



midem[®]
connected by music

Effective Strategies for Growing Your Numbers and Engagement on Facebook

CYBER [®]
PR. Branding. Social Media. **Done.**

By Ariel Hyatt & Jon Ostrow, Cyber PR (US)

The Reality of Facebook Pages:

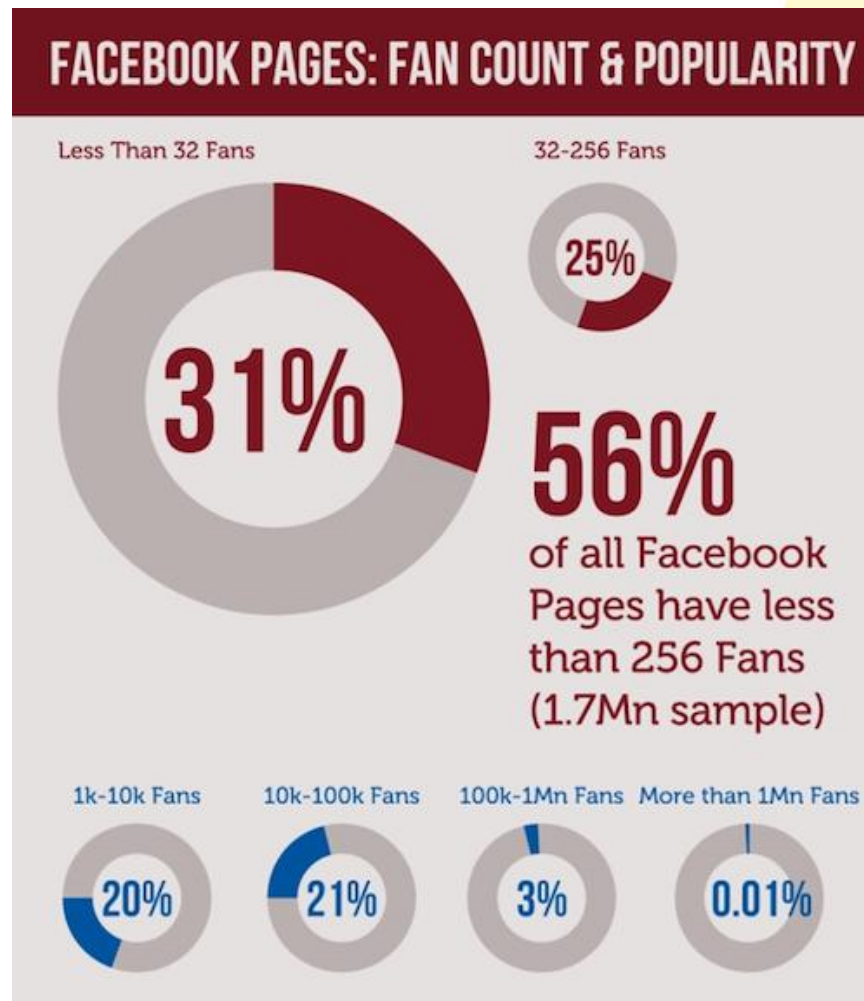
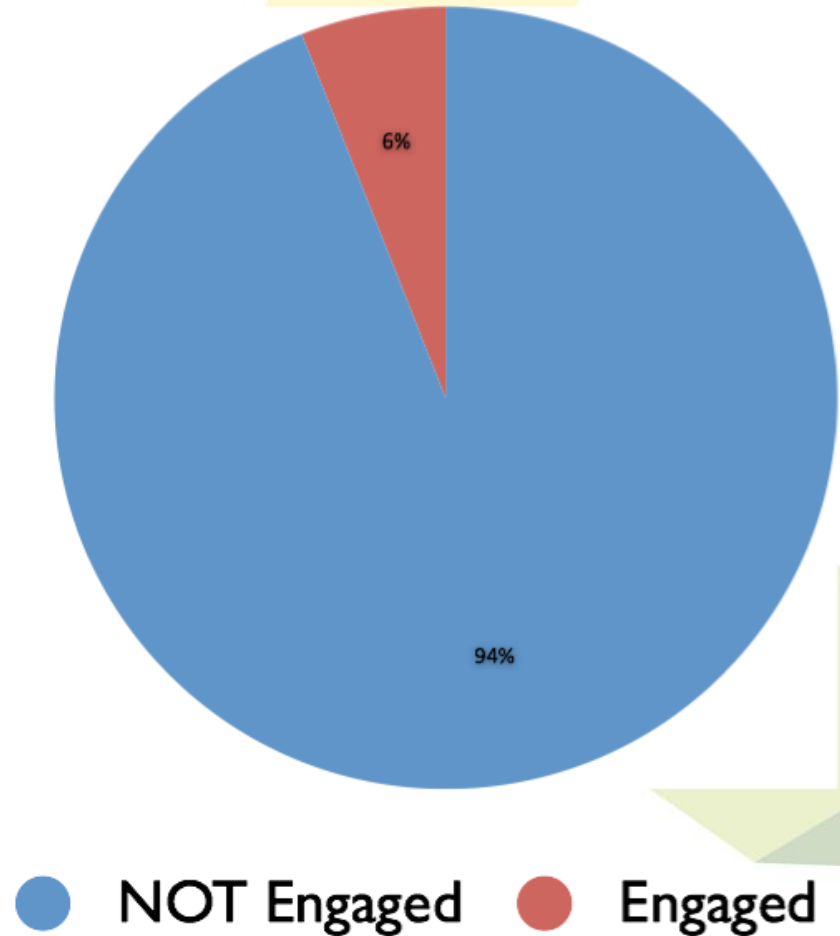


