

Social Media Strategy: Facebook Guide

Burgas Free University



Green-4-Future

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Development and Environmental Security



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Introduction

This guide summarizes the basic rules for posting to a Facebook page. Given changes in the Facebook and analysis of the results, the relevant texts will be updated promptly.

Types of Facebook posts¹

Facebook text post (status post)

This is the most basic type of Facebook post. It is literally nothing but text: No photos, no videos—not even a link. A text-only post cannot direct people to our website, but it can be used to spark engagement on our Page. Asking a question is a great way to get people involved.

Facebook photo post

Like a text post, a photo post is designed to build awareness or spark engagement. In general, photo posts see much higher engagement than text posts. Keep in mind that the “photo” in your post does not have to be a photo at all. It could be any kind of image, like an infographic, illustration, or any other visual.

Facebook video post

A short video post can be compelling if our products and services has strong visual appeal. Since videos start to play automatically in the News Feed, even a clip that is only a few seconds long can be a great way to catch someone’s eye. Facebook also suggests using short videos for announcements and polls. Longer video posts are a better bet for ongoing series or sharing memorable content. If you are using video to tell a story, Facebook recommends taking at least one minute, and ideally three minutes or more. It is clear that video posts can be an important way to connect with followers. They see even higher engagement rates than photo posts do.

Linked content post (link posts)

A linked content post is exactly what it sounds like—a post that links to content outside of Facebook. These get more engagement than status posts, but less than photo or video posts. Link posts are probably the easiest kind of Facebook post to create. All you need to do

¹ <https://blog.hootsuite.com/facebook-marketing-tips/#types>



is copy and paste a link into the status box. Facebook automatically populates the meta description and photo. That means you get a great-looking post with very little effort. Make sure to add some extra text to tell readers why they should click through. While most of your link posts should share your own content or link to your own products, you could also share content from other thought leaders in your industry.

Facebook poll post

As we mentioned above that asking a question can help to get our Facebook audience engaged. A Facebook poll takes this a step further. A poll offers fans the chance to vote for one of two options. Once voting is over, the results become public.

Facebook Stories

Facebook Stories are photo or short video posts that appear in vertical format and disappear after 24 hours. They live at the top of the News Feed. Photos appear for five seconds, and videos can be up to 20 seconds long.

Facebook Live video post

Facebook Live video is video broadcast live on Facebook. It can be a great way to give followers a behind-the-scenes look at our project, our products, or the personalities behind it. Live is a fantastic format to share announcements in real time, or to interact with our followers directly.

Pinned post

A pinned post is simply a regular post that you “pin” to the top of our Facebook Page. It is always the first thing people see at the top of the Page. What should you pin? We can pin posts to: share important news; showcase an amazing video; raise awareness about a current campaign.

Facebook Character Limits

Facebook Maximum Character Lengths

Even though Facebook posts can get pretty lengthy, there are limits. Here are Facebook’s character limits for ads, posts and more:

- **Facebook post character limit:** 63,206 characters
- **Facebook Comments:** 8,000 Characters



Facebook expert Jeff Bullas and marketing company HubSpot both found that 40 character is the sweet-spot for Facebook posts².

The key is to keep our posts short and concise. Longer posts also get cut off in a user's feed, which forces them to expand the text if they want to read the full story. And as we mentioned, it is more difficult than ever to get our audience's attention on Facebook.

The easier it is for them to see your message, the stronger your chances of getting them to bite.

What to post on Facebook?

There are some content creation ideas.

1. Videos

Offer our fans something valuable in the form of educational or entertainment videos. Spark some conversation by showing something they have not seen before, give them an opportunity to walk away having learned something. The videos we share can be educational, entertaining, promotional, shown as stories or just interesting snips.

2. Photos/Images

People grasp images and their meanings quickly. We remember them much better in the long run. Turns out, Facebook posts with images get 2.3X more engagement than posts without images. Create series of images, tell stories, and use photos, illustrations, and other images to offer something unique to our audience and inspire more engagement as a result. See an example on Figure 1.



Figure 1

² <https://fanbooster.com/blog/social-media-post-lengths/>



3. Text

Updates, insights, facts, and simply interesting thoughts are all worth sharing. Interchange your posts to include visuals and text; a combination of the two can go a long way in helping you with engagement.

