

Change your content strategy

The rules of engagement are changing on Facebook



Source: edgerank.net

“It’s a process, not
an event.”

- Seth Godin

Coming up

- Creating relevancy
- Edgerank
- How to improve your content strategy
- Engaging “Superfans”
- Integration techniques

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American
Heart
Association

American
Stroke
Association

Media Overload

This year, make it your goal to fine-tune your content strategy.

Source: edgerank.net

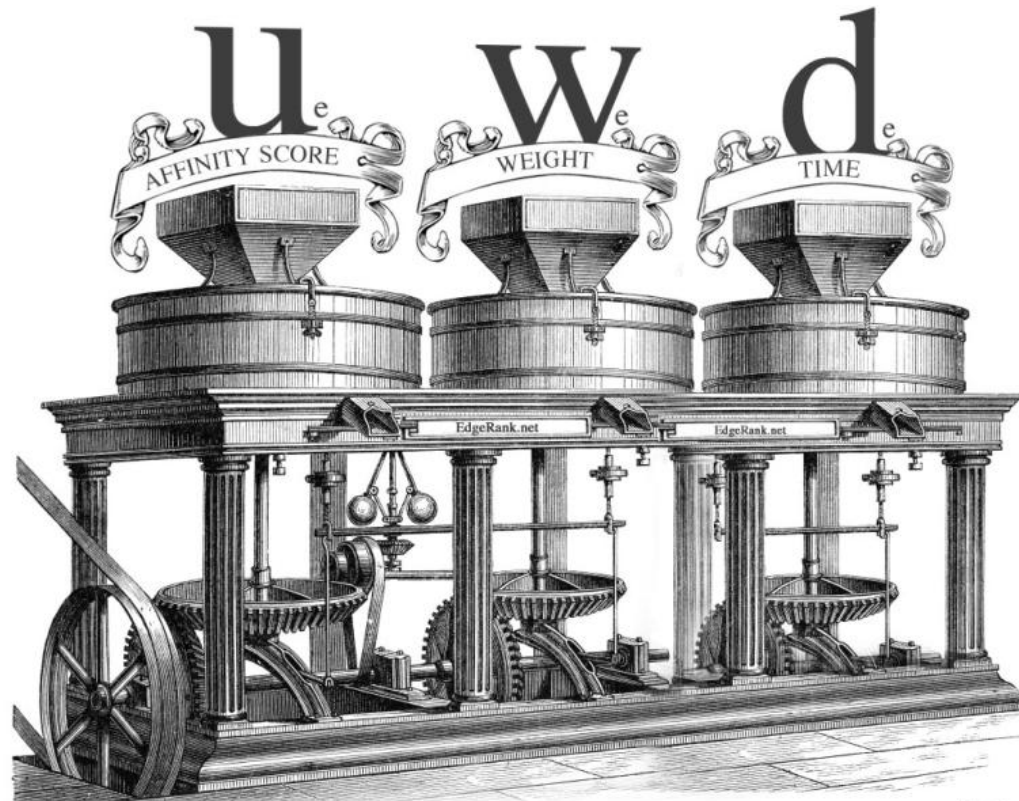
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What is Edgerank anyway?

Affinity score
between viewing user
and edge creator

Weight
(like, tag, comment,
video, etc.)

Time decay



Facebook keeps killing my reach!

Late September, Facebook adjusted its algorithm. The decrease is most often between 5 and 40 percent.





I'm engaged!

