

How to get more Likes on Facebook



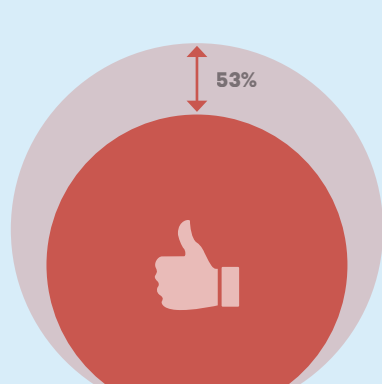
► Focus on *what* you post

POST TYPE

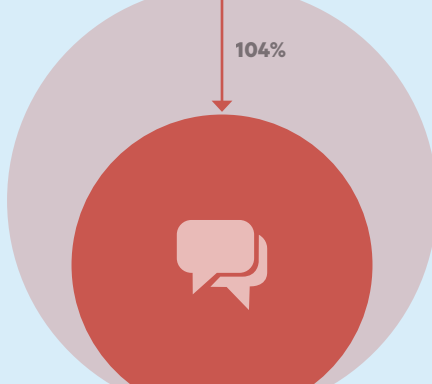
Photos get 53% more Likes, 104% more comments, and 84% more click-throughs.



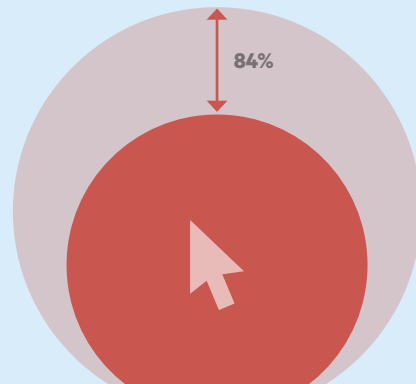
One study found that, on Facebook, photos (the “photo” post type) received more engagement than the average post. The “average” post rubric included both “text” and “link” posts.¹



53% MORE LIKES



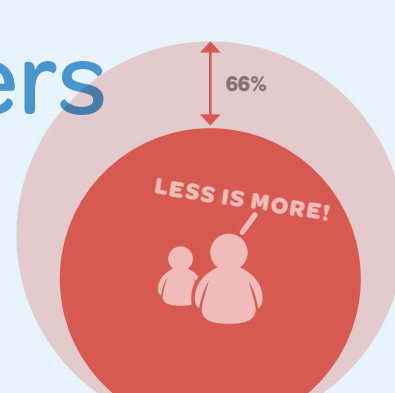
104% MORE COMMENTS



84% MORE CLICK-THROUGHS

LENGTH OF POST

Posts with 80 characters or less get 66% more engagement.

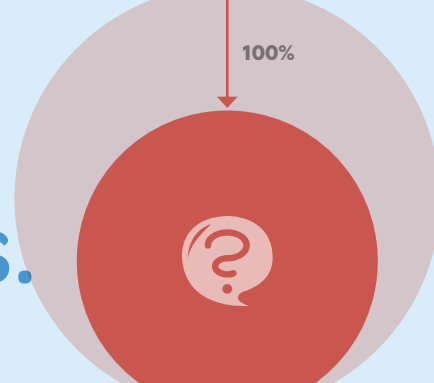


66% MORE ENGAGEMENT

Among retail brands, posts with 80 characters or less get 66% more engagement (# of Likes and comments) than posts with 81 or more characters.²

POST CONTENT

“Question” posts get 100% more comments.