4. User Generated Content (UGC) or Other People's Content

User generated content has worked for many notable brands. Think about your industry, product or service that you're offering. Sharing content that is made by other people that are happy customers gives you credibility and is a great way to market products. Another tactic is to share other people's content. If the brands and people you are following are doing a good job with their page, reap some of those benefits! Share news stories, or current events that you think are interesting and worth your share. See an example on Figure 2.

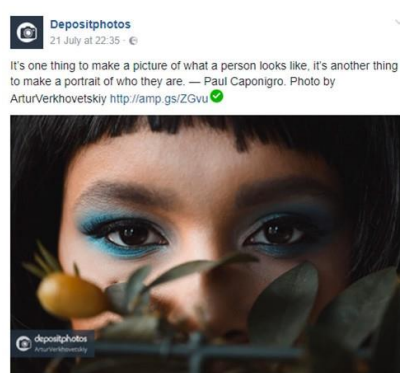


Figure 2

5. Blog posts

Do some research and repost other popular blog posts and websites that are relevant to our project. Our feed can be a source of inspiration for our visitors, use the opportunity to show that we are versatile. An example is presented on the Figure3.



Figure 3



6. Podcasts

Podcasts are bundles of valuable knowledge delivered to us in bite sized pieces. There are so many podcasts out there on every imaginable topic — do some research. Find topics that can somehow be tied back to the project and share it with our followers. The thing with podcasts is if they are successful and people like them, they will like and want to share them with their friends and family. Podcasts are usually educational. An example is illustrated on Figure 4.

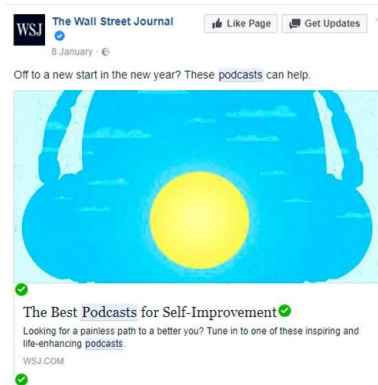


Figure 4

7. Motivational quotes

Inspirational quotes work well for engagement because when people see something that inspires them, something they can relate to, they immediately feel a need to spread the word. You'll get lots of reposts if you execute the presentation well. It is quite easy to do as well. Simply find quotes that you think will be popular with your followers and use a graphic editor to bring them to life in a more aesthetically pleasing way. See the example shown on Figure 5.



Figure 5



8. Bucket list posts — Fill-in-the-blanks

People are fuelled by their dreams, ambitions and goals. Inviting bucket list responses is a quick way to get people talking. Think about the most prominent and exciting thing about your line of work, find a fitting image and share it as part of your bucket list. Ask people to like and share if they support your cause. Another type of post that is hard to skip is fill in the blanks. You create a sentence with a missing word (but not too open-ended) that really encourages people to share their stories by participating with their short answers.

People that contribute to these types of posts feel like they are a part of a larger community. They get to interact with each other, comment and like each other's' responses. On Figure 6 is presented an example.

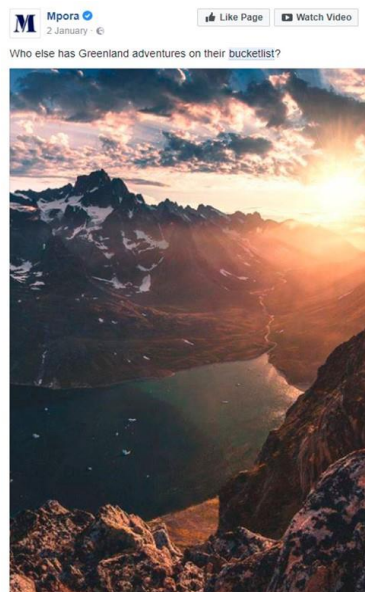


Figure 6

9. Funny memes

Count on humor to get you likes and shares. People on Facebook are on the lookout for some giggles and if you can do this tastefully without turning your page into a meme feed, by all means do so. Find memes that can somehow be relevant to your business. An example is presented on the Figure 7 below.

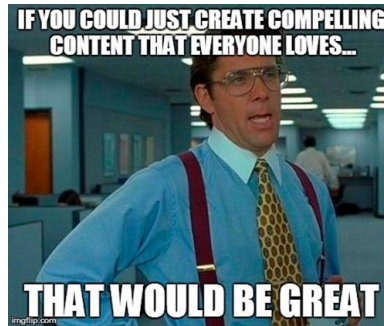


Figure 7

10. Inspirational images

Inspirational images are usually eye catching. These are also images that make you look twice and in return inspire people to share them with their friends and family. An illustrative example is provided below – Figure 8.