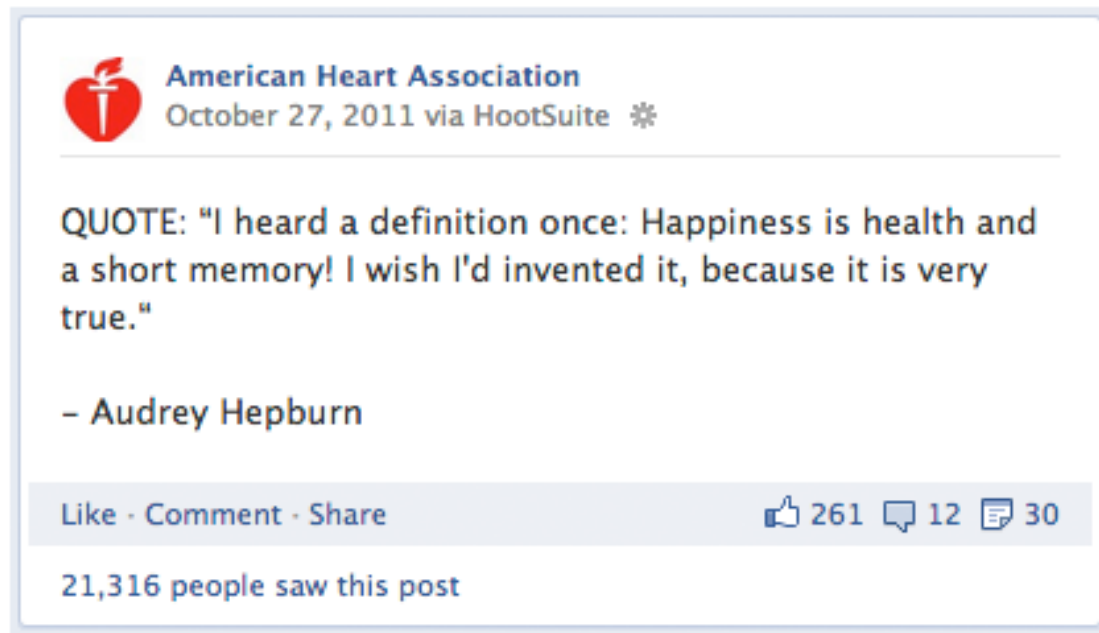
Only 6 percent of fans engage with a brand's Facebook page.

"Superfans" drive the page's engagement.

Source: Mashable.com | Oct. 2012

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Which is more impactful? This one?



Or this one?



$$x^3 + x^2 + y^3 + y^2 + z^2 - 6 = 0$$

American Heart Association
American Stroke Association

$$g \cdot \text{odf} = \left(\frac{\partial f}{\partial x}, \frac{\partial f}{\partial y} \right)$$

$$\tan x \cdot \cot x = 1$$

$$2x^2yy' + y^2 = 2$$

$$x_1 = -11p, x_2 = -p, x_3 = 7p, p \in \mathbb{R}$$

$$Y_{i+1} = Y_i + b \cdot K_2$$

$$B = \begin{pmatrix} 2 & 1 & -1 & 0 \\ 3 & 0 & 1 & 2 \end{pmatrix}$$

$$a^2 = b^2 + c^2 - 2bc \cos \alpha$$

$$\tan \frac{x}{2} = \frac{1 - \cos x}{\sin x} = \frac{\sin x}{1 + \cos x}$$

$$x_2 = \begin{pmatrix} -x \\ \beta \\ -\delta \end{pmatrix}$$

$$\sum_{i=0}^n (p_2(x_i) - y_i)^2$$

$$\tan 2x = \frac{2 \tan x}{1 - \tan^2 x}$$

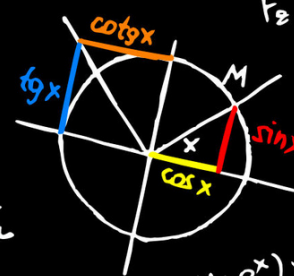
$$\tan x = \frac{\sin x}{\cos x}$$

$$\begin{aligned} \lambda x - y + z &= 1 \\ x + \lambda y + z &= \lambda \\ x + y + \lambda z &= \lambda^2 \end{aligned}$$

$$\lim_{n \rightarrow \infty} \frac{\sqrt{n^3 + 1} + n}{3\sqrt{3n^2 + 2n - 1}}$$

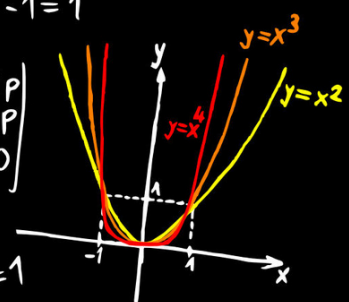
$$\frac{a}{\sin \alpha} = \frac{b}{\sin \beta} = \frac{c}{\sin \gamma}$$

