

Those with editorial control over market Facebook pages can improve the reach by:

- Judicious use of hashtags (but see <http://www.marketergizmo.com/a-beginners-guide-to-hashtag-use-on-facebook/>) such as #LYLM2016 or #cookcraftgrow. Don't use more than 2 hashtags in a posting. You can add them as a comment if you forgot to put them in (or to avoid breaking up the original text –plus it gives you a comment).
- Posting between 6-8pm is said to be a good time for posting (but see <https://blog.bufferapp.com/best-time-to-tweet-post-to-facebook-send-emails-publish-blogposts> for detailed treatment of this aspect). It is possible to schedule a post to be published at a particular time from within Facebook.
- Publish a post about an event three days before the event.
- Paying to boost a posting definitely works.
- Look at other markets' Facebook pages to get ideas.
- Facebook gives a higher rating to posts with short videos (20-30secs) than to photos.
- With Facebook quality is better than quantity.