

Simple Tricks for Greater Facebook Visibility

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Did you know that many of your Facebook followers may never have the opportunity to see your posts? Only a fraction of all updates, posted pictures, and links end up in anyone's newsfeed. Facebook employs a complex algorithm to determine which posts show up based on a user's past activity. The more a particular user clicks on your pictures, "likes" your status updates, or comments on your posts, the more likely she is to see your future posts in her newsfeed.

The fine points of Facebook's algorithm are top secret, but they've offered the public a general idea of how it works. A comment is weighted higher than a "like," and a "like" is worth more than a simple click. In short, if you want your posts to appear more frequently in your clients' newsfeeds, you need to post photos and create status updates that inspire action.

How do you inspire action? Hold contests, post quizzes, and ask provocative questions. Facebook users love to "share" inspirational quotations embedded in images, which can increase your exposure exponentially.

When you post multiple pictures at the same time, Facebook creates an album that displays the main picture along with thumbnails of the first three photos. Users are often intrigued by the photos they *can't* see, so they click to see more. The result? A PageLever.com case study revealed a multi-photo click-through rate of 1,290% compared to single-photo posts!

Social media plays a critical role in 21st century marketing. At Old Republic Home Protection, we provide savvy marketing tips and state of the art marketing tools to help your business thrive.

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