Figure 8

11. Questions

What better way to strike a conversation with our audience than open ended questions? If we can find a way to get people to participate in some minor decision making, do it and they will feel like you are considerate of their opinions. We can also post the questions that we get frequently asked and get other followers to give people their tips, advice, and personal answers. On Figure 9 is shown an example.



Figure 9

12. Quizzes

Quizzes are so much fun, both to create and to participate in. Quizzes also result in emotional responses and more often than not provoke conversation amongst participants. The key to great quizzes is marrying educational materials with a little bit of fun. The ultimate goal is to provide our followers with something they can relate to. An example is shown on Figure 10.

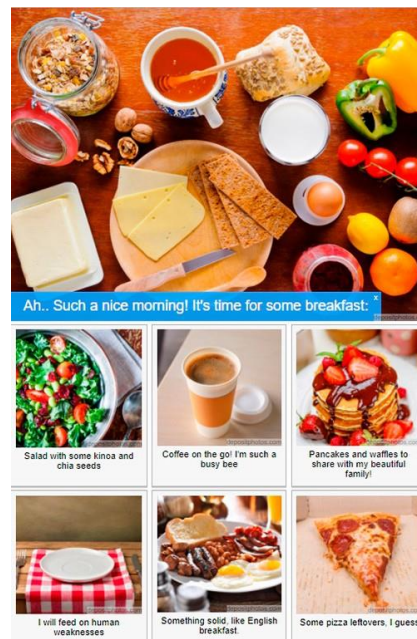


Figure 10

13. Call to action

The psychology with calls to actions is straightforward — people feel obliged to respond when they are directly asked to. If we say “Like this if you agree with X”, we’re encouraging a reaction. Anyone that is not indifferent to our cause will likely respond. A great tip to remember is to not overdo it with calls to actions. It might come off a little salesy, and people



may feel like we are forcing engagement. Use them sparingly and for a great cause. Please, see the example on Figure 11.



Figure 11

14. Infographics

Do some research into a relevant branch of your business and illustrate your ideas instead of stating them as facts. Infographics get a lot of shares and likes. One of the reasons is that they are extremely informative and support text with interesting illustrations. An example is presented on Figure 12.



Figure 12

15. Tips

Share useful tips with our audience. Ask questions, give advice, and post your top tips to help our followers out. It is a quick and simple way to educate, inform and engage our fans and followers. On Figure 13 is provided an example.

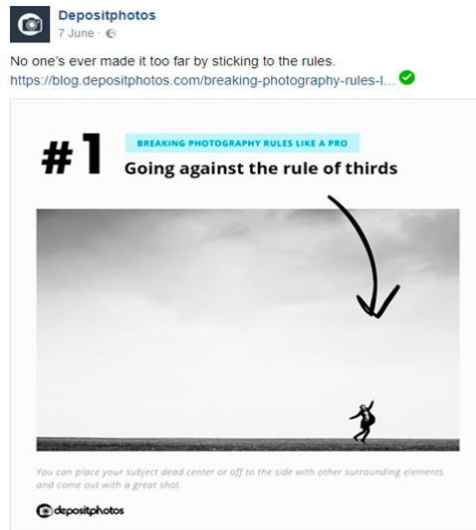


Figure 13

16. Showcase products

Use photos to highlight our products or services to get people interested. An illustrative example is provided on Figure 14.



Figure 14

17. Feature project members

Introduce project staff to our community. Their stories can “humanise” our project and add a face to the name.



18. Share an article or story

Entertain or inform people with relevant content from the web. See an example on Figure 15.



Figure 15

19. Celebrate a holiday

Recognise relevant holidays with timely, thoughtful posts. On Figure 16 is shown an example.



Figure 16

20. Go behind the scenes

Show people a side of your business that they do not normally see, such as a behind-the-scenes look at the work that goes into your product or service. See the example on Figure 17.





Figure 17

21. Testimonials

Any time you can show off your business with testimonials and success stories, you should. It gives social proof to your business. There are different ways you can make a testimonial post, but plain text works fine.

22. Share industry news

When you share news about your industry, it shows your audience that you don't just care about promoting your business. You also care about keeping your Page followers informed of current topics that are relevant to them.

