



# Facebook #Content That Gets Likes & Engagement

Lilach Bullock

Are you struggling to think of new updates to post to your Facebook Pages? When you have to post several times a day on your Pages, it can get quite difficult to think of new ways to communicate with your audience and get them to engage with you. Sometimes it's important to forget about trying to **get more traffic**, and rather focus more on engagement. Here are a few techniques used by top brands and smaller businesses alike that help them post fresh updates every day:

## 1. Fill in the Blanks

Fill in the Blanks updates can be amazing comment-drivers. Use these types of posts every once in a while to stimulate your audiences' imagination and get them to comment on your updates. It can be something that relates to your **business**, or it can be about something else entirely, like for example:

*"The last day I remember not using the Internet at all was \_\_\_\_\_"*  
*"The best gift I've ever received was \_\_\_\_\_"*

## 2. Capitalise on worldwide/national events and holidays

Are there any events or holidays going on around the world? It doesn't have to be a major event/holiday, such as Christmas or Easter, but really anything you can find, from sporting events (such as a local marathon, or a

derby), to "sillier" holidays such as the national Christmas Jumper Day. There are various ways you can capitalize on these events and holidays; for example, for Christmas Jumper Day you could post a photo of the jumper you're wearing (or even better, the whole office!) and then ask your fans to post their own pictures with their jumpers. For Pancake Day, you could ask your audience to post images of their pancakes, or ask them for pancake recipes and then rewarding the best one with a small prize. Most holidays and events can be used to create a connection with your audience in some way – and make sure you increase your **engagement!**

## 3. What's trending?

Try staying involved with everything that's trending online – it can be anything from breaking world or local news, new movies that are generating lots of talk, or a new song that's gathered 10 million views in one day. Use these trending events to share your views on the issue and to encourage your fans to voice their own views. They might not have a lot to do with your **business** (or at all really!), but these types of updates can generate a lot of engagement, and they show your audience you are human and have the same interests as them, and not just selling as much as possible to them.

## 4. Polls and Quizzes

Both polls and quizzes are very easy to create and set up, and can **generate lots of engagement**. You can either choose to stay "close to home" and create polls and quizzes related to your business – such as asking your audience to pick their favourite product of yours, or quizzing them on one of your products – or you can choose any other topic you can think of, and create polls and quizzes on subjects that might

interest your audience and get them to participate.

## 5. Use PostPlanner to help

Let's face it, every once in a while it can seem like there's nothing you could possibly post on your Facebook Page. One of our favourite tools to help us find updates ideas is **PostPlanner** – this very useful tool allows you to browse through thousands of suggested status updates and use any of them. All updates are split into categories, making it easier to find the perfect update for you.

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## About the Author

Lilach Bullock is one of the UK's most dynamic, well-respected and well-connected businesswomen. She launched and then sold her first business within three years of becoming a mother. Even now, she juggles a demanding home life with commercial commitments. Lilach's contribution was recognised nationally, when she became a finalist at the Best MumPreneur of the Year Award, presented at Downing Street, where she was praised for her entrepreneurial efforts. Her latest venture, Network Waves, launched in 2011 and is a must-have for anyone who promotes their business via the internet. This innovative and exclusive website is a one-stop-shop for social media and internet marketing needs. "Lilach Bullock listed as one of the top 20 Women Social Media Influences in Forbes (2013)"

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