

# 50 Facebook Posts

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# Guaranteed to Engage Your Audience

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by Andrea Vahl

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[www.andreavahl.com](http://www.andreavahl.com)



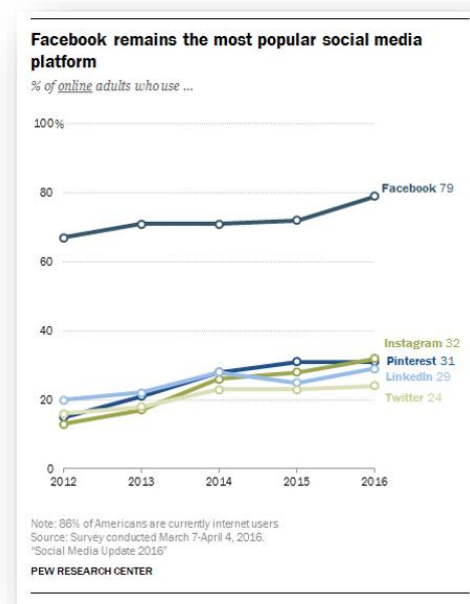
# Why Engage?

Facebook can be a lot of work. Especially these days. Organic reach is harder than it use to be. So why bother?

Pages are still getting organic reach. And Facebook is still the place to hang out. If your Page doesn't get engagement, it starts to drop out of the News Feed even more with your community.

While I don't think that Engagement is the only metric you should be watching (I'm partial to link clicks and traffic to my website), it is still valuable for visibility to your business.

In this ebook, you'll find over 50 examples and some pre-written ideas for you to use. Enjoy!





# Add Questions About Your Niche

Asking targeted questions is a great way to connect with your community. Make the answer easy to answer by asking something people have a definite opinion about or making sure the question has a short answer.

In the following posts replace the bracketed keyword or process with one that would fit with your niche or business. So if you provide accounting services some of your keywords might be “doing your taxes” or “bookkeeping” or “Quickbooks”. If you are a nutrition and fitness coach the keywords could be “eating right” or “stretching” or “finding time to workout”.

- What is your biggest pet peeve about [keyword]?
- What is your biggest challenge around [keyword]?
- If you could change one thing about [keyword or process] what would it be?
- What is your favorite thing about [keyword or process]?
- What is your favorite magazine (or blog or website) about [niche]?
- What is your favorite book about [niche]?
- When was the last time you [process]?

If you have a process in your niche that has a frequency, then ask a question around how often they do the process – ie. if you are a yoga studio, how often do you practice yoga? If you are a restaurant, how many times do you eat out? Etc.

# Add Questions About Your Niche





# Connect Your Community

Ask people to share more about themselves. If you can include a picture with these posts, that can also be helpful so that your post is more visible in the News Feed.

- If you have a Twitter handle, post it here so we can all follow each other.
- If you have a Facebook Page, post here as your Page and tell us about what you do.
- It's share your website day! I'd love to visit your website and learn more about you. Post your website here so we can get to know each other.
- How long have you been on Facebook?
- What advice can you give about {niche topic} to others in this group?

Also think about asking your community to give you advice about a certain topic that you aren't familiar with. People love to be helpful.



# Connect Your Community





# Inspire Your Community

Inspiring messages and quotes are shared quite a bit on Facebook. I find it helpful to say something about why I like the quote today or video today. You can say something like, “It’s a busy day here at [your company] and we always try and remember [inspiring quote]” You can also add “What’s your favorite quote?”

Here are some good sites with lots of quotes:

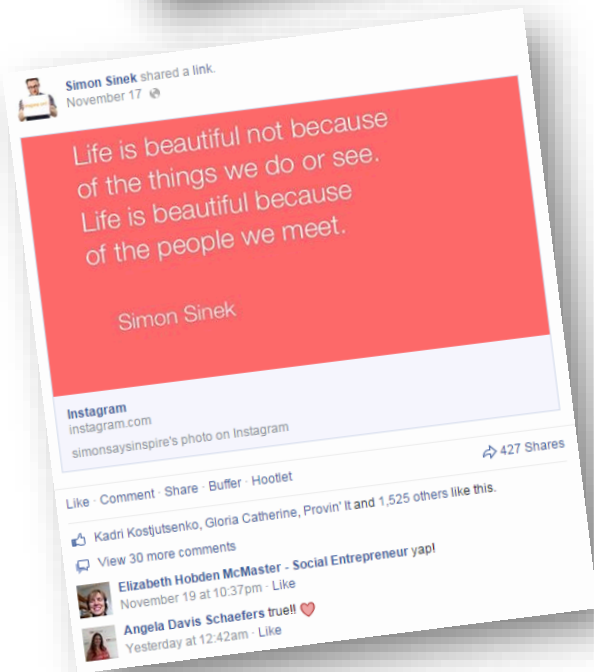
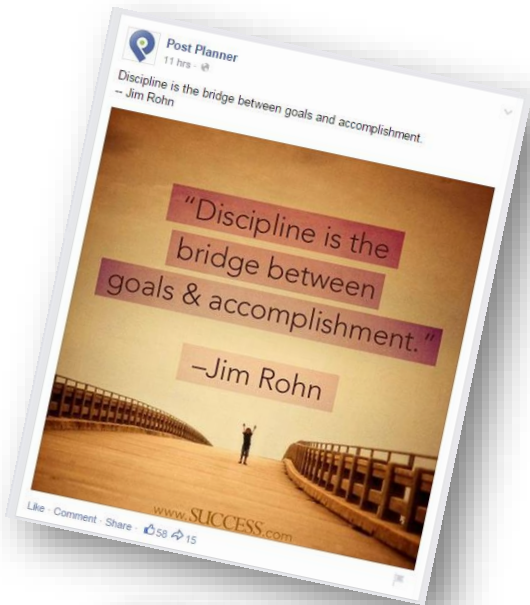
- <http://www.thinkexist.com/>
- <http://www.inspirational-quotes.info/>
- <https://www.brainyquote.com/>

