

A man with dark hair and blue eyes is shown in profile on the left side of the image, resting his chin on his hand and looking upwards. A large white thought bubble with a black outline is positioned above him, containing the main text. Two smaller white circles with black outlines are connected to the main bubble by thin lines, suggesting a thought process.

19 WAYS

TO GET MORE COMMENTS
AND LIKES **ON YOUR**
FACEBOOK PAGE

What's inside?

- How to use this ebook to get results
- Survey results on how non-profits are using Facebook
- Understanding the laws of Facebooking
- How to get more likes and comments
- About John Haydon

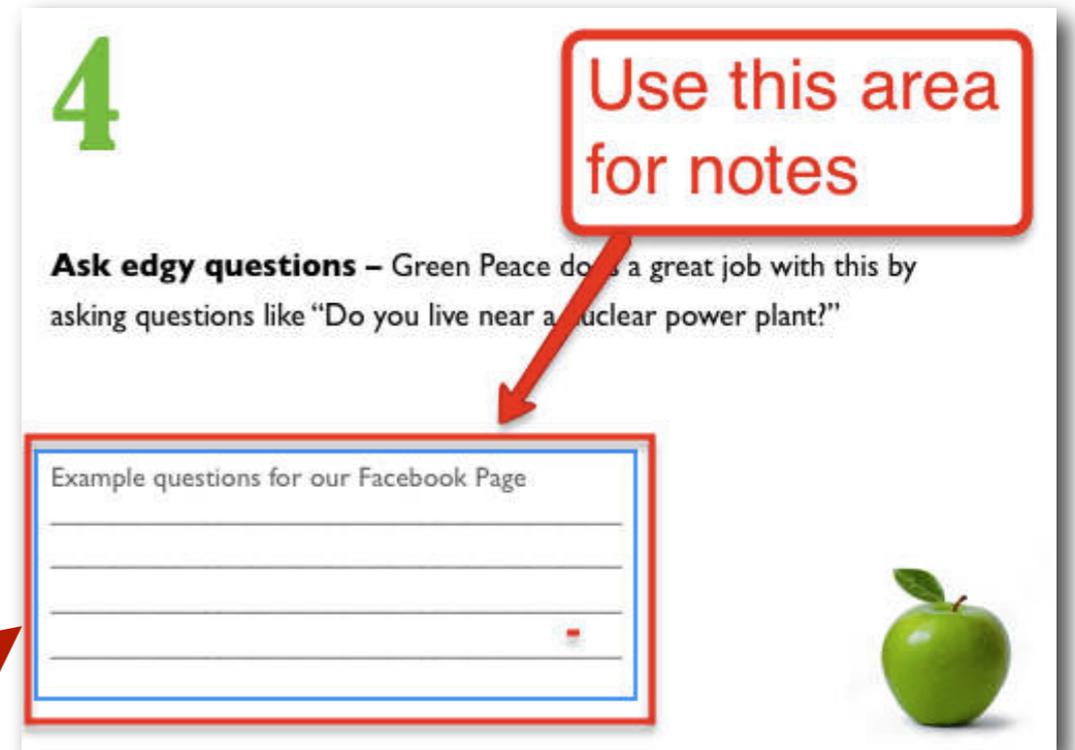


HOW TO USE THIS EBOOK

You learn best by doing, and you learn best from direct experiences. Because this is true for most of us, we've designed this book so that you can use it as a tool to see how each of the strategies contained inside can be used specifically for your organization.

For each tip there is a notes area, or an area where you can write example status updates.

I encourage you to use these note boxes in a way that best suits your situation. Feel free to print out copies so you can jot down notes!



SURVEY RESULTS ON HOW NON-PROFITS ARE USING FACEBOOK

In February 2011, Idealware surveyed 505 nonprofit staff members already using Facebook at their organizations to find out how long they'd been using the site, how much time they spent updating their pages, and what they have achieved.

Here are a few encouraging findings related to the ROI of engaging fans:

- ➔ About 200 of the 505 organizations surveyed reported success converting Facebook fans into donors or volunteers.
- ➔ More than 70 percent of respondents saw a significant increase in traffic to their websites because of their Facebook presence.
- ➔ About 66 percent of respondents from advocacy organizations saw an increase in people taking some noticeable form of action, like signing a petition.
- ➔ 80% of the respondents felt that Facebook helped them enhance their relationship with existing constituents.

