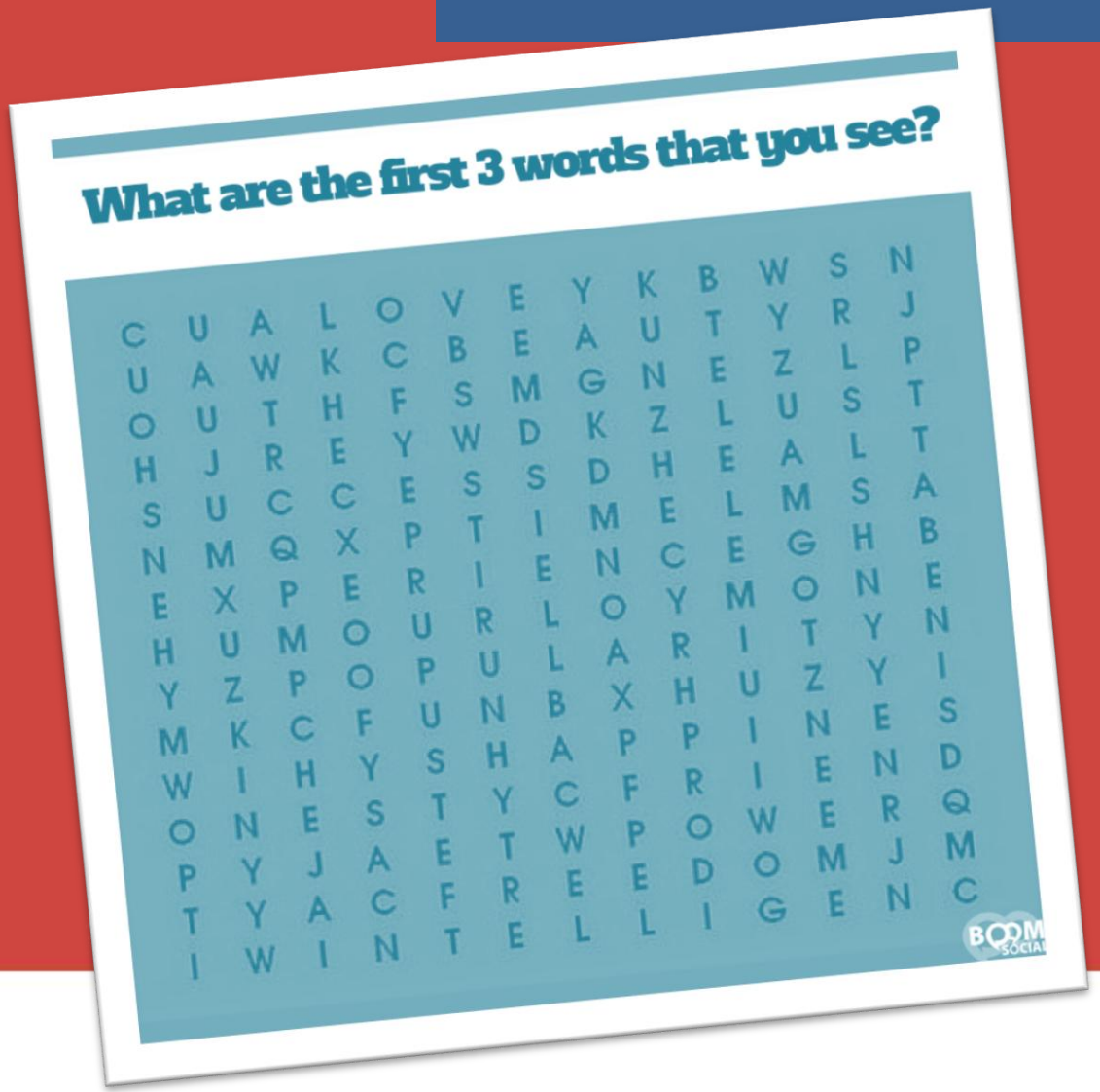
RELATABLE POSTS

Relatable posts also do extremely well on Facebook! While slightly different than a personal post, relatable posts can add a human side to your brand.



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WORD SEARCHES



Word searches almost always do well!

