

Facebook for Publishers

Mastering the New Facebook Algorithm
and Using Every Update to the Benefit
of Your Business

Today's Host



Kim Mateus

Chief Content Officer

Mequoda Group

Kim@Mequoda.com

Today's Speaker



Patrick Hughes

New Media Producer

Mequoda Group

Pat@Mequoda.com

Facebook Updates That Affect Publishers

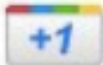
Subscribe Button for Websites



Chris Cillizza

The Fix

Chris Cillizza writes "The Fix", a politics blog for the Washington Post. He also covers the White House for the newspaper and website. Chris has appeared as a guest on NBC, CBS, ABC, MSNBC, Fox News Channel and CNN to talk politics. He lives in Virginia with his wife and son.



4



Subscribe

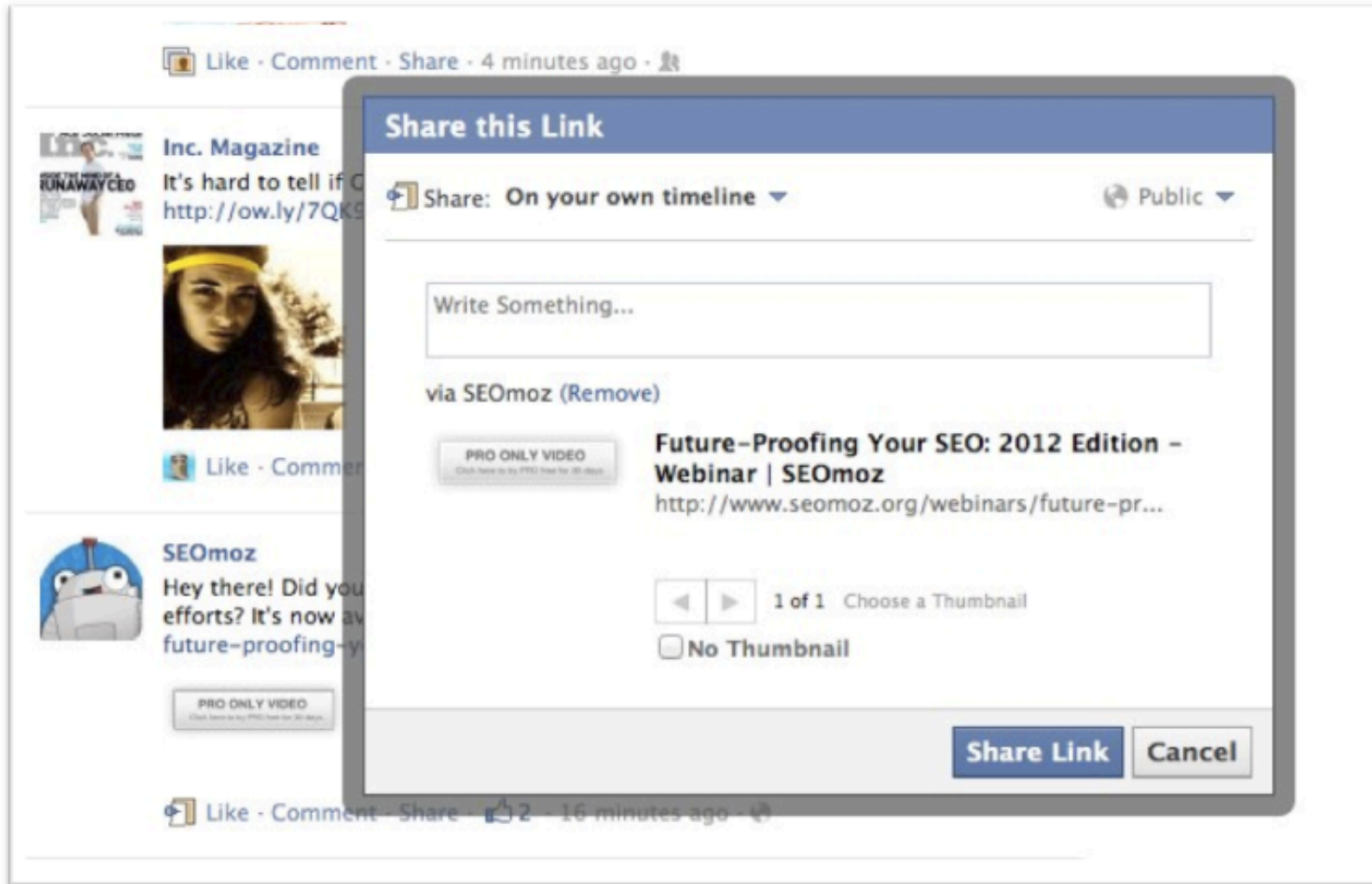
22k



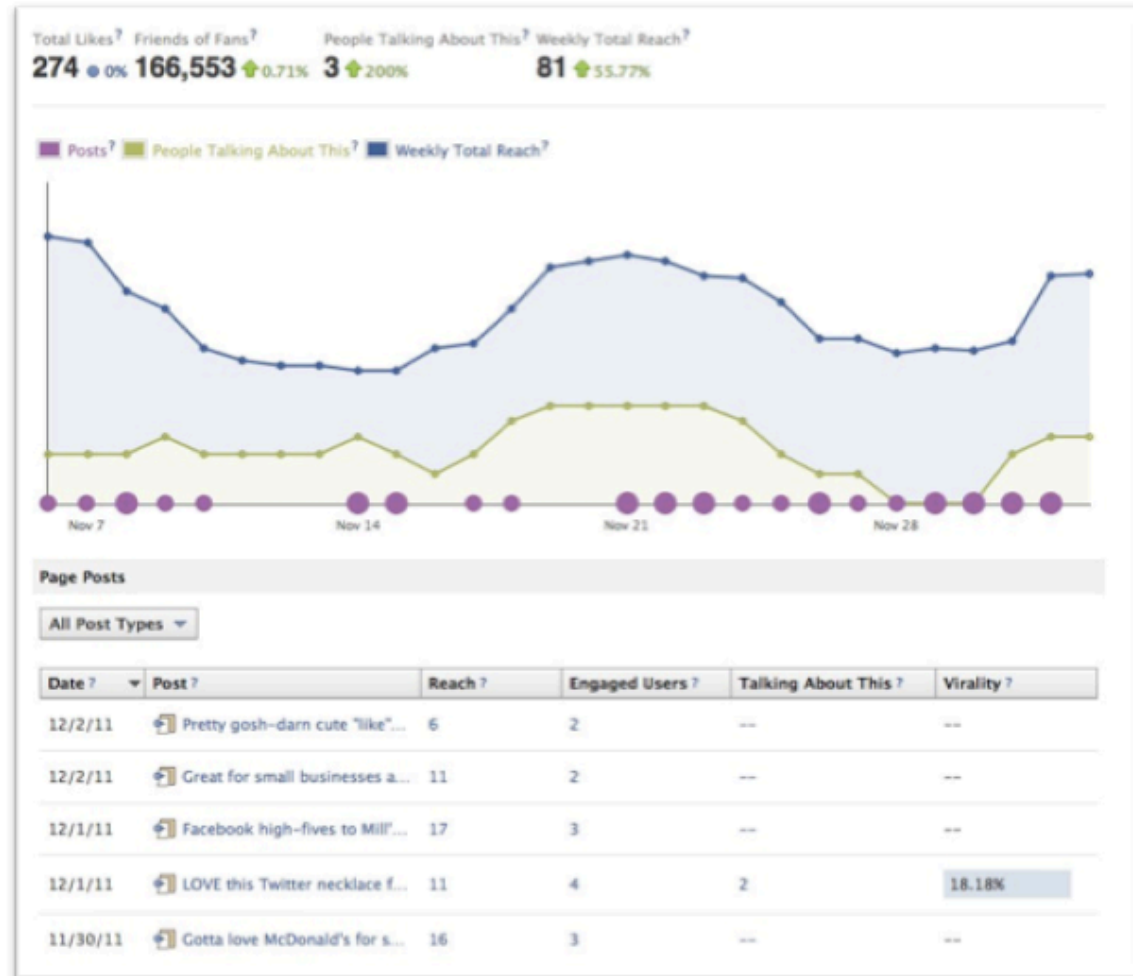
Follow @thefix

96.3K followers

More Shares = Better SEO

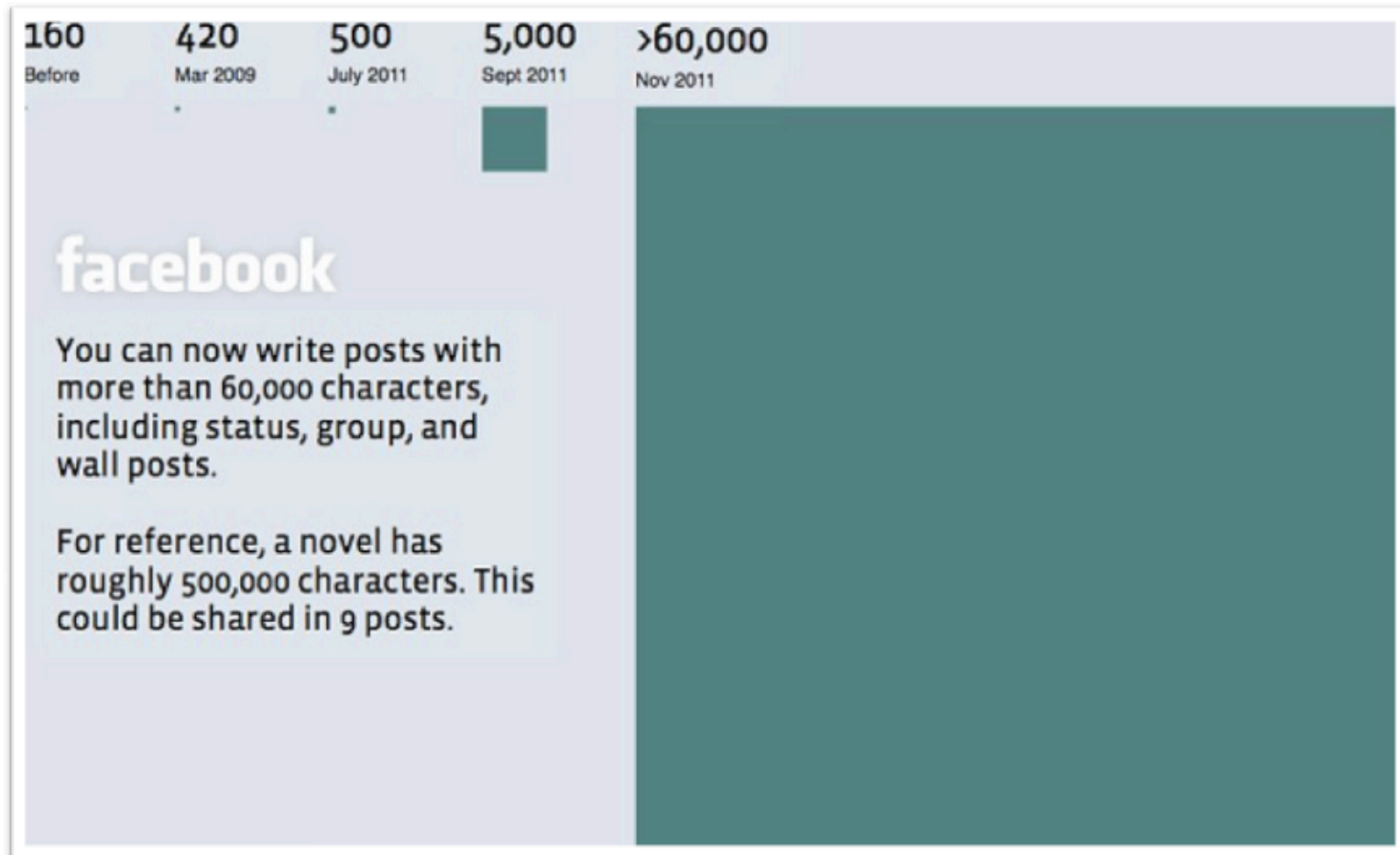


Insights are Updated Dramatically

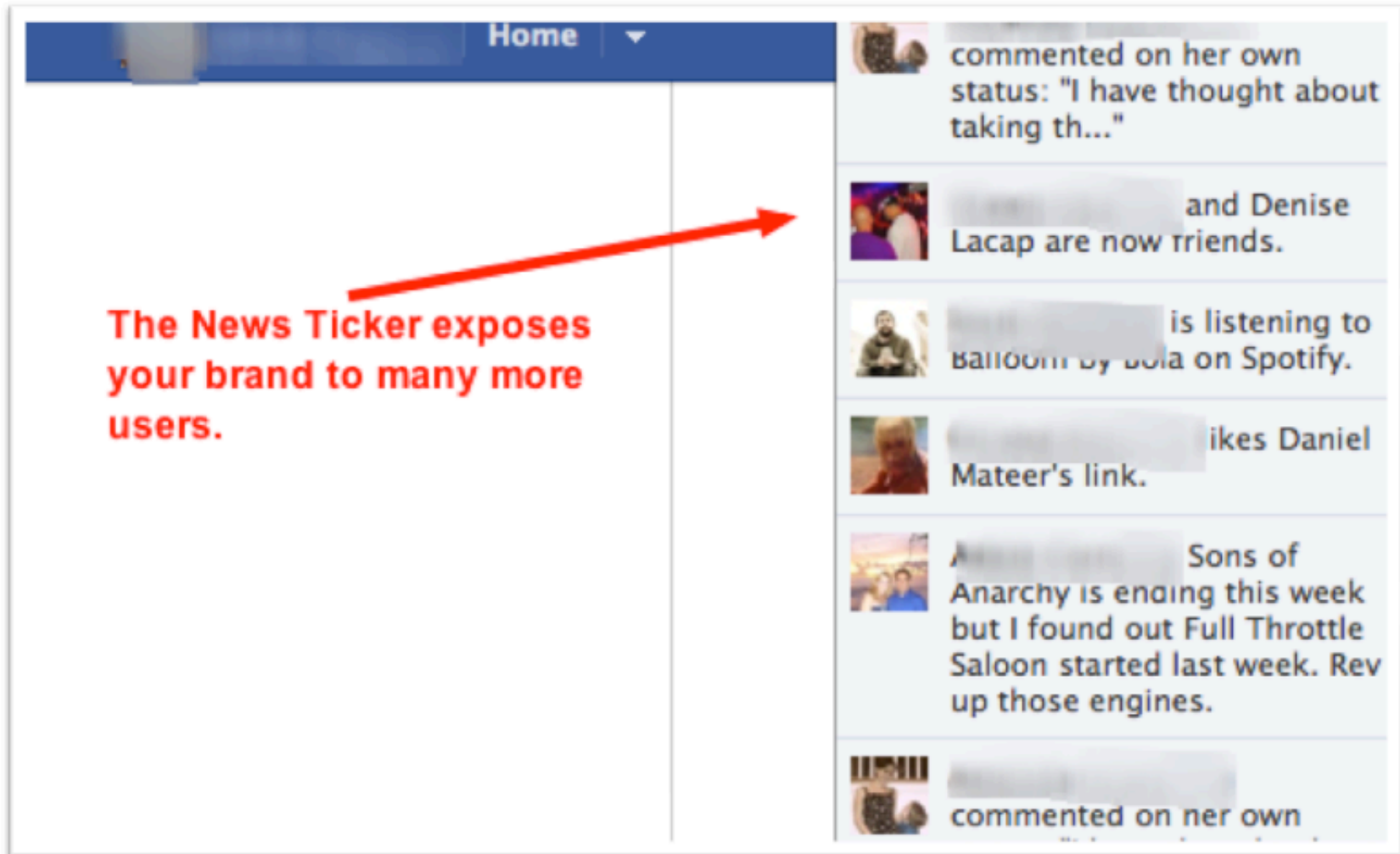


Take the Course - <http://www.learnpageinsights.com/>

Post Length is Longer



Increased Exposure Through News Ticker



The News Ticker exposes your brand to many more users.

Home ▾

commented on her own status: "I have thought about taking th..."

and Denise Lacap are now friends.