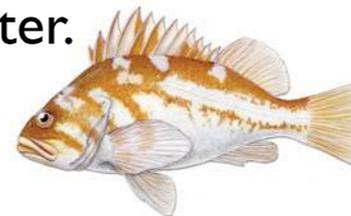
DOWNLOAD THE ENTIRE [IDEALWARE SURVEY HERE](#)



UNDERSTANDING THE LAWS OF FACEBOOKING

Whether you're aware of it or not, there are several laws at work on Facebook. Laws that function in the same way that gravity or karma function. Here are a few:

- **The Law Of Influence:** You learn about interesting Facebook Pages when your friends interactions with that Page show up in your **News Feed**. And because you *trust* your friends, and share similar interests, you “like” the Page.
- **The Law Of The Native Language:** The native language of Facebook is “*human*”. It’s not “Jargon”, “Acronym”, or “Brochure-speak”. It’s simply the way friends speak among each other. The more you can speak to your fans in a human way, the more likely they’ll engage with you.
- **The Law Of The Blessing:** Your fans might not trust what your organization says, but they *will* trust what your fans say about you.
- **The Law Of The Stage:** There's a reason why you will post a photo of your new iPad 2, and not one from a shameful night of drinking. On Facebook, you're on stage. In the same way, the more you can make your fans look like rock stars (instead of rockfish), the better.



UNDERSTANDING THE LAWS OF FACEBOOKING (CONTINUED)

- **The Law Of The Flock:** Birds of a feather are friends on Facebook, and the average flock is 130 users. So when you're complaining that you only have 500 Facebook fans, remember that with the right bird seed, your potential could be 65,000. In other words, when a fan interacts with your Page, over time their friends will likely to do the same -- simply because they share the same interests.
- **The Law Of Reason:** Expecting potential fans to like your Page just because you asked will get disappointing results. Facebook users (you and me) like Pages that give them reasonable value in exchange for their time.

When you develop an engagement strategy around these laws, you will increase the amount of likes and comments. And when you increase likes and comments, you increase your Facebook Page fan numbers. Again - it's a law, not just a nice idea.



HOW TO GET MORE COMMENTS

FOLLOWING ARE 14 TIPS TO GET MORE
COMMENTS ON YOUR FACEBOOK PAGE



1

Keep it short – Several studies have indicated that shorter updates (less than 100 characters) get more comments and likes than longer updates.

My big ideas:



2

Post during mornings and evenings – Several studies conclude that posting during the times people are viewing their news feed creates more engagement. Facebook is the new morning coffee routine. Are you part of that routine?

My big ideas:



3

Keep it relevant – Facebook users have liked your Page for a reason. They like what you stand for - even at first glance. Make sure that most of your updates stay relevant.

My big ideas:



4

Ask yes or no questions – Yes or no: Are you more likely to answer “*yes or no*” questions, or open-ended ones that require time and attention?

Example questions for our Facebook Page



5

Ask true or false questions – This is another type of question that’s very easy for fans to answer. Always begin these questions with “*True or False*” so that fans can quickly understand that one word is all that’s required to answer.

Example questions for our Facebook Page



6

Ask fill in the blank questions – Another way to make it easier for fans to comment on your posts is to use “fill in the blank” questions. When you ask these, always begin with “*Fill in the blank:*”. Your fans will be more likely to answer a question if they know what’s expected. And everybody knows how to answer “*fill in the blank*” questions.

Example questions for our Facebook Page



7

Ask timely questions - Questions that relate to a holiday or popular event are easy to answer because they are already on the minds of your fans. For example: *“Will you be watching the political debate tonight?”*

Example questions for our Facebook Page



8

Ask edgy questions – Green Peace does a great job with this by asking questions like *“Do you live near a nuclear power plant?”*

Example questions for our Facebook Page



9

Ask questions about a photo – Share a photo and ask your fans to comment. For example, an animal rights org could post a photo and ask *“What’s wrong with this picture?”*

Example questions for our Facebook Page



10

Ask preference questions – When you were in college, did you prefer essay questions or multiple choice questions?

Example questions for our Facebook Page



11

Ask who's attending an event – You can target this question on your Facebook Page wall so that it's visible only to fans located near that event. Bonus points if you share a link to your Facebook Event.

