Facebook Best Practices
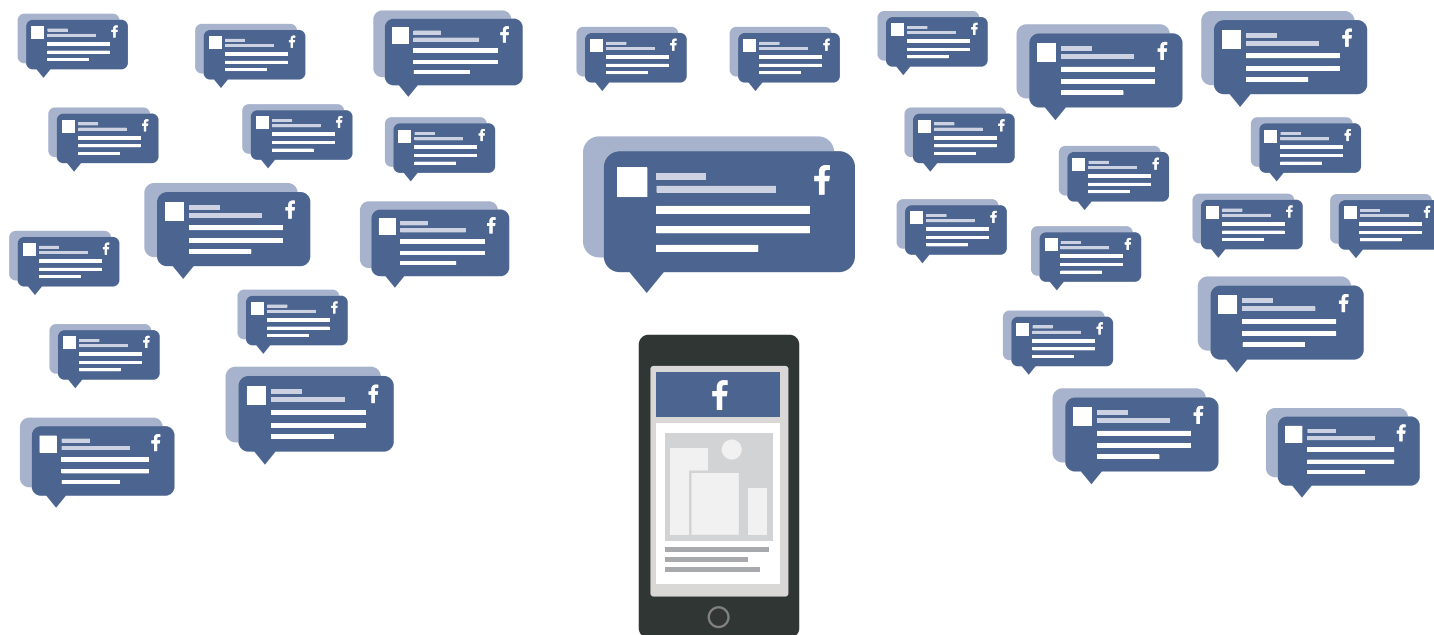
The 3 types of content that audiences love

Hootsuite®

Facebook Best Practices

The 3 Types of Content that Audiences Love

On an average day, over 1,500 pieces of content compete for placement in your customer's Facebook News Feed. Over 4 million posts are liked every 60 seconds.With so much content competing for limited space, how can your brand win?[1]

Organic reach on Facebook continues to shrink for brands. In 2016 alone, organic reach for Facebook Pages fell 52%. A 2015 study by Locowise estimated that the average organic reach of a brand with over a million likes dropped to 2.27%.[3] This decline is driven by the amount of content trying to climb to the top of the News Feed. More often than not, a viral video of a celebrity will beat a brand's "pick your favorite chip flavor" contest.

In this guide, you'll discover the exact types of Facebook content and strategies that predictably increase traffic and customer engagement—including shares. By the end, you'll have a clear understanding of how to tackle organic reach and engagement on Facebook.