Consider creating an image to go with the quote using PicMonkey or Canva. Brand the image with your information or logo.

You can also find some very good inspirational videos on YouTube. Or consider making an inspiring video yourself of quotes and upload it directly to Facebook.



# Inspire Your Community





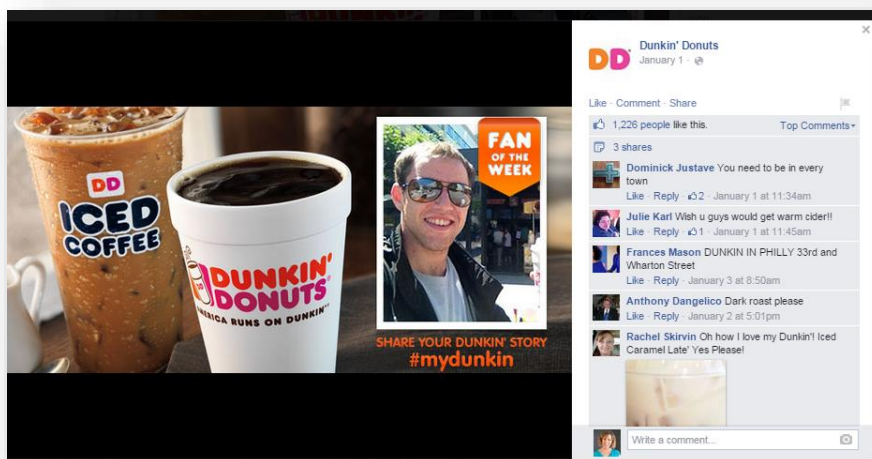
# Make It Personal

So you've heard that people don't want to hear what you are eating for lunch. The truth is, people want to know you are human. Tell people what is going on in your life. This may not be appropriate for your Page but you can always give people a sneak peak into what is happening behind the scenes at your workplace.

If you do post something about what you are eating, make it entertaining. "Having a salad for lunch so I better wash that down with 4 cookies". Or share a picture from a business lunch with your colleagues.

Another idea, if you have employees, you can feature them with a Facebook image or Album on Facebook with a little bit about the employee.

Or get personal by featuring a Fan of the Week like Dunkin Donuts does in their cover image.





# Make It Personal

**Yuma County Sheriff** added 5 new photos. 23 hrs · 🌐

Earlier this month Sheriff's Office personnel attended a mutual training at the Joes Fire Department utilizing their brand new helipad. The training brought together a number of first responder agencies in the area to focus on coming together with a common goal of saving lives in the southern Yuma County area.

Please consider attending the Joes Fire Catfish Fry (flyer attached) on July 8th to support the Department and see the new helipad!

Like Comment Share Buffer

108 Chronological

**Young Dentistry for Children** added 4 new photos. June 28 at 8:39am · 🌐

Dr. Jill volunteered in this year's Colorado Mission of Mercy (COMOM) in Brush, CO. Hundreds of children with limited access to dental care, were treated. A big thank you to our Dr. Jill Decker!

Like Comment Share Buffer

Cécile Desbordes Fearnside and 37 others Chronological

**Jamie Evans** Awesome job Dr. Jill!  
Like Reply June 28 at 12:46pm

**Natalie Shanteau** We love Dr. Jill! Such a big heart she has!  
Like Reply June 28 at 5:33pm

Write a comment...

**Michael Hyatt**  
December 26, 2014 at 10:45am · 🌐

My son-in-law, Chris Crimmins, got a DJI Global Phantom 2 Vision+ from his wife for Christmas. It's a drone with a built-in HD camera. Yesterday, he flew it for the first time. We took the whole family to watch. Check out the footage below.

By the way, I flew it, too, and was shocked how easy it was to fly. I have a couple of indoor quad copters and find them challenging to control. The Phantom 2 is WAY easier. I may or may not have ordered one for myself. 😊

22,799 Views

Like Comment Share 488 29 22

**Lewis Howes**  
Yesterday at 2:29pm · 🌐

Brooklyn Bridge life. Nothing like NYC!

Like Comment Share 628 20 2



# Make It Fun!

You need to add some fun and some humor to your Page from time to time. Yes, you still are a business and need to be providing some good content. But mix it up and have fun – people are on social media to be social.

