

# 13 Secrets That'll Boost Your Facebook Organic Reach

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## 1. Publish evergreen content

- Collect evergreen content in your niche that provide sustainable value to your audience. You can copy it in an excel sheet.
- Then give the content pieces a new spin and schedule them multiple times.
- You can use a social media scheduling tool like [Edgar](#)

## 2. Create an invite-only group of your most engaged audience

Here are the steps to get started with building your group:

**Step 1.** Lay down clear rules for posting in the group. And write down your value proposition in your group description.

**Step 2.** Setup your group's privacy settings properly. And invite your most engaged audience to join the group.

**Step 3.** Ignite conversations relevant to your industry. Don't solely promote/sell your content and products.

**Step 4.** Moderate all the posts in the group and weed out all the spammers.

Remember, Groups require time commitment. You've to show up to welcome new members and encourage discussions.

## 3. Use organic post targeting

Here are the steps to get started with targeting:

**Step 1.** Enable targeting from your page settings.

**Step 2** – Choose one or more categories for targeting your post. You can dig into your Facebook insights for data about your audience.

**Step 3** – Run 2-3 targeted posts using different parameters.

**Step 4** – Hop on Facebook Insights and check your results. Compare your results with the average weekly engagement rate. Also find out the targeting parameter performing better.

## 4. Post when your competitors are asleep

Dig into your [Facebook Insights](#). And find out when your fans are online. Then test posting in the off-peak hours (6 PM – 8 AM) with maximum possible fans online.

The reasons why this strategy is effective (besides lesser competition) are:

- If you've an international audience, you'll reach out to fans in a different time zone.
- As your post receives higher engagement, Facebook will distribute the post to more of your fans.

## 5. Post more links or don't. Just respect your audience's choice

- Post all kinds of updates that add value to your fans. Be it links, images, status updates or videos.
- Don't force one content form into another – Just because a certain type of post is currently performing better on Facebook.

## 6. Publish videos natively on Facebook

- Keep it short. Two minutes or shorter is best.
- Make it look professional. Use tight editing and good lighting.
- Have movement in the 1st two or three seconds. This will attract the attention of people who have autoplay.
- Edit your video, so you have a good thumbnail.

Further to engage the video viewers, you can add a call-to-action (CTA) to visit your website or a destination of your choice.

If you want, you can pin a video to the top of your videos tab on the Facebook page.

## 7. Test your posting frequency

- Avoid posting more than 2-3 times/day. It can overwhelm your audience.
- But you can post more often at widely different times if you've an international audience. This'll help you reach out to different segments of your audience (who live in a different time zone or log on to Facebook occasionally).
- Always post **high-quality content**. And engage your audience with **humor**, inspiration and **educational content**.
- You can get past even with a higher posting frequency by providing variety. Just mix your posting schedule and post types.
- Test your page frequency. Only your data can reveal your audience's exact response.

## 8. Partner with other Facebook pages in your niche

You'll need to strike deals with pages having least tens of thousands of likes.

So you need to have least ten thousand fans on your own page.

Check out how I used [Instagram to earn \\$332,640 in 3 months](#).

## 9. Let your email list do the tango

Start with including Facebook share buttons inside your email newsletters. You will need to create an HTML version of your email and create custom code for share buttons.

To automate emails from your gmail, you can use [Send Bloom](#). It even takes care of following up on the emails you sent to your prospects.

## 10. Share posts from your Facebook Page on your Facebook Profile

The strategy is simple.

You first share a post on your Facebook page. Then you share it from the page on your personal Facebook profile.

**Pro Tip:** If you just started your Facebook page, you can quickly build your first 100 fans and get social proof. Just use the "[Invite Friends](#)" feature.

## 11. Request your engaged audience to turn on notification for your new posts

- Just request your fans to go to your Facebook page and click on "Get [Notifications](#)." This'll make sure that the fan gets notified of your every Facebook update.
- This strategy is more likely to work if you've a good relationship with your fans and you post moderately.

## 12. Use less than 2 hashtags

Experiment with relevant hashtags. Track your results to find out if they work in your industry and for your audience.

## 13. Focus on providing value and don't worry about your reach

Don't go around chasing Facebook's organic reach.

### **Rather:**

Share every post with an objective.

- With links, you want to get clicks and drive traffic to your website.
- Status updates should be focused on engaging with your audience and getting comments.
- Share graphics to inspire your audience and get engagement.
- Share videos to primarily get video views. The CTA can be used to drive traffic to your website.