

## For FB Page Admins: How to improve post visibility

### Once upon a time....

New fans of your page saw all your posts in their newfeed.

After a while, they saw fewer posts, even though you were still creating them.

Eventually, your page posts completely disappeared from fan newsfeeds (with the exception of those who continually interact with the page).

Thanks to Facebook's use of EdgeRank---an algorithm program that determines who receives your posts and who doesn't---page admins are reaching only a sliver of their fan base. Not cool, especially for small businesses, non-profits, and grass roots movement that lack the deep pockets necessary to pay-to-post (i.e., the new "Promote" button).

While no one can reclaim your entire fan base, there are a few things you can do to begin stacking odds in the right direction.

### First...what's this EdgeRank thing?

In a very simplified nutshell, EdgeRank analyzes the value of your posts---and your page---based on what you post, how often you post, and whether or not fans interact with your post or your page.

This, in turn, determines which page fans receive your posts in their newsfeed. To keep receiving those posts, they need to continually visit your FB page, click the "Share" link on your posts, click through links included in your posts, or comment on your posts.

As most of us admin folks know, that's (by far) the minority.

Although we've been told for years that the most successful method of building a FB fan base is to pen creative, well-developed status update posts, the reality is that they now work against you. Complete posts that tell the whole story don't require additional work on a reader's part--which means no clicks, which means eventually disappearing from their newsfeed.

Yup. Just the opposite of everything you've ever learned about communication.

That, coupled with the greatly reduced visibility of fan posts on Timeline pages, has admins perplexed about their suddenly dead-quiet Facebook pages.

Of course, that's nothing compared to the heart attack they have when learning only 7% of their audience is even being reached with new posts. Pretty scary stuff.



## The solution:

Unless you're an incredibly gifted writer whose status updates consistently garner hundreds of comments, the solution is to write LESS original content on your Facebook page, switching to more off-site content instead.

*(Of course, if you are one of those rare few, well...keep typing. And buy a lotto ticket. You're beating long odds.)*

The only way to retain visibility in fan newsfeeds is to get users to take action: clicking Share, Like, or adding a comment to your posts. Just reading a good post doesn't work anymore.

The core piece of the plan? A blog.

## Wait....whaaaaaaaat? I have to start blogging all the time?

Heavens, no. Who has the time (or the inclination) to do that?

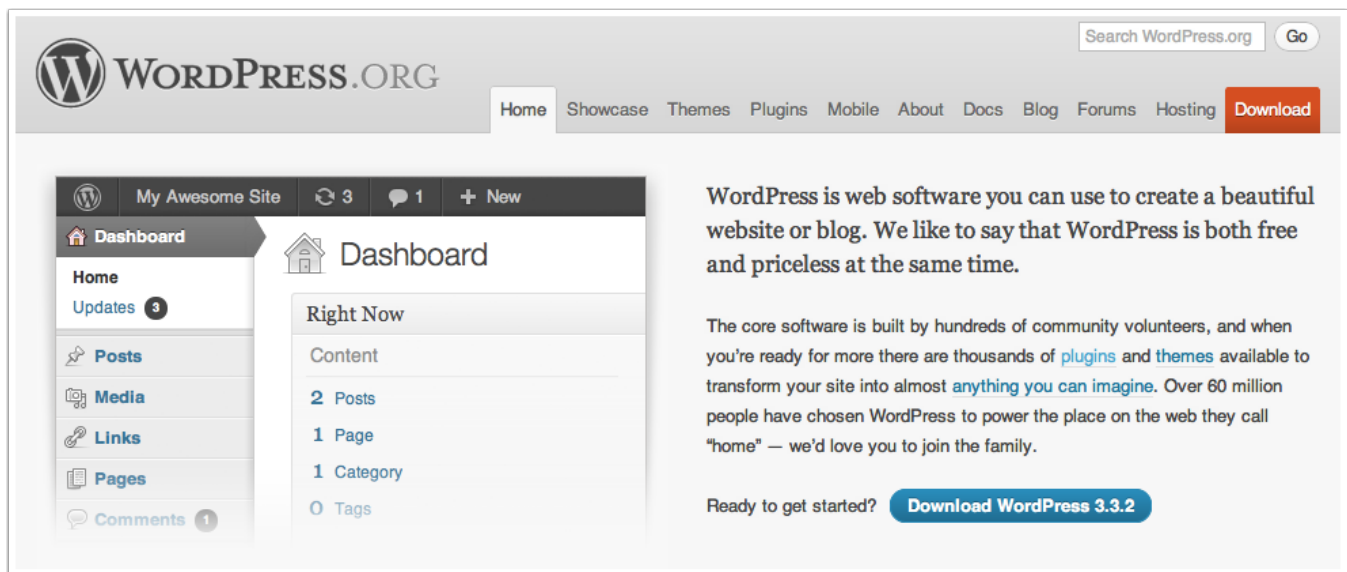
Jumping ahead a bit, you're going to start placing Facebook updates on your blog instead, which will then (automatically) forward them to your Facebook page in a way that inspires clicks and fulfills EdgeRank's hunger for unique, linked content.

