



FACEBOOK: WHY AND HOW?

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NICE TO MEET YOU!



JAN
2021

DAILY TIME SPENT WITH MEDIA

THE AVERAGE AMOUNT OF TIME* EACH DAY THAT INTERNET USERS AGED 16 TO 64 SPEND WITH DIFFERENT KINDS OF MEDIA AND DEVICES

TIME SPENT USING THE
INTERNET (ALL DEVICES)



6H 54M



TIME SPENT WATCHING TELEVISION
(BROADCAST AND STREAMING)



3H 24M



TIME SPENT USING
SOCIAL MEDIA



2H 25M



TIME SPENT READING PRESS MEDIA
(ONLINE AND PHYSICAL PRINT)



2H 02M

TIME SPENT LISTENING TO
MUSIC STREAMING SERVICES



1H 31M



TIME SPENT LISTENING
TO BROADCAST RADIO



1H 00M



TIME SPENT LISTENING
TO PODCASTS



0H 54M



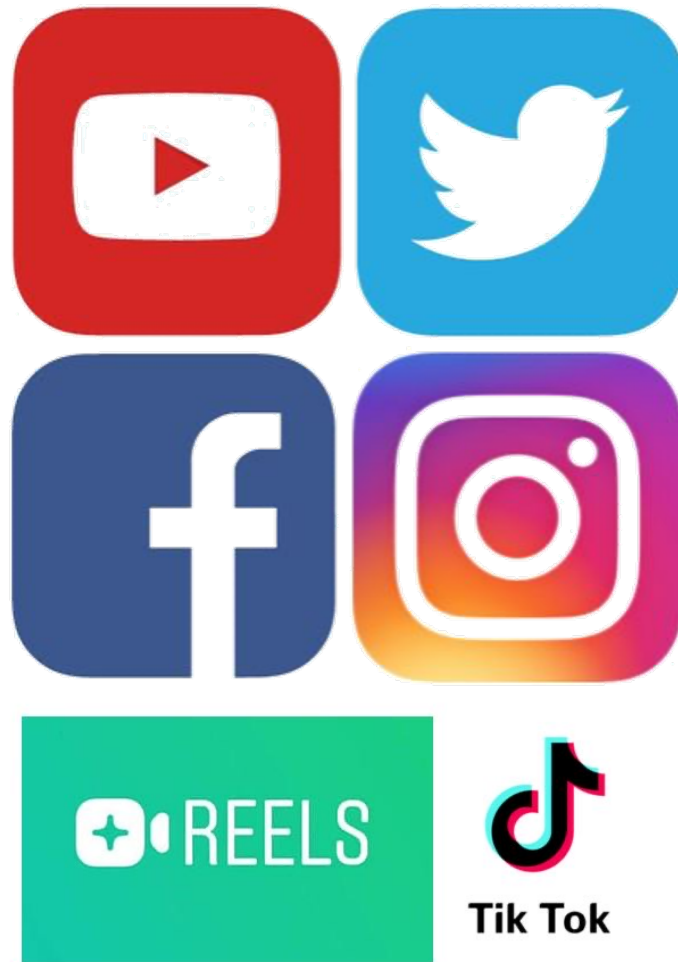
TIME SPENT PLAYING VIDEO
GAMES ON A GAMES CONSOLE



