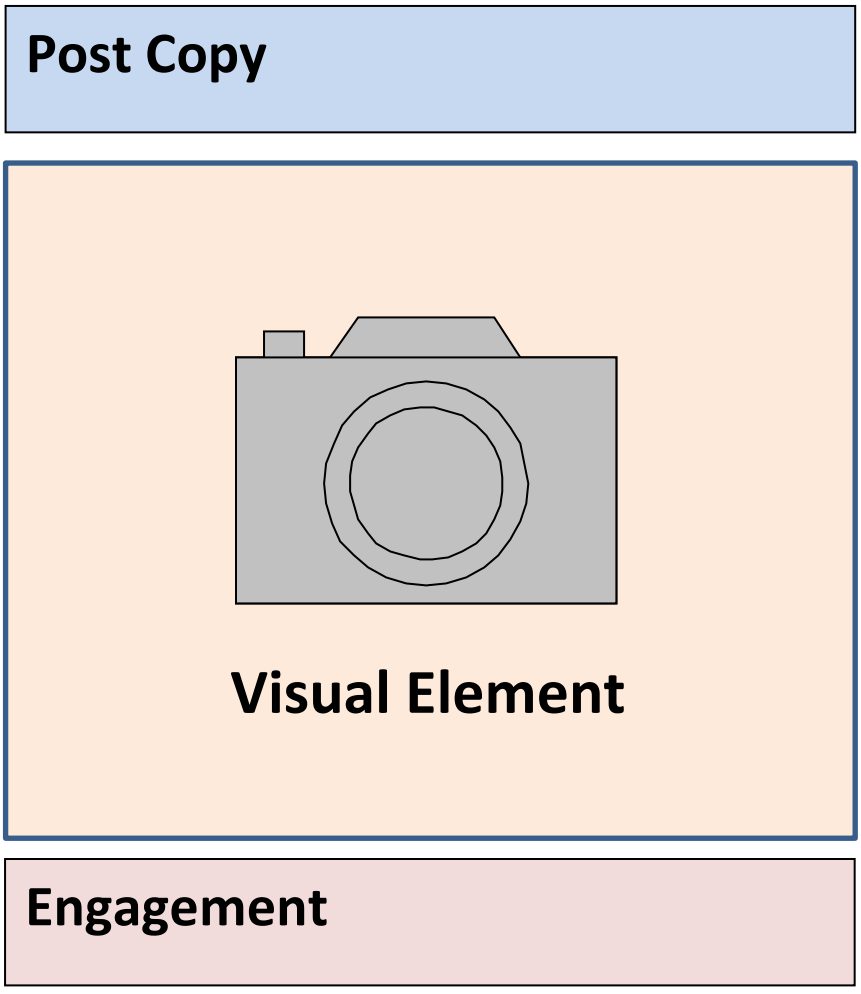
Anatomy of a Perfect Facebook Post

A great Facebook post consists of these three elements:

1) Post Copy
2) Visual Element
3) Engagement



Post Copy

1. Don't leave the text portion of your post blank. The text in the actual image is not visible to the search engines, so when you don't add explanation to your post, it's not indexed by Facebook or Google (and you definitely want to be visible to them).

2. Make your copy compelling and relevant to your audience.

3. Always include a call to action. Your call to action can be an invitation to "Learn more…", "See the whole story…", "Check out my …" or it can be a direct question to your audience to increase engagement. Avoid generic calls to actions such as "like", "share" or "comment", as well as overly promotional ones like "Buy Now."

4. Include a link: link back to the relevant article, product or page. Provide link back to your website or blog. Make sure to use a shortening service, like bitly.com, when the link is too long.

5. Keep your post short and simple. The latest research shows that the most optimal length for Facebook post is under 80 characters (ideally – under 40). The engagement rate declines rapidly for posts exceeding 140 characters.

6. Tag relevant people, pages, events and apps in your posts – to give credit, to acknowledge someone's contribution, to promote or recommend another business or product. Follow Facebook tagging etiquette guidelines and do not spam!

Visual Element

1. Posts with images get the highest amount of engagement on Facebook.

2. Images should be chosen strategically to highlight and support the message of your post. Choose high impact visuals that will grab attention of someone scrolling through their newsfeed.

3. Make sure to use the proper dimensions for your image. Currently the recommended upload size for Facebook photo post is 1200 x 900 pixels.

4. Positive images that engage on an emotion level generate the most engagement.

5. Pick visuals that tell a story at a glance.

6. Do not forget to include branding on your image: you logo, business name, or website URL.

7. Make sure you have the rights to the images you use. Do not simply perform a Google search and download any image you like. Read more here.

Engagement

1. A lot of businesses post on Facebook only during traditional business hours. But what if your fans are in different time zones? How about those night owls?

   Experiment with posting outside of regular business hours. Add a couple of posts early in the morning, late in the evening and on the weekends, and track the results. Do it over a period of time and see if you are getting more engagement on those posts.

   Recent studies of several brands showed increased engagement during off hours, which could be attributed to the behaviors of their fans or a low volume of competing posts. The truth is, results will vary depending on the kind of users your brand attracts, so you need to do your own research.

2. Don't ignore your posts. Respond to comments, ask follow up questions, engage in conversation and interact with your followers. The more dialogs you create, the more relationships you build, the more impact your posts will have.

Pro Tip:

When sharing your posts from your business page to your timeline or in groups:

1. Do not leave out the post copy – it's your prime real estate for a call to action.

2. Do not copy text from your original post – change the message. Facebook will give your share more "value" if the message is different.

3. Optional (use sparingly): When sharing tips or advice, add a call to action to visit your business page for additional tips.