3 types of content that win attention and amplification

Whether you're trying to raise awareness for your nonprofit or selling services to a small business, audiences on Facebook have three criteria your content needs to satisfy: to be entertained, to learn something new, to be rewarded for their brand loyalty and advocacy.

Entertain-me

Humans skydiving from space. Sharks flashing by GoPro cameras. Every day, your customers see the planet's most viral and entertaining content flooding down their News Feed.

You might not be able to compete with viral videos. But brands that keep content light, funny, and resist pitching their products win attention and amplification.

Educate-me

It's the internet's workhorse marketing strategy: provide utility. But brands often overlook how their education content fits into their audience's daily lives.

Is your customer standing in a crowded bus line killing a few moments of time? Are they collapsed on the couch after work? A five-minute video tutorial might be too much. Focus on delivering quick, visual tips that can be instantly understood.

Reward-me

Take a scroll down Facebook. Brands want to sell to new customers. But beneath the product videos and press announcements, you'll find loyal customers.

Perhaps they are telling you about how much they love your products. Or asking you to fix a customer service mistake. Care for them now and you'll have a good chance of selling them more products later.

Boost organic reach with entertainment content

If you want to gain organic traction on Facebook, you need to offer entertaining content.

Take the brand Goodreads, a popular app and site for discovering new books. With just over 900K Facebook fans, Goodreads has a mid-sized audience. But their content consistently gains engagement that rivals giants such as Pepsi (36 million fans), Doritos (17 million fans), and Nike (28 million fans).

For example, a recent Goodreads' Facebook post—a simple image about book lovers—received 6.8K Likes and 1K shares. Many brands with millions more fans and much larger budgets would be happy with those numbers.

So what is Goodreads doing differently? Brands know they need to entertain audiences on Facebook. At the same time, you also need to prove that social content drives purchases. So the common strategy is to blend our company's needs with our audience's needs—a bit of entertainment baked with a product message.

The problem here is that you are aiming your content at Facebook audiences with commercial intent. As a result, you shrink your audience potential. Most people have weak commercial intent on Facebook. They are there to kill time and talk to friends, not download apps or request sales demos.

Goodreads focuses on the broadest market possible: book lovers. Not book lovers thinking about what book to buy for their trip. Or book lovers who need to be reminded to visit Goodreads.com. Just book lovers. This gives them global reach and aligns their content (entertaining, light, and identity-affirming) with the mindset of their Facebook audience.

As marketers, we want to remind people to buy our product. But if you are trying to gain organic traffic, the closer your content is to your product, the shorter distance it travels.
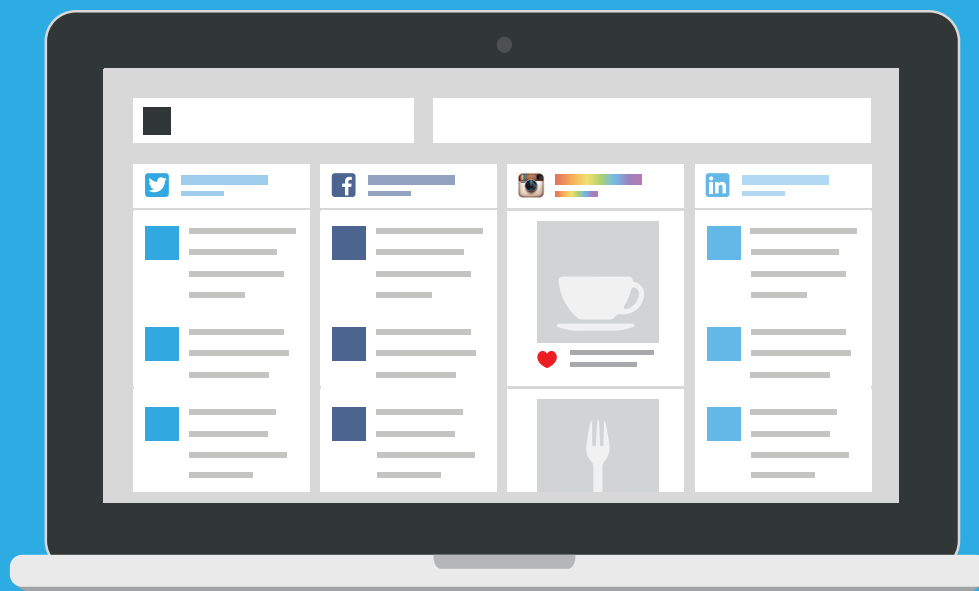
How to do this with Hootsuite

