

GUIDE

Tactics to Increase Organic Reach on Facebook

WHAT YOU NEED TO KNOW



Introduction

Every Facebook marketer and government or public sector organisation wants Facebook users to think of them as an authority in their field, trusted and reliable. But you need to put some thought into how to achieve this.

I have put a few pointers below on how you can best expand your organic reach on Facebook without wasting money on paid shares, likes and followers.

1 | Create Value to Your Users

There is no better way to increase the impact and reach of your page than by giving users value for visiting, liking and sharing content. The best way to achieve this is by offering a **great insight into your industry** that they may not be able to get from other sources.

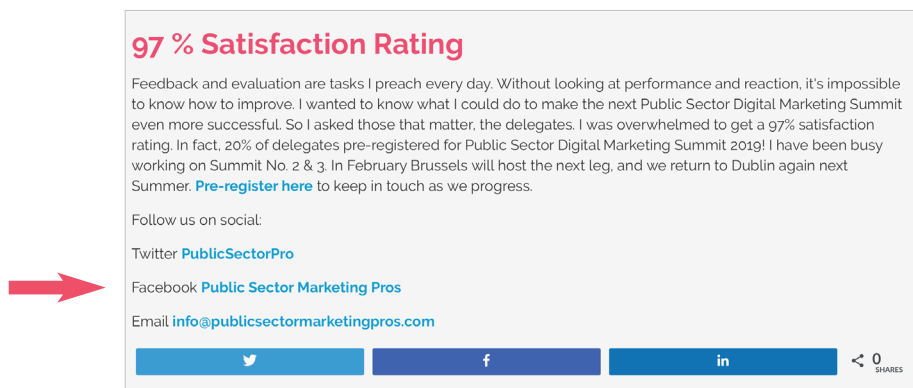


Take time when creating content and ask yourself what it will give the user? Just rehashing old stories and putting a new spin on them is not offering your followers a unique service. By providing content that **provokes discussion**, you will gain popularity and thus increase your organic reach.

2 | Let people Know How to Find You on Facebook

People you are looking to target may not be aware that you have a Facebook page or that you offer content they will have an interest in.

Be sure to [link to your Facebook page](#) whenever you post on a website blog or other social media. Don't rely on Facebook buttons as these can often be overlooked, give users every opportunity to find your page when they are reading related websites and articles. The same strategy has worked for websites on Google and will work for your Facebook page. Every link you create to your page is seen as a vote of confidence and will increase your reach dramatically.



97 % Satisfaction Rating





Feedback and evaluation are tasks I preach every day. Without looking at performance and reaction, it's impossible to know how to improve. I wanted to know what I could do to make the next Public Sector Digital Marketing Summit even more successful. So I asked those that matter, the delegates. I was overwhelmed to get a 97% satisfaction rating. In fact, 20% of delegates pre-registered for Public Sector Digital Marketing Summit 2019! I have been busy working on Summit No. 2 & 3. In February Brussels will host the next leg, and we return to Dublin again next Summer. [Pre-register here](#) to keep in touch as we progress.

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    0 SHARES

3 | Publish When the Time is Right



Be mindful of when you publish content on the page.

Many users will see fresh content on their news feeds, so you want to make sure that you are not posting in the quiet hours when many people won't be using Facebook. A great time to publish is [during the week around lunchtime](#), this is when most users engage with content, and it will give your posts a better chance of being shared, liked and talked about. You can set a schedule and line up material to be published at certain times, so there is no excuse for not posting at the right time of day to reach your audience.

4 | Use Adverts to Increase Awareness



Although paid adverts are not an organic approach, they will raise your brand awareness and bring more people to your page. Once they start to share and engage with your content, this will bring further organic power to your page. You can check with various websites if you haven't used the adverts on Facebook and you may even get some free adverts to kick off a campaign.

The key to great organic outreach to users is **covering all the bases** to reach the right people.

5 | Interchange How You Publish

Many Facebook insiders mention that the younger generations only want short and to the point content. This is demonstrated when looking at the insights to how posts are received by users and is true in many cases, but also untrue for many.

Don't cut off a large portion of your followers by catering to the desires of some. Try to mix up what you post between insightful text content, videos, photos and live streaming. The variety will help to engage many more users and help to expand your reach across the platform. **Variety is the spice of life**, and this is true for users on social media.



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6 | Encourage Engagement

It can be hard for some organizations to find ways to encourage engagement without resorting to cheap tactics such as, share this to be in with a chance of winning X, Y or Z. **Be creative and be sure to ask questions** when you publish as this will naturally encourage your readers to offer comments and queries relating to your content.

At the end of each video you post make sure you ask the viewers for their thoughts in the comments below, users need a **call to action** and want to engage but sometimes need to be encouraged or at least to be sure that they can offer opinions to your content.



7 | Run Question and Answer Sessions

Another avenue for getting the public involved is to run specific question and answer sessions. This gives them a platform to be able to ask questions or comment without feeling like they are intruding. Many large organizations will have their town hall meeting livestreamed with people being asked for questions or comments on what could be done better.

Don't be scared to **speak to people directly** as you want to expand your reach, and the only way to do this is by conversations. Mark Zuckerberg has run these style meetings and had great feedback for involving users and increasing the brand's authority in the market. If he can do it, so can you.

8 | Create Quality Not Quantity

When publishing content always be sure that the material is well thought out and has a specific purpose. There is no point in just pushing random information that no-one wants to have.

Ask yourself before publishing:

- What are the content goals?
- Does this give users value for their time?
- Does it explain who we are as an organization?

Your Facebook page is an **insight for others to see what you do and how your ideas will help them**, be sure to get this across in every piece you publish. It can take months to build a good following, but you can lose them all in seconds if you start to push useless articles or videos.

9 | Start Reaching Organically



There is no magic bullet to increasing your followers on Facebook; it must be done with diligent articles and well thought out content to entice users to engage with your page.

Be proactive at looking at the **best avenues available** and always start with **great content**, well written and published at the right times.

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