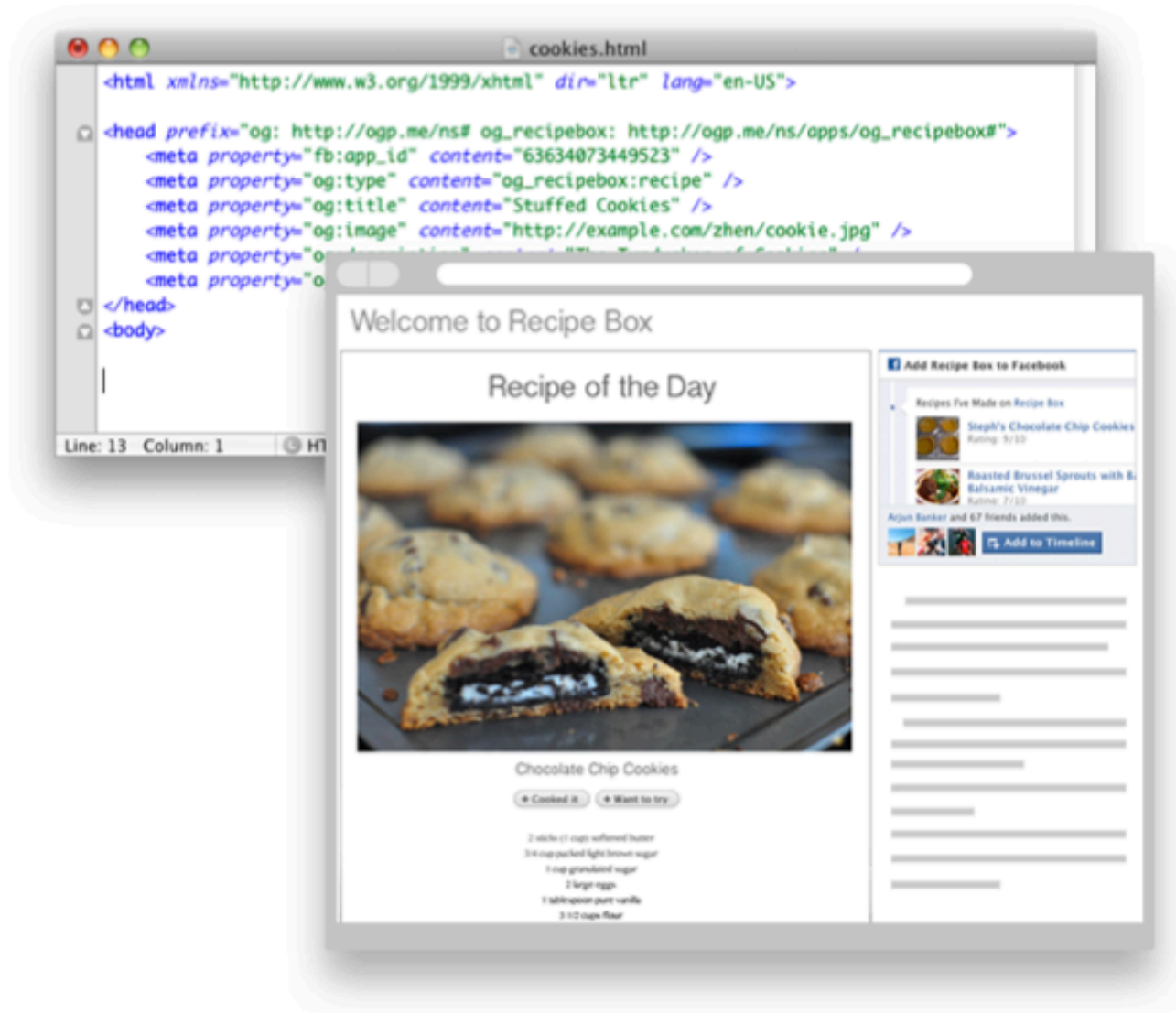
is listening to BALLOON by BOA on Spotify.

likes Daniel Mateer's link.

Sons of Anarchy is ending this week but I found out Full Throttle Saloon started last week. Rev up those engines.

commented on ner own

Open Graph Beta will Allow Unlimited Customization



Increase Revenue

1. Sell Magazine Subscriptions



New Year's Special!
GLAMOUR
100 Amazing Makeovers

Glamour - Glamour Holiday Gift Like Create a Page

Magazine



THIS HOLIDAY GIVE THE GIFT OF GLAMOUR

Give a Glamour subscription to someone special for just **\$14.95** and you can choose to get a subscription for yourself for just **\$5** more.

Plus, we'll also send you a **FREE** tote set with your paid subscription.

SEND A GIFT TO

NAME * (* Required fields)

ADDRESS 1 *

ADDRESS 2

CITY *

Wall

Info

Friend Activity

Sales & Giveaways

Glamour Cover Stars

Tell Somebody

Glamour Books

Top Stories

Friends With Benefits

Glamour Reel Mome...

Glamour Holiday Gift

Burberry Body

Coach Holiday Gift P...

Fabultis Quiz

LESS

About

Glamour may edit or remove any materials posted by fans or third parties. Y...

More

478,402
like this

13,391
talking about this

Likes See All

 The Twilight Saga

 Kristen Stewart

Sponsored Story See All

 Nicole Amaral and Heather Peck like Herb Chambers Honda of Seekonk.

 Herb Chambers Honda of Seekonk Like

Sponsored Create an Ad

Creating iPhone Apps 101

Want to build iPhone/iPad apps, but have NO clue? This course is so easy even your grandma can do it - 72% OFF today!

Profitable Story Telling

videosalesmagic.fbresponse.com

You could be one video away from rescuing your business. The 7-Step Sales Sequence to effortlessly converting, **FREE** Live Training

Bordeaux Wine

Explore the stories and flavors of Bordeaux wines. "LIKE" us today for daily wine news and tips. Bordeaux wines, your style.

Like - 48,564 people like this.


Newest Poker Game on FB!

The **FIRST** Royal Hold 'Em Poker on Facebook!

Is your family growing?

Keep the whole family talking. Add a line to your existing AT&T Wireless account for only \$9.99/mo. and choose one of our free phones.

2. Offer Free Trial Subscriptions



Videomaker
Magazine

Just fill out the form below to receive a FREE trial issue of the #1 Camcorder and Digital Video magazine - You'll get the latest tips, tricks, techniques and product reviews to help you make your video look as good as the pros! If you like it, you'll pay just \$19.97 for a full year (12 issues in all) - saving 72% off the newsstand price of \$71.88

Order Information

First name:

Last name:

Address:

City:

State:

Zip Code:

Country:

Email*:

Please send my FREE issue of Videomaker. If I like it, I'll pay just \$19.97 for a full year (12 issues in all) -

Wall

Info

Events

Links

Welcome to Videomaker!

Subscribe to Videomaker...

About

A place where you can discuss and pick up tips on video production, editing...

More

9,606 like this

Likes

One Media Player per Teacher

YouTube

3. Collect Email Addresses

The screenshot shows the Facebook page for Bon Appétit Magazine. On the left sidebar, the 'Email Newsletter' link is highlighted with a red arrow. In the main content area, there is a 'SUBSCRIBE' button next to an email input field, also indicated by a red arrow. The page header includes the magazine's name, a 'Like' button, and a 'Magazine' category. The main text encourages users to subscribe to the newsletter by entering their email address.

4. Create a Page for Your Niche Events



Farm Progress Show Like

Farming/Agriculture · Boone, Iowa

FARM PROGRESS SHOW 2012
August 28, 29 and 30
Boone, Iowa

Wall Farm Progress Show · Everyone (Top Posts) ▾

Share: Post Photo

Write something...

Farm Progress Show via Farm Progress Daily
Farm Progress Show fans can save through tomorrow.

Farm Futures 2012 Summit - MAIN - Farm Futures
farmfutures.com

Sign up to join the all-star speaker line-up at the 2012 Farm Futures Management Summit - find the online registration here. Early bird discount ends Nov. 30.

Like · Comment · Share · November 29 at 9:23pm · 2 people like this.

Write a comment...

Farm Progress Show
Happy Thanksgiving!

Like · Comment · Share · November 23 at 5:56pm · 9 people like this.

5. Create, Promote, and Invite via Facebook Events



The screenshot shows a Facebook event page for 'Interweave Knitting Lab'. On the left, there is a circular logo with 'INTERWEAVE' at the top, 'KNITTING LAB' in the center, and 'EXPLORE • EXPERIMENT • ENGAGE' at the bottom. Below the logo, it says '35 Attending' and 'See All'. A list of attendees includes Saloni Howard-Sarin, Amy Detjen, John Sutton, Karen Anne Sammut, Lila De Penning, Debra Perli, Leticia Rosado Russell, and Lauren Elsberry.

Interweave Knitting Lab
Share · Public Event

Time Thursday, November 3 at 9:00am – November 6 at 5:00pm

Location Marriott San Mateo
1770 South Amphlett Blvd.
San Mateo, CA

Created By Knitting Daily

More Info Save the date for the first Interweave Knitting Lab, the event you've been waiting for, November 3–6 in San Mateo, CA (near San Francisco). Join Interweave Editors for the ultimate learning experience for passionate knitters. This four-day knitting event explores every facet of our complex craft. Enjoy small technique and project-based classes, provocative panel discussions and fascinating lectures presented by knitting luminaries. Special evening sessions and the Knitter's Market round out this exciting event—one unlike any other the yarn world has experienced! Sign up for the event e-newsletter on our website: <http://www.interweaveknittinglab.com/> to get email updates and be one of the first to find out when registration opens.

Wall

 **Interweave Knitting Lab**
Registration is open!

Interweave Knitting Lab 2011
www.cvent.com
Join us for the first annual Interweave Knitting Lab in November, 2011!

Like · Comment · Share · May 3 at 2:34pm

6. Post Promotions Creatively



Black Belt Magazine
Martial Arts Quote of the Day:

"Martial arts helped me out a lot because as a child I was an outcast."

— Antonio Graceffo

warrior odyssey
Warrior Odyssey: The Travels of a Martial Artist Through Asia (book)
www.blackbeltmag.com

"Suddenly I found myself in one of those situations only I can find myself in ... I knew that I could fight my way out of most rooms, but here I would be fighting my way out of a room full of kung fu monks. If you had made a quick call to Atlantic City, bookmakers would have told you that they were gi..."

