

Facebook Best Practices

Updated: July 30, 2021

1. Content

- Keep content short and succinct. Between 40 and 80 characters is best, yet asking questions between 100-119 characters drives engagement.
- Post at least twice a day, in the early afternoon or evening (between 1 and 4pm)
- Ensure posts include visuals, either images, videos, or links that point to external resources, etc.
- Tag locations to make the content more discoverable
- Tag other pages/accounts when relevant to show up in other feeds
- If you have a post that is relevant/important for a long period of time, pin it to the top of your page

2. Videos

- Videos are some of the most consumed content
- Don't overcomplicate them: just ensure that your video content is applicable to your audience
- Subtitles are important to allow viewers to watch without sound
- Ensure the cover frame/thumbnail reflects the Lakehead brand

3. Comments and Messages

- Ensure messages are checked regularly and responded to in a timely manner
- Like and respond to comments left on posts
- Make time for Q&As if you go live
- Turn on comment filters to prevent trolling

4. Facebook Stories

- Just like IG Stories, Facebook Stories are photo or short video posts in vertical format that disappear after 24 hours
- Set it up so that if you post on Facebook or IG Stories they cross-populate