1. The first step is to post when your audience is active on Facebook. Test different times or launch a poll asking your audience about their Facebook habits (such as when they tend to read content and at what time of day). Hootsuite's AutoSchedule automatically picks different times of days to post your content, helping you space out updates across the day. To set-up AutoSchedule, click the calendar icon in Hootsuite's compose box. Then toggle AutoSchedule from "off" to "on."

2. Use Hootsuite Campaigns to create entertaining Facebook contests, polls, voting galleries, or quizzes. Resist the urge to create product-centric quizzes. Instead, focus on your audience and keep it light. This webinar shows how to use Hootsuite Campaigns.

3. Find viral content and share with your audience on Facebook. As you may know, Reddit is often where the internet's most entertaining content first surfaces. Use Hootsuite's Reddit app to monitor communities relevant to your customers, arming you with a steady supply of viral content to share.

4. Share content from related Facebook Pages. Find brands in your industry with an eye for viral content and include a few of their links in your content calendar. You can tag and share other brand's Facebook Pages right from Hootsuite. For example, a brand like Nike could share top performing content from the Facebook Page of their sub-brand, Nike Woman. Facebook's branded content policy requires companies explicitly tag third-party products, brands, or sponsors in their posts, and Hootsuite's Branded Content feature lets you do this right from the dashboard.
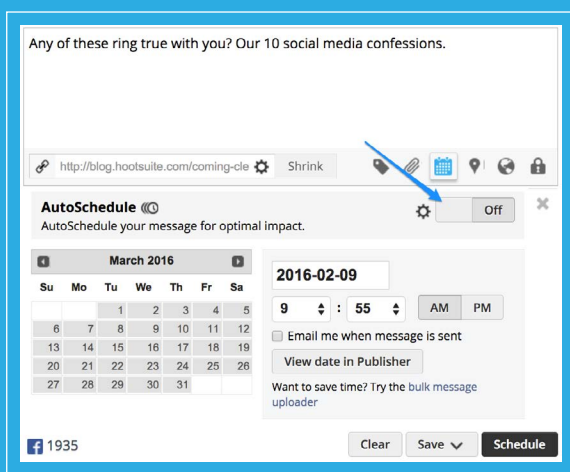
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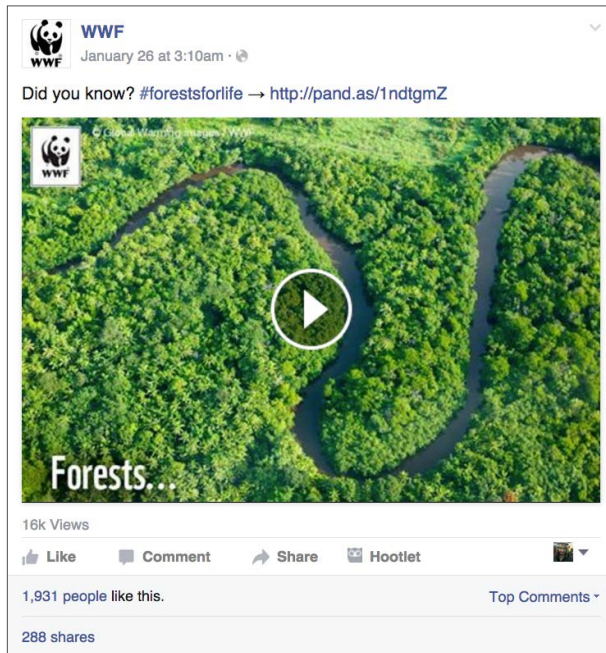
You've heard this before: **useful content pays the bills**.

