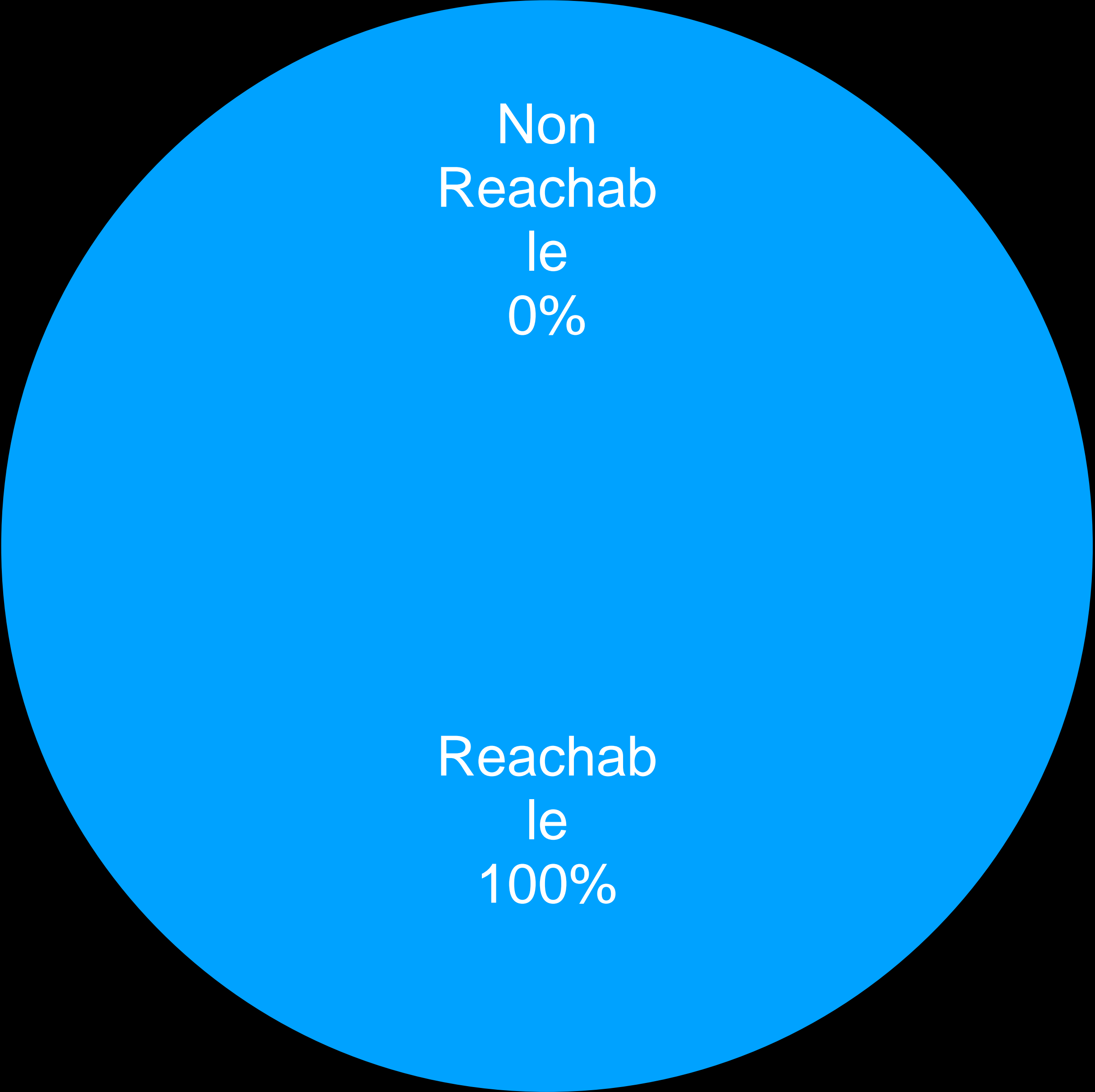