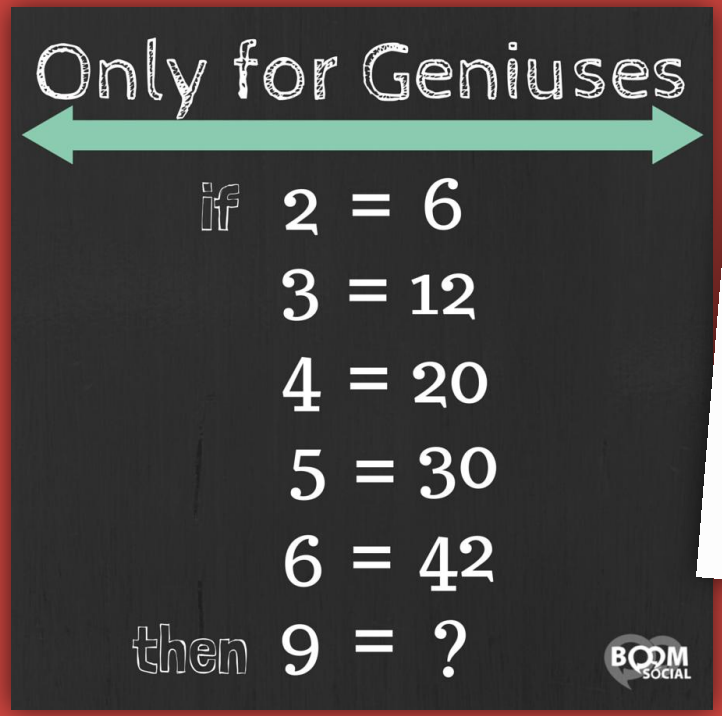
QUICK TIP: Tie the word searches to something specific. In this example: I used this as the text for the post…

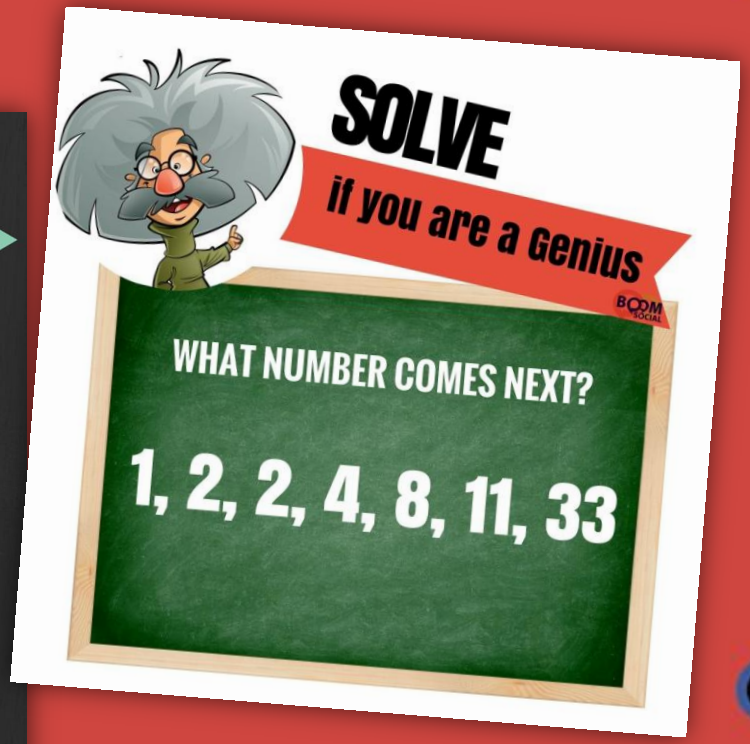
"The first three words you see are what you want in life. What are they?"

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ONLY FOR GENIUSES

Now these are FUN! Remember, one of the core components of quality content is TO GET PEOPLE THINKING! Only for geniuses does just that ☺! You can get really creative with this too!





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YOUR BLOG CONTENT



Facebook gives more organic reach to content. As you can see from this post, it was posted 3 hours ago and only has 13 likes, no comments and no shares yet the REACH (times it's been shown in the news feed of my fans is 3,240. This is a great way to get more eyeballs on your blog content!

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YOUR BLOG CONTENT

QUICK TIP #1: I see many business owners posting links to their blog posts without including any additional context. When sharing a blog post, be sure to include a backstory or short excerpt from the post so your fans know what to expect when they click on the link. You want them to know WHY they should go read your link.

QUICK TIP #2: ALWAYS, ALWAYS, ALWAYS include a graphic that has the blog title on it. Facebook will pull in the one from your blog IF you have one ☺. If not, use canva.com to create one.