Some of these could be the poll questions where you start the questions with a couple of answers pre-written and see what people vote for. You could also consider using fun questions like these for a Timeline Contest where people vote for their favorite answer.

- If you could have a super power, what would it be?
- What is your favorite book?
- What is your favorite movie?
- Cat person or dog person?
- Who is the most famous person you have met?
- Who would you choose to have dinner with (can be living or dead)?
- What is your favorite quote?
- What is your favorite season?
- What was your favorite vacation?
- When was your last vacation?
- Where is your favorite place to hike?
- What's your favorite smartphone app?
- What is your favorite city?
- Apple or PC?
- What's your favorite meal of the day
- Morning person or night owl?
- Favorite snack: salty or sweet?
- How many of you work out of your home? Do you like it or dislike it?

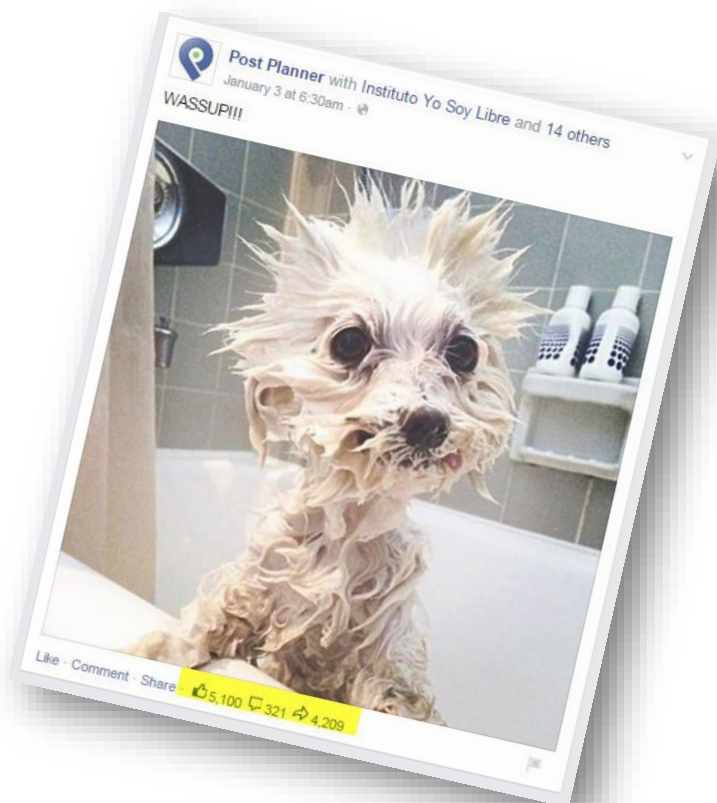


# Make It Fun!

Find a crazy picture on the web (mind the copyright laws) or buy one from [www.istockphoto.com](http://www.istockphoto.com) or [www.123rf.com](http://www.123rf.com) (they are very inexpensive). Then post the picture and ask people to give it a caption. (again, this may depend on your business – it may be a little too crazy but it can be fun!)

Find a humorous quote and add an image. Find something funny about your niche and share it.

George Takei is a great example of using humor and entertainment on his page: <https://www.facebook.com/georgetakei>





# Make It Fun!



**Better Homes & Gardens**  
March 8 · 🌐

Like Page

Caption this! 🧐❤️

147K Views

Like Comment Share Buffer

👍👍👍 6.5K

1,699 shares

Write a comment...

Michelle Fletcher Seriously, I told you kids to get out of bed this morning 5 times! You didnt listen and now I have to give you a lift to school!

Like Reply 27 March 8 at 3:05pm

**George Takei**  
3 hrs · 🌐

Maybe?!

Like - Comment - Share · 👍 19,786 💬 697 ➦ 1,401

**Green Oak Antiques with Erin L. Pennington**  
7 hrs · 🌐

The flamingo has flown away to its new home.

159

26 Comments 31 Shares

Like Comment Share Buffer

**Boom Social with Kim Garst**  
5 hrs · Edited · 🌐

Which toy or product from your childhood would you resurrect? 😊

Like - Comment - Share · 👍 78 💬 17 ➦ 4



# Make It Fun!

**North Pinellas Adventure Boot Camp for Women**  
Published by John Kent [?] · Yesterday at 5:40pm · 🌐

Yes. Tomorrow, even if your legs are sore. 😊



276 people reached Boost Post

Like Comment Share Buffer

Virginia Bliss Schneider, Wilhelmina Somers and 3 others · Top Comments

Write a comment...

North Pinellas Adventure Boot Camp for Women See you dark and early Stephanie Griffey Andrews! We will be flushing out the system with a little more cardio today which will help speed up the healing process. You can do this!!!  
Like · Reply · 1 · Commented on by John Kent [?] · 16 hrs

Stephanie Griffey Andrews Oh...and sore they are! See you dark and early!  
Unlike · Reply · Message · 1 · Yesterday at 5:47pm

**TRIPLE M Sydney** with Nayjalesse Elizabeth Jimenez and 2 others  
December 29, 2014 at 2:19am · 🌐


Can you see it?  
(Don't give it away in the comments)



Like - Comment - Share · 1,126 161 494

**Aquascape Inc.**  
8 hrs · 🌐

What one word would you use to describe this pond?