Like · Comment · Share · 8 hours ago · 🌐

👍 Roger Chico De Coster and 57 others like this.

 **Steven Croft** Been waiting to get this book, now I have a good excuse to buy it :-)
8 hours ago · Like · 👍 1

7. Create a Marketplace

facebook Search

Road & Track Magazine > Shop R&T.com Like

Magazine

Dan Gurney Eagle Spa Print (Signed)
Black and White—24"x14", Signed by Dan Gurney
BUY NOW

Spa-Francorchamps, 2002—This print shows Dan Gurney speeding down the track as he celebrates the 35th anniversary of his historic victory in the 1967 Belgian Grand Prix.

Signed by Dan Gurney
Photo by Laurent Charmoux

Image detail:

WALL INFO FRIEND ACTIVITY PHOTOS SHOP R&T.COM QUESTIONS

MEQUODA
Digital Strategy for Publishers

@mequoda

8. Offer Fan-Only Incentives

Popular Science > Subscribe [Like](#)

Magazine

EXCLUSIVE OFFER FOR OUR FACEBOOK FANS

<p>PRINT</p>  <p>\$12/YEAR SUBSCRIBE NOW</p>	<p>iPAD</p>  <p>\$14.99/YEAR SUBSCRIBE NOW</p>
<p>DIGITAL</p>  <p>\$14.99/YEAR SUBSCRIBE NOW</p>	<p>NOOK COLOR</p>  <p>\$1.99/MONTH SUBSCRIBE NOW</p>

9. Sell Advertising Space

The image shows a Facebook post from the page 'Glamour · Friends With Benefits'. The post is sponsored and features a promotional image for the movie 'Friends With Benefits' starring Justin Timberlake and Mila Kunis. The text of the post reads: 'For all the single ladies out there this holiday season, give yourself the gift of Friends with Benefits (oh, get your mind out of the gutter—we're talking the DVD of the hit movie!). Although there's nothing wrong with the real thing when you find yourself under some mistletoe (or near the spiked punch).' Below the text are three small images: a couple in a romantic embrace, a couple in a more playful pose, and a man smiling. A quote from Shawn Edwards of FOX TV says, 'Funny, clever and very sexy!'. At the bottom of the post is a video player with the text 'Check out these five Friends With Benefits survival tips to ensure a drama-free holiday:' and 'TIP # 1 Don't be afraid to tell your FWB how you like it'. The video player shows a play button, a progress bar at 00:00, and a total duration of 01:31. On the left side of the Facebook interface, there is a navigation menu with items like 'Wall', 'Info', 'Friend Activity', 'Sales & Giveaways', 'Glamour Cover Stars', 'Tell Somebody', 'Glamour Books', 'Top Stories', 'Friends With Benefits', 'Glamour Reel Moments', 'Glamour Holiday Gift', 'Barberry Body', 'Coach Holiday Gift Picks', and 'Fabulis Quiz'. Below the menu, it shows '478,327 like this' and '13,391 talking about this'. There are also two likes shown: 'The Twilight Saga' and 'Kristen Stewart'.

10. Buy Ads – Promote to Fans



Warm Ads

- Ads Targeted to just fans of your page
- Special offers, email list building, Fan only content
- These are the people you want to bounce to your website

Drive More Website Traffic

1. Pull a Quote from Your Article



The New York Times

Quotation of the Day: "I don't relish the decision, but I don't think people are going to argue that we should keep a float when we are cutting libraries." – Mayor Bob Foster, of Long Beach, Calif., on his city's dropping out of the Tournament of Roses parade.



Rough Times Take Bloom Off a New Year's Rite, the Rose Parade

www.nytimes.com

Hard-pressed cities and struggling companies find it hard to justify the expense of floats in a beloved event.

Like · Comment · Share · 45 minutes ago ·

252 people like this.

View all 35 comments

54 shares

Write a comment...

2. Ask a Question Related to Your Article



People.com
Can you picture Charlize as a nerd? Maybe a sexy, beautiful nerd!

 **Charlize Theron: I Was Teased By Mean Girls in High School**
www.people.com
"I wore really nerdy glasses," she tells PEOPLE. "I didn't have any boyfriends, but lots of crushes"

Like · Comment · Share · 14 hours ago · 

 325 people like this.

 17 shares

 View previous comments 50 of 98

 **Charlene Scopac** Every post by people mag there is always that one stupid person satin who care this is not news....THIS IS NEWS ..its people magazine not cnn...take your "intellectual" (and I use that loosely") too good for this self and dislike this page...because the news will never be up to your standards!!
13 hours ago · Like ·  2

 **Nicole Sousa** Those mean girls that teased Charlie Theron will rot in Hell. I bet they're in jail right now.
13 hours ago · Like ·  2

3. Tag Businesses You Mentioned in Your Post



Mequoda

A few tips for tweeting from Specialized Information Publishers Association (SIPA), TIME and Twitter!



Tips for Tweeting
www.mequoda.com

Allie Townsend, social media producer for TIME has somewhere upwards of 2,870,423 followers on Twitter. Her comments last month on the Folio: website are interesting to read. "You've only got a few seconds of someone's attention (at best) on Twitter, so what you're writing needs to earn their click...."

4. Optimize Click-Worthy Post Descriptions



The screenshot shows a Facebook post from the page 'Adbusters'. The post features a cover image of a suburban house and a main image of a magazine cover titled 'THE BIG IDEAS OF 2011'. The post text reads: 'The American Dream | Adbusters Culturejammer Headquarters www.adbusters.org I love my neighbors who come out on Saturday mornings and cut their grass, and chitchat to me while we washdown our cars and driveways.' Below the post, there are interaction metrics: 'Like · Comment · Share · 19 hours ago', 'Wayne G Sterba and 50 others like this.', 'View all 9 comments', and '20 shares'. Two comments are visible: one from Jonathan Gilman discussing the article's description and the veneer of the American Dream, and another from Tali Purkerson stating 'Its total truth, which speaks the loudest'. A comment input field at the bottom contains the text 'Write a comment...'.

Adbusters
<http://www.adbusters.org/magazine/99/american-dream.html>

The American Dream | Adbusters Culturejammer Headquarters
www.adbusters.org

I love my neighbors who come out on Saturday mornings and cut their grass, and chitchat to me while we washdown our cars and driveways.

Like · Comment · Share · 19 hours ago

Wayne G Sterba and 50 others like this.

View all 9 comments 20 shares

Jonathan Gilman I like how this article is a description and lets the readers make their own conclusions. To me this about the veneer of the American Dream, similar to Todd Solondz's movie Happiness.

The lie is not what he is saying, but more about what is being left out. What are his deviant desires? If there weren't any deviancies there why, did he mention it?

Fun article.
17 hours ago · Like

Tali Purkerson Its total truth, which speaks the loudest
16 hours ago · Like

Write a comment...

5. Write Click-Worthy Titles



Mashable – Social Media

Just days before the general election is set to occur across the country, riot police cleared out protestors in Cairo's Tahrir Square, who had dubbed themselves "Occupy Tahrir," by force.



Social Media Plays Witness to Clash in Egypt's Capital [DEVELOPING]

on.mash.to

As riot police strike back against protestors, citizens take to Twitter and Youtube to show the devastation.



Like · Comment · Share · November 20 at 1:06pm via HootSuite



Brand2Web and 7 others like this.