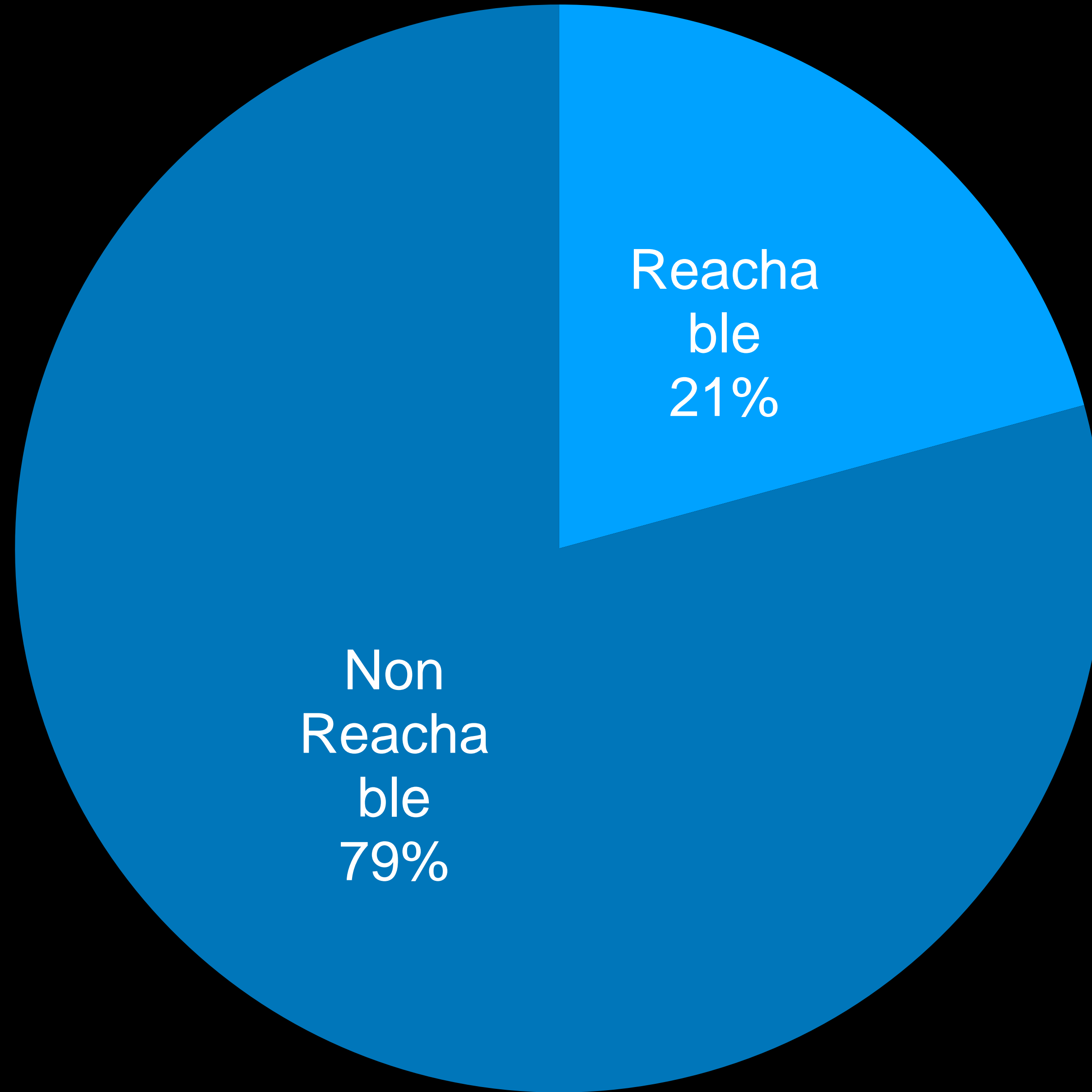


