



# Tips to Improve your Use of Facebook

1. Tailor your messages to your different audiences by using organic targeting as you can see below:

Targeting Options ^

No saved audience...

Facebook Preferred Audience Facebook Audience Restrictions LinkedIn Location

Your post will be more likely to appear in the news feed of people matching these demographics.

18 Interested in... Relationship Status... Education...

Search for locations... Search for interests...

Exeter, Devon Parenting Kids Activities

Fine tune

Facebook Twitter LinkedIn

Status

Take a look at these free Easter events going on in Exeter to keep your kids entertained this bank holiday! 🐰

110 / 5000

2. Create Facebook groups to build communities around specific subject areas and provide your audiences with a space to talk to each other and start conversations.
3. Consider creating live videos to increase engagement and build more trust and connection between your brand and your audiences.
4. Be careful about what content you spend money on to boost. Only boost content that is already performing well and getting engagement because putting money behind content that isn't already proven can be risky.
5. Worry less about when you're posting content and the length of it because good quality content that's relevant and interesting will perform well at any time!