

*A newsletter designed to help you build strong member relationships,  
retain supporters and improve communication with your patrons.*

March 2017



# 10 Ways

## to Salvage Your Organic Reach on Facebook

# Decline in Your Facebook Traffic and What You Can Do..

Once the ideal host for a business page, Facebook has continued to revise their model again and again. If you are the administrator of your association's Facebook page, you will have noticed a steady decline in traffic over the past couple of years. Facebook has seemingly made the road much harder for businesses to reach authentic users.

And of course, you're *not* the only one complaining.

Organizations and other businesses alike have expressed their respective frustrations with the revamped news feed model that limits the organic reach of their posts.

However, it's unlikely that Facebook has been making these changes with the intention of hurting your page's flow of traffic. It's simply the byproduct of two realities.

## More Content = Less Exposure

...Isn't this the case with most things?

Facebook can do no wrong, it seems. Since the social network's inception in 2004, it has been the quintessential example of business done right.

According to Facebook's third quarter report, the number of monthly active users (MAUs) was 1.79 billion

as of September 30, 2016. Aside from the fact that this number accounts for nearly 25% of the world's population, what's perhaps most staggering is that it represents a 16% increase in growth year-over-year .

Facebook is still growing at an absurd rate, and with more users comes more content. With more content comes less prominence from a given source. This is a naturally occurring phenomenon, and Facebook isn't to blame.

## The Evolving News Feed Algorithm

Similar to how most successful businesses operate, Facebook revises its platform regularly in order to cater to the largest number of people.

The most frequent adjustments have been made to the news feed, which controls what information people consume, and the order in which this information is delivered to them.

The overwhelming majority of Facebook users want to see updates, photos, and shares from those in their inner circles. The reality is that this likely excludes your association's page, along with that of others – and Facebook has adapted accordingly.

The algorithm in place currently favors posts by friends rather than those by businesses.

It's no secret that Facebook has been revising its news feed algorithm for a few years now; and with each revision, pages are less and less likely to appear in a user's news feed.

You can throw in the towel and delete your page – or, as Facebook has done, you can adapt too.

With every set of restrictions comes a separate set of loopholes. Let's take a look at ten of the most important ways that will help you maximize your page's organic reach.

## 1. Ask followers to adjust their page settings

An often-overlooked advantage the Facebook user has is the ability to manually adjust his or her news feed settings.

On Facebook, there is a toolbar on the left-hand side. Below the user's name there should be a "news feed" button. By clicking on the ellipse icon (...), a user can edit his or her news feed preferences – which includes the option to prioritize certain pages in the feed.

The other way to do this is to visit the page, hover over the "following" button, and select "see first" under the "in your news feed" section.

This simple adjustment will take your followers all of ten seconds and will cause your posts to not only show up in their news feeds, but appear at the top too!

## 2. Ask followers to turn on notifications

A similar request is to ask your followers to receive notifications from your page. Under the "following" button there's an option to change "notifications" to "all on".

If your users make this adjustment on your page, they will receive a notification when you publish a new post – but only as many as five per day.

Be careful not to overwhelm them with too much content. It's just as easy to turn the notifications off again.

## 3. Share your page's posts via your personal profiles

Take note – this is perhaps the most valuable thing you can do to widen your organic reach.

Remember the algorithm? A share

from your own personal profile is going to show up in so many more news feeds, since Facebook will recognize your post as by an *individual* and not a *business*.

Have a number of your association's page administrators and board members share the post, and you've just multiplied your post's reach *exponentially*.

This doesn't yield traffic to your association's page as much as it yields traffic to your page's *content*, which is a blessing in disguise. Your page's *original* post only really reaches users who have "liked" the page previously. The *shared* post reaches your friends – many who have yet to "like" your page. All it takes is someone clicking on the original post and you have yourself a new follower.

## 4. Don't over-post and don't under-post

It can be tricky to find the right balance between posting too much and posting too little, and there are a variety of factors to consider.

Your post needs some room to breathe. A post typically needs a few hours to obtain the majority of its potential impressions, so posting by the hour is unnecessary and overwhelming – and quite frankly, pretty annoying.

On the other hand, your one-a-week posts probably aren't going to cut it; and they are likely to get lost in the chaotic sea of information that is your user's news feed.

If you're still unsure, we mentioned earlier that users with notifications turned "on" can receive a maximum of five notifications from your page each day. Try using 3-5 strong, carefully-spaced posts (daily) as your starting point, and go from there.

## 5. Use different mediums to present your information

If you're committing to post 3-5 times each day, the worst thing you can do is make each post look the same. A user can easily think he or she has seen the post and skip over it.

