



Here are 25 ideas to liven up the content you share on your Facebook page

Posting Statuses on the Wall

1. Don't automate Twitter updates to your Facebook page. They are different platforms, so treat them differently.
2. Tag other pages in your statuses for increased engagement and cross-promotion.
3. Reply to users' comments and "likes" on your statuses. The more engagement, the more likely your post will make it to your community members' newsfeeds.
4. Have a guest host. Have a celebrity, influencer or company executive take over your Facebook page for an hour or a day to interact directly with community members and answer their questions.
5. Ask for your community's opinion — Talk about a question that was asked somewhere else (blog, Twitter, etc) and pose that to your Facebook audience.
6. Ask for your community's ideas — Ask them what they would like to see in your next blog post, ebook, webinar, advertisement, event etc.
7. Tell the first part of a joke and let your community finish it. (Example: "Why did the chicken cross the road? . . .")
8. Tell a riddle.
9. Ask a hypothetical question. (Example: "Would you rather ____?" "If you could ____")
10. Share links to your blog posts on your wall, and use the status area to pull out one key fact, statistic or tip from the post as "teaser."
11. Share a link to your weekly or monthly newsletter. Create a custom tab for signing up for an email newsletter with a tool like North Social. Make sure to keep the sign up form on the Facebook tab for higher conversion rates.
12. Share information about your company: news coverage, job openings, promotions and milestones. Use numbers, as those stand out to people.

Photos

13. Tag real people in photos — Their friends will see those photos, and it will drive a new audience to your page.
14. Post a mystery photo — Have people guess who the mystery person, what the secret object, or what the location is in the comments.
15. Host a caption contest — Get people to write the best caption for your photo.
16. Share pictures from a local meetup, event or conference.
17. Did you interview an industry expert for your blog? Post pictures of the interview in action on Facebook and offer your fans a "behind the scenes" glimpse.
18. Post pictures from a conference.
19. Post pictures of your product. Use the captions for descriptions. (Example: recipes, styles tips, an update about a new feature etc.)
20. Compare and contrast two products in a photo. Prompt your community to add their thoughts in the comments.
21. If you share an infographic or image on your blog, share just that image on your Facebook page and a link to the post on your page as a "teaser."
22. Use the top photo strip of your Facebook page in a creative way. Spell out a word for a particular campaign, make a cartoon by connecting the images or show unique headshots of employees.

Analytics

23. Celebrate holidays — Post a status wishing everyone happy _____. Use the demographics information in Facebook Insights to learn about what regions are represented in your community.
24. Use the Feedback metric in Facebook Insights to see which statuses get the highest %. Replicate that type of content, as this is the kind of content with the highest engagement and best value for news feed optimisation.
25. Add UTM codes to the links you share on Facebook to track traffic sent from your Facebook page to your website.