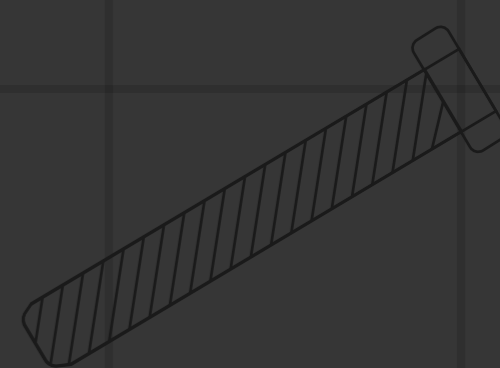


The Nuts and Bolts of a Perfect* Facebook Post

TrackMaven analyzed 1.5 Million Facebook posts from nearly 6,000 brand Pages to determine the best ways to engage customers on Facebook. Here we've boiled down the nuts and bolts of a perfect Facebook post.



Word Power

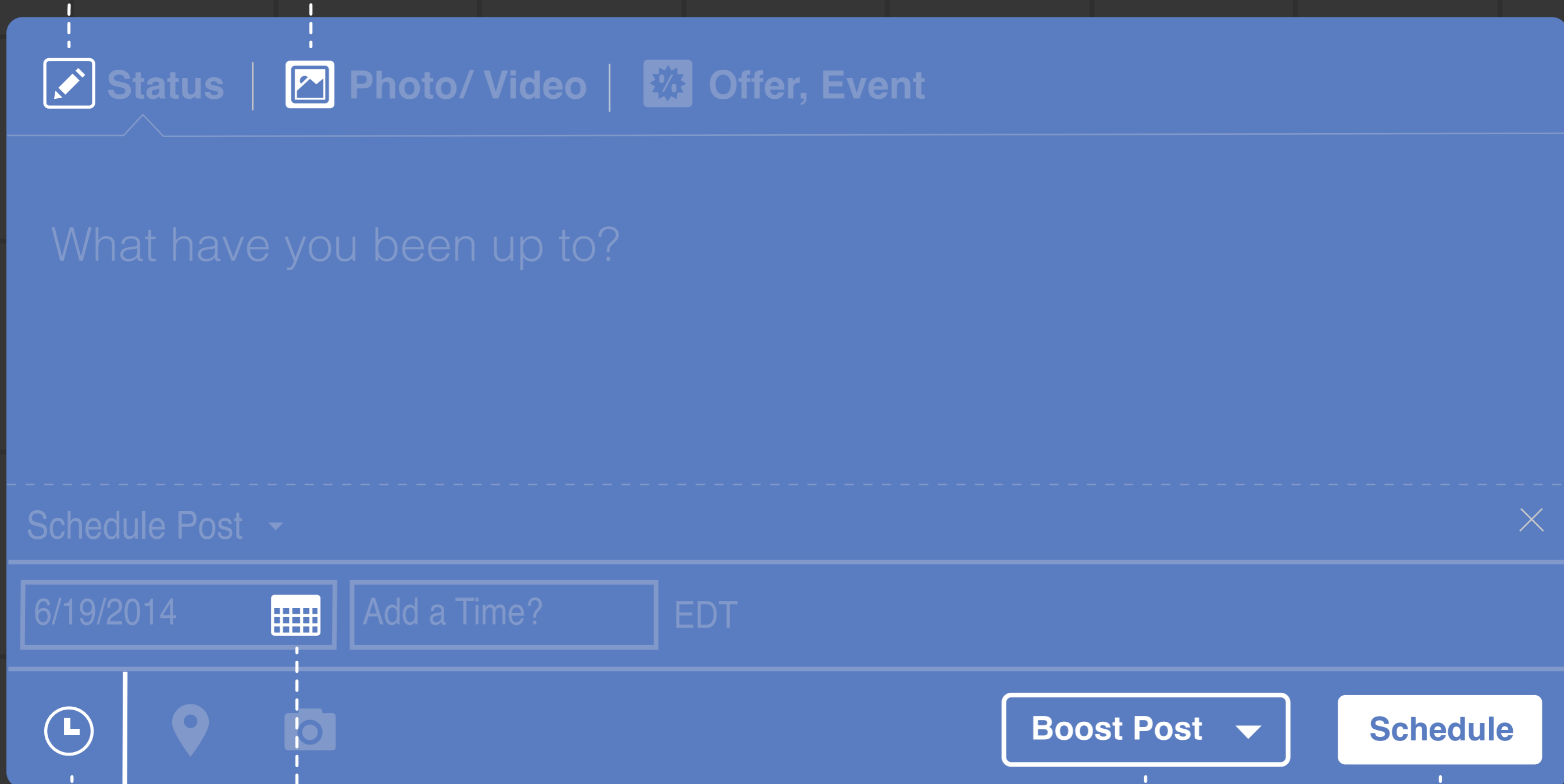
The maximum character count for a Facebook post is over **60,000** — so don't let the cat get your tongue. Posts with 80+ words garner **2X** as much engagement.



Show and Tell

Posts with images see **37%** more engagement than those with just text... so get visual!

Some assembly required



Interact After Hours

Posts published after hours (5pm-1am EST) see **11%** more interactions than those published during the work day (8am-5pm), and **29%** more than those published before work (1am-8am EST).



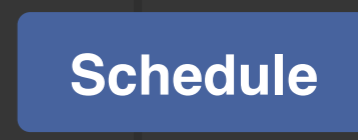
Weekend Boost

Less than **18%** of posts are published on weekends, but weekend content sees the most engagement. Posts published on Sundays, for example, get **25%** more Likes, Shares, and Comments than Wednesday posts.



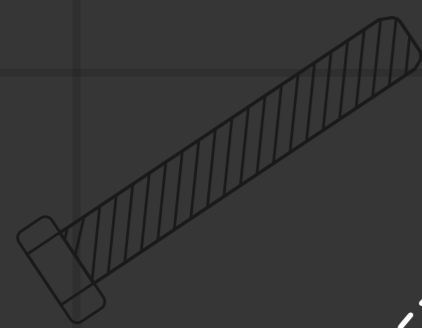
Engage Your Audience

Consider boosting a post for greater reach and engagement. Likes are the most common social interaction on Facebook, accounting for **87%** of all Facebook interactions, compared to **5%** Comments and **8%** Shares.



Focus on Free Time

Thursday is the most popular day to post (**16.82%** of posts), while lunchtime (12-1pm EST) is the most popular time (**8.55%**). Try posting when there's less competition in the News Feed.



Posts with hashtags see **60%** more interactions on average. Use them strategically to link your posts to larger discussions and trending topics.

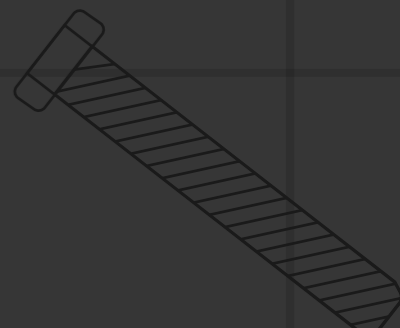
Engage with Punctuation



Be positive! Posts with exclamation points see **2.7X** more interactions on average!



Posts that ask questions garner **23%** more engagement on average. Try getting inquisitive to start a dialogue with your audience.



CAUTION: There is no such thing as a "perfect" Facebook post. Use these strategies to assemble your posts in a variety of ways!

For more Facebook insights, download **The Marketing Maven's Guide to Facebook**
trackmaven.com/resources/facebookguide/