

Engaging Audiences on Facebook



Often, the key to achieving audience cut through on Facebook is using strategies to get users to generate content, and to diversify how and what is posted to satisfy users preferences for how information is generated. Social media is about the user not the advertiser, which makes it the opposite of traditional websites. However, much organisational posting is still composed like website text which can be a barrier to getting engaged audiences.

There is mounting statistical research evidence that social media business success is about engagement and without it many organisations don't achieve their objectives.

What follows are Facebook engagement and posting strategies for venues seeking to improve cut through on Facebook.

What	How	Ideas	Your ideas	Final strategy
<p>1. Increase User image content</p>	<p>Strategy - encourage customer posted photos to Facebook</p> <p>A common venue content attraction strategy is often called a 'hall of fame or 'seen at' pull strategy. This involves getting users to post their images on an organisation's Facebook page and is usually an incentivised strategy. The key to this strategy is that most resources are expended in set up. If it works, very few resources are required once the strategy is operational.</p>	<p>Suggested Steps</p> <ol style="list-style-type: none"> 1. Create concept – e.g. Be Famous at Challenge Stadium – share your night out photos with us go in the monthly draw for 4 free tickets. 2. Develop promotional strategy – target posters in venues, email customers the day after an event, post on website, print on tickets, post on social media, etc. 3. Decide on competition rules – who qualifies, what will the prize be, how will it be drawn. 4. Launch the strategy in the 48 hours leading to an event with high attendance 5. Commence the strategy by generating and posting venue images of customers at the venue (with appropriate permissions) 6. Remind customers/ticket buyers within 24 hours after attending 7. Monitor for unsuitable posts and ensure they are removed 8. Repost the winners post at the end of each competition period. 		
<p>2. Engagement Timing</p>	<p>Strategy – analyse customer behaviour</p> <p>It is essential to analyse peak usage periods for your customers on Facebook. If you post without understanding Facebook behaviour posts are wasted and this severely impacts engagement.</p> <p>A tool like Facebook Insights will show users the best times to engage audiences Post at times when the audience is most active and it will increase engagement.</p> <p>User access is via the Insights tab through Posts. This shows data for when the audience is online and parameters can change to show what times of the day of the highest activity.</p>	<p>Early mornings, weekends and evenings tend to have the highest peaks but after hours' posts can be timed to appear at the time of highest usage.</p>		
<p>3. Solicit text content</p>	<p>Strategy – increase user text postings</p> <p>The key to this strategy is to take advantage of how much social media users like giving their opinions. The outcome is to have user generated content on your Facebook page in reviews, comments and so on.</p>	<p>Suggested steps</p> <ul style="list-style-type: none"> * Develop ideas for attracting customer feedback – this usually takes the form of one of more of the following – post event feedback, posing a question (e.g. should we serve specific food/beverages), would you return to our venue, one thing we could change, your review of the event, please give us feedback on a proposed future event – would you attend more (e.g. family) of a type performances if it was programmed? * Stage the posting of these customer feedback activities around events * Advise customers through social media and through other marketing communications * Schedule post event 		

<p>4. Social listening</p>	<p>Strategy – opening a feedback loop</p> <p>This strategy is about two way conversations with customers on Facebook to multiply any engagement. The basis of the strategy is to allocate resources to responding to all user posts, regardless of their type</p> <p>It is said that Facebook customers are 10 times more likely to post again if they receive feedback.</p>	<p>Suggested approach</p> <p><i>Type of post</i> Event likes <i>Suggested response</i> thank each like and remind them of any promotional opportunity for an event they may have liked</p> <p><i>Type of post</i> Image postings <i>Suggested response</i> comment on any image posted about your venue and seek permission to add it to your library</p> <p><i>Type of post</i> Negative comments/dislikes <i>Suggested response</i> express concern at any negative feedback and offer to work with the poster on a solution (where practical and reasonable)</p> <p><i>Type of post</i> Positive comments/likes <i>Suggested response</i> engage positive comments with additional questions on the customer experience</p> <p><i>Type of post</i> Reviews and comments <i>Suggested response</i> Look to how any rewards to encourage those who invest time in a post</p>		
<p>5. Curated content</p>	<p>strategy – gain 3rd part content to engage</p> <p>The strategy is to seek third party content of producers and artists. Third party curated content makes your page an authority whilst providing engaging content, it can provide different angles for marketing.</p> <p>Research suggests customers often need more than 5 repetitions of marketing before they make a purchase decision. This can be limited if the producer marketing has fewer than 5 elements. Reposting content already posted is good for those who have missed it but not for those who have already seen it.</p> <p>There are very few artists, performers or producers who have no history and the key to this strategy is to find positive historical information through multiple platforms.</p>	<p>Suggested steps</p> <ul style="list-style-type: none"> * Do background research on any event or producer and seek all that has been published that is relevant even if it is not the same performance)- look to YouTube, news website reviews, and previous events on Facebook, Twitter etc. * Share, link and publish comments in line with your e-marketing timeline, beginning before the first marketing is sent * Contact other venues who have hosted the same performer and request use of any successful content * If the producer has been to the venue before look to the posts at the time of that event and repost * Aim for at least 5 independent sources/items on the performance in the marketing period. 		

Action Time Line	Date marketing to commence	Key new Facebook engagement you want	Who you want to engage
Date completed			
Notes			

Other material you want to share	Date action lists will be completed	Date strategy begins