

FACEBOOK

Facebook is easily the most popular social media site. This being said, it is the most competitive. The less engagement your content receives, the less future posts will be shown to your followers.

1. Never post Youtube video directly. Post a screenshot, a link, and text. Then post the youtube link in the comments. FB will down rank your youtube videos automatically otherwise. (No one will see them.) However, uploading natively to Facebook is the way to go.
2. Live Video. Watch Parties Are Successful. Takeovers are a great subject for live video, be sure to give a heads up on those. (Tap takeover, radio show takeover, etc.) Behind the Scenes Footage does well. Both of these ideas apply to regular non live video as well. (ie Jake Bartley, favorite Whiskey Recipes.)
3. INTERACT WITH FANS. Engagement is a huge metric-likes, comments, shares. Your goal with Facebook is to gain interaction and the best way to encourage interaction is to respond and reply.
4. It's about your fans, not you. Everything doesn't have to be about the music. Make them laugh, educate them and focus on variety.
5. Figure out what you do that gets the most engagement and follow that.
6. Text is not a strong point-videos and images reign on Facebook.
7. Get your fans to tag their friends. Birthday memes are huge.

Types of posts that generate the most engagement:

1. Photos. Try to stick to the funny, eye catching, and out of the ordinary.
 2. Fill in the blanks. (ie _____ is the artist I would most like you to cover.)
 3. Asking questions.
 4. Contests.
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8. Create a profile frame. Upload it to <https://developers.facebook.com/products/frame-studio/> and follow the directions from there.