But often brands expect too much of their Facebook audience. If your audience is truly in the mood to learn something, they will head to YouTube or search Google for in-depth resources. Instead of asking them to download templates (they are likely on a mobile device) or watch long videos, focus on bite-sized insights that your audience can quickly pick up.

For example, the WWF uses quick videos to educate their audiences about endangered species. You might learn that the blue whale is the largest animal of all time. Or you might watch an eight-second video about how forests breathe life.

As the WWF knows, Facebook videos are often viewed with auto-play. It's likely that many Facebook users will watch your videos without audio, as they might be on the bus or watching at night. Make sure the message of your video can be understood without any sound.

BuzzFeed excels here. Their Facebook Page BuzzFeed Food offers quick visual cooking instructions. The videos are perfectly crafted for Facebook audiences. Their "Chicken Wings 4 Ways" video below received over 52 million views, 600K Likes, 106K comments, and nearly two million shares.
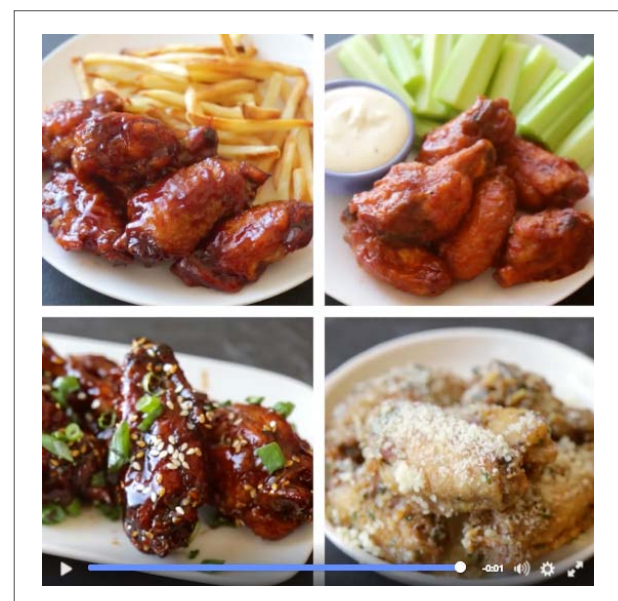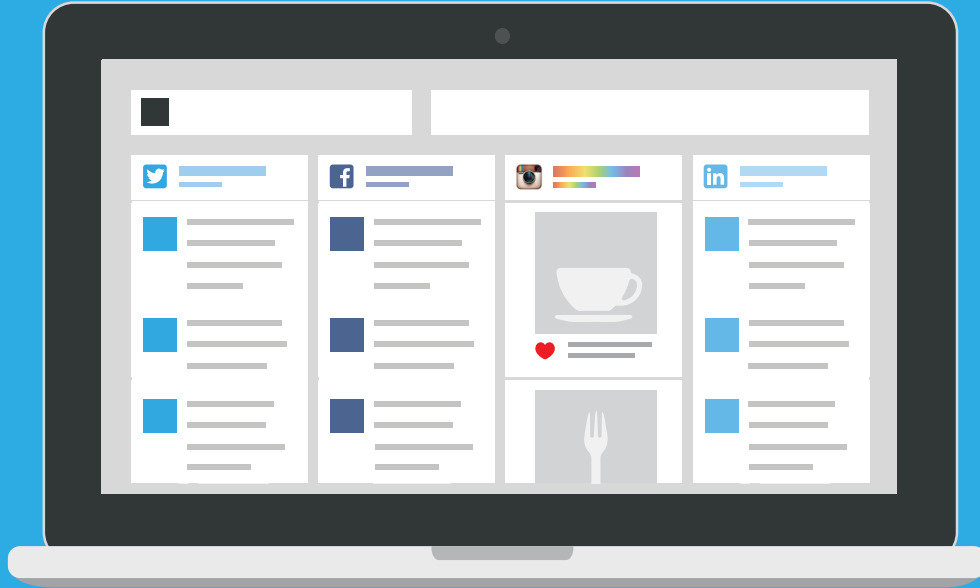
How to do this in Hootsuite

1. Use Hootsuite to publish and schedule videos straight to your brand's Facebook Pages. To boost efficiency, save messages with video attachments to your drafts or content library for future posts.

