

A QUICK

# FACEBOOK

TEMPLATE GUIDE

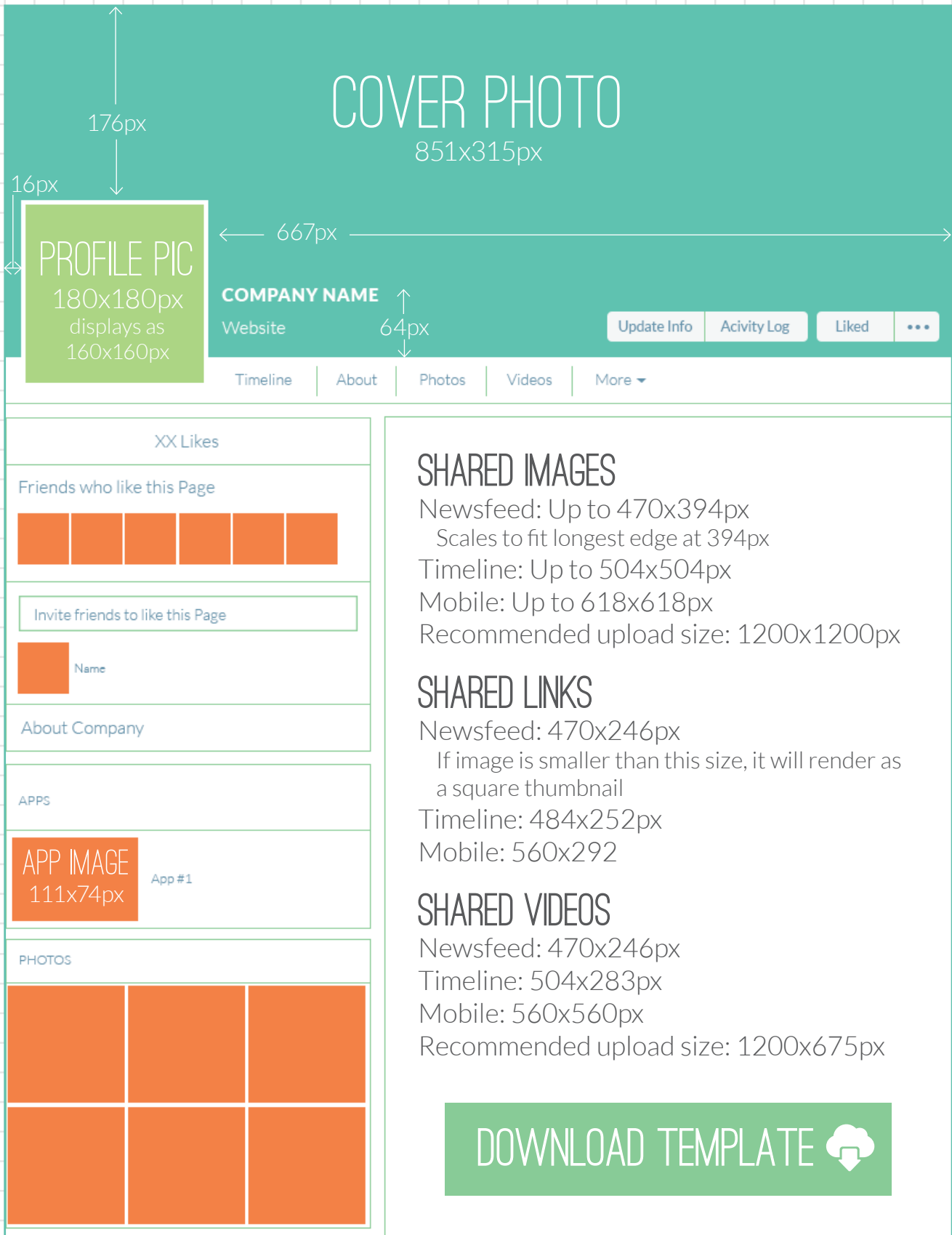


Presented by



**SHORTSTACK**

# FACEBOOK TEMPLATE



DOWNLOAD TEMPLATE



# FACEBOOK POST TIPS

**1** TIP: Here's a great little tip that relates to our business. Want to learn more? [\[link goes here\]](#) **2**

Like • Comment • Share

25 people like this.

Write a comment...

**3** Johnny Appleseed Thanks for the great tip! I will definitely share this with others. You guys rock!  
Like • Reply • 10 Likes

Company Name Thanks, Johnny! We appreciate the love!  
Like • Reply • 1 Likes

View more comments

9,023 people saw this post Boost Post

**4** Happy Friday! Comment on this photo for a chance to win a cool prize! To read the Official Rules, and submit an additional entry [\[link goes here\]](#) **5**

**6**

Like • Comment • Share

25 people like this.

Write a comment...

Annie Oakley great pic!  
Like • Reply • 10 Likes

View more comments

9,023 people saw this post Boost Post

**7**

- 1. Share a tip** – Start the update with “TIP” so it stands out in followers’ feeds.
- 2. Post the most interesting fact related to your content** – Link to the rest. Compelling updates make readers want more.
- 3. Engage** – Respond to comments and answer questions; don’t ignore (or remove) negative feedback.
- 4. Stay positive** – Positive/helpful updates inspire more engagement than negative ones.
- 5. Host a Timeline contest or promotion** – Pages can now host contests and promotions right on their Timelines by asking fans to Like or Comment. (Use a third-party provider to pick a winner, aggregate and export data.)
- 6. Include images** – Posts with images are more likely to be shared.
- 7. Make images mobile friendly** – Since most users access Facebook via mobile, choose simple, clear images that are easy to see from a phone/tablet.

