

# Facebook: Post on Every Page, Every Day



*By Jack Monson, Director of Digital Strategy, Qiigo*

In the presentation titled 9 Social Media Best Practices for Franchisors, the practice that is most challenging for some marketers is also my favorite: *Post Every Day on All of Your Facebook Pages.*

Few argue with the value of good, regular content flowing to their fans' newsfeeds. And, in case consumers seek and discover your page on their own, my observation is that having a page with nothing new on it in the past two weeks looks like you're out of business.

But some marketers are challenged by this daunting daily task looming over their content calendars. The reluctance may be caused by a feeling that daily posts are too much for their fans and that it's just too hard to produce.

***Too much? No.***

With today's painfully low organic reach, your risk of overserving content to a fan is nonexistent. When only 1% to 10% of your organic posts is actually seen by your fans, your daily posts will rarely hit their news feeds once each week.

Tell any fans who think you post too often the same thing I would tell radio listeners 20 years ago, when they would call

my station and complain, “You played that same Pearl Jam song yesterday at 8am and then again at 10pm!” I would respond, “You’re right. THANKS for listening so much! Let me send you a t-shirt!” They may have been an irritated listener (or more likely, one who just wanted to show they caught a perceived flaw). But, to me we had someone who was engaged and listening for 14 straight hours! Now if only they had an Arbitron ratings diary...

### ***Too hard? No.***

Posting this much can be hard. It’s especially hard if it’s in addition to your current marketing workload or job description (whatever that is). But being too hard is no longer a reason to not do something. I frequently tell friends and groups with whom I speak that it’s now okay to ignore anyone who gives the excuse of not improving because it’s too hard. They will be soon gone from their current position and will no longer block you.

### ***Exceptions? Yes.***

Are there days when you shouldn’t post at least once? Yes, but it has less to do with the quantity of posts, and more about special occasions when your content is best throttled back. See these suggestions on days to skip posting.

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