12

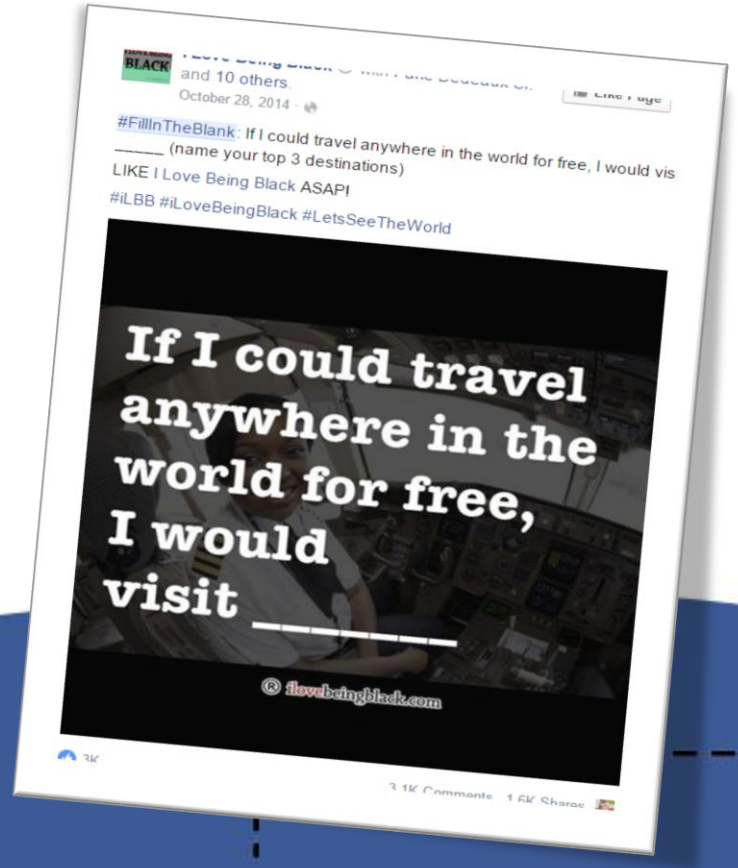
FILL IN THE BLANK

I am not exactly sure what it is about fill-in-the-blank posts, but people just love them! You can rephrase just about any question as a fill-in-the-blank and they often receive more engagement than basic questions. Test this out for yourself!



TIP:

When you make these fill in the blank questions, keep it simple. People are more likely to comment if they can give a 1-2 word answer.



WANT MORE?

Want to use the exact system Facebook pro Kim Garst uses to get **2,500+ new Facebook Fans** and **reach over 2 MILLION people for FREE** every week on Facebook?



CLICK HERE TO LEARN MORE

13

REMEMBER WHEN/THROWBACKS





Remember when or throwback types of posts are almost always a HUGE hit! #ThrowbackThursday is one of the popular types of posts on both Facebook and Instagram.

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PERSONAL QUOTE TILES



BRAND YOU and your voice by creating your own quotes! Take some snapshots of yourself and then overlay what you want to say onto those photos. VIOLA!



15

DAY OF THE WEEK WELCOME THE MONTH IN

You may be saying…WHAAATTT? Don't people know what day of the week it is or that a new month has rolled around? Yep, they do and they love telling the world about it ☺! These types of posts are some of my most shared types of content!





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CAPTION THIS

Posting a picture and asking your fans to“caption this photo”is a great way to get some engagement! You don’t always have to be looking for the likes and shares. Sometimes some good ol’fashioned comments and conversation can be the best way to grow a loyal following and get repeat engagement on your fan page.

Turn it into acontest!



Brand related!



Use a funny picture!



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NATIONAL DAYS OF THE WEEK



I'm sure you have seen them in your own newsfeed, the "National Talk Like a Pirate Day" or "National Donut Day," etc.

These are easy posts (especially since there is something for almost every day of the year), but they can get a surprisingly large amount of engagement when you create a graphic to go along with it. You can find the entire calendar here.

Share With Your Friends

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HOST A CONTEST!

Everyone loves to win! There are a ton of great contest apps out there that you can use to run your contest AND grab emails to add to your list! There's nothing like a good twofer, right?