Image Credit: AllFacebook.com

Napkin Labs Study...

(Reported by Mashable)

On average,
6% of fans engage
with a brand's
Facebook Page via
likes, comments, polls
and other means



EdgeRank

WHAT IS EDGERANK?

EDGERANK IS AN ALGORITHM USED BY FACEBOOK TO DETERMINE WHERE AND WHAT POSTS APPEAR ON EACH INDIVIDUAL USER'S NEWS FEED IN ORDER TO GIVE USERS RELEVANT & WANTED CONTENT.

THE THREE VARIABLES THAT MAKE UP THIS ALGORITHM ARE
AFFINITY, WEIGHT, AND TIME DECAY


$$\sum U_e W_e D_e$$

EdgeRank

Content must be visible to be engaged with...

But content must be engaged with to be visible.



Two-Point Approach:

1. Your Approach to Content
2. Understanding the “Rules” of Facebook



**Before You Move Further,
You Must Do the Following...**

All Facebook Fan Pages Must Have:

1. Band (or brand) image/ logo
2. Band bio with website link
3. Style and voice is consistent with your overall digital presence
4. Music (Optimize your Apps!)

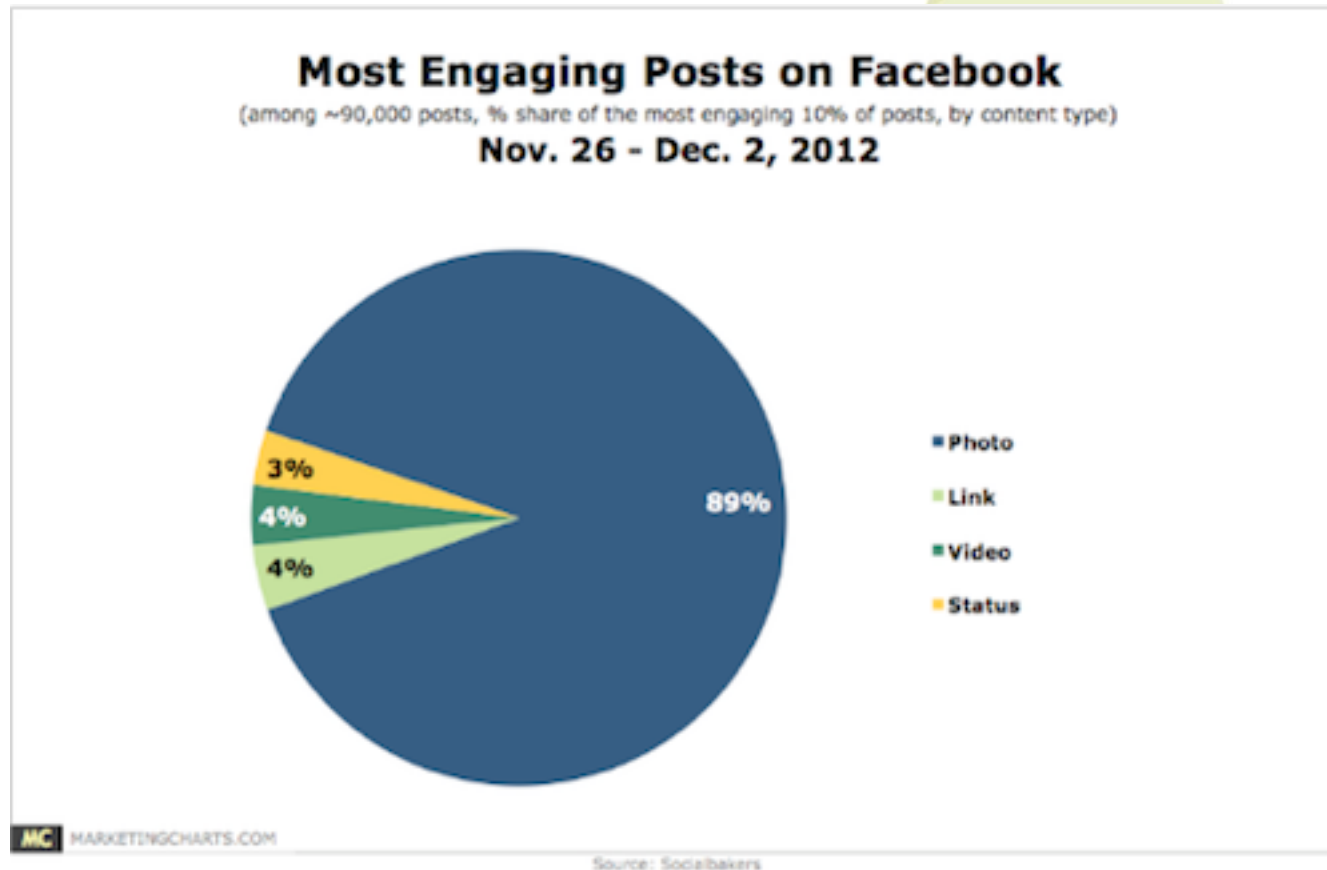
Point 1:

