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BLOG POST WRITING SAMPLE

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HOW TO USE LINKEDIN FOR BUSINESS

Did you know that Facebook tells you the exact time that your fans are online? This makes it much easier for you to send messages at the right time to generate the most likes, comments and shares for your content (provided that the algorithm is working in your favor). Yes, YOU can figure out when your audience will be most receptive to your messages!

Jen Dewar shares a [detailed overview](#) of how to use the insight tool that Facebook provides to users. With the user information that Facebook provides, you can find out a lot about your audience and create your own best practices for talking to them.



Facebook Insights can be accessed at the top of your Facebook company page under "Insights". Once there, you go to "Posts" and then to "When Your Fans are Online". Once you check out the best times, use the other tabs, "Overview", "Page" and "People" to find out the best types of content to post and the demographics of who you are reaching.

Great, now how do you USE this information? Here are five ideas, feel free to build on them and add to them:

1. Use “When Your Fans are Online” insights to decide the best time to post and alternative times as well. There is a best time outlined in this tab, but you can also discover secondary best times, which can help you when you cannot post at your usual best time. Find out your best time to post and then identify 2-3 other peak times that your audience is on Facebook.
2. Under “Posts” you will find information on which posts performed the best, but you should also pay attention to how users are digesting your content. Are they more prone to like, comment or share your content? Which types of posts dominate each engagement type, do posts with a photo get the most likes while posts with a video get the most shares? Identify these associations for each of your posts.
3. Once you identify the engagement associations for each of your posts, decide what type of posts to write for the type of interaction you want to generate more of. If you want more likes, share more content similar to what got the most likes. If you want more click-throughs, generate the type of content that made people want to click your links.
4. Check out the “Page” tab for Facebook’s take on which actions you should take to increase engagement on your page and which actions to avoid. You get a breakdown for what you posted when people liked your page and what you did to lose followers. Now that’s cool!
5. See the “People” tab to see basic demographics of who likes your page. You can find gender, age group and location here, use these to build out personas for the types of people that enjoy your content. Figure out which topics they are most interested in reading about.

Use Facebook Insights often because it changes over time, but if you stay updated you can stay on top of those changes. This will allow you to speak the loudest to your audience on Facebook and push your content past the clutter!

Also, check out [more advice](#) on how to use Facebook Insights to improve the visibility of your business online.



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