Which means fan interaction.

Which means more newsfeed visibility.

And (after it's set up) with the same amount of elbow grease you're using now, since we want to make this easy.

## Step 1: Set up a blog



If you don't already have one, start a blog. This will become the place you do most of your posting.

Doesn't mean they have to be long posts--in fact, they can be exactly what you used to post on Facebook, although once you get in the swing of adding photos and graphics and have more space to write in, odds are, you'll begin stretching out to make yourself at home. Kind of like when you move into a bigger apartment, then immediately fill all the closets (*where'd I store this stuff in the old place?*).

### **BIG HONKIN' HINT:**

Ideally, you want the blog to be part of your website, not something that lives on someone else's server.

The best (and easiest) of the bunch is WordPress, which comes in two flavors: .org and .com.

The .org version gets you visitor and page view "credit" every time someone lands on your blog. It also offers loads of free "themes" and plugins to customize its look and functionality.

The latter hands the valuable visitor and page view credit to someone else--WordPress. Same for TypePad and Blogger.

Visit WordPress.org where you can download the program. It's free to acquire, free to use, and simple to work with after installation. Many web hosts help with WordPress set ups. Give yours a call to inquire.

## After you have your blog up and running....

## Step 2. Sign up for RSS Graffiti on Facebook



Found at:  
<https://apps.facebook.com/rssgraffiti/>

## Step 3. Add a Publishing Plan



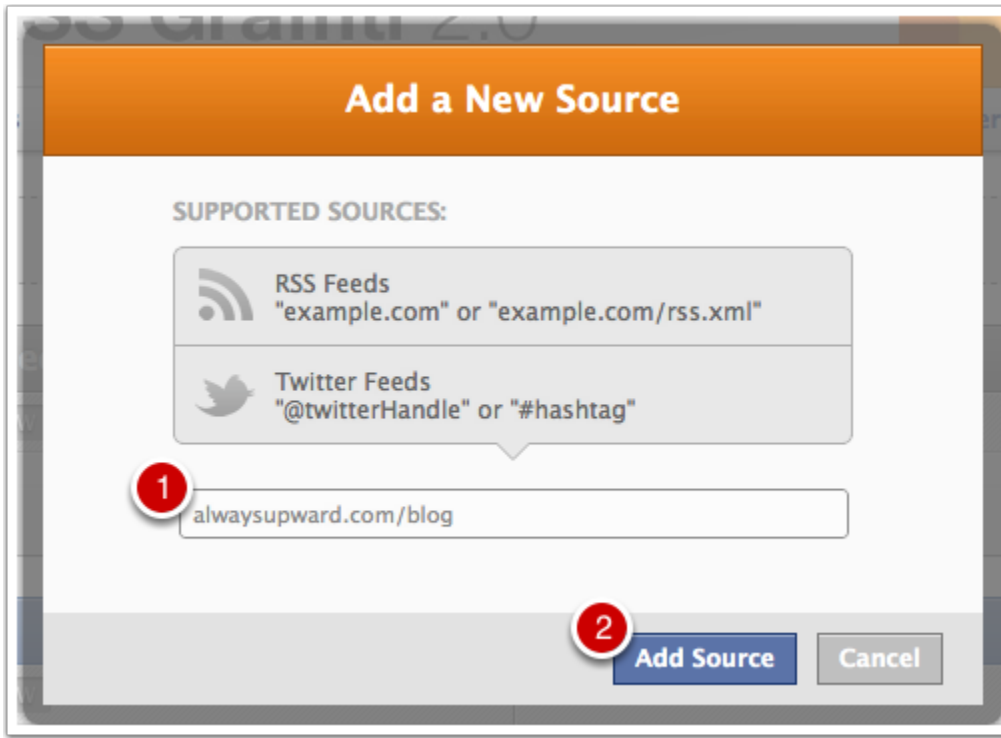
## Step 4. Name and create your Publishing Plan