**What Are
We Doing Wrong?**



Non
Reachab
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0%

Reachab
le
100%



ADWEEK



Delight or Disgust?
This Scotch brand doesn't care



World Cup Pep Talk
Chilean miners on beating the odds



NASA's New Mission
Conquering the social media space

THE PR

Headline

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March 20

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reach

Facebook

celebrit

eyeballs

holding

Facebook Is Ending the Free Ride



Sam Biddle

Filed to: FACEBOOK 3/19/14 1:45pm

410,637 🔥 18 ★

Facebook has clashed marketers'

Forbes / Entrepreneurs

The Little Black Book of Billionaire

MAY 13, 2015 @ 01:37 PM 28,587 VIEWS

Why Your Organic Facebook Reach Is Still Falling - And What To Do About It



Jayson DeMers
CONTRIBUTOR

I de-mystify SEO and online marketing for business owners.

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Facebook's declining organic reach goes by many names: some of the most ubiquitous being the [Filtered Feed problem](#), [Facebook Zero](#) and my personal favorite, [Reachpocalypse](#). Fancy names aside, the problem remains the same – page owners are frustrated by their inability to get their organic posts in front of their fans.

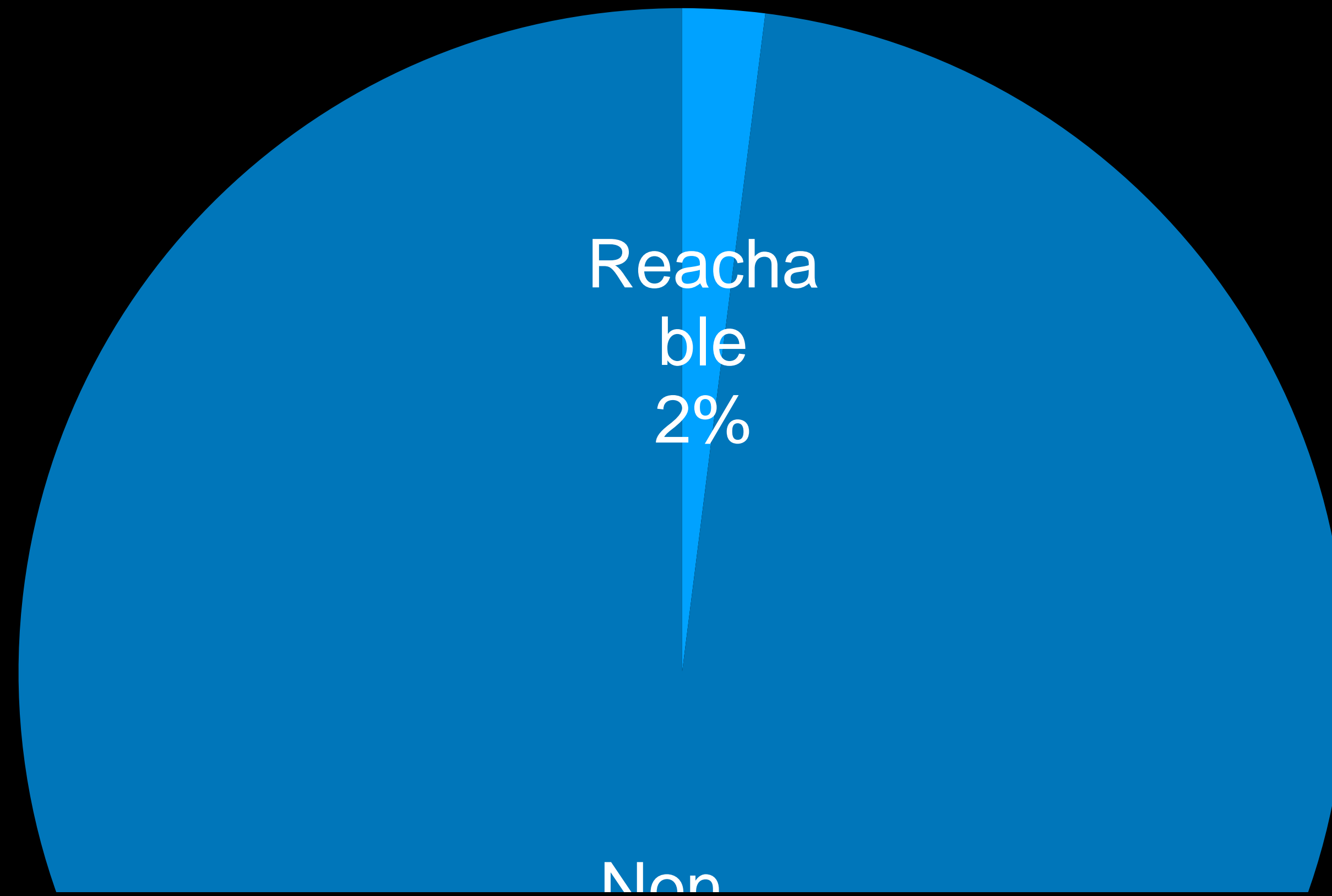
We often reference [Edgerank Checker's 2014 research](#) when discussing the decrease in organic post reach. Their research showed a significant drop in organic reach between February 2012 (16%) and March 2014 (6.51%). According to more [recent research](#) by Social@Ogilvy, this number has dropped to just 2% for pages with more than 500,000 likes.