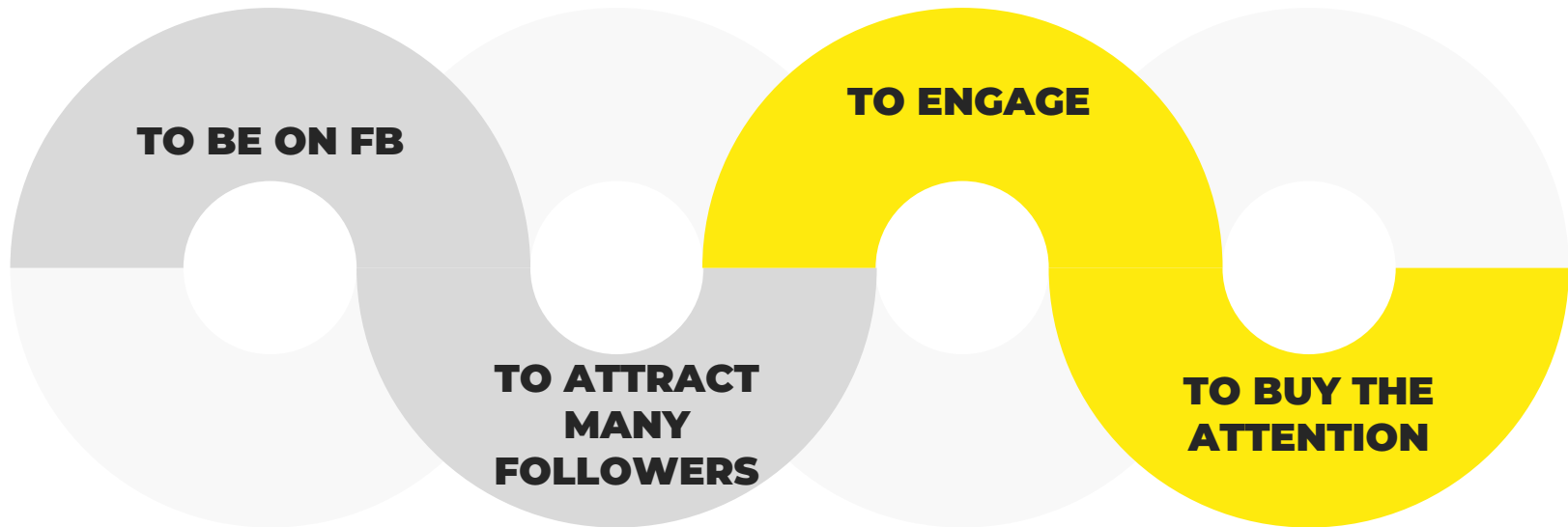
1H 12M

SOCIAL MEDIA AS INFO SOURCE

75% of Latvians use social media as source
of information /March 2021, National
Electronic Media Council/



FACEBOOK STRATEGY EVOLUTION



JAN
2021

FACEBOOK POST ENGAGEMENT RATE BY PAGE SIZE

COMPARING THE AVERAGE FACEBOOK PAGE POST ENGAGEMENT RATE ACROSS PAGES WITH DIFFERENT NUMBERS OF FANS

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH FEWER THAN 10,000 FANS



0.45%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH 10,000 – 100,000 FANS



0.25%

AVERAGE FACEBOOK PAGE POST
ENGAGEMENT RATE*: PAGES
WITH MORE THAN 100,000 FANS



0.08%

JAN
2021

FACEBOOK POST ENGAGEMENT BENCHMARKS

THE NUMBER OF FACEBOOK PAGE POST ENGAGEMENTS (REACTIONS, COMMENTS, AND SHARES) COMPARED TO THE TOTAL NUMBER OF PAGE FANS

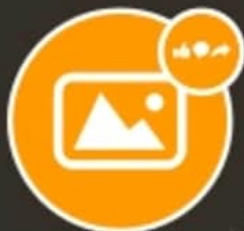
⚠ DUE TO CHANGES IN FACEBOOK'S POLICIES, THE DATA ON THIS CHART USE A DIFFERENT METHODOLOGY AND DIFFERENT SOURCE DATA COMPARED TO OUR PREVIOUS REPORTS

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: ALL POST TYPES



0.11%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: PHOTO POSTS



0.18%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: VIDEO POSTS



0.13%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: LINK POSTS



0.05%

AVERAGE TOTAL POST
ENGAGEMENTS* vs. PAGE
FANS: STATUS POSTS



0.19%



2021: STORY, NOT A SCOPE OF MESSAGES

Authentic, showing people behind the organisation, daily routine – your 'series'

Gamification and interaction elements are requested



CONTENT GET MORE SHARES

- 
- 
1. GIVES: bonuses, discounts
 2. RECOMMENDS: tips, that can be valuable for many people
 3. WARNS: frauds/tips actual for many
 4. MAKES FUN: funny pictures, quotes
 5. INSPIRES: wisdoms, case studies
 6. SURPRISES: non-trivial facts or pictures
 7. UNITES: content, that emphasize connection with a particular group

KEEP IT SHORT

Several studies: Facebook statuses of **40-80 characters** perform best.