The screenshot shows the RSS Graffiti 2.0 BETA interface. At the top, there's a Facebook header with a search bar. Below it, the RSS Graffiti 2.0 BETA banner is visible. Under the banner, there are links for 'All Publishing Plans', 'Support Forum', 'Help Center', and 'Account Settings'. A dashed box contains the 'Name New Publishing Plan' section. It has a text input field with 'The 3/50 Project' and a 'Create Publishing Plan' button. A red circle with the number '1' is over the text input, and a red circle with the number '2' is over the 'Create Publishing Plan' button. A 'Cancel' button is also present.

## Step 5. Add your post source (your blog)



The screenshot shows the RSS Graffiti 2.0 BETA interface. At the top, there's a Facebook header with a search bar. Below it, the RSS Graffiti 2.0 BETA banner is visible. Under the banner, there are links for 'All Publishing Plans', 'Support Forum', 'Help Center', and 'Account Settings'. A dashed box contains the 'Add New Publishing Plan' section. Below this, there's a section for 'The 3/50 Project'. It has a 'SOURCES' tab with an 'ADD NEW' button and a 'TARGET' tab with an 'ADD NEW' button. A red arrow points to the 'ADD NEW' button under the 'SOURCES' tab. A tooltip 'Add a New Source' is visible. There's also an 'OFF' button and a 'feedback' button on the right.