Get creative with your posts. Try the following daily combination, for example: one photo, one graphic, one quote, one text, and one share.

You're more likely to engage your users if the content is consistently eye-catching and fresh. When there is so much information to be consumed, it's not so easy to stand out.

## 6. Post longer entries

We're not telling you to abandon your one-liners; but every so often, put a lengthier post together that is unique and nuanced – a piece that someone can't simply reword and post themselves.

The reality is that short-form posts get the "likes", but long-form posts get the "shares" – and you, running a Facebook business page, should be going after the "shares".

The most sharable content is that which the reader feels most invested in. With quick memes, photos, and links saturating their news feeds, many people are more attracted to posts that convey greater and deeper value.

## 7. Post at the right times

Facebook has on-peak and off-peak hours during which the majority of users are either active or inactive, respectively. Common sense would suggest that you should post during hours when most users are active, right?

*Not exactly...*

In theory, on-peak posts *should* give you the best reach – except that most other pages are doing the same thing. Try posting during off-peak hours. It

might so happen that your post shows up in more news feeds if there's less content going around.

See what works for *your* association's page. The times at which you post are definitely important, but you may have to do some work in order to find out when exactly those times are.

## 8. Recycle your "evergreen" content

Even if you've been doing so unintentionally, you've probably posted some content in the past that can be recycled. If the information isn't only relevant for a particular time, place, or occasion, we can most likely call this "evergreen" content.

If you're already aware of evergreen content and its value, you've probably created a lot of it – *intentionally*.

Evergreen content can be reposted time and time again, eliminating the need to constantly come up with new content.

Try recycling your content every few months. Chances are that you will reach different people – it might as well be brand new material!

## 9. Engage your audience

Present a call to action. Ask your readers questions. Reply to their comments. If you leave your post open for conversation, you keep your own readers content and you reach their friends...

Open up Facebook. You see that sidebar on the right-hand side? The one just above your chat bar? That's called your *ticker*. The ticker displays current interactions your friends are having – often with people or pages that you don't have in common.

When a follower comments on one of your posts, that interaction pops up on someone's ticker; that interaction could be reaching a mutual friend, but more often than not, it's reaching someone entirely new.

*(continued on page 4)*

# MEMBER-CENTRIC COMMUNICATIONS

A newsletter designed to help you build strong member relationships, retain supporters and improve communication with your patrons.

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## 10. Boost your posts

We know, we know... the one you were trying to avoid!

You can do all of the things we've mentioned above, enhance your organic reach, and come out financially unscathed. However, it would be irresponsible not to mention post boosting, *especially* if you have any kind of budget for it.

The great thing with boosts is that you decide the amount of money you wish to invest in your post, and subsequently, your reach.

Many assume that post boosting is expensive, and it certainly can be – but it doesn't have to be. A five-dollar boost goes a long way, and even eliminates some of the “sharing” legwork if you so choose.

Post boosting also allows you to reach users that aren't already followers of your page – your regular posts don't have that kind of reach.

Facebook is still considered one of the biggest networks on the planet. Though the evolving news feed algorithm works against your organic reach, don't abandon your Facebook page.

Take some time integrating these tips and tricks today – we promise you'll be able to reach more followers right away.

<sup>1</sup> 2016 Membership Marketing Benchmark Report

<sup>2</sup> <https://www.emarketer.com/Article/Amazon-Prime-Subscriptions-Continue-Grow/1013491>

## About Us

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## Book Review

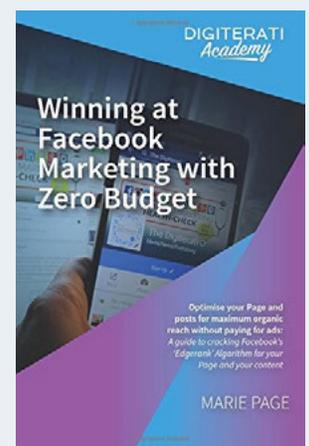
### *“Winning at Facebook Marketing with Zero Budget”*

In the short and sweet, “Winning at Facebook Marketing with Zero Budget” author Marie Paige, co-founder of The Digerati, provides an up-to-date approach on how to get your page's posts seen by more Facebook users.

Paige excels at compacting her extensive knowledge of Facebook and social media into an easy-to-read, succinct reference that can be digested by anyone lacking the expertise to deal with changes in social media.

Readers have called this book an “Invaluable resource for anyone involved with Facebook marketing in any capacity.”

“Winning at Facebook Marketing with Zero Budget” will equip you and your organization to adapt to Facebook's complex news feed algorithm, and will help you stay ahead of the pack without spending a single penny on “boosted” posts!



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