$$y = \sqrt[3]{x+1}; x = \tan t$$



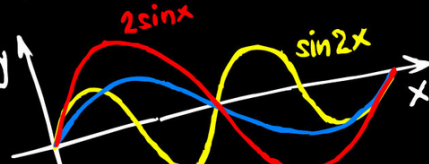
$$F_2 = 2 \times yz - 1 = 1$$

$$x_1 = \begin{pmatrix} 2p \\ -p \\ 0 \end{pmatrix}$$



$$2 \arctan x - x = 0, I = (1, 10)$$

$$\int_{-\pi/2}^{\pi/2} \sin^4 x \cdot \cos^3 x dx$$



$$\cos^2 \alpha + \cos^2 \beta + \cos^2 \gamma = 1$$

$$\delta(p_2) = \sqrt{0.16}$$

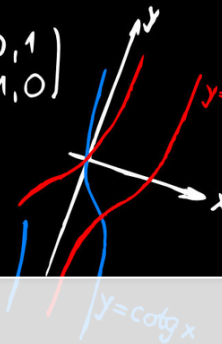
$$c = \begin{pmatrix} 0 & 1 \\ 1 & 0 \end{pmatrix}$$

$$\frac{\partial z}{\partial x} = 2; \frac{\partial z}{\partial y} = 0 \quad \vec{n} = (F_x'; F_y'; F_z')$$

$$a^2 + b^2 = c^2$$

$$\alpha, \beta, \gamma \in \mathbb{C}$$

$$f(x) = 2^{-x}, 1, \epsilon = 0.005$$



$$x_i = \begin{pmatrix} \alpha + \beta x_i \\ \beta \end{pmatrix}$$

$$\cos 2x = \cos^2 x - \sin^2 x$$

$$\sin^2 x + \cos^2 x = 1$$

$$\begin{aligned} A + B + C &= 8 \\ -3A - 7B + 2C &= 10, 3 \\ -18A + 6B - 3C &= 15 \end{aligned}$$

$$\int P(x, \sqrt{\frac{ax+b}{cx+d}}) dx \quad \frac{\sin x}{x} \leq \frac{x}{x} = 1$$

Let's do the math.

$$e^2 - xyz = e; A[0; e; 1]$$

$$\frac{2x}{y^2} = 2 \quad z = \frac{1}{x} \arcsin \frac{\sqrt{2}}{2}$$

$$\eta_1 = \lambda^2 - 3\lambda + 1 \neq 0$$

Increased reach by 761 percent, Likes by 2,400 percent, comments

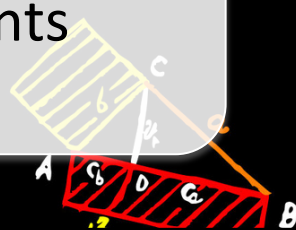
By 516 percent and shares by 9,100 percent.