## Step 6. Copy and paste your blog address into the field provided



**Add a New Source**

**SUPPORTED SOURCES:**

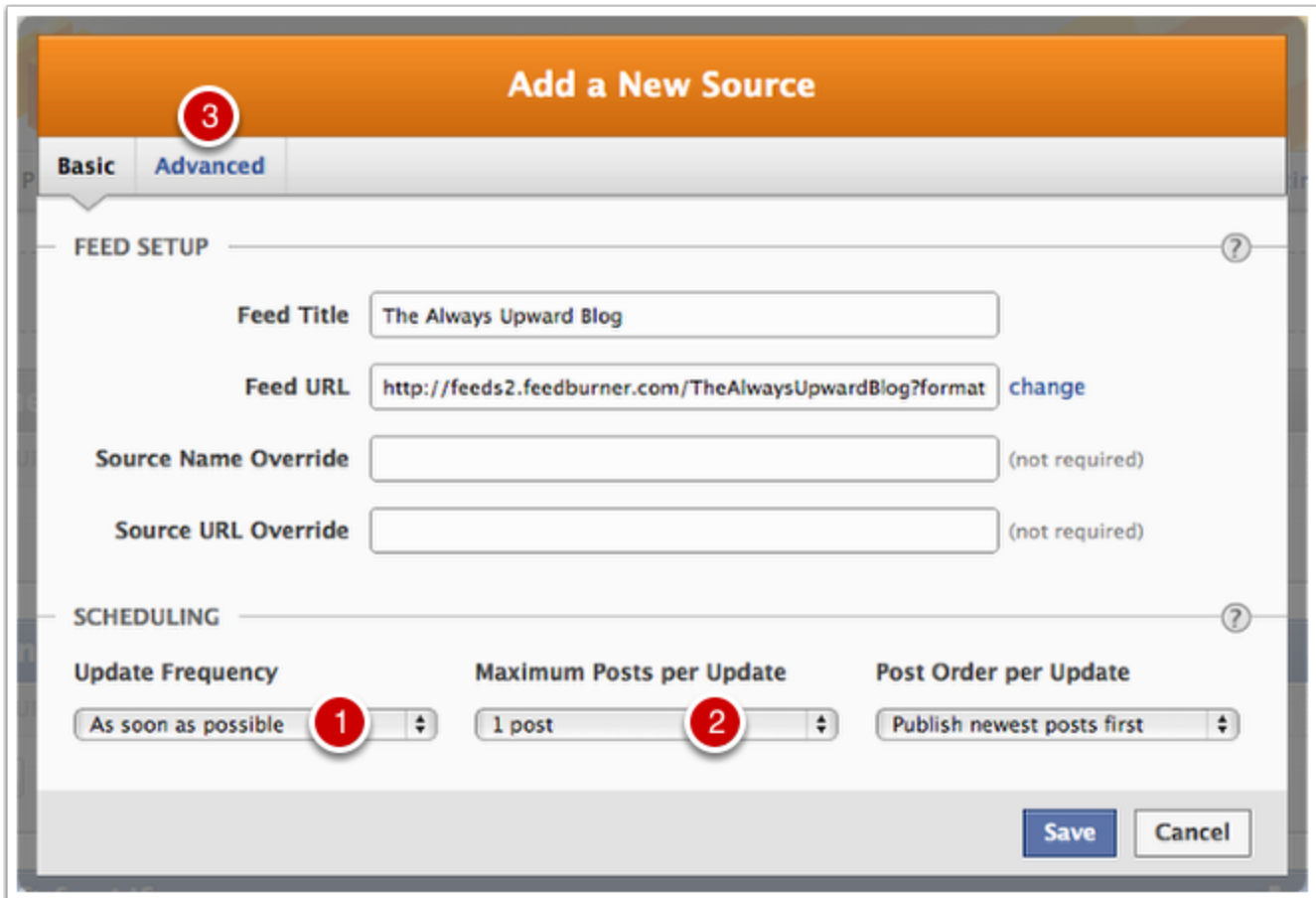
-  RSS Feeds  
"example.com" or "example.com/rss.xml"
-  Twitter Feeds  
"@twitterHandle" or "#hashtag"

1

2 **Add Source** **Cancel**

NOTE: Omit the <http://www>. part. You won't need it here.