105 Comments 61 Shares

Like Comment Share Buffer

**ModCloth**  
16 hrs · 🌐

Red or blue: which is so you? #TuesdayShoesday <http://bit.ly/1GgGeas>



Like - Comment - Share · 91 12

91 people like this. Top Comments



# Give a Quick Tip

Give a tip that your fans can consume from the post itself and don't have to click to a website. This can include summarizing an article, having a "how to" image or having a longer text post that explains a process. And having a video tip can be very shareable.

**Mari Smith**  
13 hrs · 🌐

5 Metrics Every Marketer Should be Watching - one of Einstein's most famous quotes accurately sums up the biggest challenge of digital marketing measurement: "Not everything that counts can be counted, and not everything that can be counted counts." Yes. Good article on The Next Web! The five metrics are:

1. Reach & Engagement
2. Total Conversions
3. Conversion Rate by Channel
4. Cost Per Sale/Acquisition... See More

**Marketing Metrics Worth Measuring**  
5 stats every company should be watching

**5 Metrics Every Marketer Should be Watching**  
You can always rely on Einstein to give good quote. One of his most famous quotes accurately sums up the biggest challenge of digital marketing measurement: "Not everything that counts..."  
THENEXTWEB.COM | BY KATIE MOFFAT

Like · Comment · Share · 🍷 46 🗨️ 3 🔄 17

**5-Minute Crafts**  
July 4 at 7:30am · 🌐

Cool repair tips that'll make your life simpler! 🛠️👉  
[bit.ly/2tt75j](https://bit.ly/2tt75j)

**COOL REPAIR TIPS**

24M Views

👍 Like   🗨️ Comment   ➦ Share   📺 Buffer

👤 Janiece Rendon and 270K others   Top Comments \*

199,905 shares

👤 Write a comment...   😄 📷 🗨️ 🔄


View all 2,310 comments



# Give a Quick Tip

**Grammarly** with Azim Khan Opu and Juan Carlos  
4 hrs · 🌐

"Supposably" is a word, but you probably aren't using it correctly. You most likely mean "supposedly."



Like · Comment · Share · 👍 4,487 💬 131 ↻ 649

**Saving Dinner** added a new photo.  
Yesterday at 6:25pm · 🌐

## Get Lean On A Paleo Diet

- ✓ Drink water - about 2 liters of water per day
- ✓ Eat vegetables
- ✓ Go easy on fruit and nuts
- ✓ Don't go overboard with the Paleo treats - just because it's gluten-free does not mean it's calorie free
- ✓ Eat fewer calories, but make sure it's within your minimum daily requirement of calories
- ✓ Adjust carb intake
- ✓ Eat more protein in the morning
- ✓ Sleep at least 8 hours a night

**SavingDinner.com**

Like · Comment · Share · 👍 103 💬 1 ↻ 81

**Love Jadot**  
February 28 at 3:44pm · 🌐

Cheers to proper wine drinking etiquette. Clink glasses bell to bell (it reduces breakage), and always hold the glass by the stem—NEVER the bowl. Now, how about a toast? #LoveJadot



♥ **JADOT**

Like · Comment · Share

👍 🗨️ 📢 370

93 shares

Write a comment...

Press Enter to post.

**Diana Puerta Wine** education 🍷🍷  
Like · Reply · 5 February 28 at 4:58pm

**Love Jadot** 🍷 That's what we're here for #wine101  
Like · Reply · 2 March 1 at 9:37am

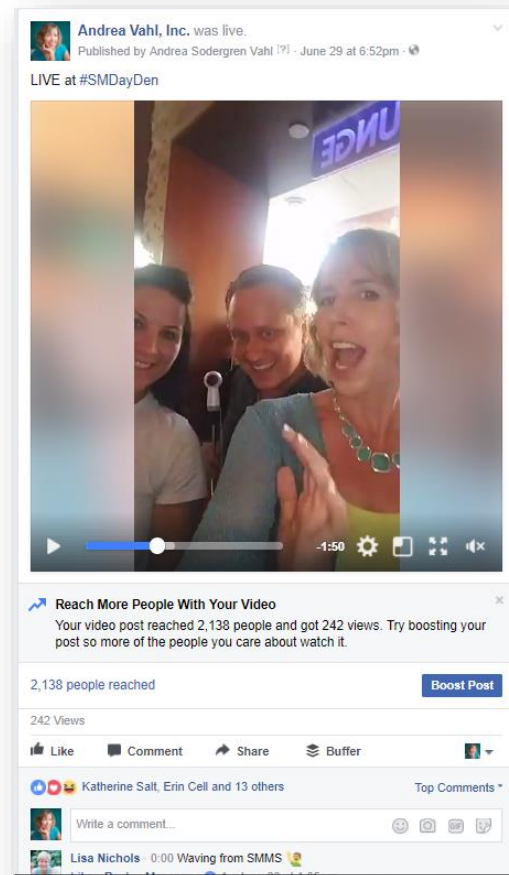




# Post a Video

Videos are getting a lot of engagement in the News Feed. The video does not have to be professional – it could be just a quick thought you have that you record with your phone. But of course, the more well-done the better!

