

How to avoid missing Facebook Page posts

Hey...who hid the Page posts?

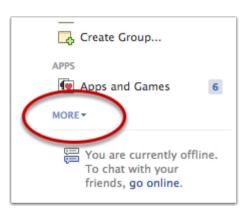
When you first "like" a Facebook page, posts from that page appear in your newsfeed. With time, however, they became less frequent, eventually disappearing entirely.

Crazy thing? The page has nothing to do with that disappearing act. It's due to EdgeRank, a less-than-warm-n-fuzzy algorithm program Facebook uses to determine what you get to see...and what you don't.

(Translated: Unless you frequently visit "liked" pages, as well as click on, share, or "like" their posts, EdgeRank stops including them in your newsfeed. Well written posts that don't require a click-through end up penalizing the page. And the fan.)

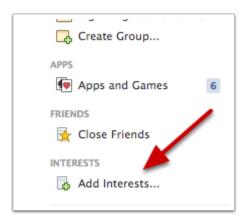
The following steps help reclaim those missing page posts, putting you squarely back in the driver's seat.

1. Click the MORE link (bottom, left side menu on your Home screen)

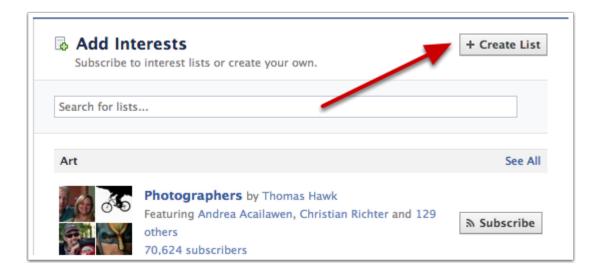




2. In the INTERESTS section that appears, click "Add Interests"



3. Click "Create List"





4. Click the items you want to add to your new List



You'll see all Pages you've "liked" in the past.

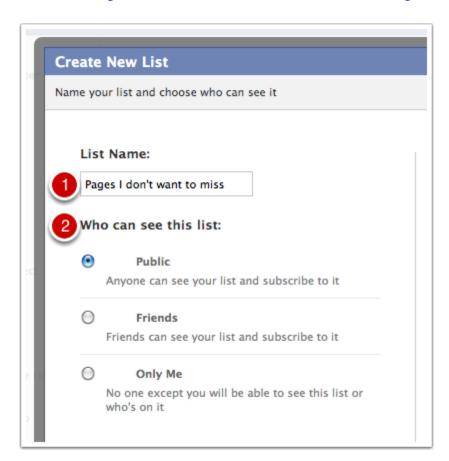
Clicking on their profile pic adds a little blue checkmark, which then adds them to your new List.



5. When finished, click the Next button (lower right)



6. Name your new List and set visibility



P.S. If you set the List to "Public," more folks get to share the love.

Ta-da! Your new List automatically appears, complete with ALL posts from Pages.



Pages I don't want to miss

By Cinda Baxter · 🔒



Starwood Preferred Guest® (SPG)

We're looking for our third SPG Rockstar. Congratulations to "7 Nights", winner of 15K Starpoints from last week. Want to "rockstar" yourself? Get in the groove here: http://spg.com/ rockstaryourself and make sure to vote below: http://on.fb.me/L5NyWq



Vote for Your Favorite SPG Rockstar

http://www.facebook.com/SPG?v=app_123724834330968

You and 5 friends could be heading to London's Hyde Park to see some of summer's top musical acts. Head over to SPG's 'Rockstar Yourself' page for full details.

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ShoLo via Center for a Sustainable Future

Did you know that June is Green Michiana Month? Shopping local is one way to be more sustainable. Check out the link for more info.



Green Michiana Month www.iusb.edu

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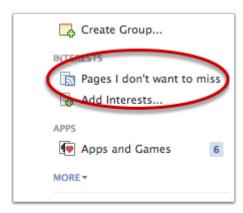


Seth Godin

How to succeed



From now on, your List will appear on your Home screen (left menu, bottom)



Sometimes, it will be hidden under the MORE link. Just click MORE to see your INTERESTS section again.

(Nearly done...one more page to go.)



Are you a Page admin?

There are a few things you can do to increase the odds of posts appearing in newsfeeds:

http://www.alwaysupward.com/facebook helpers/Improve FB Post VIsibility.pdf

About the author:

Cinda Baxter is a self-proclaimed "Retail Enabler." Past recipient of two national Retailer Excellence Awards and press coverage ranging from Modern Bride to the Wall Street Journal, she now "pays it forward" to retailers and vendors through her consulting company, Always Upward, and to independent brick and mortar businesses of all types as founder of *The 3/50 Project (the350project.net)*.

Her resumé includes seats on numerous boards in the gift industry; speaking engagements throughout the US and abroad; and Contributing Editor for the trade publication "Gifts and Decorative Accessories Magazine." Singled out by Inc. Magazine for her expertise in using social media to engage audiences offline, Cinda is also a respected social networking pioneer. Most of her time is spent on the road, training communities of small business owners how to use The 3/50 Project to inspire consumers to support "the little guys."

Online: AlwaysUpward.com -and- The350Project.net

Facebook: facebook.com/the350project

Twitter: @cindabaxter

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