



 socialmediatoday

THE "BEST THINKERS" WEBINAR SERIES
with Maggie Fox

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Writing Effective Facebook Posts

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Andi Graham

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Some Background: What is EdgeRank?

What you see in your Facebook newsfeed isn't magic; it's controlled by a very important algorithm called EdgeRank. Facebook wants users to be engaged, so EdgeRank is a critical aspect of their business. The EdgeRank factors are:

- **Affinity** – How often you interact with others (be it visiting a friend's profile or commenting on a page's picture).
- **Edge Weight** – The type of content it is. A few types are: Photos, Videos, Status, Place Checkins, becoming friends with someone, liking a page, changing your profile picture, etc. Keep in mind, there are general rules, but everyone's Edge Weight is different and Facebook has carte blanche to tweak things at will.
- **Recency** – The older something is, the less likely you are to see it.

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e - affinity score between viewing user and edge creator

w_e - weight for this edge type (create, comment, like, tag, etc.)

d_e - time decay factor based on how long ago the edge was created

Strategies for Effective Facebook Wall Posts

 the socialmediatoday
best thinkers series

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Tuesday, October 11, 2011

Where Have All the Hippies Gone?
Monetization, Data and Social Media

Tuesday, October 18, 2011

Disclosure, Transparency and Ethics in Blogging

- Posts made between 8 PM and 7 AM receive 20% more user engagement.
- On Wednesdays, fan engagement is 8% above average.
- Posting one to two times per day produces 40% higher user engagement.
- Posting one to four times per week produces 71% higher user engagement.
- Posts with 80 characters or less receive 66% higher engagement. Very concise posts – those between one and 40 characters – generate highest engagement. Only 5% of all retail brand Wall Posts are less than 40 characters in length, even though these receive 86% higher fan engagement.
- Ask questions to spark dialogue – “question” Posts generate Comment rates double that of “non-question” Posts.
- Fill in the blank Posts receive 9 times more Comments than other Posts.
- Offer fans “\$ off” and coupons. Posts containing these offer-related keywords receive the highest engagement.
- “\$ OFF” offers receive twice the engagement of “% OFF” offers.
- Avoid complicated Wall Posts. Status-only Posts receive 94 % higher than average engagement



Link to the Study *by Buddy Media*.

What do you think? Are you rushing to unplug linked posts? Have you noticed anything or found any cool studies we missed? Let us know and be sure to like the **Big Sea Facebook Page!**

Post Author: Jessica Barnett | @redheadjessica

Original article

Other Posts by

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Read the Position Paper
by James Taylor

"Where Have All the Hippies Gone? Monetization, Data and Social Media"

Join Maggie Fox, Judy Shapiro, Mike Edelhart, and Brett Shellhammer on Oct. 11th at 12pm ET for the exclusive webinar.

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Lynn Brown said:

Andi these are all great stats and tips. For instance, never realized it matter that % off doesn't get as much responce as \$ off, I'm going to apply that to my marketing and test that out. Really apperciate you sharing this info!

reply 0 points

Sun, 2011-10-09 15:59 — Lynn Brown



Lily Lee said:

Thanks for sharing the results. Like Marit commented, the '8pm and 7am' is based on

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