Facebook LIVE is getting more visibility in the News Feed due to the fact that your Fans are notified when your Page goes Live. Use a tool like Belive.tv to create a side-by-side interview.



# Post a Video

Urban Dogg Broomfield shared 9GAG's video.  
 March 23 at 8:28am · 🌐

It's National Puppy Day! Enjoy these puppies singing. If you have a new puppy, stop in to see us for your food, treats, chew toys, collars, leashes and beds!

**VICIOUS WOLVES  
 TERRORIZING THE NEIGHBOURHOOD**

20,089,835 Views

9GAG  
 November 9, 2016 · 🌐

I'm so scared! Tap 🗨️

Like Comment Share Buffer

15

Write a comment...

Madeline Villegas They are so cute  
 Like Reply 1 · March 23 at 9:15am

Colorado Corn  
 May 10 · 🌐

Colorado Corn Growers Association President Dave Eckhardt getting some planting done before the rain hit this week. (We'd tag him on Facebook but apparently he's too busy producing our food, fuel and fiber to take part in social media.)

5.1K Views

Like Comment Share Buffer

58

Top Comments

1 share

Write a comment...

Freddy Wall Yep, farmers stay busy.  
 Like Reply 1 · May 10 at 2:14pm

KING 5  
 7 hrs · 🌐

A look at road conditions in Aberdeen along with an update from reporter Drew Mikkelsen. Updates on desktop: <http://kng5.tv/1FaiaX1> Mobile: <http://kng5.tv/1DqiSe4>

Warning: Audio quality isn't the best, but we wanted to show you what's going on right now.

62,521 Views

Like - Comment - Share · 597 113 757

Social Media Manager School was live.  
 Published by BeLive TV · June 27 at 12:00pm · 🌐

Andrea and Phyllis answer questions about becoming a Social Media Manager and Social Media Manager School

3,982 people reached

Boost Post

1K Views

Like Comment Share Buffer

Linda Dupont Chinnal, Rommel Santos and 24 others

7 shares

Write a comment...

Cheryl Fusco Johnson 4:50 Phyllis, you're local workshops were great!!  
 Like 1 · June 27 at 12:00pm

Marisol Genoud 0:59 listening now thanks  
 Like · June 27 at 12:01pm

Cheryl Fusco Johnson 0:52 Sound quality is great here!  
 Like 1 · June 27 at 12:01pm



# Make a List

Sometimes finding interesting articles that will spark conversation is a challenge. Use search Google to find a good post by searching on interesting phrases such as “Unusual facts about [niche]” or “Top 10 about [niche]” or “Obscure facts about [niche]”.

You can also use the Search tools from the Google results to find the most recent articles.

Very interesting posts come up for every type of niche I’ve tried. You can add the question “Did you know that \_\_\_\_\_? Well it’s in this list, check it out!”

You can also Google, “Quotes about [niche]” Find famous quotes about your niche – depending on the niche they may not be all that famous. But they can be interesting and engaging.

When you post an article, ask a question with it such as “What is your favorite?” or “Which one do you think is most useful?”

# Make a List

Sue Larkey shared Learning Links's photo.  
15 hrs · 🌐

Would you add anything? I would add often can read but not comprehension doesn't match reading skills (Hyperlexia)

**AUTISM and GIRLS THE HIDDEN GENDER**

Unlike stereotypical autistic boys, autistic girls may have:

- NO language delay problems
- NO interest in technical things (like spinning wheels)

Autistic girls often:

- Are very shy
- Are less prone to aggressive outbursts (especially away from home)
- Want to make friends
- Copy social behaviour
- Only have one mother hen friend at a time
- Are highly intelligent & academically gifted
- Have very good memories (such as for facts or events)
- Say NO a lot
- Have poor eye contact, especially with strangers
- Enjoy arranging toys into groups or sets
- Are very creative & imaginative
- Create elaborate fantasy worlds
- Have obsessive interests (such as in animals, songs or books)
- Are hypersensitive to stimuli (like sunlight or sudden noises)
- Have over the top seeming emotional reactions

By age 7 or 8

- Social alienation increases as peers use more complex nuances.
- Stress increases at home, whilst being model pupils at school.

**EARLY DIAGNOSIS CAN PERMANENTLY REDUCE THE IMPACT OF AUTISM AND TRANSFORM LIVES.**

Poster created by L. Styles, autistic mother. Content endorsed by Professor David Skuse MD FRCGP FRCPsych FRCPsD, Behavioural and Brain Sciences Unit, Institute of Child Health, University College London. The National Autistic Society was not involved in the creation of this flyer, but they also have information and advice about autism and gender, which can be viewed at [www.autism.org.uk/gender](http://www.autism.org.uk/gender).

Learning Links  
June 29 at 9:25am · 🌐

Like Page

As our NVR therapy supports a lot of families with children on the spectrum we feel it's important to raise awareness of girls on the Autism spectrum. It affects girls as well as boys so this image may be relevant to some of you.

