

FACEBOOK

Tips for Engagement



How to Connect & Grow an Audience

1

SEARCH AND CONNECT

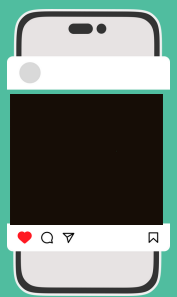
- ADD friends
- LIKE and FOLLOW pages
- JOIN or START a group



POST CONTENT

- Posts with images get more attention
- Post & Share relevant, interesting content
- Verify information before posting

2



3

TAG CONNECTIONS

- Use @Name to include and acknowledge other profiles and pages in the conversation



USE #HASHTAGS

- Link your content to searches
- Include words that connect with your topic, geography, event, organization and ideas

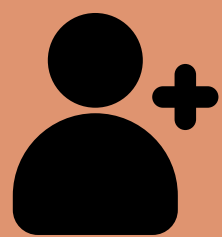
4



5

INVITE OTHERS TO CONNECT

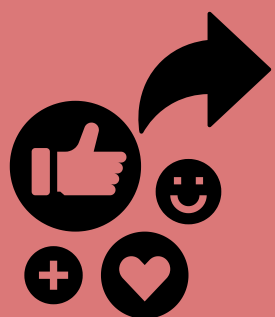
- Invite people who engage with your page to like & follow you



6

LIKE, COMMENT & SHARE

- Like, laugh, or show you care
- Comment to join the conversation
- Share to help others see important information



7

FOLLOW UP

- Reply to comments & messages
- Check notifications and engage with posts you have been tagged in
- Thank others who share your content



FOLLOW

Like & follow us @ <https://www.facebook.com/bccrns/>