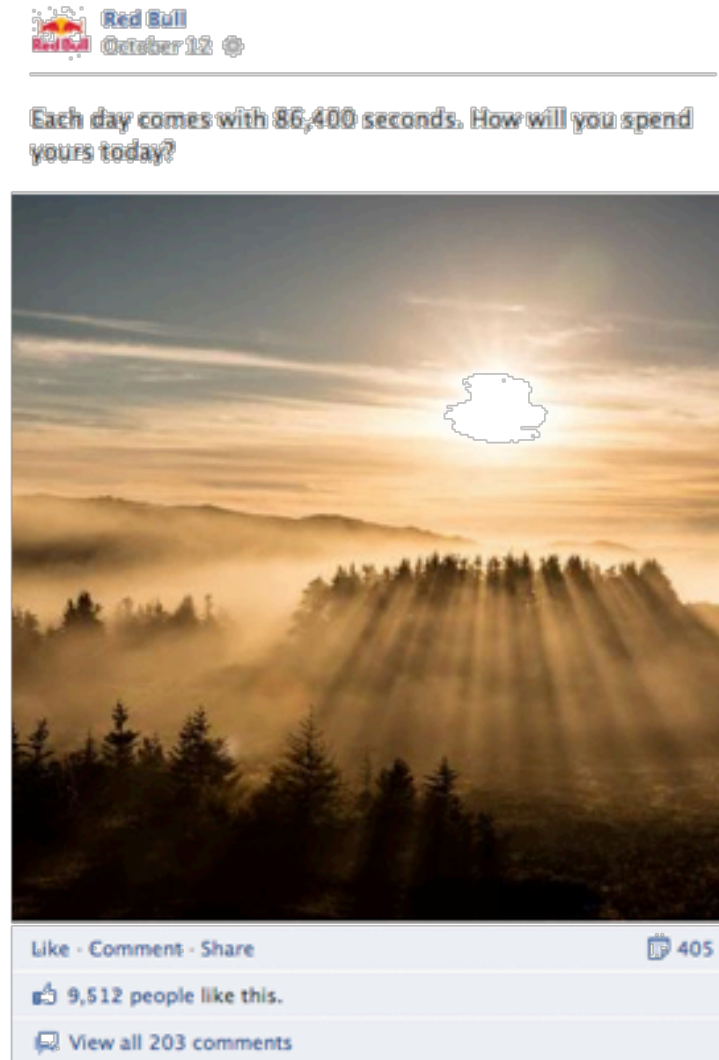
$$y \left(\frac{\partial f}{\partial x} \right) = 16 - x^2 + 16y^2 - 4z > 0$$

$$A = \begin{pmatrix} x_1 & 1+x_1^2 & 1 \\ y_1 & 1+y_1^2 & 1 \\ z_1 & 1+z_1^2 & 1 \end{pmatrix}; x=0, y=1, z=2$$

$$y' \frac{\sqrt{y}}{x+2} = 0; y(0) = 1$$



Don't forget to integrate other platforms!



Source: edgerank.net

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American
Heart
Association

American
Stroke
Association®

LOWE'S
NEVER STOP IMPROVING

Lowe's Home Improvement
2,070,410 likes · 61,433 talking about this · 346,502 were here

Like

For a dose of inspiration,
visit our Instagram page:
[instagram.com/loweshomeimprovement](https://www.instagram.com/loweshomeimprovement)

