

Facebook

Platform Info

Facebook is the largest social media platform in the world, with 2.96 billion monthly active users, and is the third most-visited website behind Google and Youtube. For brands, having a Facebook page is a no-brainer, as is optimizing all content for mobile (97% of all FB users access the platform via the mobile app). With a variety of content types, widespread reach across almost all age demographics, and endless options for paid advertising, Facebook is the bedrock of many brands' social media strategies.

Platform Audience

- 18% are 18-24
- 24% are 25-34
- 18% 35-44
- 14% 45-54
- 43% female
- 57% male

Posting Cadence

- 1-2 times a day
- 3 times a week minimum

Posting Times

- 8am-1pm ET
- Best days: Tuesday & Wednesday
- Worst day: Sunday

Content Formats

Videos now account for 50% of all time spent on the platform and receive at least 59% more engagement than other posts. Notably, Facebook live video generates 3x the engagement as recorded videos. Videos should be between 1-3 minutes long. Sound-off videos tend to perform better than sound-on videos.

Ad Recommendations

Facebook ads see an average click-through rate (CTR) of 0.90% across all industries. Ad videos tend to get a 20 to 30% increase in conversions compared to Facebook image ads, with vertical videos generating the most engagement at 0.48%, higher than landscape (0.33%) and square (0.26%).

Image & Video Specs

- Feed posts: 1:1 (square), 1.91:1 (landscape), 4:5 (portrait)
- Stories/Reels: 9:16
- Cover photo: 16:9

Hashtag Use

We recommend using 2-3 hashtags in posts. Make sure they're visible by including them in the post caption and using all lowercase letters.

Facebook Strategies

LIVE VIDEO

Live videos drive 3x more engagement than traditional videos and receive 10x more comments. 82% of audiences would prefer a live video over a standard social post.

GROUPS

Posts in groups that people engage with are displayed higher in the newsfeed and allow you to communicate authentically with your audience. Facebook Groups help build communities through features like community chats, Reels, event sharing, and community contributions.

BUSINESS PAGE

Facebook is a great platform for building brand awareness, providing customer service, and even driving sales. Best practices include: regularly posting, engaging with audience, and hosting contests/giveaways.

REELS

Reels show up on users' feeds even if they don't follow the account—unlike traditional Facebook posts. As a result, businesses can increase their visibility and reach a larger number of people who may not have discovered their brand otherwise.

META VERIFIED

Meta Verified is a subscription service meant to help up-and-coming creators grow their presence and build community faster. Meta Verified users will be granted a verified badge, increased visibility and access to account assistance from Meta customer service.