Facebook image and video sizes

1. Why worry about Facebook Page image sizes?

Creating highly engaging images for Facebook is no easy task. You work hard to make creative images that send a message about our project, products, and services. Before you upload your image, however, ensure that you have created an image that abides by Facebook's varying recommended upload sizes. It is difficult to keep track – because Facebook has different requirements for each of its images, including profile pictures, shared links, thumbnails and sponsored posts, for example. Facebook updates its platform regularly. Most recent updates saw changes to the layout of Facebook business pages, image dimensions for event response ads, and the maximum upload size for videos.



2. Facebook photo post dimensions

Facebook photo posts offer a lot of flexibility. You are not locked into a specific size or shape. You can create these image posts at **1200 pixels** square for portability across social networks. **1080 x 1080** also works. In addition, you can choose to post horizontal or vertical images.

When you upload a single image to a Facebook post, the maximum width it will display in-stream is **492px**.

The height will depend on the orientation or aspect ratio of the image you are uploading:

- **Square:** in-stream display will be a maximum of **492px by 492px**
- **Portrait:** in-stream display will be a maximum of **492x738**
- **Landscape:** in-stream display will be a maximum of **492x276**.

Please see the example shown on the Figure 18.

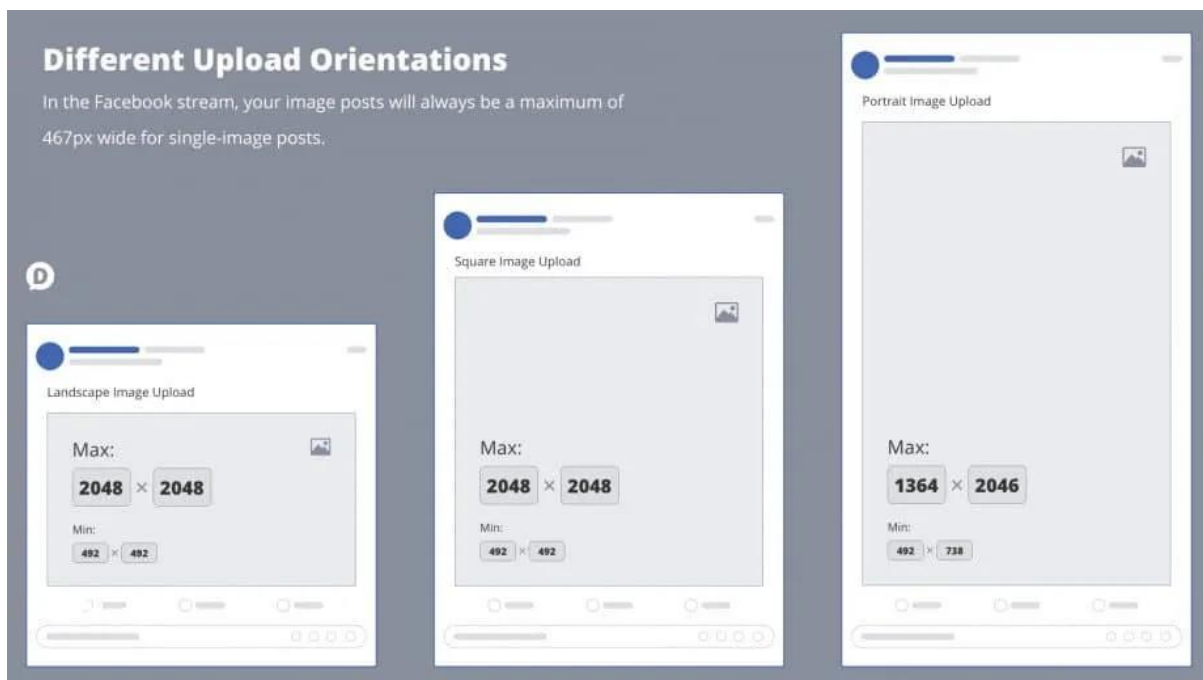


Figure 18

3. Multiple Square Oriented Photos

For uploading square images, here are the various sizes based on how many photos are uploaded:

- **One square:** 492px by 492px
- **Two squares:** 245px by 246px (both)



- **Three squares:** 492px by 245px (top), 245px by 245px (bottom two)
- **Four squares:** 245px by 245px (all)
- **Five squares:** 245px by 245px (top two), 163px by 163px (bottom left, bottom right), 162px by 163px (bottom middle)
- **Six squares:** Same as 5 but bottom right photo has an overlay displaying the number of photos not shown.

For everything over six images, the layout will be the same.