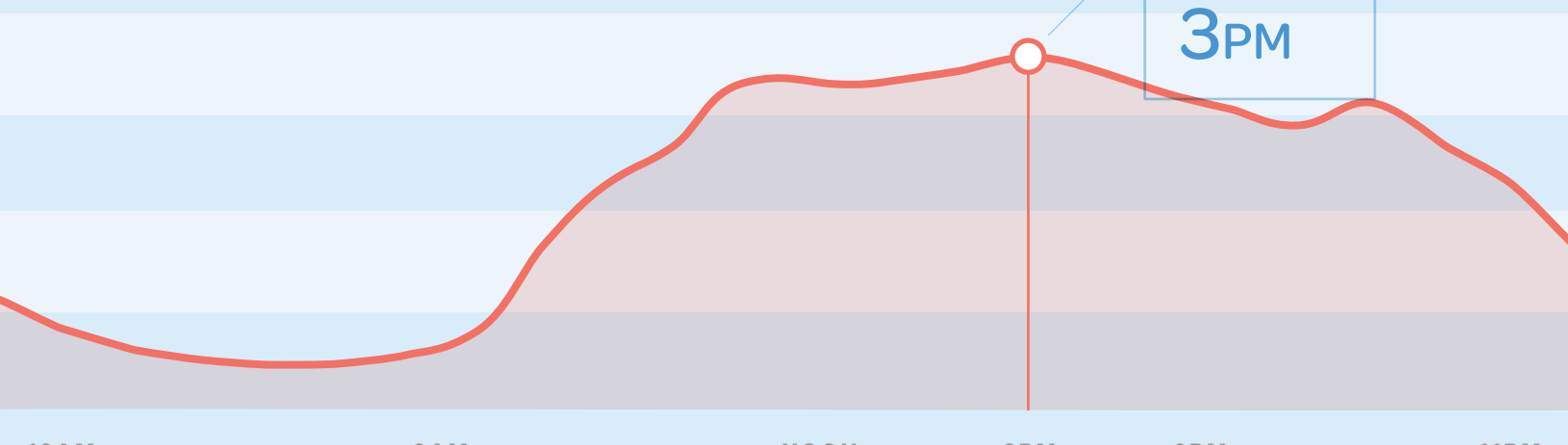


100% MORE COMMENTS

Posts that spark dialogue get 100% more comments than “non-question” posts.²

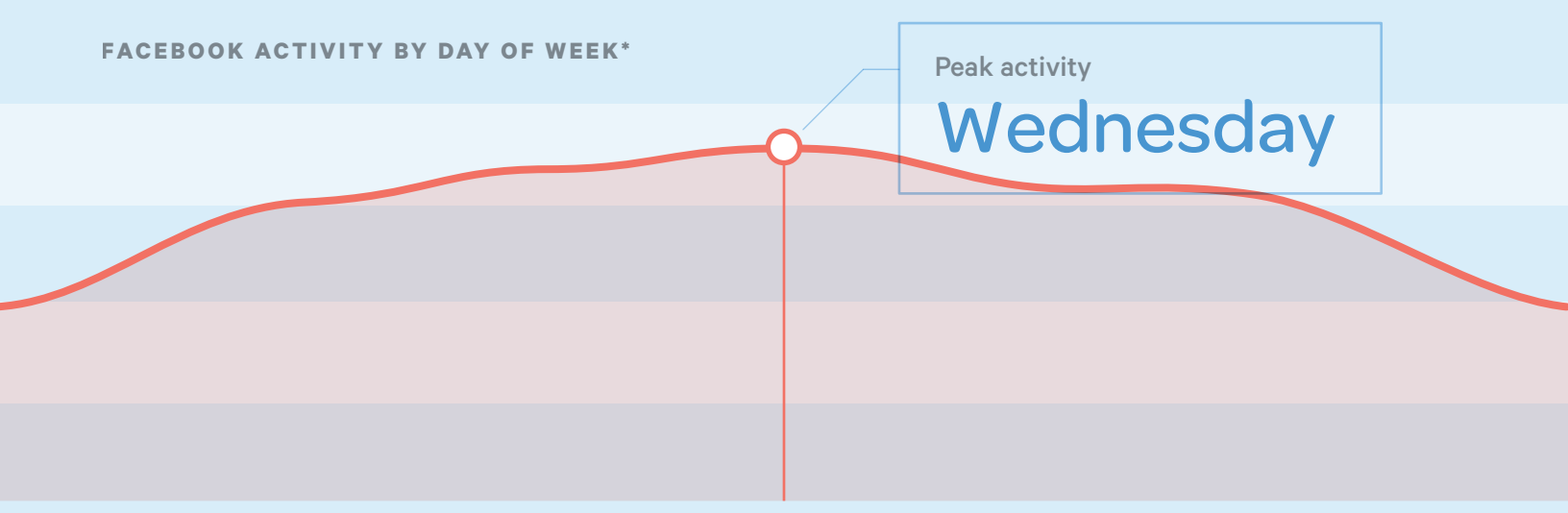
► Focus on *when* you post

FACEBOOK ACTIVITY BY TIME OF DAY*



On weekdays, Facebook activity (as defined by the number of posts and comments published per hour) peaks around 3PM EST. There are also notable spikes in the 11AM hour and the 8PM hour.³

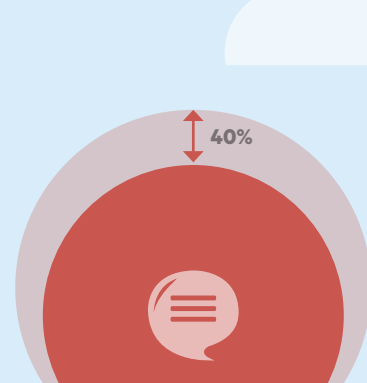
FACEBOOK ACTIVITY BY DAY OF WEEK*



Facebook activity (as defined by the number of posts and comments published per day) peaks on Wednesday.³

DAILY POST FREQUENCY

Posting 1-2 times a day gets 40% more engagement.

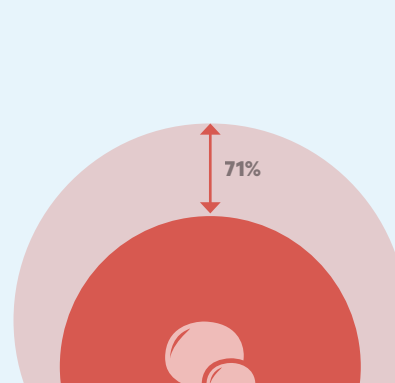


40% MORE ENGAGEMENT

Among retail brands, posting 1-2 times a day gets 40% more engagement (# of Likes and comments) than posting 3 or more times a day.²

WEEKLY POST FREQUENCY

Posting 1-4 times a week gets 71% more engagement.



71% MORE ENGAGEMENT

Among retail brands, posting 1-4 times a week gets 71% more engagement (# of Likes and comments) than posting 5 or more times a day.²

Just because activity peaks at certain times doesn't mean those are the best times to post. Always *test* to see what works best for you.



¹ <http://blog.hubspot.com/blog/tabid/6307/bid/33800/Photos-on-Facebook-Generate-53-More-Likes-Than-the-Average-Post-NEW-DATA.aspx>
² <http://www.jeffbullas.com/2012/02/29/10-powerful-tips-to-increase-fan-engagement-on-facebook/>
³ <http://mashable.com/2010/10/28/facebook-activity-study/>