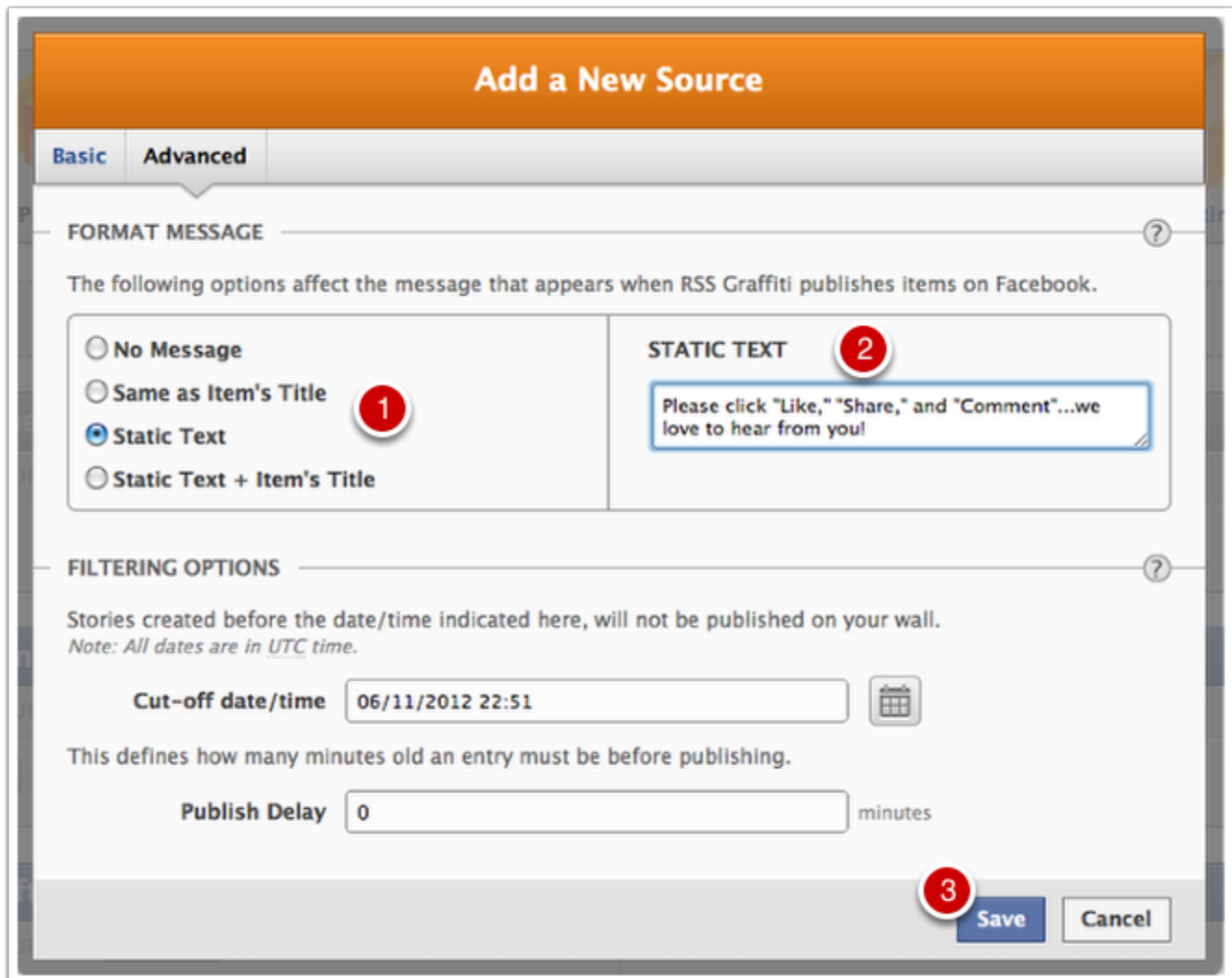
## Step 7. Complete the New Source basic info



The Feed Title and Feed URL will auto-fill for you.

1. Set frequency to "As soon as possible" so items on your blog land on your FB page right away (typically, within 5 minutes).
2. Set Maximum posts per update to "1 post." Doesn't matter if you write something once a day or a dozen times a day--each will be sent to your Facebook page as they go live.
3. Click the Advanced button at the top.

## Step 8. Set the Format Message for each post



**Add a New Source**

**Basic** **Advanced**

**FORMAT MESSAGE** ?

The following options affect the message that appears when RSS Graffiti publishes items on Facebook.

☐ No Message

☐ Same as Item's Title

☒ **Static Text** (1)

☐ Static Text + Item's Title

**STATIC TEXT** (2)

Please click "Like," "Share," and "Comment"...we love to hear from you!

**FILTERING OPTIONS** ?

Stories created before the date/time indicated here, will not be published on your wall.  
*Note: All dates are in UTC time.*

**Cut-off date/time** 06/11/2012 22:51

This defines how many minutes old an entry must be before publishing.