👍 587    💬 89 Comments    1 Share

Like   Comment   Share   Buffer

Social Media Examiner shared a link.  
February 17 · 🌐

Ever think about excellent Facebook Page Management? -Ok, well check out these 12 DO's and DON'Ts! - Juan

**DO THIS, NOT THAT! Facebook Edition**

As a business on Facebook, you want to compel not repel customers. But how can your content break through the Facebook clutter without annoying your fans in the process? Follow our "do this, not that!" advice:

**DO THIS**    **NOT THAT**

**12 Dos and Don'ts of Facebook Page Management**  
brandongaille.com

Connect with your Facebook fans but don't tick them off with annoying material. It doesn't matter how cool your product is, who you ...

Like · Comment · Share

Robin Kruk, Ana Mendes and 645 others like this.    Top Comments

Write a comment...

Val DeWitt More good stuff  
Unlike · Reply · 1 · February 17 at 11:09am

Mojca Marš I wouldn't agree with cluttering the news feed argument. I've read on the Buffer blog at one time that posting more (about 3-5 times a day) resulted in higher engagement and better reach.

I even tried that with my clients (I post about 3-4 updates/day...  
See More  
Like · Reply · 16 · February 17 at 4:16am

Institute for Integrative Nutrition  
June 28 at 6:00pm · 🌐

Can you guess what these top 5 detox foods are?

**Top 5 Detox Foods to Eat During the Summer**

INTEGRATIVENUTRITION.COM

Like   Comment   Share   Buffer

👍 99    💬 Top Comments

27 shares

Write a comment...

Mamavation  
2 hrs · 🌐

Have you seen Himalayan Pink Salt everywhere? Ever wondered WHY people are using it? Read the Top 5 Benefits of Himalayan Salt. Are you using Himalayan crystals to salt your food? If in not, why not? Post, <http://www.mamavation.com/.../top-5-benefits-of-himalayan-cry...>

**TOP 5 BENEFITS of HIMALAYAN SALT**

MAMAVATION  
CHANGING LIVES ONE MOM AT A TIME

**Top 5 Benefits of Himalayan Crystal Salt**

Salt is great for seasoning your food, but did you know certain varieties of the mineral can provide far more benefits than just flavor? Himalayan crystal salt is more than ordinary table salt. It's all natural, with no anti-caking agents or fillers. Dr...

MAMAVATION.COM

Like · Comment · Share    👍 102    💬 13    ↻ 55



# Add Intrigue

By posting something without telling the whole story, you make people want to click to find out more. And they may then discuss the issue in the comments.

Don't deliberately mislead people or this technique may backfire.

This is an especially great technique if you want people to go to your blog post to read it.






# Add Intrigue

**PopSugar Moms**  
2 hrs · 🌐

This sweet act of kindness brought us to tears.



**Strangers Performed an Encouraging Act of Kindness For This Grieving Couple**

While there is nothing worse than losing a child, kindness and support can make the nightmare a tad more bearable. For Kathie McKernan of Massillon, OH, the...

POPSUGAR.COM | BY BRINTON PARKER

Like · Comment · Share · 👍 304 🗨️ 8 ➦ 34

**RunKeeper** shared a link.  
20 hours ago · 🌐

There's one simple way to improve your running. What is it you ask? You'll have to read to find out! ➡️



**The No. 1 Way to Improve Your Running**  
blog.runkeeper.com

The No. 1 Way to Improve Your Running December 9, 2014 Fitness, The Lifestyle Share with your friends Your Name Your Email Recipient Email Enter a Message Captcha Submit Drumroll, please... goals! The title is dramatic, but we're...

Like · Comment · Share · ➦ 2 Shares

👍 Hyeong Seok Kim, Tony Ricker, Regina How and 99 others like this. Top Comments -

**Nathan Haines** I don't want to click the link. Is it "run more"? Please tell me it's not "run more".  
Like · Reply · 🗨️ 6 · 19 hours ago

**Theresa Leong** A goal is a dream with a deadline 😊  
Like · Reply · 🗨️ 3 · 17 hours ago

🗨️ View 6 more comments

**9NEWS (KUSA)**  
December 30, 2014 at 2:05pm · 🌐

**PARENTS: What did you talk to your teenager about regarding their social media accounts?**



**One bad tweet can be costly to a student athlete**

They have to be cautious how they use social media such as Twitter because college recruiters, like everyone else, could be watching.

9NEWS.COM

Like · Comment · Share · 👍 245 🗨️ 43 ➦ 475



# Have a Contest

A contest is a fun way to get your audience engaged and you don't have to give away anything too expensive. Make sure your giveaway is related directly to your business. You can do a Timeline Contest or one that requires a name and e-mail to enter. And make sure you use Facebook to promote a contest that you are having somewhere else, like Instagram.

**Yonanas**  
December 11 at 6:00am · 🌐

Go Yonanas on MAUI & ENTER for a Chance to WIN a trip for 2 to Napili Kai Beach Resort: <http://bit.ly/1DkxMy>

The image features a tropical beach scene with a palm tree, turquoise ocean, and sandy shore. In the foreground, on a wooden deck, there is a black and silver Yonanas blender, a bowl of pink Yonanas yogurt topped with a pink flower, and several slices of fruit including bananas and strawberries. The text 'Go yonanas on MAUI' is overlaid in a stylized font, with 'Dole' in the top left corner.