A.W.Olsen & Partners

Published by Mara Zepa [?] · 26 May · 🌐



Congratulations to our client [Kaspersky](#) on starting cooperation with the talented Latvian racing driver [Reinis Nitišs](#). Reinis has become a Kaspersky's ambassador in the Baltic States 2020!

Sveicam mūsu klientu Kaspersky ar sadarbības uzsākšanu ar talantīgo latviešu autosportistu Reini Nitišu. Reinis kļuvis par Kaspersky vēstnesi Baltijas valstīs 2020!... [See more](#)



419

People reached

40

Engagements

[Boost post](#)

<https://business.facebook.com/>

The screenshot displays the Facebook Business Settings interface. At the top, a dark header bar contains the 'FB' logo, a hamburger menu icon, the text 'Business Settings', a search bar labeled 'Search Business', and a user profile icon for 'Olga Kazaka'. On the left side, a vertical sidebar lists various settings categories: Shortcuts, Manage business, and a list of specific settings including Registrations, Integrations, Payments, Security Centre, Requests, Notifications, and Business info. A modal window is open over the 'Shortcuts' section, showing icons and labels for 'Business settings' (highlighted), 'Ads Manager', 'Ad account settings', 'Commerce Manager', 'Events Manager', and 'Catalogue Manager'. The main content area on the right is titled 'Olga Kazaka Admin access' and features an 'Add Assets' button. Below this, the 'Assigned assets' section includes a descriptive text, a search bar, and two expandable lists: 'Pages' (containing 'Olga Kazaka') and 'Ad accounts' (containing 'Olga Kazaka').

FB Business Settings

Search Business

Olga Kazaka

Shortcuts

- Business settings
- Ads Manager
- Ad account settings
- Commerce Manager
- Events Manager
- Catalogue Manager

Manage business

- Account Quality
- Billing
- Brand safety
- Business settings
- Events Manager

Registrations

Integrations

Payments

Security Centre

Requests

Notifications

Business info

Olga Kazaka Admin access

Add Assets

Assigned assets

Add Assets

Here are the assets that Olga Kazaka can access. View and manage their permissions. Add or remove assets.

Search by ID or name

Pages

- Olga Kazaka

Ad accounts

- Olga Kazaka



All accounts ▼

Content Library > Posts

All Content

Video

Photo

Carousel



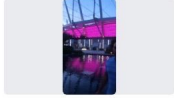
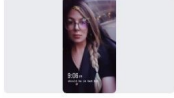

Stories

IGTV

Post Status: All ▼

All time ▼

Search

	Post	Post Status	Date ↓	Likes	Comments
<input type="checkbox"/> ⌚	 <p>also not sharing this to be braggy, j...</p> <p>taylor loren ✨</p>	● Published	Today 1:55 AM	--	--
<input type="checkbox"/> ⌚	 <p>the countdown to swipe ups is ON I...</p> <p>taylor loren ✨</p>	● Published	Today 1:53 AM	--	--
<input type="checkbox"/> ⌚	 <p>--</p> <p>taylor loren ✨</p>	● Published	Today 12:25 AM	--	--
<input type="checkbox"/> ⌚	 <p>should be in bed but</p> <p>taylor loren ✨</p>	● Published	Today 12:10 AM	--	--
<input type="checkbox"/> ⌚	 <p>😂😂😂 @kristiedash</p>	● Published	Yesterday 10:59 PM	--	--



Instagram

Instagram

Jobs

Events

Promote

Visit Ad Centre

Create

Live

Event

Offer

Job

Create post



Write a post...

Write post in another language [?]



COVID-19 update

Photo/video



Get messages



Feeling/Activity



Check In



Watch Party

Post scheduling and additional options are available in **Publishing tools**.

Boost post

Post

0 videos added this week that you can crosspost
1 video available to crosspost. [See video](#).

Bizness | Motivācija | Izaugsme

5.2K members • 5 posts a week

Join



Foreigners Learning Latvian

1K members • 3 posts a day

Join



Riga TechGirls Community

1.6K members • 9 posts a week

Join



Dzīvokļu īre Rīgā

4.7K members • 10 posts a day

Join



#teirdarbs sludinājumi/Job/...

