Why Facebook is Important

• There are 2.271 billion Facebook users, 1.495 billion use it daily.
  • 50% of all US adults over the age of 50 use Facebook
  • 80% of all US adults ages 25-49 use Facebook
  • 65% of US teenagers ages 14-17 use Facebook
• Advertising, event creation, and page maintenance are accessible from an organizations’ page.
• Data analytics are available for you to view how people engage with your page.
• There are many “How-To’s” for utilizing your page to its fullest potential.
Why Facebook is Important

What Users Do (and Want to Do) on the Social Network.

- The primary reasons why people use the social network, at least according to this research by Ashwini Nadkarni and Stefan G. Hofmann from the Boston University, include:
  - The need to belong,
  - The need for self-presentation.

According to Statista, most people log in to the social network to:

- Like content,
- Message with others,
- Consume content,
- Comment on photo or post, and
- Check for any new updates from friends.
Facebook

**BEST DAYS**

<table>
<thead>
<tr>
<th>S</th>
<th>M</th>
<th>T</th>
<th>W</th>
<th>T</th>
<th>F</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>32% HIGHER ENGAGEMENT</td>
<td>18% HIGHER ENGAGEMENT</td>
<td>18% HIGHER ENGAGEMENT</td>
<td>32% HIGHER ENGAGEMENT</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**BEST TIMES**

<table>
<thead>
<tr>
<th>9AM</th>
<th>10AM</th>
<th>11AM</th>
<th>12PM</th>
<th>1PM</th>
<th>2PM</th>
<th>3PM</th>
</tr>
</thead>
</table>

**FRIDAY**

And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that “happiness index.”

**Quick Tip:**

Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.

Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

CoSchedule
Using Facebook to Your Advantage

• How to Advertise on Facebook: https://blog.hootsuite.com/how-to-advertise-on-facebook/

• How to Create an Event on Facebook: https://www.facebook.com/help/131325477007622/

• 26 Facebook Fan Engagement tips (focused toward businesses, but relevant to NC’s too!): https://www.socialmediaexaminer.com/26-facebook-fan-engagement-tips/

• 6 Engaging Content Types on Facebook: https://adespresso.com/blog/6-content-types-to-engage-facebook-users/

• 9 Powerful Ways to Engage Facebook Users: https://blog.thesocialms.com/engage-facebook-interaction-brand/