



ServeNoMaster 083: Ten Ways to Increase Your Facebook Engagement

Subtitle: Creating Content the Forces Your Audience to Respond

Key Takeaways:

- Tip 1: Create shareable content using images and videos modeled after other viral content.
- Tip 2: Create calls to action telling people what to do and why.
- Tip 3: Mix different content types so you can engage with people in different levels.
- Tip 4: Use Facebook Live regularly.
- Tip 5: Make sure your videos work even if there's no audio.
- Tip 6: Explore using Facebook Instant Articles.
- Tip 7: Change posting times to know your audience and know the time they are online.
- Tip 8: Pay attention to the market. Do something similar to the big brands in your space.
- Tip 9: Drive traffic from external places.
- Tip 10: Embed Facebook content in your blog.
- Correct mindset: "Try one top now and when I have time, try another one."
- You can start sharing other people's stuff then shift to your own when you have the time.

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