**Publish Delay** 0 minutes

**Save** **Cancel** (3)

1. "Static Text" means each blog item that forwards to your Facebook page will have the same status update above the linked item.
2. Here's where you type what that text should be. Since referrals and activity are the key to fans receiving future posts, you'll want to ask them to take action (like, share, or comment).
3. Save



## Step 9. Set the Target page on Facebook



## Step 10. Fine tune the target page set up

**Add a New Target**

**Basic** | Bit.ly Options

**TARGET SETUP**

Choose Target **1** | Publish on Behalf of **2**

The 3/50 Project (page) | The 3/50 Project (page)

**POST STYLE**

The following options affect how the post appears in Facebook. For more information on post style, visit our [support page](#).

☒ **Standard** **3**  
Recommended for most feeds. Publishes a text excerpt and any available media (image, audio or video.)

☐ **Compact**  
Intended to publish short stories from microblogs like Twitter without changing your Facebook status.

☐ **Status Updates**  
Similar to "Compact" style, but instead of just writing on your wall it will also update your Facebook status.

☐ **Append Short URL**  
Includes a link to the original post.


**PREVIEW**

**Save Changes** **Cancel**

1. Select the Facebook page you want your blog posts to appear on
2. Select the identity you want those status posts to tie to (for page admins, I suggest using the page name, as shown above).
3. Select the Post Style. Standard is perfect for the vast majority of admins, giving you both the lead in text and any graphic or photo used on your blog post.

**DON'T SAVE CHANGES YET**

## Step 11. Scroll down to preview the Post Styles

publishes a text excerpt and any available media (image, audio or video.)	stories from microblogs like Twitter without changing your Facebook status.	instead of just writing on your wall it will also update your Facebook status.
		<input type="checkbox"/> Append Short URL Includes a link to the original post.
<b>PREVIEW</b>		
This preview shows what a generic post will look like with your current settings.		
<div><div><b>Post Title Here</b> Lorem ipsum dolor sit amet, consectetur adipiscing elit. In auctor tempor ligula, dignissim faucibus tortor malesuada non. Nulla in augue at est dictum porttitor. Source: <a href="#">Link to Feed Source</a> Published: 2012-02-01 01:33:43 GMT Like · Comment · Share · 2 seconds ago via RSS Graffiti</div></div>		
		<div><div>Save Changes</div><div>Cancel</div></div>

To see what the three Post Styles look like, click each option, then scroll down to see what it looks like.

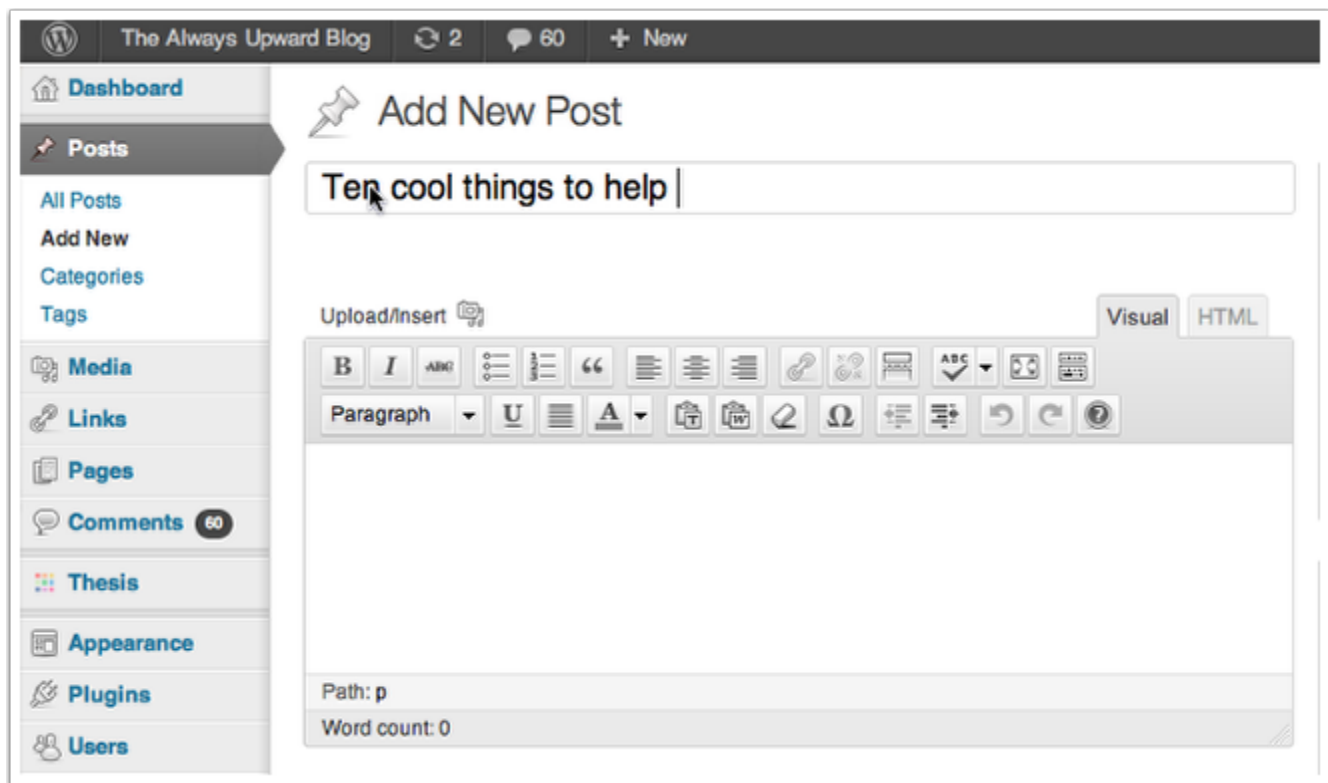
Once you've chosen a style, click Save Changes.