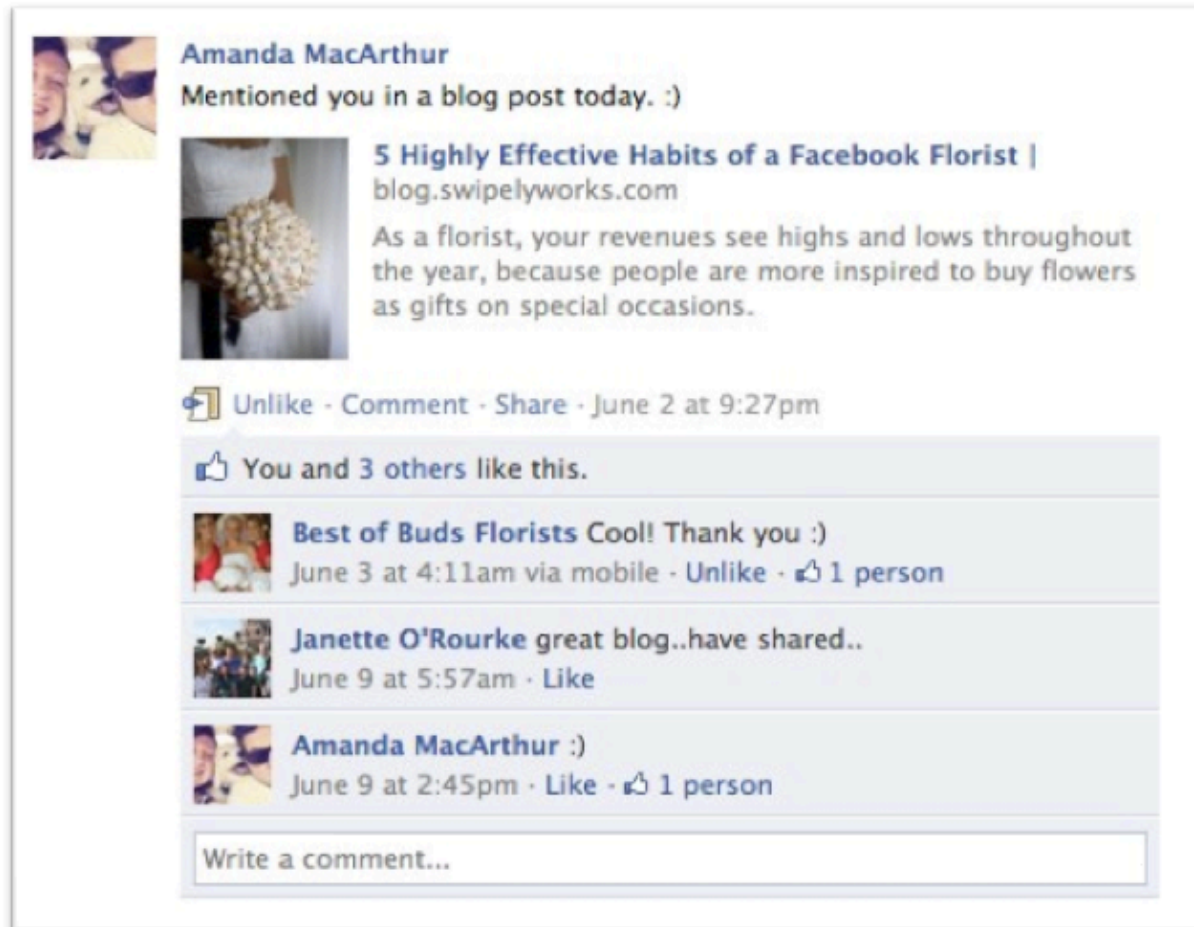


Brand2Web Here again we see the important role of social media in times of rebellions.


November 21 at 3:19am · Like

Write a comment...

6. Post On The Wall of Every Business You Mentioned



Amanda MacArthur
Mentioned you in a blog post today. :)





5 Highly Effective Habits of a Facebook Florist |
blog.swipelyworks.com


As a florist, your revenues see highs and lows throughout the year, because people are more inspired to buy flowers as gifts on special occasions.

🔒 Unlike · Comment · Share · June 2 at 9:27pm

👍 You and 3 others like this.

 **Best of Buds Florists** Cool! Thank you :)
June 3 at 4:11am via mobile · Unlike · 👍 1 person

 **Janette O'Rourke** great blog..have shared..
June 9 at 5:57am · Like

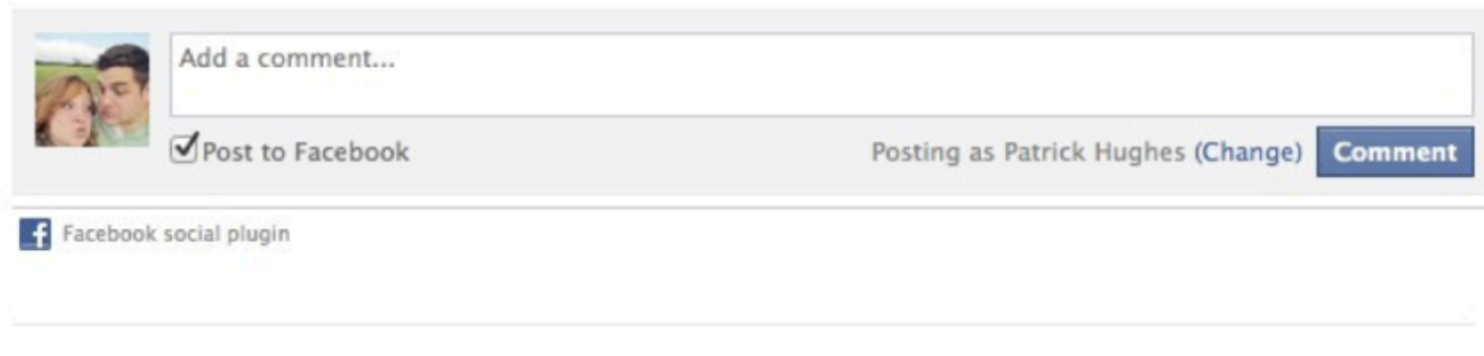
 **Amanda MacArthur** :)
June 9 at 2:45pm · Like · 👍 1 person

Write a comment...

7. Install Facebook Blog Plugin

Facebook Comments

When logged into Facebook, leave your comments here. If not, feel free to use our regular comment box below!



A screenshot of a Facebook comment box. On the left is a small profile picture of a couple. To its right is a text input field with the placeholder text "Add a comment...". Below the input field is a row of controls: a checked checkbox labeled "Post to Facebook", the text "Posting as Patrick Hughes (Change)", and a blue button labeled "Comment". At the bottom left of the comment box area is the Facebook logo and the text "Facebook social plugin".

8. Ask All Editors to Share Articles



Amanda MacArthur

Wrote a new article for Mequoda with the help of video aficionado Patrick Hughes on everything you need to know about that controversial new YouTube design!



3 Ways The "New YouTube" Affects Publishers

www.mequoda.com

You might not have noticed the new YouTube roll-out last week, but a few big things happened that benefit professional users everywhere. GigaOM calls

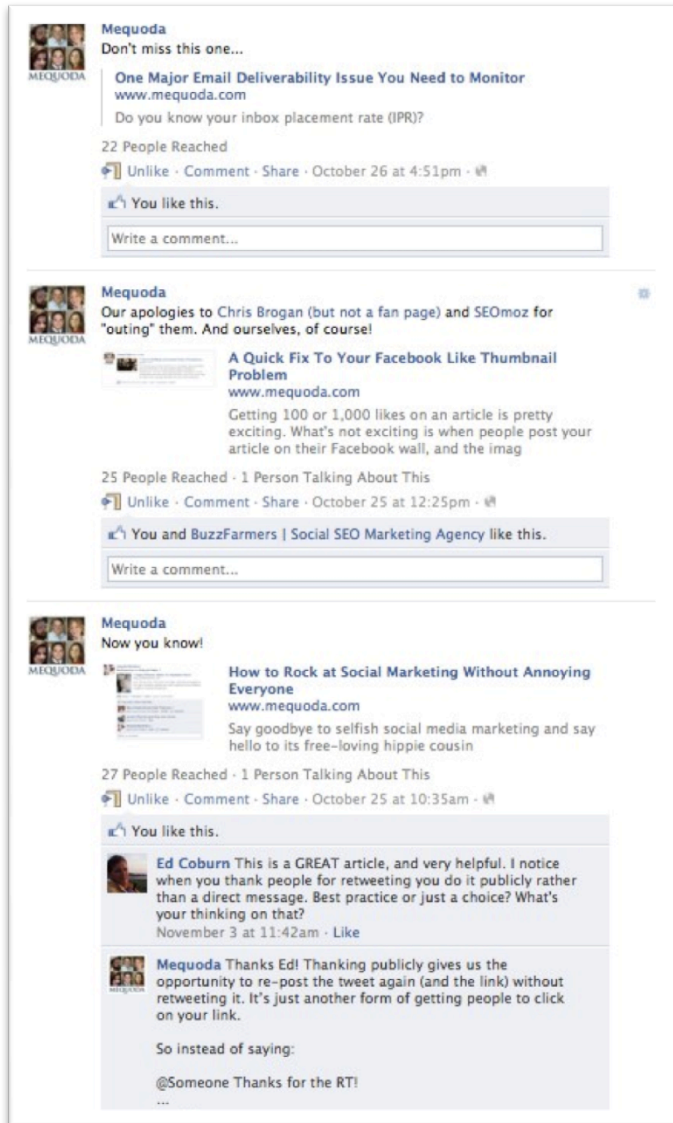
Unlike · Comment · Unfollow Post · Share · Remove From Profile · a few seconds ago near Tiverton · 🌐

You and Amanda MacArthur like this.

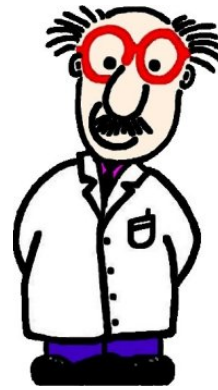


Write a comment...