2.1K members • 6 posts a day

Join

5.0

5 out of 5 • Based on the opinion of 5 people



Published posts

Search

Create Post

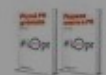
Posts



Man arvien biežāk s



Cik patīkami redzēt,



Neaizmēdzami, bet efektīvi. Par to, kādi komu...

Create post



Offer



Job



Write a post...



COVID-19 ...



Photo/Video



Get messa...



News Feed



Posts are public and appear on your Page and in search results.



Share Now ▾

Public ▾



Boost post



Instagram

To share this post, lo

People tend to engage n
about what you are post

Preview

Who should see this?



Public

Anyone on or off Facebook



Restricted audience

Only certain people on Facebook



News Feed targeting

People in News Feed with specific interests and their friends

Date

23 July 2020 at 11:53

14:21

2020 at 16:09

FB 20% TEXT RULE

> 20% Text



≠

< 20% Text



Jon Loomer
For Advanced Facebook Marketers

NOT TEXT

Infographics
Book/Album covers
Full Product images
Posters for movies,
festivals, sporting
events, and shows
Legal text
App screenshots
Cartoon and comic
strips
Text-based business
calligraphy

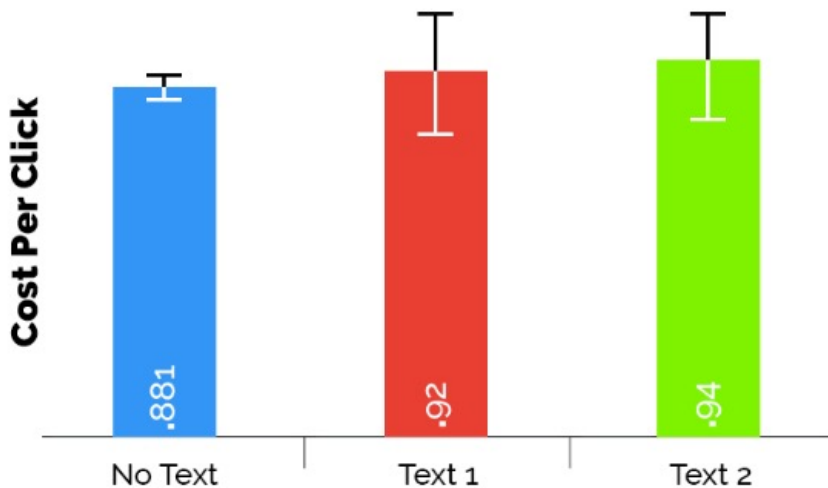
TEXT

Numbers
Text-based logos
Watermarks,
regardless of
whether or not their
usage is mandatory

FB 20% TEXT RULE

MYTH BUSTED: No text ads performed better!

The images with no text overlaid performed consistently better with a 6-7% lower CPC.





ENGAGEMENT OF THE AUDIENCE

WHY?

A large yellow circle is partially visible in the top-left corner of the slide.

FROM ORGANISATION PERSPECTIVE

- Attention
- Co-responsibility
- Relationship
- Experience effect
- Demonstration of the product/service uniqueness
- Feedback
- Testing of ideas



FROM USERS PERSPECTIVE

The greater is involvement in the process, the better we remember it

People remember

10% of what they hear

40% of what they see

90% of what they do



FROM TECHNICAL PERSPECTIVE

EdgeRank - algorithm that decides which stories appear in each user's newsfeed.

Your FB page will be more visible:

If your followers actively interact with it ('likes', comments, share, DM)

Comments are with bigger value than 'likes'

The more active reaction right after publication, the better

FB update: friends posts are more visible than organisations'

SOME FACTS

50% of 'likes' are received in first 80 minutes after publication,

80% - first 7 hours,

95% - first 22 hours.

COMMUNICATE WHEN THEY LISTEN

Post made in non working hours (early morning, right after the work, late in the night) show 20% bigger engagement

Sunday potential!