Believe you can and you're halfway there

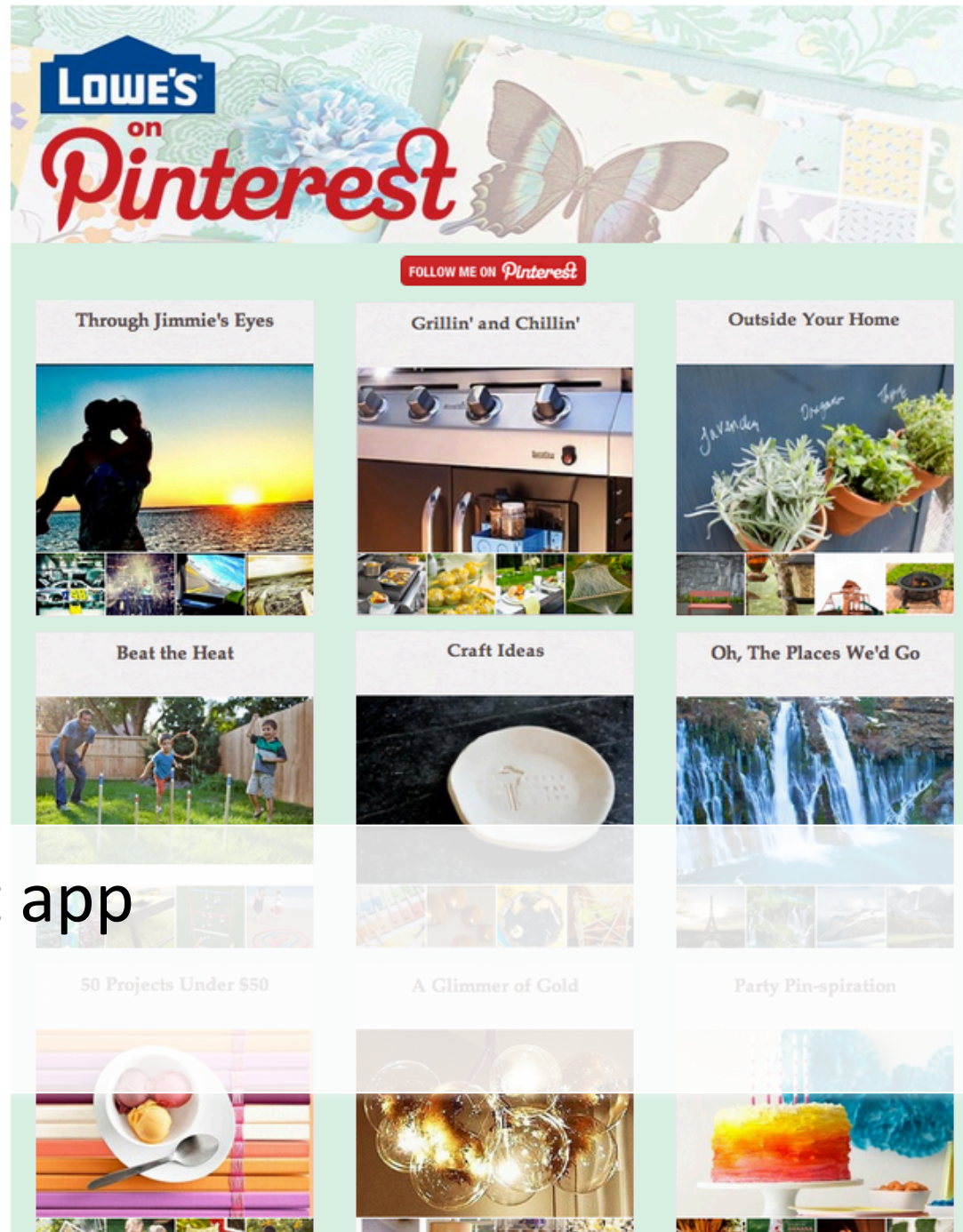
#PROUD MOMENT

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5

About Photos Pinterest Instagram Likes

Lowe's integrates other platforms and creates content on Facebook.



Pinterest app

 Lowe's Home Improvement
October 12 via Lowe's Home Improvement

Hungry yet? These Halloween treats are being eaten up on Pinterest: <http://social.lowes.com/llk>.

Pin Sources: MakelyHome.com, Southern Living via MyRecipes.com, PillsburyBaking.com



Source: edgerank.net

Content

- Increased followers by 62 percent
- Reach more than 2.6 million followers

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Case Study

Our goal: To create engagement around Life's Simple 7, and raise awareness of Cholesterol, AFIB and PAD.

Photo: thefabulousgiver.com

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Krisleigh Hoermann

Hello, volunteers! We need your help. We are hosting a chat with our new president, Dr. Donna Arnett tomorrow. Would you be able to participate and invite others to participate too? Thank you!



American Heart Association

Don't forget! Join us on Oct. 26 at noon CST to learn more about seven simple steps to help you and your loved ones live a long, heart-healthy life. Dr. Arnett, Ph.D., M.S.P.H., will answer your questions as well as share interesting facts on heart disease. Submit your questions early to have them answered during the chat by going to <http://on.fb.me/VQSUGM>.

Like · Comment · Unfollow Post · October 25, 2012 at 2:59pm

👍 Danielle Krizan likes this.

✔ Seen by 28

💬 View 1 more comment



Krisleigh Hoermann No problem. Thanks, Joel! You never fail to jump in when you can. 😊

October 25, 2012 at 3:21pm · Like · 🍷 1



Dana Michele Harmon Wish I could have! I was working with my doc who is a surgeon, and I was finishing with patients. I hope everything went well! Hopefully next time, and if it's in the evening or on a weekend. I'm sorry, I just can't participate as much as I used to. 😞

