

How to Increase Facebook Engagement (Free Calculator)

Performance-based marketers typically focus on high-intent interactions coming from Facebook content like clicks and purchases off-platform. It's a mistake, however, to ignore standard Facebook engagement such as likes, comments, and shares.



Traditional Facebook engagement may not be quite as high intent as other actions, but it's still inherently valuable. When you increase engagement, several things happen:

- - **You gain the power of social proof.** All those likes, comments, and shares are visible to everyone else seeing the post or ad, and something like a great deal of Facebook engagement has higher social proof. People instinctively take note of this content. It's trust-building and attention-grabbing.

- **Facebook's algorithm pays attention.**
- Facebook's algorithm factors engagement performance into what content the algorithm prioritizes. People who engage with your content regularly will see it more often, and it can also help others see more of your content in their feed, too.
- **It allows you to gauge how users respond to your messaging.** Are you getting love, laugh, or angry reactions? What are the sentiments of the comments? Are people asking questions, or proactively engaging? You can learn a lot from how users are engaging with your content and messaging, and even treat it as a free split testing opportunity.
- **Engagement opens the door for relationship nurturing.** When people comment on your posts in particular, there's a chance to start a conversation that can lead to more long-term relationship building and increased brand loyalty.
- **It can expand your reach.** People can share your content, ensuring a decent share of their own friends or followers see it. And sometimes, even having someone comment on a post is enough to help, as some of their friends and followers can see that in their feeds, too.

These are a lot of good reasons why strong, engaged communities on Facebook are beneficial to brands on the platform whether you're focusing your efforts on organic Page posts, group posts, Facebook Ads, or a mixture of the three.

Let's take a look at what exactly counts as Facebook engagement and steps you can take to increase engagement on all types of Facebook content.

What does engagement mean on Facebook?

Facebook engagement is often defined as **any interaction that users are making on your posts, which can include post clicks, mentions, and private mentions.**

When talking about Facebook engagement as a metric, many are specifically talking about the public-facing actions that can act as social proof, such as **likes, comments, and shares**.

It depends on what you want to measure. Are you factoring social proof into consideration, or any actions that users have taken on your content to try to assess its relevance?

Both the post owner and post viewers can see public-facing engagement readily. They can see the number of likes, shares, and comments, even if some comments are hidden or the exact shares are private and won't be displayed when people click to look further. This is where that social proof comes into play, which is applicable for both Facebook Ads and organic Page and group posts.

While all engagement is sometimes regarded as automatically good, keep in mind that that's not necessarily true. If all the engagement you're getting is overwhelmingly negative (with angry or laugh emojis, and negative comments), then social proof backfires.

Facebook may also factor negative sentiments into consideration. So while controversial posts *can* get a bunch of engagement, for example, you'll want to make sure you're doing what you can to maximize positive exchanges.

Facebook Reach vs Facebook Engagement

Facebook reach and engagement can be intertwined, but they're two entirely separate metrics.

Engagement is actions taken on your post or ad. Reach is the number of unique users who see the post or ad (*note that this is different from impressions, which is the number of times a single post or ad is seen in total*).

Reach can be directly impacted by engagement, as we've discussed above. As more users engage with a post, more people see it thanks to a combination of Facebook's algorithm and increased reach from friends seeing comments and shares in their own newsfeed.



Hero Wars Promo

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...

It's NOT easy to be a Hero 🦸 You're up!



FACEBOOK.COM

Hero Wars: Tap to Play! ✂

Play Game

Many failed before. Will YOU complete the trial? 🦸

👍 🤔 😬 96

22 Comment

👍 Like

💬 Comment

➦ Share



Most Relevant ▾



Write a comment...



Elisha G. Rose

You know, this would be a great game for preschoolers. Too bad it doesn't exist.

Like · Reply · 1d

👍 🤔 😬 10



Spencer Young

you know if your game was actually as fun as these ads and included the content you advertised y'all would make a ton more money

Like · Reply · 2h

👍 1

How to calculate your Facebook engagement rate

Calculating your engagement rate is simple once you determine exactly what it is that you want to measure.

Here are some of the options:

- **Engagement rate by reach**, which tells you how much engagement you received per number of unique users who saw the post
- **Engagement rate by impressions**, which details the engagement rate per number of times your content was seen
- **Engagement rate by post number**, which details how much engagement each post received, on average
- **Daily engagement rate**, which details the number of engagements you're receiving per day
- **Engagement rate by views**, which is useful for video analysis in particular

You can learn more about how to calculate each type of engagement rate [here](#), and you can also use Hootsuite's engagement rate calculator to get all this information in more with just a few clicks.