Example questions for our Facebook Page



12

Ask for tips – Facebook users, like anyone, love to share their personal experiences and insights. For example, an organization that works with families can ask for tips on how to get kids out of bed earlier. This will leverage shared experiences and nurture community among your Facebook fans.

Example questions for our Facebook Page



13

Ask humanistic questions – This approach is intended to tap into the shared humanity of your fans. For example, The Brain Aneurysm Foundation got great results simply by asking: *“When you were first recovering from a brain aneurysm, what gave you the most hope?”*

Example questions for our Facebook Page



14

Reply and pay attention – People skills 101 talks about acknowledging someone when they answer a question. When your fans answer questions, comment back and deepen the conversation.

Example questions for our Facebook Page



HOW TO GET MORE LIKES

FOLLOWING ARE 5 TIPS TO GET MORE
LIKES ON YOUR NONPROFITS
FACEBOOK PAGE



15

Simply ask – Asking for people to “like” a specific update is often overlooked. “Click ‘like’ if you...” is an obvious way to boost this number.

Notes



16

Post photos – Out of the more than 30 billion pieces of content shared on Facebook each month, photos consistently receive the most “likes”. Posting photos in addition to status updates, links, and videos will also engage more fans who all have various different preferences for content.

Notes



17

Post videos – Videos (whether uploaded to Facebook or shared as a link), allow fans to comment, like and share the video with their friends. Again, ask fans to like or comment on the video.

Notes



18

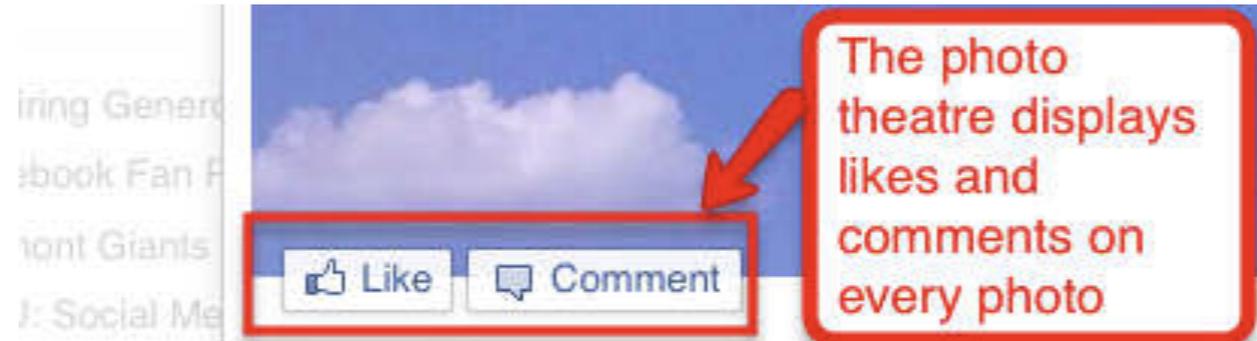


Photo theatre – The photo theatre (a lightbox that opens whenever a user clicks on a Facebook photo) also allow users to comment or like. Engage fans with a photo contest by asking fans to like the best photo within an album.

Notes



19



Inbound Zombie - Social web strategies for non-profits and small businesses Writing a post on Sponsored Story ads and Page Post Story ads. What are your questions?

  · [Share](#)

Page Post Story Ads – Some of your fans may have opted out of receiving your Page’s posts from their news feed, even though they’re still a fan. Page Post Story Ads are a way to display the latest update from your Page in every fan’s sidebar. Fans can then comment or like the story directly in the ad.

Notes



ABOUT JOHN



Want more? Then become a fan of the Nonprofit Facebook Guy (fans get free video tutorials on using Facebook)
fb.com/NPOFBG

Founder of Inbound Zombie - a non-profit social media consultancy in Cambridge, MA

Co-Founder of SocialBrite and 501 Mission Place

Speaker: Nonprofit Technology Conference, BlogWorld, TechSoup, NetworkForGood and more...

Author: Facebook Marketing for Dummies (3rd edition)

Blogger: A regular at The Huffington Post, JohnHaydon.com and The Nonprofit Facebook Guy

Clients include: Oceana, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Opportunity Works, Community TechKnowledge, HopeLab, Healthy Babies Project, Scholastic, TechSoup, MarketingProfs, WaterAid America, University of Massachusetts