9. Post At Least Once Per Day



The screenshot shows three Facebook posts from the Mequoda page. The first post is titled "One Major Email Deliverability Issue You Need to Monitor" and asks about inbox placement rate (IPR). The second post is an apology to Chris Brogan and SEOmoz, and includes a link to "A Quick Fix To Your Facebook Like Thumbnail Problem". The third post is titled "How to Rock at Social Marketing Without Annoying Everyone" and includes a comment from Ed Coburn and a reply from Mequoda.



Hypothesize



Experiment



Analyze

10. Create Custom Tab for Free Reports

Investing Daily > Free Reports
Business/Economy · Falls Church, Virginia

The latest free investor reports from Investing Daily:

 **Top Growth Stocks:**
[The Top Growth Stocks to Own Now](#)

 **Best Alternative Energy Stocks:**
[The Top Green Energy Stocks and Alternative Energy Companies to Buy Now](#)

 **Asian Stock Market News Alert:**
[The Best Asian Stock Market Picks for 2011](#)

Build Community

1. Use Facebook Groups to Build Events

The screenshot shows a Facebook group page for 'MySQL Conference & Expo'. The page is organized into several sections:

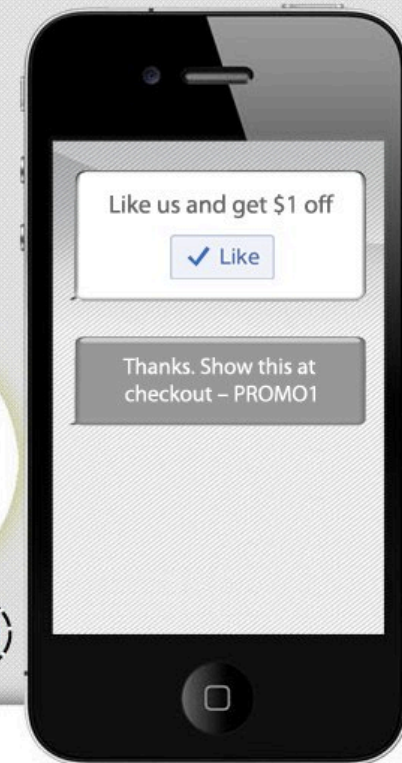
- Header:** Features the O'Reilly MySQL Conference & Expo logo and a 'Join' button.
- Navigation:** Includes tabs for 'Wall', 'Info', and 'Photos'.
- Basic Info:** Provides details such as the group name, category (Business - General), and a detailed description of the conference as an interactive learning community.
- Contact Info:** Lists the group's email (mysql-idea@oreilly.com) and website (http://www.mysqlconf.com).
- Recent News:** Announces the 2010 MySQL Conference & Expo, held from April 12-15, 2010, in Santa Clara, CA.
- Admins:** Lists four administrators: Suzanne Axtell, Maureen Jennings, Allison Gillespie, and Matthew Johnson (the creator).
- Officers:** Lists one officer: O'Reilly Conferences.

2. Integrate With Print Products



SOCIALIZE YOUR MASS MARKETING

Convert target consumers to social connections with incentives and amplify your message with social sharing.



3. Post Photos at Events and Tag Friends



Like Comment

Beading Daily
One of the best parts of my trip was getting to meet the amazing, sweet and hilarious Lisa Peters Lisa Peters Art! We did some serious bead shopping!
Like · Comment · Share · 12 hours ago

Danielle Simoneau and 13 others like this.

Ellen Granito Leeds I live in NY, where was this?...looks like I could get into a lot of trouble in there :)
12 hours ago · Like · 4

Album: Wall Photos · 1 of 73
Shared with: Public

Yamgo TV
212 of your fans like this.
Like

Download
Report This Photo

Sponsored

4. Post In House Videos of Staff



Interweave

This week, Loveland Interweavers participated in the local Bike to Work Day event (Colorado's is June 22). Check out this awesome video of former New Yorker Jamie Bogner's mtn bike commute from Fort Collins to our headquarters. How was your morning workout?



Share · June 24 at 10:47am

👍 Patti Anne Baldassaro likes this.



Patti Anne Baldassaro Wow!
June 24 at 2:44pm

5. Respond to Negativity in a Positive, Transparent Way



6. Gather Facebook Followers on Your Website

The screenshot shows the homepage of the American Quilter's Society website. At the top left is the AQS logo (a diamond with 'A', 'Q', 'S' inside) and the text "Official Site of the American Quilter's Society" and "Dedicated to Promoting Today's Quilter". To the right is a "Shop Our ONLINE CATALOG" button. Further right is a "Site Search" box and a "Log-in Here - or - Join Today!" banner. Below the banner are links for "My Account", "Wishlist", "View Cart", and "Checkout". A "Text Size" selector is also present.

The main navigation menu includes: HOME, ABOUT AQS, AMERICAN QUILTER MAGAZINE, THE QUILT LIFE MAGAZINE, QUILT SHOWS, BUY BOOKS, SPECIAL SALES, AQS GIFT SHOP, QUILT WORLD CONNECTIONS, AUTHORS, AQS MEMBER RESOURCES, REGISTERED RETAIL SHOPS, and LINKS.

The main content area features a featured article titled "My HQ Story 'It's my Friend's Fault'" by Alice Cruz, Omaha, Nebraska, with a "SEE MORE OF MY HQ STORY" button. To the left of this article are logos for "QUILT NEWS BLOG", "aq's publishing BLOG", "Magazine Blog Quilter", and "QuiltLife BLOG".

The central focus is a large blue and white banner that says "Become a fan on facebook" with the AQS logo. To the right of this banner is a yellow box with the text "AQS is on facebook! Become a FAN of AQS on facebook TODAY." and a set of navigation dots.

At the bottom left of the banner area is an advertisement for "JO-ANN fabric and craft stores".

7. Hold Contests Where Real People Win

AGCO
Your Agriculture Company

BLOG CONTEST
You could WIN an iPad.

Click on the "CONTEST" tab.

ARTICULATING AGRICULTURE
Submit your stories* for a chance to WIN an iPad.

By entering the contest, you are agreeing to the terms and conditions.
*To enter, submit 2 to 5 Blog posts per person.

Add to My Page's Favorites
Suggest to Friends
Subscribe via SMS

Fan contest announced!
<http://bit.ly/AGCOBlogContest>

Challenger, Fendt, Massey Ferguson, Valtra Fans & Friends

Common sense guidelines:
- have fun
- share stories, videos & pictures
- keep it clean (no cussin')
- no sellin' stuff (spamm'n')

AGCO Are you thinking about what to submit to the AGCO Blog contest? Might win an iPad!
<http://bit.ly/AGCOBlogContest> on Sunday

Wall Info Products **CONTEST** Application Gleaner >>

Write something...

Attach: Share

Filters

AGCO
Do you plan to enter the AGCO Blog Contest?
1: Yes
2: No
9 hours ago via Poll · Comment · Like · Create a Poll · Flag
5 people like this.
Write a comment...

AGCO Why is a Challenger MT600C Series tractor your Right Tractor Right Now for farmers? Hear from a current owner on the AGCO blog.
AGCO Blog: Why Choose a Challenger MT600C Series Tractor?
blog.agcocorp.com
9 hours ago · Comment · Like · Share · Flag
11 people like this.

Chris Mackay because its got the visibility, power confeness and a good pulln machine.
9 hours ago · Like · 2 people · Flag

Erdal Soyysal MT600C series tractor for the first time I hear you say. Or Massey ferguson/nu this?
9 hours ago · Like · Flag

Andy Ebersole because they quit making the orange tractors
3 hours ago · Like · Flag
Write a comment...

Portless Torge

14 hours ago · Comment · Like · Flag
2 people like this.

8. Add Like Buttons to Thank-You Pages

**Get them to click LIKE
when they like you.**



9. Keep Customers in Place By Creating Video Library

Men's Health Magazine

Men's Health's Videos

Videos of Men's Health

See All: Photos and Videos

- 0:39
- 1:34
- 4:21
- 2:55
- 2:39
- 0:59
- 0:15
- 3:05
- 0:28

218,653 like this

9,357 talking about this

10. Share Niche-Related Articles



Kids Discover Magazine

An interesting take on how business practices can have a positive influence in schools. Thoughts?



