

What Encourages Facebook Engagement?

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Brands that include photos and calls to action see higher engagement rates with those posts

Companies on Facebook and other social sites are always trying to determine what to post to get fans engaged. While each brand is different, and its fans will respond to different things, there are some common threads that companies can keep in mind when planning social media posts and status updates.

Digital marketing agency Web Liquid analyzed 16 brands and more than 1,500 brand posts from March to May 2011 to see which Facebook posts saw the most engagement, such as comments and “likes.”

Web Liquid found that Facebook posts with photos saw a 0.37% engagement rate, higher than posts with videos (0.31%), text only (0.27%) or links (0.15%).

Momentus Media, which provides marketing software for use within Facebook, came up with similar findings, even when analyzing the top 20,000 Facebook pages and between 10,000 and 250,000 posts overall.

Facebook posts with photos saw a 0.21% engagement rate, while videos saw 0.11% engagement rate and links saw 0.07% engagement.

Within the text of a post, companies can encourage action by asking fans to “like” or comment on the post. Momentus Media found that Facebook status updates that contained the word “like” saw a 0.38% engagement rate and those that said “comment” saw a 0.14% engagement rate. Text updates without “like” or “comment” saw 0.11% engagement.

While these statistics are interesting, brands should determine which tactics work best for their Facebook page and their fans.

Additionally, the upcoming changes to Facebook’s Timeline feature and brand pages will change the way consumers interact on the social network.

Facebook’s new Timeline relies heavily on photos, so it seems that posts with photos and videos will continue to perform well for brands. And as Facebook introduces more verbs beyond “like,” companies could develop interesting ways to increase engagement on their pages.

By testing different types of posts and continuing to learn what spurs a reaction, marketers can keep up with what content fans prefer on their brand Facebook pages and keep engagement up.

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