

TYPES OF CONTENT FOR FACEBOOK



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Below are the different types of content for Facebook and what each piece of content has to offer and why you might use it.

Status Updates:

Great for views and comments.

Not ideal for reactions (likes, loves, etc.)

Example: People will respond to “What book are you currently reading?”

However, they probably won’t click “like” or “love.”

Links:

Great for click-thru.

Not ideal for views.

Facebook Lives:

Great for reactions & comments.

Not ideal for long-lasting results.

Ideal for exposure in a short amount of time.

Photos:

Feeds the page where they were originally posted on.

Great for reactions, shares, long-lasting results.

Videos:

Great for views, shares, long-lasting results.

Not ideal for click-throughs

Feeds the page where they were originally posted on.