

10 Proven ways to have MASSIVE interaction with your fans on Facebook.

1. **Always include a picture/image.**
 - a. Images will draw more attention than text only
 - b. Make the image really really count!
2. **Tell what the article/Post is about in your FIRST sentence.**

So your first line will act as your title.

examples:

 - a. A little Facebook education.
 - b. PFT services will be LIVE at 5pm today!
 - c. Jim Staley will be teaching on xyz this Sabbath.
 - d. We have a new job opening here at PFT.
3. **Always use ONE voice and talk as if the owner of your page was talking.**
 - a. "I want to give a shout out" does not qualify as something Jim would say.
 - b. PFT is a conservative organizations so should require a more proper voice.
 - c. Make this sound as if Jim himself had written the post, because your fans want to believe it is Jim on the other end of the line.
4. **Always be educational.**
 - a. Because people see you as a source of education, make your post educational. As much as possible, take the time to teach people something NEW and significant, each and every time you post.
5. **Posting ideas.**
 - a. **Ask Questions using the Facebook Questions App.**
 - b. **Try a fill in the _____**

If you want to give your fans a very simple way to engage with your post, ask them to finish your sentence. If you had a fashion brand you may want ask people a simple statement that requires them to finish off the sentence as to why they like it or how they use it.

Fill-in-the-blank posts generate about 90% more engagement than the average post.
 - c. **Give Fans Access to Exclusive Information**

This could be done by either breaking the news first on Facebook or providing special content such as a video or an article when they "like" your page.
 - d. **Reward your Fans with Deals and Perks**

You can use your Facebook "Page" to distribute coupons or link to DVD sales or products that deal with Hebrew Roots.
6. **Stay on topic!**
 - a. Post about random stuff will seem stupid and irrelevant to your fans. If you don't have anything to say, say nothing!! Then go research and come back to Facebook with something on topic and educational.
7. **Try to end the "content" part of your post with a question.**
 - a. Posts that end with a question result in a 15 percent higher **engagement** (like comment and share) rate than posts that do not end in a question.

- b. Avoid the question why and instead go with **where**, **when**, and **would** and **should**, which were shown to result in higher engagement.
8. **ALWAYS ask for the [like], Comment and/or Share at the end of every post.**
 - a. Always end your post with something like the following.
 - i. When you [Like] this post, You are telling Facebook that this is an important message and Facebook will show this to more people. [Like] to help spread!
 - ii. When you [Like], comment or share this post, Facebook will spread this to your friends and more people will see this message. :-) thanks for your help in sharing this ministry with others.
 - iii. Often Facebook will limit how many posts you see to help prevent an overloaded with posts. By Like-ing, commenting or sharing, you are telling Facebook that you value these post and want to see more. This increases your chances of never missing a post from Passion For Truth!
 - iv. If you are looking for ways to share your faith in Yeshua, Hit the [Share] button and this post will be sent to your friends. If just 10 people did this, over 2000 people could be reached with this post. If 100 people [share-d] then 20,000 people could be reached with this post.
9. **Plan your posts in advanced and post at least 3 times a week in addition to recurring post.**

NOTE: Recurring post should include link to Message put up on YouTube and Live broadcast reminders.

 - a. **Schedule your post ahead of time using the one of the following:**
 - i. ****NEW****built in Facebook Scheduler,
 - ii. Hootsuite - Great program for scheduling posts
 - iii. Sendible - Great for recurring posts.
 - iv. or Buffer - Great for templated schedule posting.
 - b. **When choosing times to Schedule consider these tips:**
 - i. Post made outside of business hours showed engagement rates 20 percent higher than those that posted only during business hours.
 - ii. In general, across all industries, engagement rates were 18 percent higher on Thursdays and Fridays compared with other days of the week.
 - c. **You should be posting your Live broadcast EVERY week on both Friday morning at 7am, 7pm and on Saturday at 3pm.**
 - d. **Your youtube video link should be posted on Tuesday at 3pm EVERY week. same time.**
 - e. **You need to schedule to ask for donations either once ever week, other week or once a month.**
10. **“Promote” EVERY post with 5,10, 15, 20, 25, or 30 dollars to get maximum exposure.**
 - a. **Promote is explained at this URL: <http://www.facebook.com/help/promote/>**
 - b. This is KEY as facebook will only show your post to about 25% of your audience.
 - c. Facebook is quickly becoming “pay to play”
 - d. Facebook is still the BEST way to gain an audience but nothing is “FREE” forever :-)