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Sheraton

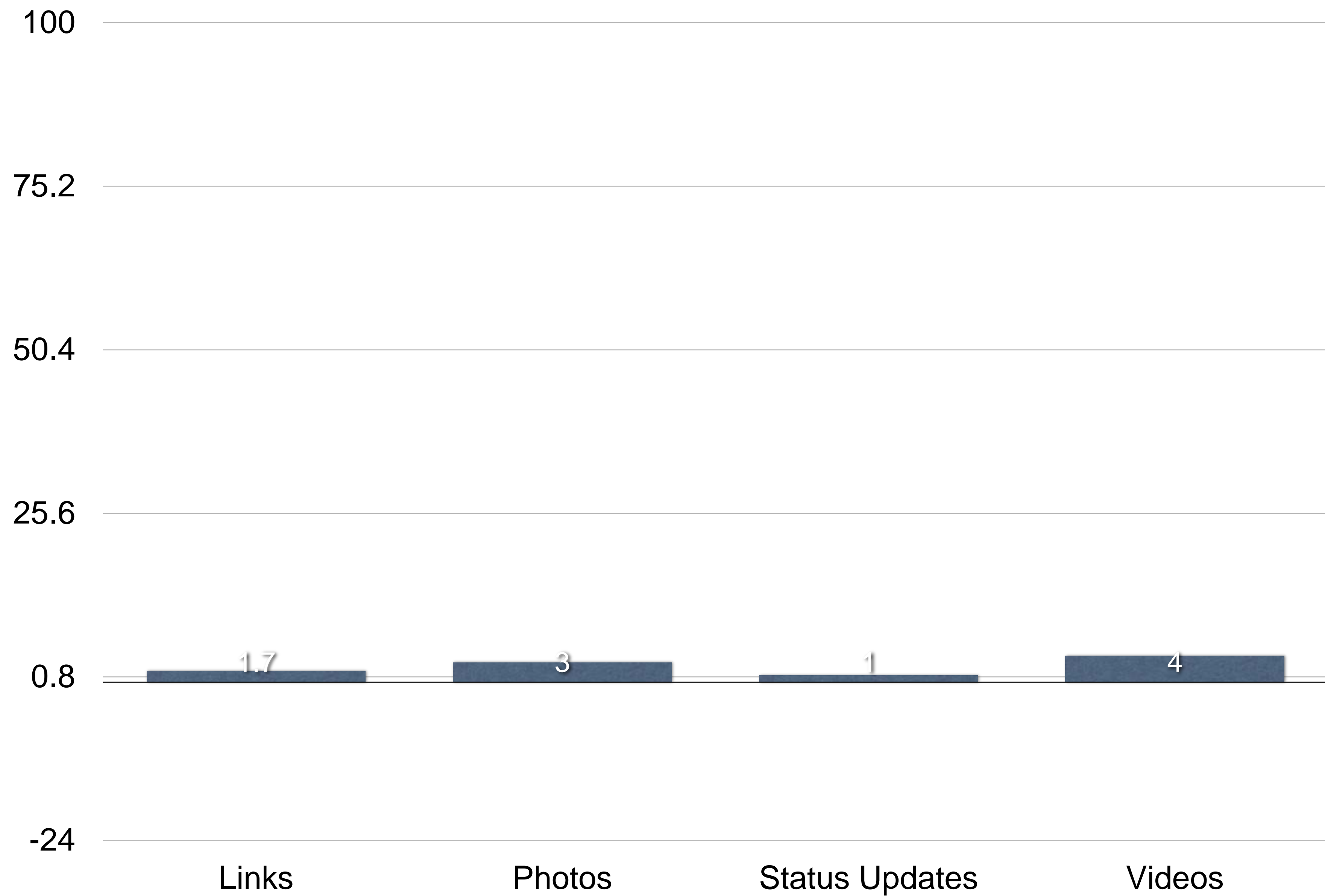


For every 100 people who Like your business's content, only 2 will see your content.

**Getting on the
News Feed is
All That Matters**

1

Using wrong post “type”



When Your Fans Are Online




Post Types

Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares

Type	Average Reach		Average Engagement	
 Photo	59,276	<div></div>	10,841 1,326	<div></div> <div></div>
 Link	28,753	<div></div>	2,033 356	<div></div> <div></div>
 Status	10,394	<div></div>	567 81	<div></div> <div></div>

2

Not posting enough.

Recommended Weekly Minimums

- Instagram: 2 stories, 7 posts
- Facebook: 14 posts (minimum 4 videos)
- Twitter: 21 tweets (including RTs)
- LinkedIn: 5 posts

Mix	Type	Description	Posts per Month*
25%	Community	Stories about the communities you serve, the charity work you do, etc.	FB: 22 TW: 15
25%	Branded	Branded content – Images with logo in corner, content from SOAR Magazine, etc.	FB: 22 TW: 15
20%	Lifestyle	Unbranded links to blog posts about British Columbia, partners, etc.	FB: 18 TW: 12
10%	Announcements	Ticket sales, alerts, new routes, etc. No more auto-posts from Mailchimp.	FB: 13 TW: 9
15%	UGC	User-generated content – reposting great photos (with credit)	FB: 9 TW: 6
<5%	Contesting	“Comment to enter,” or links to more comprehensive contest apps; larger social marketing campaigns	FB: <4 TW: <2

SUN	MON	TUE	WED	THU	FRI	SAT