Like · Comment · Share · 🍊 2,411 🗨️ 61 ↻ 199

**Sophie Uliano**  
February 20 at 10:14am · 🌐

It's time for a fabulous GIVEAWAY!! I'm simply obsessed with Credo Beauty and the hottest green beauty red carpet trends!! Be sure to watch til the end of the video to learn how to enter to win!!

If you want to learn more about Gressa, rms beauty, Tata Harper Skincare and Studio 78 Paris check out this blog post and video from my segment today on Home & Family on Hallmark Channel USA! <http://bit.ly/2lzpirj>

The video thumbnail shows Sophie Uliano, a blonde woman in a silver sequined top, standing behind a table. On the table are various Credo Beauty products, a Credo shopping bag, and a 'HOME & FAMILY' logo. The background is a well-lit room with a lamp and curtains.

8.4K Views

👍 Like   🗨️ Comment   ➦ Share

🍊❤️ 266   Top Comments

26 shares

Write a comment...

Press Enter to post.

**Susan Tapert** THANK YOU so much, Sophie Uliano, for sharing your knowledge of green, clean skin care and make up products with us. I have switched most of my makeup products out with the Pacifica line which I heard about from your video. I have also fallen in love with the

# Have a Contest

**Lori Foster**  
9 hrs · 🌐

ARC #giveaway of WORTH THE WAIT + #swag! What type of romance do you like reading most - historical (that's my fave! 😊), contemporary, paranormal, etc...? One random winner chosen at 9pm EST. Pls Share!

Like Comment Share Buffer

👍👍👍 590 Chronological ▾

118 shares 580 Comments

View previous comments 50 of 580

**Penny Dukelow** Paranormal and contemporary  
Like Reply · 3 hrs

**Toastmasters International** at Toastmasters International  
June 20 at 12:12pm · Rancho Santa Margarita, CA · 🌐

This month's featured club is Fusion Toastmasters Amsterdam from Amsterdam, Congratulations! <http://bit.ly/1TiU0XX>

#Toastmasters #Video #Contest #BrandContest #Teamwork #fusiontoastmasters #Amsterdam

5.5K Views

Like Comment Share Buffer

👍👍👍 167 Top Comments ▾

51 shares 13 Comments

Write a comment...

**Mark LaVergne** Wow ... looks like a talented, enthused group that enjoys what they're doing. THANKS for sharing, Leah ... best wishes for success to this club!  
Like Reply · 3 · June 20 at 6:15pm  
1 Reply

**Darlene Merillees** Hello, Amsterdam from the Sunshine Coast Speakers from Powell River, BC, Canada Congratulations on being featured. Would love to have you come and visit!  
Like Reply · 2 · June 20 at 11:06pm  
1 Reply

**Robyn Carr**  
June 20 at 5:52am · 🌐

Last day to enter. Follow the link. <https://goo.gl/QQDOxX> #contests #giveaways #virginriver

**Virgin River Contest**  
*Celebrating the 10-Year Anniversary of Robyn Carr's Virgin River*

Enter for a chance to win one of five Jack's Bar t-shirts.

Like Comment Share Buffer

👍👍👍 326 Top Comments ▾

3 shares 54 Comments



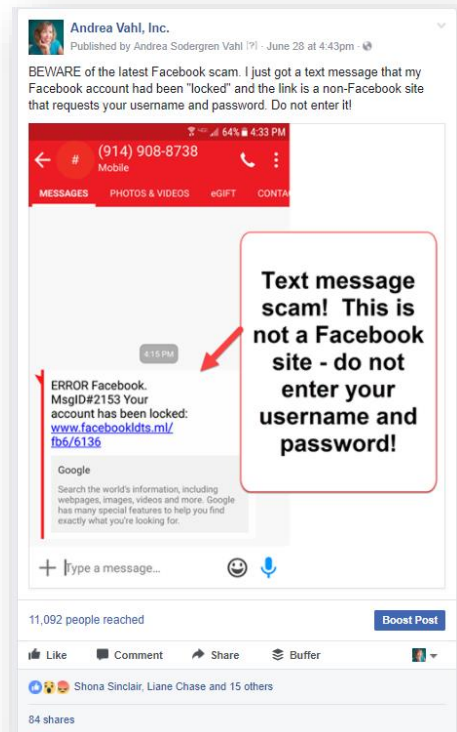
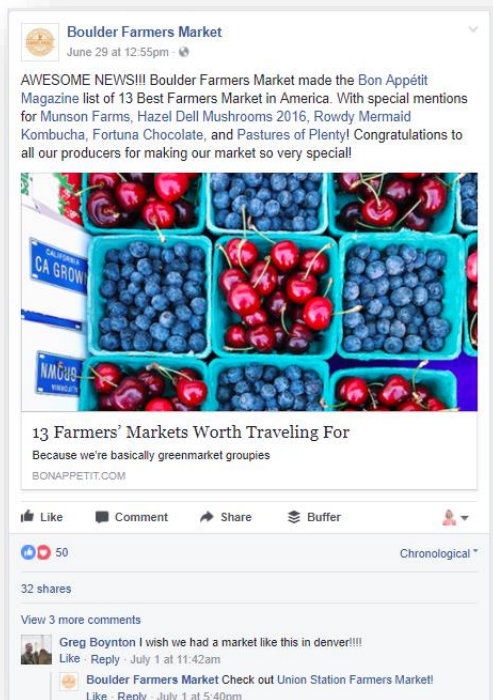


# Post Breaking News

Not every niche has “hot” news but if you can be one of the first to post the latest news, you can get more shares.