4. Multiple Portrait Oriented Photos

If you're uploading multiple portrait-oriented photos, here are the various sizes according to how many are uploaded:

- **One portrait:** 492px by 738px
- **Two portrait:** 245px by 492px
- **Three portrait:** 327px by 492px (left), 163px by 245px (right top and bottom)
- **Four portrait:** 327px by 492px (left), 163px by 163px (right top and bottom), 163px by 162px (right middle)
- **Five portrait:** 245px by 245px (top two), 163px by 163px (bottom left, bottom right), 162px by 163px (bottom middle)
- **Six portrait:** Same as 5 but bottom right photo has an overlay displaying the number of photos not shown.

Again, for everything over six images, the layout will be the same.

5. Multiple Landscape Oriented Photos

Here are the layouts for uploading multiple landscape photos.

- **One landscape:** 492px by 276px
- **Two landscape:** 492px by 245px
- **Three landscape:** 492px by 327px (top), 245px by 163px (bottom left and right)
- **Four landscape:** 492px by 327px (top), 163px by 163px (bottom left, bottom right), 162px by 163px (bottom middle)
- **Five landscape:** 245px by 245px (top left and bottom left), 245px by 163px (top right and bottom right), 145px by 162px (middle right)
- **Six landscape:** Same as 5 but bottom right photo has an overlay displaying the number of photos not shown.



6. Facebook video post size

Facebook videos have options. Directly below are organic, non-ad videos. 360 and Live videos follow. You can use horizontal or vertical videos. You can use square as well.

There is no firm size you must stick to, except for ads.

Video specs (organic or non-ad):

- **Recommended video size** is 1280 x 720 landscape, 720 x 1280 portrait.
- **Minimum width** is 600 pixels for both landscape and portrait.
- **Landscape aspect ratio** is 16:9.
- **Portrait aspect ratio** is 9:16.
- **Mobile** renders both video types to aspect ratio 2:3.
- **Max file size** is 4GB.
- **Recommended video formats** are .MP4 and .MOV.
- **Video length max** is 120 minutes.
- **Video max frames** 30fps.

7. Facebook 360 Video specs

360 videos provide users a complete 360° view by scrolling with a cursor on web, or by touch or turning their device on mobile. This format appears organically in feeds, and often gets more reach. 360 video specs:

- **Maximum dimensions** 4096 x 2048 pixels.
- **Minimum width** is 600 pixels.
- **360 aspect ratio** is 2:1.
- **Max file size** is 1.75GB.
- **Recommended video format** is .MP4.
- **Video length** must be less than 40 minutes.
- **Video max frames** 60fps.

You can go Live either horizontal or vertical, but you must set the mode you desire before you tap the Go Live. Once you are Live, you cannot change.

8. Facebook link share size³

For link shares, use images that are at least 1200 x 630 pixels for the best display on high resolution devices. At the minimum, you should use images that are 600 x 315 pixels to display

³ <https://developers.facebook.com/docs/sharing/webmasters/images/>



link page posts with larger images. Fortunately, the Facebook link share size of 1200 x 630 is also the recommended size for Twitter and LinkedIn, so it works great on all 3.

If your link share image is smaller than 600x315, it will automatically render as a thumbnail. Also, Facebook will automatically choose the center of your image if you neglect to upload it to the correct dimensions – which could cut off a portion of your image.

The minimum allowed image dimension for a link share is 200 x 200 pixels.

The size of the image file must not exceed 8 MB.

9. Facebook Stories image size and aspect ratio

Facebook Story images will fill the frame of the viewer's device, which are not all the same pixel size or aspect ratio. To add photos and videos to your Facebook Story quickly, simply hold your phone vertically when snapping or filming. No need to worry about an exact dimension. If you wish to make graphics, a good guideline is 9:16 aspect ratio. 1080 x 1920 pixels is your go-to size.

10. What is the Facebook 20% text rule?

Facebook removed their 20% rule in Fall 2020. This rule had stated that the text on an ad image should not make up more than 20% of the image.

Facebook still maintains that ad images with less than 20% text perform better, and recommends that advertisers “keep your text short, clear and concise in order to get your message across effectively.”

Facebook recommends you include a caption with each photo to help your readers understand what is represented in your picture.

Sharing

Sharing content that links **directly** to a landing page on project's website or **indirect** – that lead to another website, blog, social media account or content.

