How to get more Likes on Facebook

Focus on what you post

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

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

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

Focus on when you post

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.

People, not pageviews.

2  http://www.jeffbullas.com/2012/02/29/10-powerful-tips-to-increase-fan-engagement-on-facebook/