It may not have to be directly related but more tangentially related to your niche. You may even choose to comment on something in the news and relate it to your niche.

To keep up on the latest news use things like Talkwalker Alerts or watch specific sites that post industry news to be first to share.

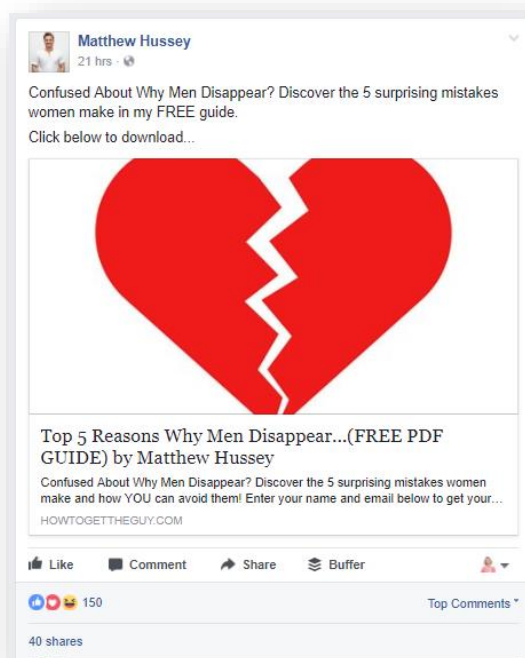




# Give Away Something Valuable

Giving something away (or giving a discount on something special) is still one of the BEST ways to engage your community. If you are giving away something that they want, the post can go viral.

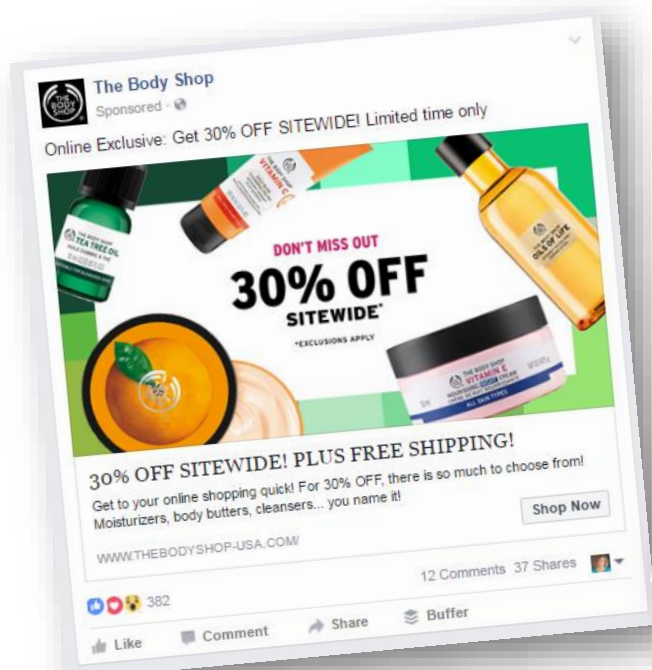
Know that sometimes it takes several tests of what might be valuable to your audience. Try different forms – a webinar, an ebook, a discount. This technique varies from a contest in that everyone can take part – there isn't just one "winner".





# Giveaway Ideas

- eBook
- Training series delivered via email
- Webinar
- Audio session
- 3-part video series
- Cheat sheet, guide or worksheet
- Discount/promo code
- Telesummit
- Free chapter to a book
- 15 minute phone call
- Checklist
- Starter Kit



NOTE: While these two examples are “Sponsored” and therefore not “organic” engagement, they are good examples of quality giveaways. And it can be very beneficial to give a good post a “boost” with some ad budget.



# Summary of Tips

1. Add questions about your niche
2. Connect your community
3. Inspire your community
4. Make it personal
5. Make it fun!
6. Post a quick tip
7. Post a video
8. Have a contest
9. Add intrigue
10. Have a contest
11. Post breaking news
12. Give away something valuable or have a special deal



# Learn More

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Hi I'm Andrea Vahl. I am a Social Media Consultant and Speaker and the co-author of Facebook Marketing All-in-One for Dummies. I was the Community Manager for Social Media Examiner, one of the most influential social media news sites, for over 2 years and have clients all over the world. I've tested these strategies on large and small sites.

I have been featured on a lot of fantastic places and was named 50 Favorite Online Influencers of 2014 on Entrepreneur.com. Find out more at [www.AndreaVahl.com](http://www.AndreaVahl.com).



If you want to take your Facebook Strategy and Social Media Strategy up a notch, join me in my new course – Social Media Strategy School! This is an online course that is a crazy-good value. 8 Modules, tons of Bonuses, and 1 year of access to the Facebook Group where you can ask questions all for \$397. Outrageous! I hope to see you in there. Learn more at [www.socialmediastategyschool.com](http://www.socialmediastategyschool.com).