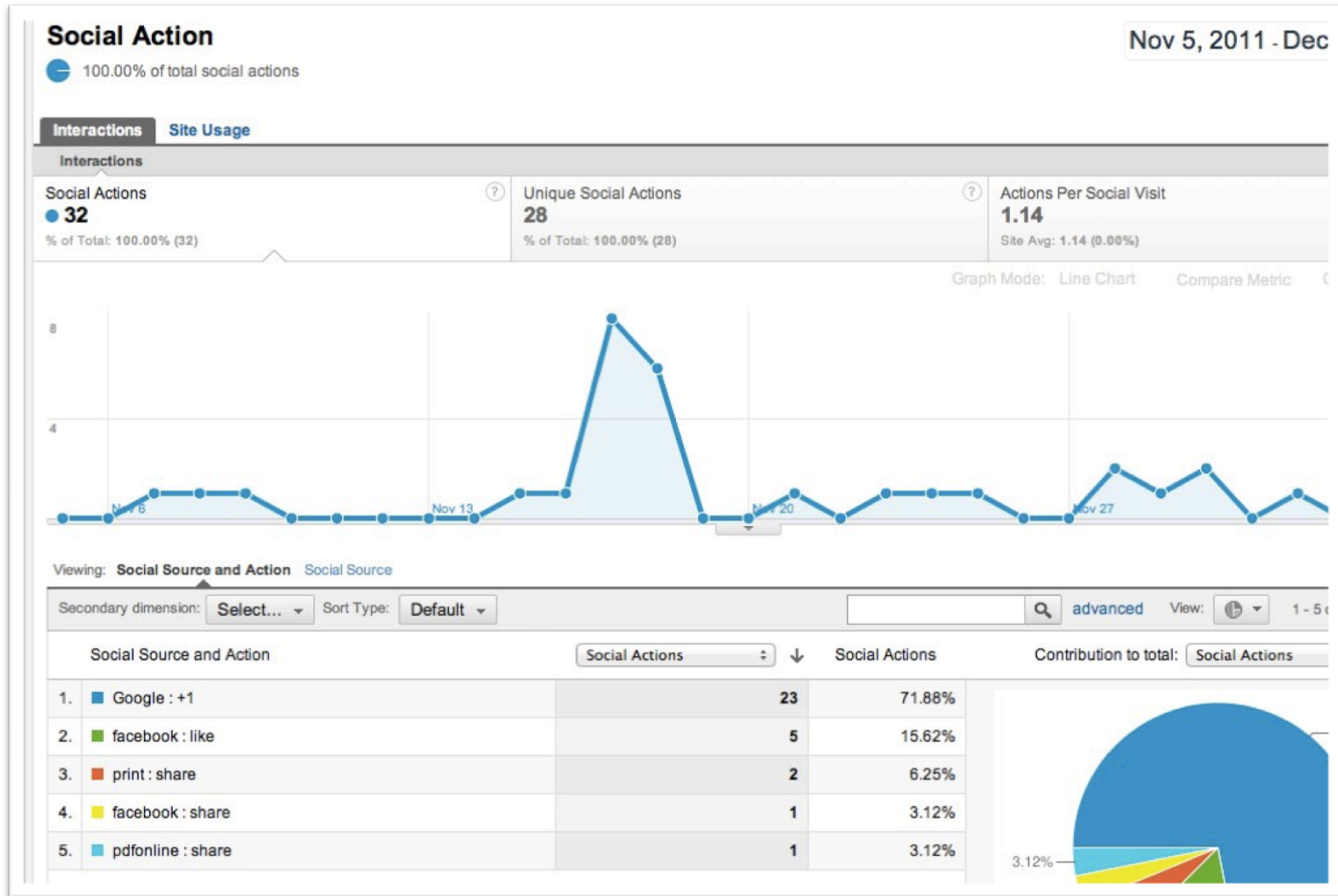
To inspire, schools take a page from Disney
www.washingtonpost.com

Hundreds of school systems, including Montgomery County's, have sought counsel from the Disney Institute, underscoring the rising influence of business principles in public education.