Your Approach to Content

Publish Consistent, Compelling Content (CCC)

- Avoid Self-Promotion
- Nurture Passions You Share with Your Fans
- Frequency Matters

Facebook is NOT Twitter: Use Mixed Media



Build a Community

- Facebook is a **social** network, not a broadcast tool
- Find ways for your fans to interact with you **AND** each other
- **RE-engage** with your fans (if they comment, you must comment back)

Pay Attention to Analytics



- Where do your fans live?
- How old are your fans?
- When are your fans online?
- What content do your fans engage with most?

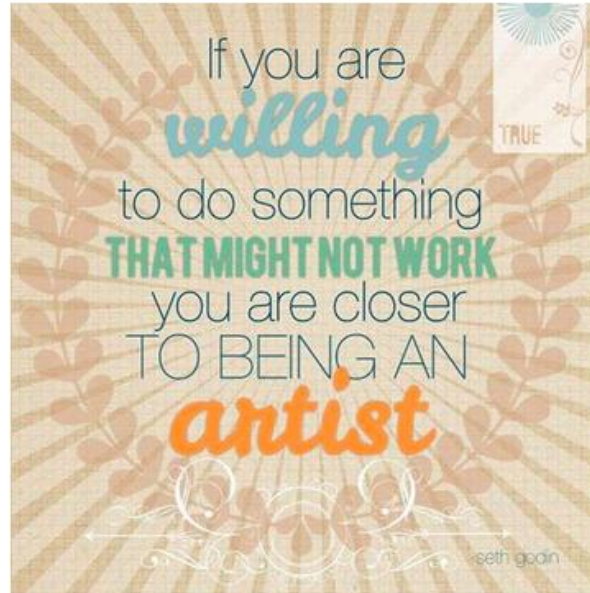
Point 2:

Understanding the “Rules” of Facebook

How to Become an Advertiser



LOVE this!
Another fantastic Seth Godin quote.



Like · Comment · Share 13

15 people like this.

