Facebook Mechanics
Understanding Facebook’s mechanisms and how you can use them to your advantage.

Analytics – Identify successful posting strategies to evolve your posting approach
- Likes, comments and shares represent increasing degrees of community engagement and correlate directly with reach.
- Reach scales with engagement. The more people you engage, the more opportunity for exposure.
- Use Facebook Insights to target different demographics with different types of content to find the most efficient combinations.

Information Dispersion – Post content selectively to maximize engagement
- Organic Reach - Facebook initially serves content to select portions of your followers and ramps up exposure based on combined likes, comments and shares.
- Paid Reach – Posts reach a significantly larger amount of people as advertisements based on targeted demographics.

Content – Host content on Facebook whenever possible to expand post reach
- Content hosted on Facebook (uploaded picture, videos and text) has priority over content hosted externally (linked videos, pictures or weblinks).
- Facebook wants users to stay on their site as long as possible and favors any content that encourages them to do so.

Timing – Find a balance between the effects of elapsed time, relevant content and competition
- Post reach decays over time, so it’s important to post at times of high activity to reach more people.
  — Refer to Facebook Insights to determine when your audience is most active.
- More interesting content will overshadow less interesting content, so it’s important to post content relevant to your audience and not post too frequently.
- Be mindful of your competitors’ posts to avoid direct competition which may limit your engagement.

Targeting – Enable targeting to restrict or promote content among specific demographics
- Use Facebook Insights to target specific demographics based on age, gender, geographic location and more.
- Your goal is to deliver the most relevant content to appropriate audiences to maximize engagement.
  — Eg. Content tailored toward women ages 17-25 could be targeted to that demographic, increasing the likelihood that your content reaches your audience.

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