

17 Post Ideas to Spark Engagement on Facebook

- Ask for feedback, insight and advice.
- Upload an image for a “Caption This!” post.
- Upload an image with a great quote and add “Click Like If You Agree!”
- Upload a snapshot of a portion of an infographic and link to the entire infographic using a call-to-action in your post.
- Add to status update: “If you like this, click LIKE!”
- Add to status update: “Know someone who will like this? Please SHARE it!”
- Add to status update: “Leave a comment and let us know what you think.”
- Post Starter: “On a scale of 1-10, . . . “
- Post Starter: “What’s ONE WORD that best describes . . . “
- Post Starter: “Yes or No? . . .”
- Post Starter: “Love it or Hate it? . . . “
- Post Starter: “Do or Don’t? . . . “
- Ask a “where” or “when” or “would” question. Add it to the the end of the post to see up to 15% more engagement!
- Breaking News: Be one of the first to share relevant breaking news. Add some humor using www.someecards.com.
- Post in a way that could sound like it was coming from others, so your fans can share it without having to change the text. (AKA: A little less first-person.)
- Pay to boost your post to ensure more fans and friends of fans see you in the news feed. (Do this with a post that has a strong call-to-action and a great image!)