On Monday there is a lot of 'noise'



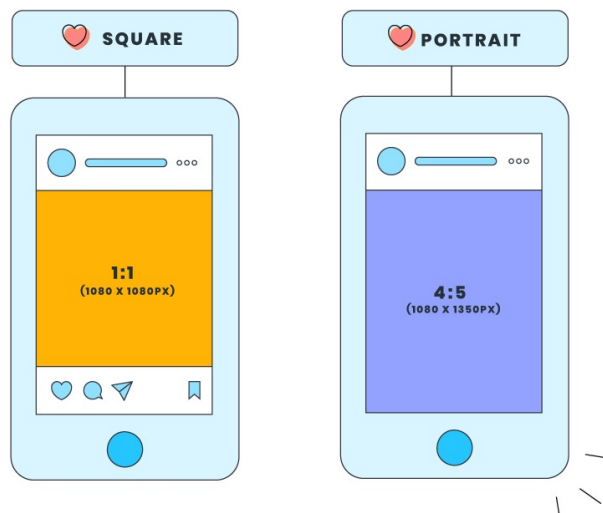
FB: HOW TO ENGAGE MORE?

Caption below video increases views by 12%

Questions increase engagement

An ad that conveys a message in the first 5 seconds will be better remembered

It is better to use visuals with a size ratio of 1:1 or 4:5 in the news feed.





QUESTION POWER

Posts ending with a question receive 15% more users' feedback.

You can get an answer more often if the question starts with "**where**" and "**when**". The worst question is "**why**".

SMITH STREET

VISIBLE POSTS FORMULAS

01
**GET WHAT YOU
WANT**

02
**HISTORY AND
FUTURE**

03
FACT, TRUE, MYTHS

04
**PROBLEMS AND
FEARS**

05
HOW TO

06
**THE BEST AND THE
WORST**

Operative Management Group suggests allowing all retail outlets to open after Easter

Criteria developed for introduction of lockdown in case of significant increase of Covid-19 infections

Another EUR 500 million to be allocated to contingency budget

5,057 persons vaccinated on Tuesday

Transport Ministry's former state secretary and former LVRTC head also charged in digital TV case

Latvia confirms 508 new Covid-19 cases, 12 more deaths

Ex-politicians Skele and Slesers charged with fraud and money-laundering in digital TV case

Vaccination of patients with chronic diseases to get under way today

Unfriendly countries use Covid-19 to study reaction of Latvian institutions in case of potential military crisis - State Security Service

HEADLINE IS THE KEY

About 60% of links are shared on social media without opening

HEADLINE FORMULA

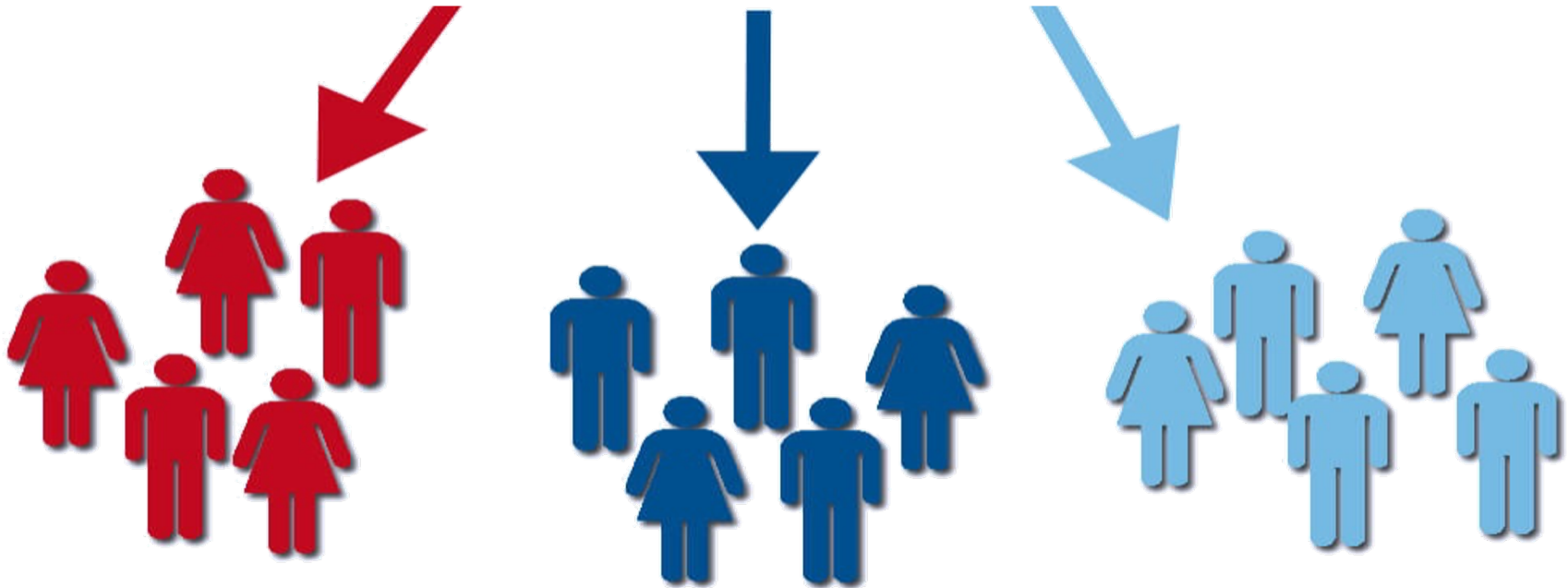
Short - no more than 5 words or 35 characters.