2. Access video performance data through Hootsuite Analytics. Access through Hootsuite by clicking "Analytics" on the launch menu. Find "Boards," then "New Board," and click on the "Facebook" tab. Once you've done this, either click on "Create Board" under the Facebook Video template or select "Custom Board." To add your preferred video metrics to a customized board or report, click "Metrics Library."

3. With Hootsuite Analytics, look for popular pieces of Facebook content. What lengths and topics perform the best? Could your top performing pieces of content be turned into a short Facebook video?

Grow applause and advocacy by rewarding your loyalists

Marketers tend to look ahead. New customers. New follower targets. New sales. But as we search for new customers, we leave our most loyal supporters behind.

Look at your brand's Facebook Page. Beneath the new marketing campaigns and product announcements, you'll find the loyal commenters.

They answer your polls. They share your posts. But they are also vocal and demand a response. Give them extra care.

Consider Starbucks. They have 36 million Facebook fans. They also have a relatively inexpensive consumer product—for example, you'd expect instant customer service for an expensive laptop or new car. But Starbucks' dedication for offering one-to-one support for each customer question about a coffee purchase is admirable. It doesn't go unnoticed by customers, as seen by the fans fighting for Starbuck's attention below.

How to do this in Hootsuite

1. It's hard to scale one-to-one interactions. But with Hootsuite, you can work together as a team, sharing streams, assigning tasks, and answering customer questions on Facebook.

2. Sometimes, you need to answer similar questions again and again. Use Hootsuite's Content Library to store images, templated messages, help content, and other social assets you need to share regularly. This helps your teams answer difficult questions (such as a customer quizzing you on your safety standards).

3. Use Hootsuite Campaigns to reward your most loyal Facebook followers. For example, create a special customer promotion or reward with an exclusive contest that only superfans get access to.

4. Use Hootsuite's automated tagging and assignments feature to create keyword-based rules and automatically apply certain tags to your inbound posts. Automatically assign certain posts to a specific team or team member for maximum efficiency.

Next steps

Advance your social strategy with our collection of essential social media resources.
You'll find webinars, guides, and templates to help you nail the essentials of Facebook, Twitter, and Instagram.

Endnotes

1. Facebook. "Organic Reach on Facebook: Your Questions Answered." 2014.
    https://www.facebook.com/business/news/Organic-Reach-on-Facebook

2. Facebook for Business. 2012. https://www.facebook.com/marketing/posts/10150839503836337

3. Social Times. "STUDY: Facebook Page Posts Net 2.6% Organic Reach in March." 2015.
    http://www.adweek.com/socialtimes/locowise-march-2015/619104

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About Hootsuite Enterprise

Social Marketing

Social Selling

Employee Advocacy

Social Customer Service

Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. Hootsuite Enterprise empowers organizations to execute business strategies for the social media era and scale social media activities across multiple teams, departments, and regions. Our versatile platform supports a thriving ecosystem of social networks complemented by 200+ business applications and integrations, allowing organizations to extend social media into existing systems and programs.

Along with our channel and agency partners, we help organizations build deeper relationships with customers, stay connected to the needs of the market, grow revenue, and draw meaningful insights from social media data. Innovating since day one, we continue to help organizations pioneer the social media landscape and accelerate their success through product training, group training and tailored organizational training, as well as security and compliance services.

Request a custom demo today by visiting enterprise.hootsuite.com

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