I have used Heyo but there are many other great apps available like TabSite and ShortStack, or you can also run Facebook contests directly on your fan page. (Check out their contest/giveaway rules here)





heyo

tabsite
Boost your Social Marketing

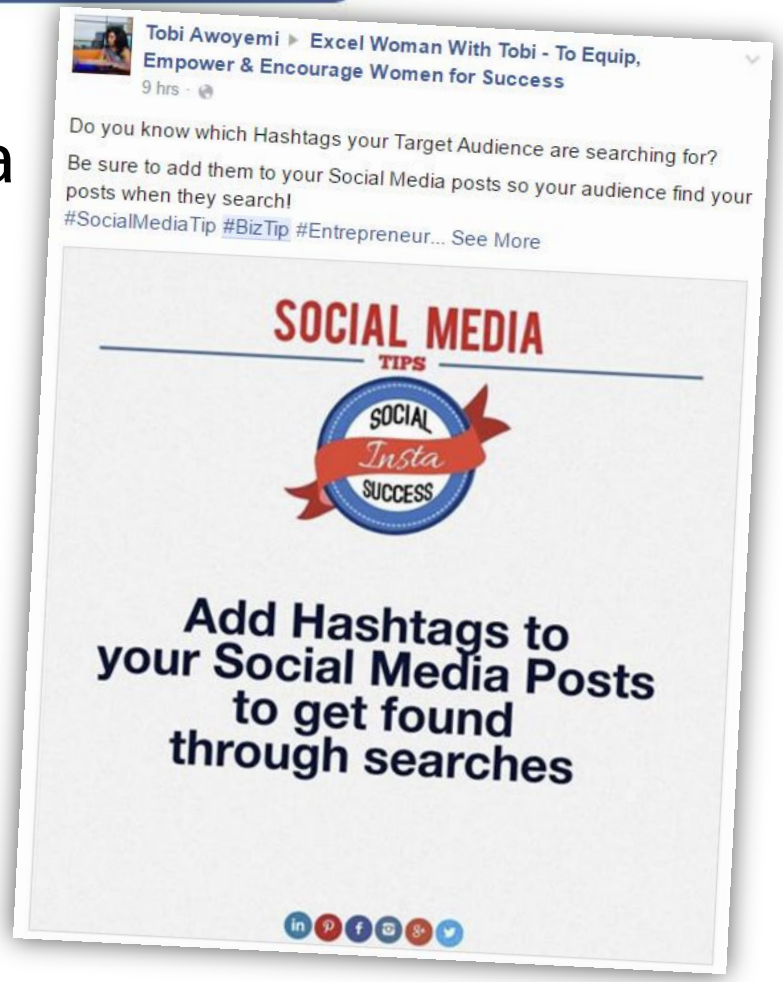
SHORTSTACK

19

SHARE YOUR EXPERTISE

Share a tip from an industry expert for solving a common problem or overcoming a challenge. The expert could even be YOU!





20

GIVE A SNEAK PEEK BEHIND THE SCENES

Sharing a photo of your workspace, something that is going on at the office or with a customers (with their permission, of course) makes your business so much more relatable!

Knowing there are real people behind your brand will go a long way to building the know, like and trust factor!