October 27, 2012 at 11:16am · Unlike · 🍷 1

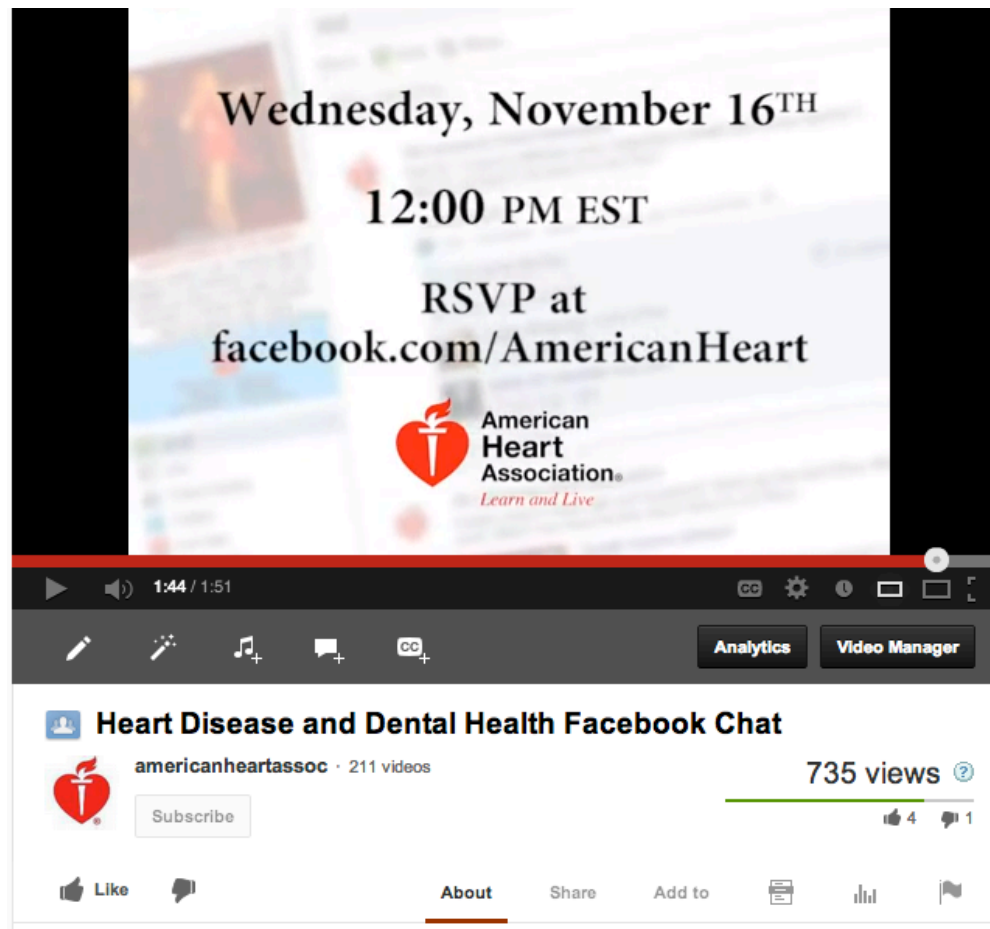


Write a comment...

We used a variety of tactics

- Event Post
 - Two weeks before
- Pinned Post w/ photo
 - Week before
- Facebook Advertising
 - Two days before
- Superfan Engagement
 - From the start

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Source: edgerank.net

Other considerations

- Teaser video
- Celebrity participation

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Life's Simple 7 Chat Case Study

- Participants: 1,615
- Reach: 66,976
- Engagement: 1,615
- Learnings: Ads boosted exposure and drove engagement



Audit your content

- Commonalities
- Virality
- Negative Feedback
- Call-to-Action





Choose your timing wisely.



Project for Awesome 2012 -
6,489 views | 1 month ago



Thank You, Grayson!
260 views | 1 month ago

Create content
with weight.