Cristino Melendez True story!
October 4 at 2:44pm via mobile · Unlike · 1

Write a comment

1,019 people saw this post

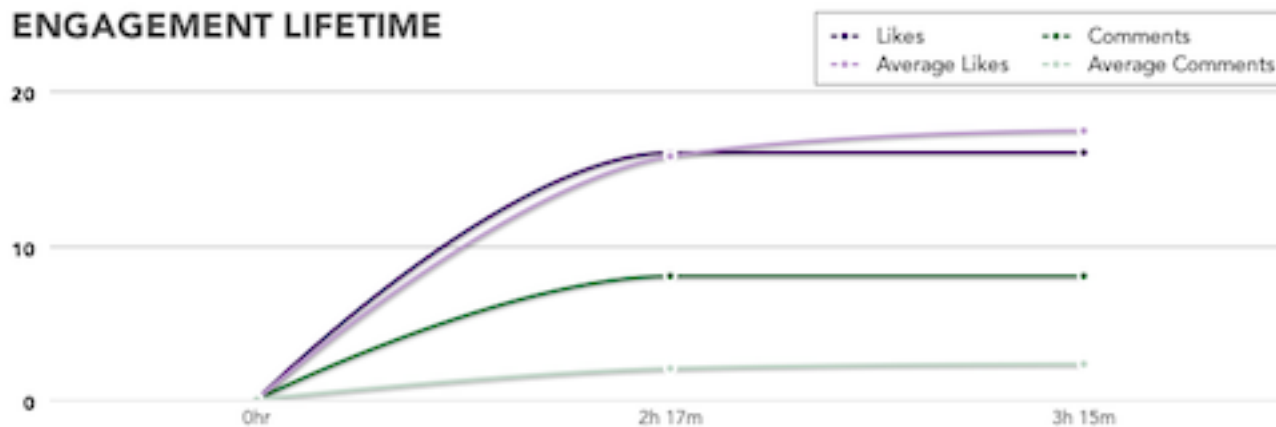
Boost Post

1. Boost Posts
(formerly
Promoted Posts)

2. Facebook
Advertising

Lifespan of a Facebook Post

Average lifespan of a Facebook post is a short 3 hours...



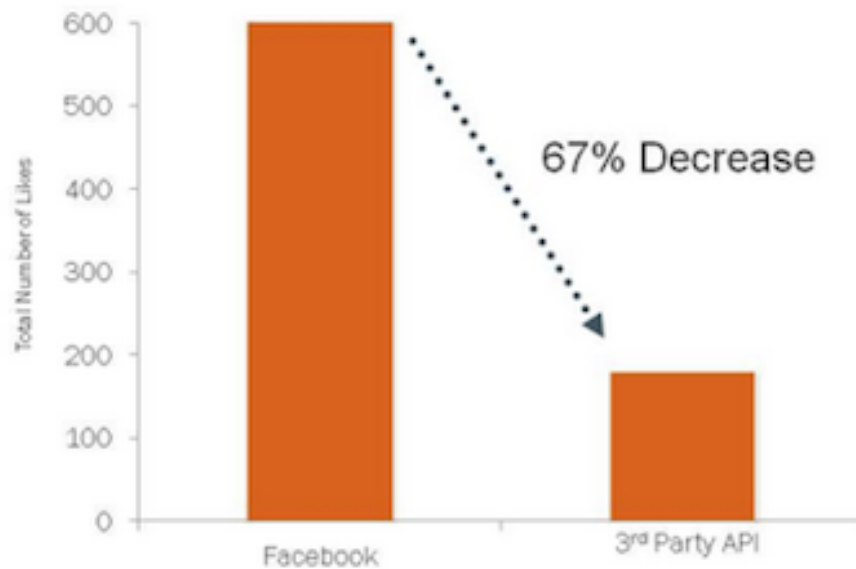
Posting Less May Garner Better Results

Posting one to two times per day produces **40% higher** user engagement.