Reflects the content of the text.

Include keywords

Clear without context and without specific explanations.

One idea - 5 different headlines and accents
depending on the audience profile





VIDEO

Cisco Forecast: In 2022, more than 80% of consumer Internet messages will be delivered via video format.

Raw, clever, creative, snackable (vertical, with subtitles, DIY style, 30-120 sek.)

An abstract graphic on the left side of the slide. It features a large, irregular shape made of layered paper. The top and bottom layers are yellow with faint horizontal lines, resembling notebook paper. The middle layer is a solid dark green. Three small, crumpled balls of yellow paper are arranged horizontally on the green layer. To the right of this graphic, the text 'IF LONGER...' is written in a large, bold, black sans-serif font.

IF LONGER...

Live content: Interviews, discussions, daily life, behind the scenes, workshops, questions-answers

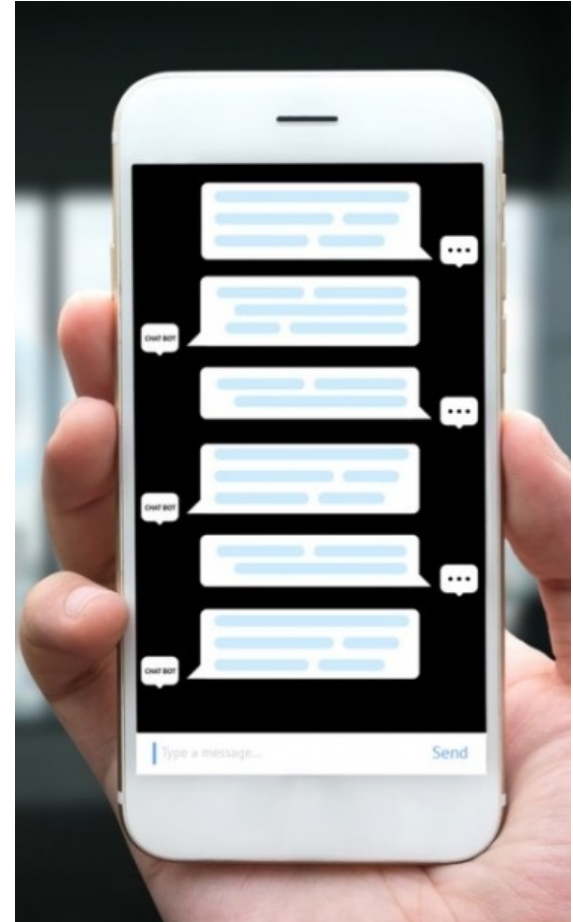
Live, non-forced product reviews, unplanned broadcasts

CLEVER CHAT BOTS

Forecast: In 2021, 85% of communication with customers will take place without human intervention.

Provide quick answers to frequently asked questions at any time;

Get feedback from customers.



ADDITIONAL INFORMATION SOURCES:

Facebook newsroom:

<https://about.fb.com/news/>

Social Media Today. The Web's best thinkers on social media.

www.socialmediatoday.com

Digital Trends <https://www.digitaltrends.com>

BBC Future about Social media: <http://www.bbc.com/future/tags/social-media>

Dr.sc.comm. Olga Kazaka

www.olgakazaka.com



THANK YOU!