You can share for downloadable offer, such as:

- An e-book
- A whitepaper
- A template



- A checklist
- An article

You can also share:

- Photos
- Blog posts
- Articles
- YouTube videos
- Third-party content
- Facebook posts

Hashtags⁴

Hashtags turn topics and phrases into clickable links in posts on your profile or Page. When people click a hashtag or search for a hashtag, they'll see a results that contain the hashtag so they can learn more about topics that interest them. To make a hashtag, write # (the number sign) along with a topic or phrase written as one word and add it to your post.

When to Use Hashtags?

- Creating your own hashtag. Start a conversation or invite your audience to participate.
- Joining and driving conversations happening about you. Be part of the conversations happening about you on Facebook by responding to posts.
- Amplifying your campaigns. If you are already using hashtags in campaigns through other channels, you can amplify these campaigns by including hashtags in your Facebook posts.
- Using hashtags to source questions and answers.
- Join conversations already happening within the community. Watch what the community is naturally doing and join in on the conversation yourself.

You can use the following hashtags:

#innovation

#ErasmusPlus

#green

#KA2

#Green4Future

#environment

⁴ <https://www.facebook.com/formedia/blog/using-hashtags-on-facebook>

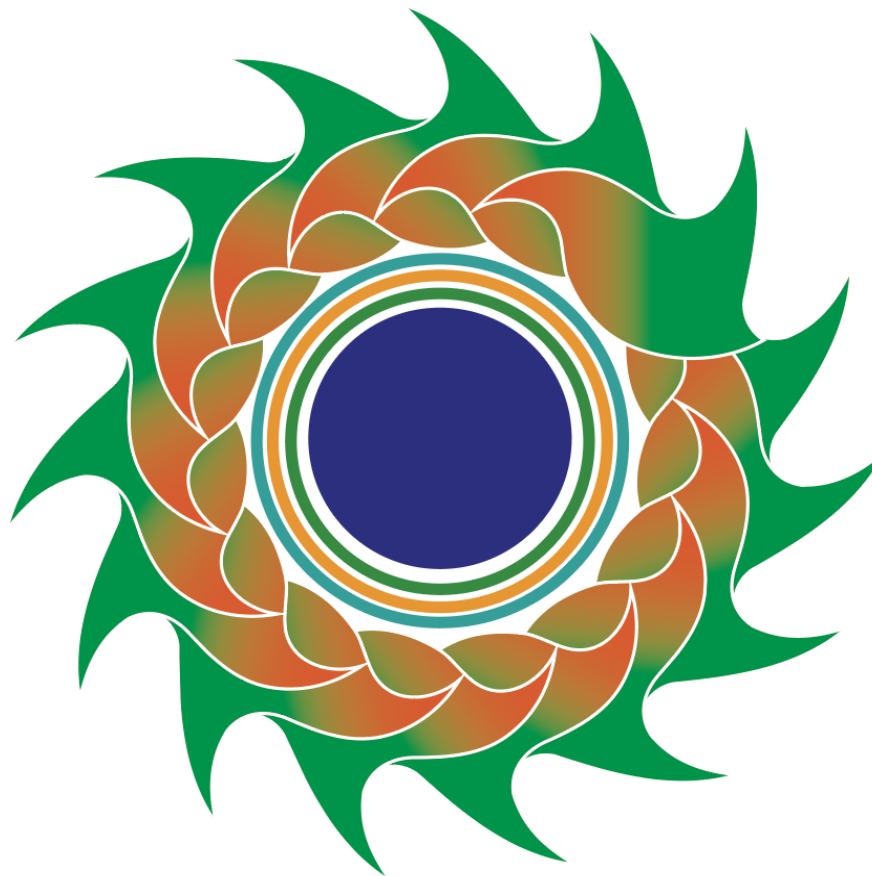


Do not overdo it. One to two hashtags per post is optimal. Based on research on how to use hashtags, maximum engagement occurs on Facebook when only one tag is present⁵.

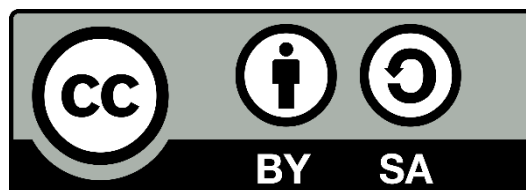
Dictionary

For Facebook terminology glossary (more than 70 terms), please visit <https://sproutsocial.com/insights/facebook-terminology-glossary/>

⁵ <https://sproutsocial.com/insights/hashtags-on-facebook/>



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