IG UGC FB Community FB Announce't FB UGC TW Community TW Lifestyle	IG Community FB Branded FB Lifestyle FB Contesting TW Branded TW Announce't	IG UGC FB Community FB UGC FB Branded TW Community TW UGC	IG Branded FB Branded FB Lifestyle FB Wildcard TW Branded TW Contest	IG UGC FB Community FB Lifestyle FB Announce't TW Branded TW Lifestyle	IG Community FB Branded FB Lifestyle FB Wildcard TW Community TW Announce't	IG UGC FB Community FB Announce't FB Wildcard TW Branded TW UGC
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3

**Not asking
for engagement.**



**The Secret ≠
Having People
Like Your Page**



**The Secret =
Having People
Engage With Your Page**



Kildonan Place

April 29 at 10:45am · 🌟

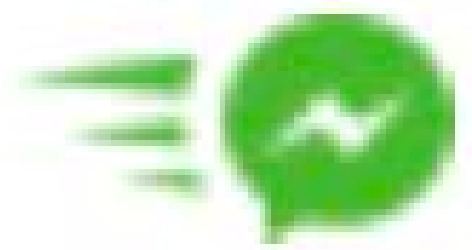
FLASH GIVEAWAY: We're celebrating [#WorldDanceDay](#) & are giving away this SWEET Dance Lover Gift Basket!

What jam gets you on the dance floor? Tell us in the comments OR post a link to enter. And....GO!



4

Not engaging fast enough.



Very responsive to messages



100% response rate, 1min response time

- **Responsiveness to messages is rewarded by Facebook:**
 1. **You get more organic distribution**
 2. **You reach more people for the same ad budget**

What to Change

- Measure your page's own Post Type analytics
- Rewrite posts to include a call for engagement
- You probably need to increase organic content
- The faster you reply, the better



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