	Inputs	Values
Profile Stats	Followers	234
Engagement	No. of Posts	13
Modifiers	No. of Days	40
Engagements	Comments	231
	Shares	45
	Likes	321
	Saves	2
	Mentions	1
	Click-throughs	5
	DMs	3
Reach	Views	2,000
	Reach	1,540
	Impressions	1,800

Input your data
here



How to Increase Facebook Engagement

Ready to boost engagement on your Facebook posts so you can collect all those amazing benefits? Here are eight foolproof tips that will help right away.

1. Create Content With Your Audience In Mind

Your audience should always be at the center of what you do on social media.

Ask yourself the following questions:

- What will my audience find valuable?
- What resources does my audience look or ask for?
- What will my audience enjoy?

If I'm running a social media page for an eco-friendly, sustainable food company, for example, I know that my audience is probably interested in content about my brand, but also about the following:

- Shoutouts to other eco-friendly, no-plastic organic products and brands
 - Recipes for healthy cooking
 - Tips on living a more eco-friendly life in general
 - Funny content about the struggle to eliminate single-use plastic
 - Shoutouts to timely events like Earth Day
- Starting there and branching out is a good way to go.

• 2. Ask For Users' Opinions & Thoughts

- Users absolutely love sharing their thoughts and opinions, both on and off Facebook. A direct prompt for users to share their thoughts, their stories, their questions, and their opinions is a great way to boost engagement extremely quickly.
- There are several ways to go about this.
- First, you can ask straightforward questions about customer opinions on your products. *Which is your favorite? What will you purchase next? What are you most excited for?* You can see that here:
- You can also ask users to share their stories with you.
- Purple recently held a "heroes" contest where users could comment, share the hero in their life, and get a chance for that hero to win a product. People were thrilled to brag about beloved friends and family who are doing great things for the world, and this is such a positive way to build engagement and establish positive associations with a brand.



Purple

20h · 🌐



Welcome to [#HeroWeek](#)! We're excited to share heartfelt stories of the heroes that keep our communities safe, healthy, informed, and running.

Have a hero you want to give comfort to? Tag them below for a chance to gift them Purple product throughout the week! 💜



20

21 Comments

👍 Like

💬 Comment

➦ Share

Most Relevant ▼



Write a comment...



Alicia Joy Kessener

Nick Kessener amazing internal medicine and pediatric doc caring faithfully for patients in the hospital while still being an amazing husband and father at home! . ❤️



























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3. Look At High-Performing Trends

Want to start increasing engagement fast with the audience that you already have?

Dive into your Insights on Facebook to look at what content is already crushing it.

You can see which posts are getting the most engagement, and look for trends that may link the highest-performing content.

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares ⓘ									
Published	Post	Type	Targeting	Reach		Engagement		Promote	
08/24/2020 7:34 PM	 Ana Gotter, Writer added a button to help you learn more about			91		2 2		Boost Post	
05/21/2020 8:01 PM	 Hey everybody! Long time no posting. (In case anyone was			114		7 8		Boost Post	
11/29/2018 2:30 PM	The holidays are here... are you ready?			23		1 0		Boost Post	
11/27/2018 10:30 AM	 LinkedIn dynamic ads are nothing like Facebook's! See how to use			20		0 5		Boost Post	
11/14/2018 10:05 AM	 Interested in finding the very best freelance writers in the business?			17		0 3		Boost Post	
See All Posts									

Your top content, for example, might or might not:

- Always include images or videos
- Not include off-platform links
- Be around a certain length
- Start with strong call to actions
- Use emojis
- Discuss certain topics
- Include user-generated content
- Be posted at certain periods of the day



Misfits Market

April 22 at 5:41 PM · 🌐



We consider every day [#EarthDay](#) at Misfits Market—when the root of your business is rescuing food that might otherwise go to waste, it's hard not to. But today's an extra special time to reflect on everything we've ALL done together to be more eco-friendly. You should feel pretty proud that just by shopping with Misfits Market, you're fighting food waste, supporting organic farms and sustainable food producers, and contributing to a healthier planet.

If you're looking for ev... [See More](#)



89

107 Comments 7 Shares