## Step 12. Turn on your publishing plan



Slide the button from OFF to ON. You're up and flying!

## Step 13. Start posting



From now on, write your Facebook content on the blog instead. When finished, click the blog post's Publish button (to the right of the screen shot above). Your blog post, with the help of RSS Graffiti, will automatically appear on your Facebook page, which then forwards to fan newsfeeds.

Type in one place, appear in three. Win/win/win.

(Keep reading...we're not done yet.)

## Can't fix the past...but we can help the "here and now."

Keep in mind, EdgeRank still determines how many fans receive your post. The good news is that by inspiring more folks to click through or interact with your posts, the odds of retaining fans (old and new) increases exponentially.

Which is exactly what we want, right?

### **A few important notes:**

- Let RSS Graffiti do the posting for you--don't cave into the temptation to manually copy/paste URLs. That way, each post will have a unique URL (web address), which EdgeRank likes.
- Do not re-post the same link more than a couple of times, and only if necessary. EdgeRanks downgrades repeats.
- Do not bury fans in an avalanche of posts. EdgeRank prefers a consistent, realistic pace--not machine gun posting.

### **Regarding fan contributions:**

EdgeRank loves photo and video links. If fitting, invite fans to contribute their own content BUT...be prepared to monitor your page far more closely since spammers target unattended pages, then paper them with wildly inappropriate content.

(Nearly finished...just one more page.)

## Take it a step further....

### Don't stop with your blog linked to Facebook.

- If you have an email newsletter, include a piece about Facebook and EdgeRank, since most fans have no idea why you've disappeared from their newsfeeds. There's a simple (easier than yours) step they can take to grab more posts from their favorite "liked" pages (see the link below).
- Post the link (below) on your Facebook page so non-newsletter fans see it. Pin the post at the top of your page to keep it "top of page" for seven days, reaching as many fans as possible. Given the number of Facebook users unaware they're missing posts, odds are good you'll be getting lots of "Share" clicks in the process. Cool.

Here you go:

[http://www.alwaysupward.com/facebook\\_helpers/Get\\_Your\\_FB\\_Page\\_Posts\\_Back.pdf](http://www.alwaysupward.com/facebook_helpers/Get_Your_FB_Page_Posts_Back.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](http://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."

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