MAKING YOUR FACEBOOK POSTS MATTER
7 STATISTICS THAT CAN RAISE YOUR ENGAGEMENT RATE

1. ADD PHOTOS
   - 39% Photo posts get 39% more interaction.
   - Photos account for 93% of the most engaging posts, and photo posts get 53% more likes, 104% more comments, and 84% more click-throughs than text-based posts.

2. BE CONCISE
   - Shorter posts get 23% more interaction.
   - Posts below 250 characters can get you 60% more engagement, while cutting to less than 80 characters will get you 60% more engagement.

3. USE EMOTICONS
   - Emoticons increase comments by 33%.
   - Posts with emoticons get 33% more comments, get shared 33% more often, and get liked 33% more than posts without emoticons.

4. POST ON THURSDAY & FRIDAY
   - Thursdays & Fridays have 18% higher engagement rates.
   - Engagement rates are 18% higher on Thursdays and Fridays, compared to other days of the week.

5. POST QUESTIONS
   - Question posts get 100% more comments.
   - Questions generate 100% more comments than standard posts with statements, and questions with quick or limited answers tend to get the highest number of comments.

6. RUN CONTESTS
   - 35% of fans like a page to participate in a contest.
   - 35% of fans like a page to participate in a contest, and using contest-related words, such as winner, win, entry, contest, enter, and promotion are more likely to engage people.

7. GIVE COUPONS OR DISCOUNTS
   - 42% of fans like a page to get a coupon or discount.
   - Coupon-based campaigns receive some of the highest engagement rates, with 42% of fans liking a page to get a discount or coupon.

ENGAGE YOUR USERS. POST, COMMENT, AND CONNECT!