

A close-up photograph of a person's hands holding a smartphone. The phone's screen shows a social media post featuring a white coffee cup filled with coffee, set against a grey grid background. At the top of the screen, there are icons for a lightning bolt, a circular arrow, a moon, and a group of three people. The person's right hand has a silver ring on the ring finger. The background is blurred, showing an outdoor setting with a building.

HOW TO INCREASE FACEBOOK ORGANIC REACH + ENGAGEMENT

CHECKLIST

REACH + ENGAGEMENT CHECKLIST

Engagement is in many ways more important than reach. It doesn't matter how many people see your content if they aren't compelled to do anything when they see it.

Engagement tells you how your tribe feels about your content (they love it, it's awesome, like, the best thing ever!), and boosts your organic reach. The more people engage with your content the more people see it. So let's increase your organic reach and build engagement!

- Analyse insights to see what's working and what's not**
- Verify your page (via Page Settings)**
- Publish content consistently**
- Use organic post targeting where applicable**
- Time your posts for when your followers are online**
- Publish videos natively and use Facebook Live**
- Use Facebook Insights To Monitor Effectiveness**
- Share behind the scenes photos and insights**
- Ask questions of your audience, get them involved**
- Invite reviews and recommendations (share them too!)**
- Encourage people to like or comment on your post (a great way to do this is to ask opinions)**
- Share photos or long form content where appropriate**
- Re-Check What's Working Every 6 Months**



keep growing

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