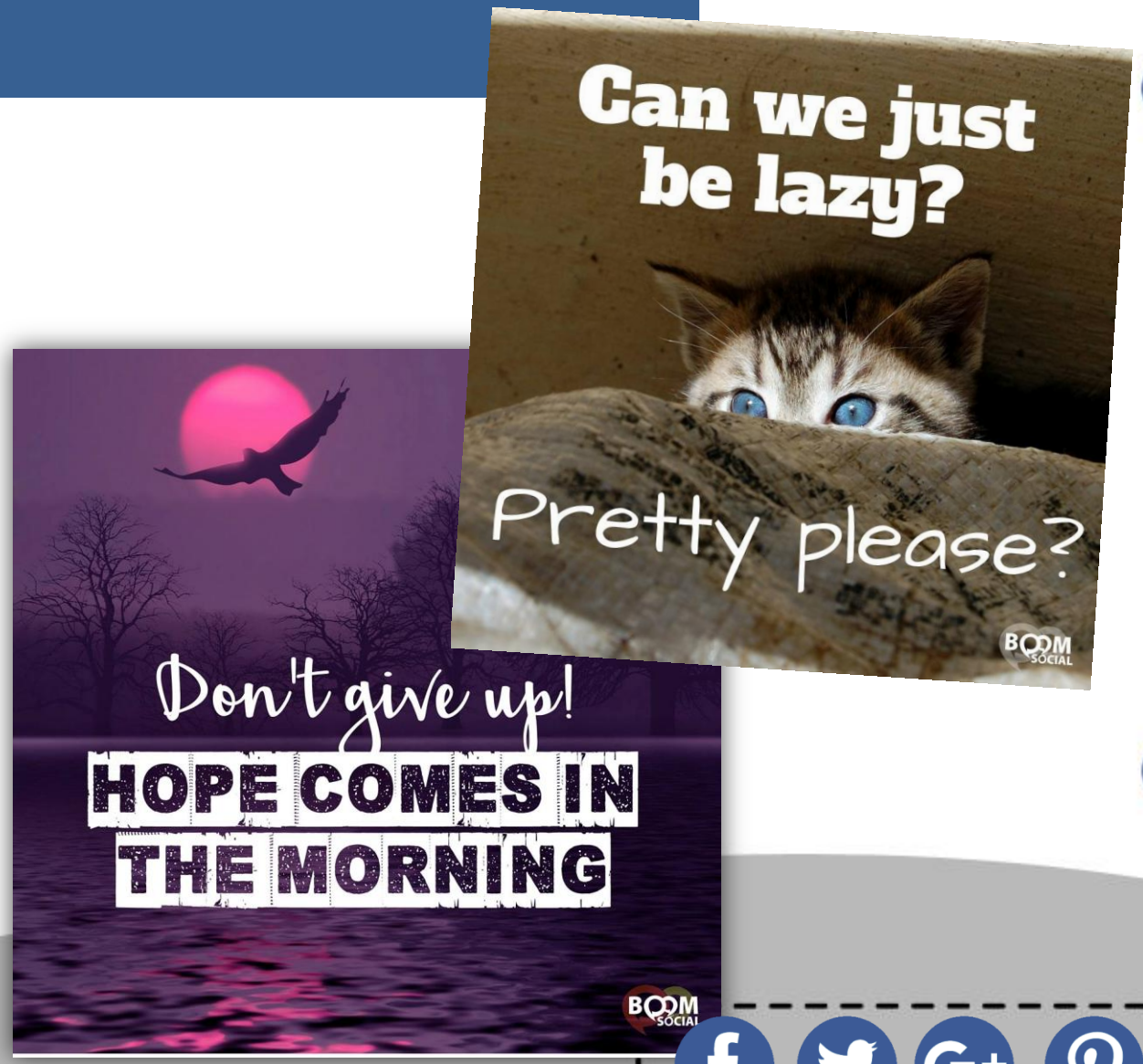


21

GOOD MORNING/GOOD NIGHT

This really works, Kim? Yes, it really does. WHY? I think it goes back to human nature. When we get up of the morning, it's pretty common to greet our families with a good morning, right? I don't know how many times I have said "MORNIN' SUNSHINE" to my boys over the years. The same holds true for good night wishes. Try 'em and see if they work for you! I do them daily ☺!

QUICK TIP: It's even better when you can be relatable, in some way!



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ASK A QUESTION

This type of post is great on a number of different levels. People LOVE to answer questions and to help solve problems. Also, if you ask a question that may also help THEM with a problem, they will be grateful for the help!





What would you do if...

I need to make a decision and am looking for your feedback...

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

What advice would you offer to a person who is struggling with...

Share With Your Friends

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COMMUNITY DAYS

Give your fans the opportunity to share a link to their website or Facebook Fan Page. Not only do they get the chance to showcase their business or products, but they can meet new people and make new connections.



My followers actually look forward to my Facebook Friday post every week. On average, I would say about 450-500 people engage with it by commenting with the link to their Facebook Fan page every week.



Share With Your Friends

ACKNOWLEDGE THE HOLIDAYS



Share a holiday picture, quote or greeting centered around an upcoming holiday. Try to add a personal touch, if possible. This reminds your fans that you are a real person!

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OPEN ENDED QUESTIONS



Open questions or open-ended questions are questions that can usually be answered with a yes or no OR you could frame them to where the response would take a bit more time.

In my experience, the easier it is for a fan to engage with your content, the more engagement you get.

LUV UP YOUR CUSTOMERS/FANS

Featuring your fans and/or customers is not only a great way to inspire engagement (let's face it,others will hope to be featured too), but it also showcases your product or service. Additionally, these testimonials work as positive reviews to your other fans or visitors to your page. You never know when someone who was considering buying your product or service might see these testimonials and finally commit to the buy themselves.



72%

of consumers trust online reviews as much as personal recommendations.

27

EXCLUSIVE OFFERS

Offer your Facebook fans an exclusive offers whether it's a discount, a giveaway or anything special that is just for them. It's a way to honor and give value back to your fan base! QUICK TIP: Use an image to promote the exclusive offer, if possible.These are better for grabbing the attention of your fans and for getting more shares.

78%

Of consumers interact with brands on social media for coupons and promotions





READY FOR THE NEXT LEVEL?

Want to see the exact tips, tricks, tools and techniques leading Facebook pro Kim Garst uses to get **2,500+ new Facebook Fans** and **reach over 2 MILLION people for FREE** every week on Facebook?



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