- Create opportunities



Find Your Balance

Integration, imagery, videos, quotes, profiles, engagement

Photo: www.yogahale.com

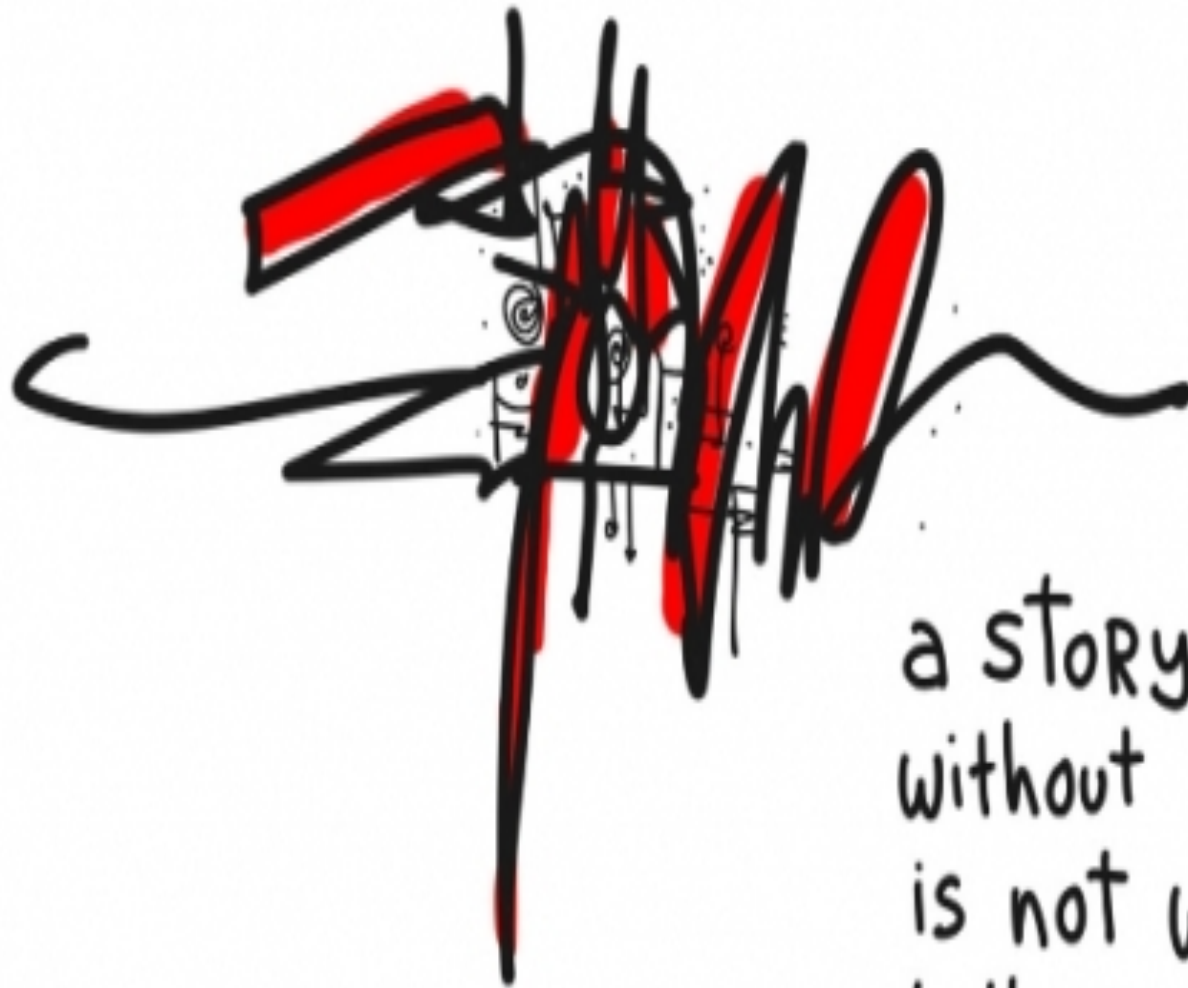
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In retrospect

- Move beyond the noise
- Pay attention to Edgerank
- Think through the impact
- Engage “Superfans”
- Integrate
- Audit your current content
- Find relevancy
- Timing
- Add Weight
- Find your balance

Photo: reynosawatch.org

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a story
without love
is not worth
telling.



Email me. Like me. Follow me. Watch me. Circle me.



krisleigh.hoermann@heart.org



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