Facebook Hates 3rd Party Apps

Content Published Through Third-Party API Tools Suffer Fewer Likes

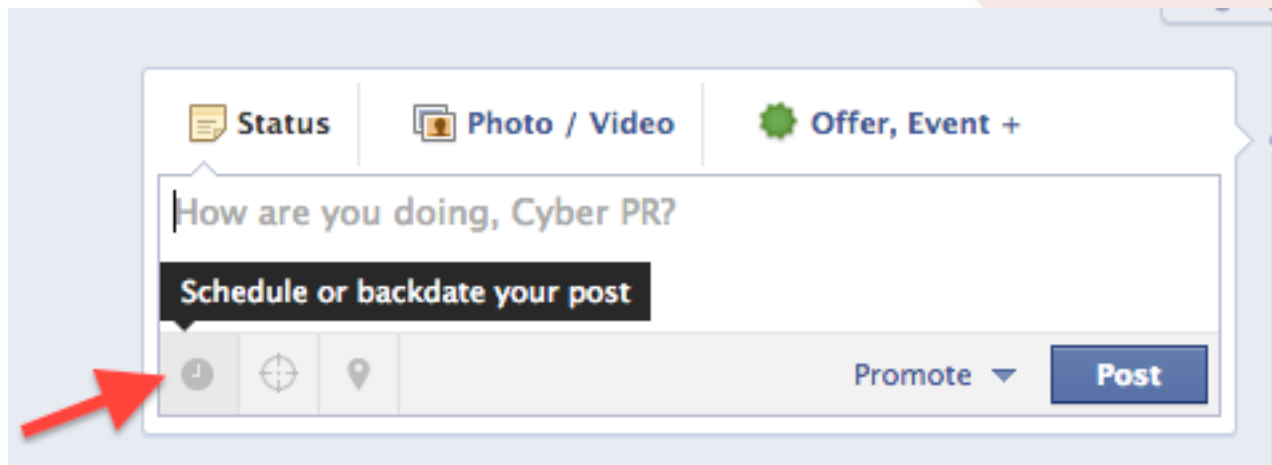


HubSpot study of two weeks of content published on Facebook



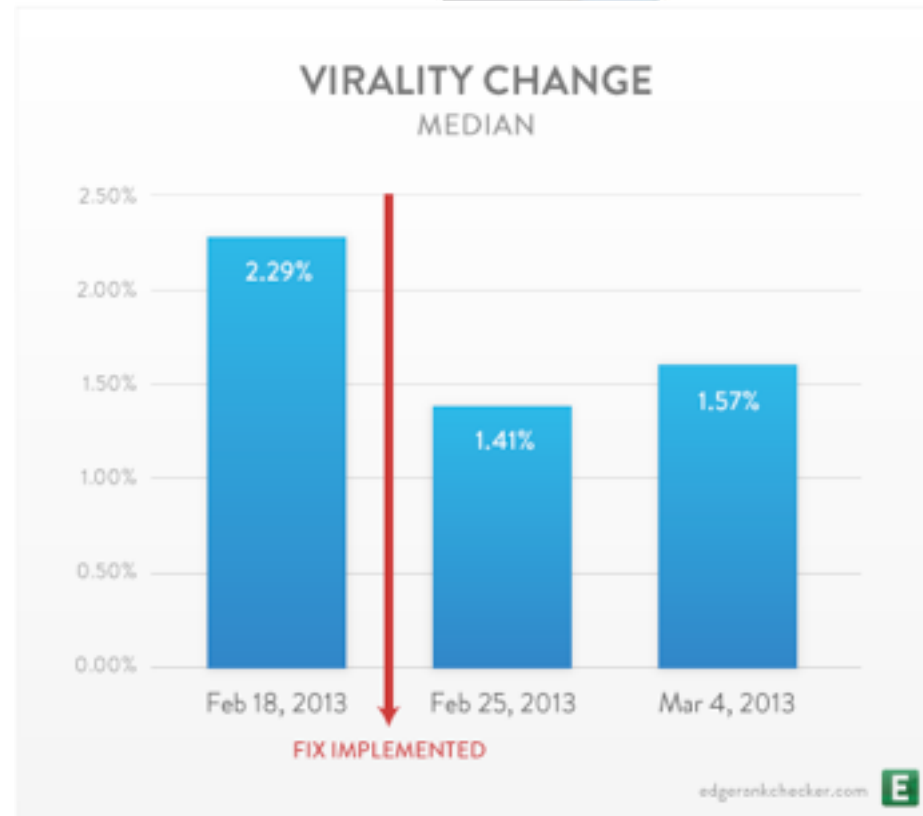
Publishing Content Through Facebook

Facebook introduced a way for you to schedule content directly on your Fan Page



The Likelihood of Going 'Viral'

The average 'virality' rate of a post on a Facebook fan page is only 1.5%.



About the author

- Ariel Hyatt is the founder of Cyber PR, a New York based social media PR firm. Her Cyber PR® Campaigns and books [Music Success in Nine Weeks](#) & [Musician's Roadmap To Facebook & Twitter](#) help connect musicians with new media makers and coach them to create authentic relationships with fans.
- Jon Ostrow is the Campaigns Director for Cyber PR® and the founder of the popular music marketing blog MicControl.

This report is brought to you by midem

Midem is the place where music makers, cutting-edge technologies, brands & talent come together to enrich the passionate relationship between people & music, transform audience engagement & form new business connections.

midem takes place every 4th week of January and brings together 6,900 professionals from 75 countries.

SHARE THIS REPORT ON  AND TWITTER 

Contact us: info.midem@reedmidem.com

Visit midem's website - www.midem.com

Follow us



Download midem iPhone App

<http://road.ie/midem>