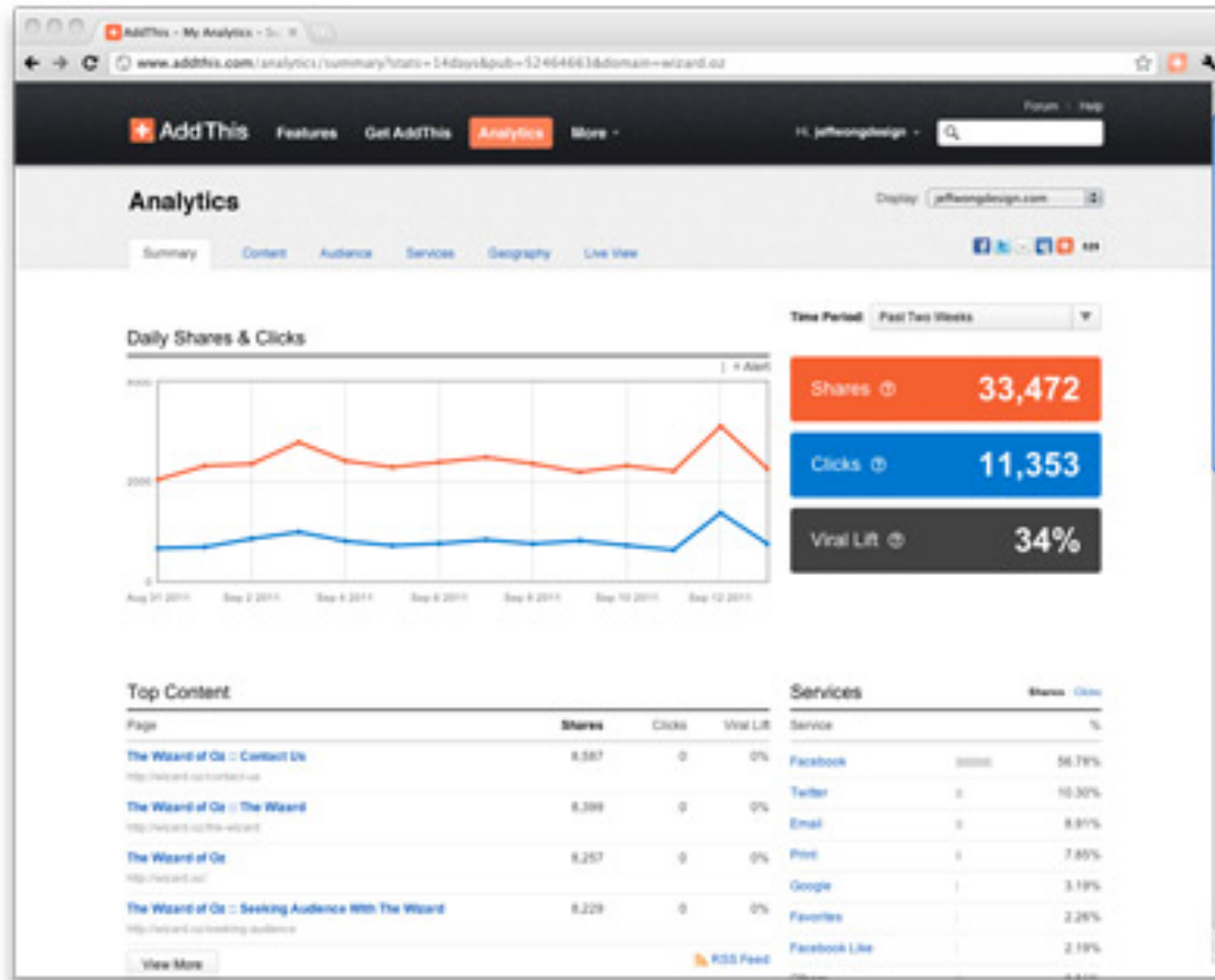
 Share · August 30 at 10:50am

Measure Results

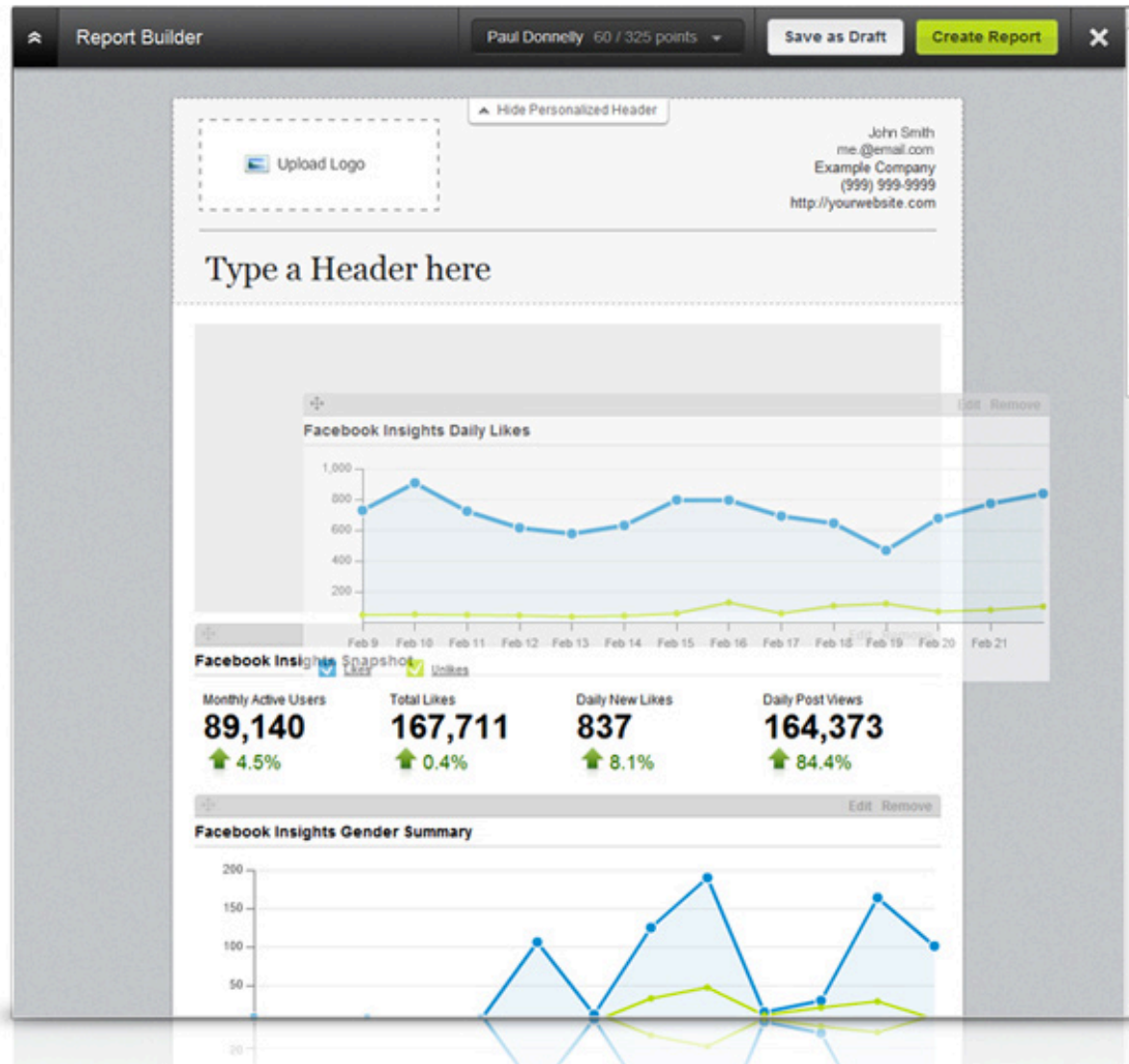
1. Google Analytics - Measures: Website Traffic & Engagement



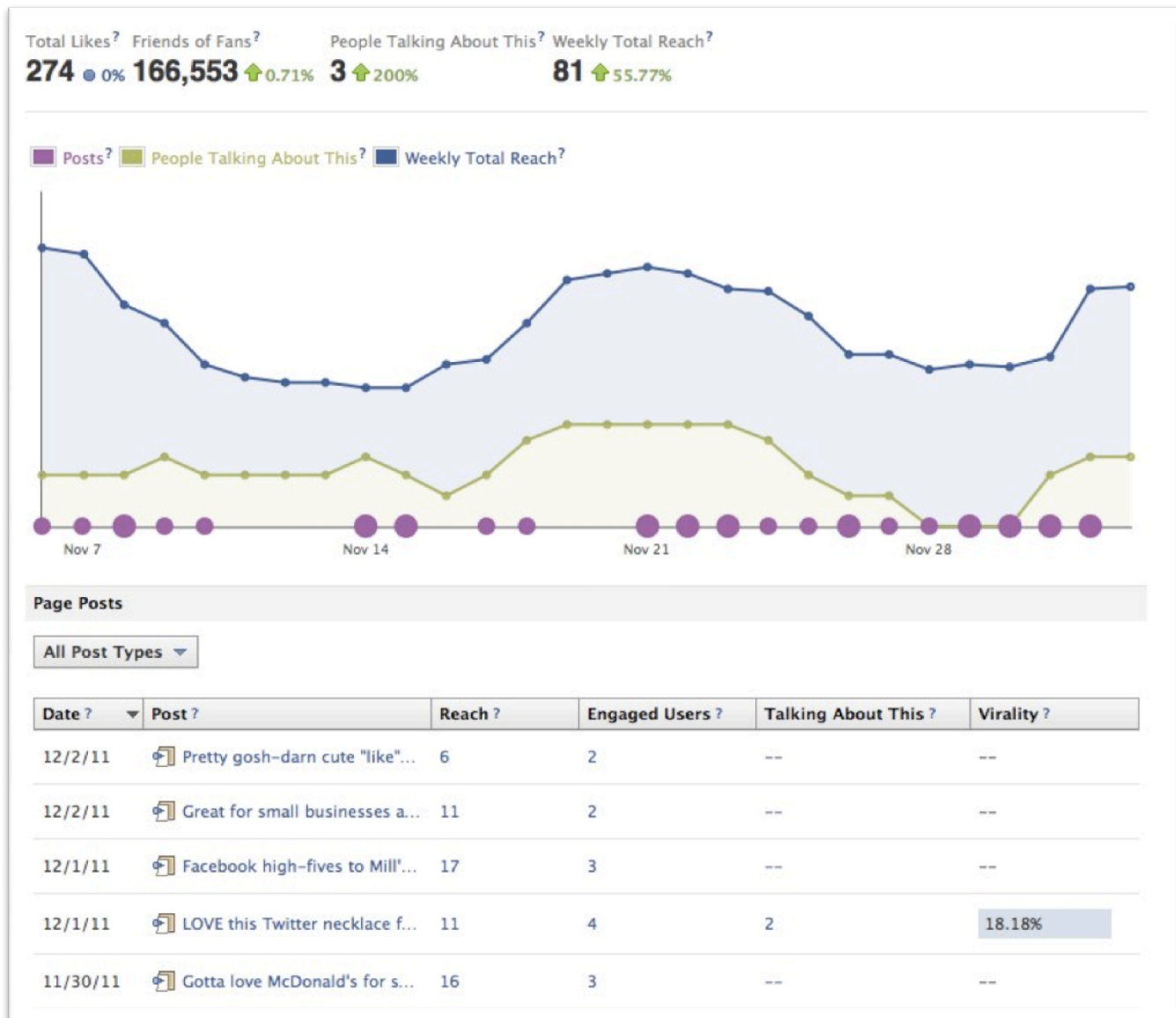
2. Add This - Measures: Facebook Shares from Website



3. Hootsuite - Measures: Post Clicks



4. Facebook Insights - Measures: Interaction Within Facebook



5. ThinkUp

The screenshot displays the ThinkUp dashboard interface. On the left is a navigation sidebar with the following menu items: Dashboard, Tweets, Followers, Who You Follow, and Links. The main content area is titled 'ThinkUp' and features a Twitter feed header with a profile picture and the text 'Updated 1 day ago'. Below this is a 'Hot Posts' section with a table of tweets and their engagement metrics. The table has columns for the tweet text, retweets, and replies. The tweets are:

	retweets	replies
Nerdiest/cutest hairclips evah. http://t.co/UiOJo7Ay #socialxmasgifts	4	
Check out @cartalk @NewCenturyAuto @collisionmax rocking it! - "5 Brilliant Auto Body Marketing Ideas" http://t.co/HGZAVTZn	3	
Ooh la la, cute gifts for your nerdy social media friends! Check out these ornaments by @ericasmith on @etsy: http://t.co/dSqG5R7q	1	1

Below the Hot Posts is a 'Recent Activity' section with a horizontal bar chart showing the following data:

Activity	Count
Nerdiest/cutest hairclips evah...	4
Check out @cartalk @NewCenturyAuto...	3
Ooh la la, cute gifts for your nerdy social...	2
Time to check out : new article on...	1
4 Cool & Brand-Building Apps for Small...	1
Killer post from on the @Swipely...	1

6. EdgeRank Checker

E EDGERANK CHECKER
Maximize Your Facebook Exposure

GO PRO COMPETITIVE EDGE LEARN SUPPORT BLOG

Join Our Newsletter GO

CONNECT NOW FOR YOUR FREE SCORE

UPGRADE TO PRO & GET 2 WEEKS FREE!

Connect with Facebook

BEST/WORST

- Best Impressions Hour: 5am (average 3293 impress)
- Best Likes Hour: 2pm (average 8 likes)
- Best Comments Hour: 12pm (average 15 comments)
- Best Post Type: 247 (average 3293 views)
- Best Day of Week for EdgeRank: Monday (average 2)

BEST/WORST STATS

- Best Day of Week for Impressions: Monday (average)
- Best Day of Week for Fan Growth: Sunday (average)

INCREASE FACEBOOK EXPOSURE & FAN ENGAGEMENT WITH EDGERANK CHECKER

B How the New Hybrid News Feed Affects Engagement

GET THE MOST FROM YOUR POSTS!
INTRODUCING POST GRADING **FIND OUT MORE**

D LIFETIME C TIMING A ENGAGEMENT B IMPRESSIONS

7. The Numbers to Keep Track Of

- **LIKES**
- **SHARES**
- **BEST POST TIMES**
- **FAN ACTIVITY**

Thank You

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