

Facebook Fan Reach Declines

MAKING SURE YOUR FANS SEE YOUR POSTS

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Facebook has been slowly integrating paid advertising to boost your posts. Now, it seems that hardly anyone is seeing our posts, unless we want to spend \$5 to \$100 per post to make sure it is seen by our fans or target audience. In fact, recently resources are stating that only 1-2%, and soon ZERO of your Facebook fans and users will see your posts. This cost for advertising certainly isn't bad when compared to other paid advertising, but has impacted businesses that invested a great deal of their time and resources building their fan base.

So do we kick up our heels and find another advertising platform? Though this may turn some fan page owners away, don't abandon your existing fan base. Advertise differently, advertise smarter, and don't be shy to use the "Promote Your Post" payment option to boost **select** fan page posts.

If you'd rather not pay to boost your posts, continue to improve your posted content to encourage likes, shares, and comments. The more interaction you receive, the higher likelihood more people will see your posts free of charge.

The lesson in this is to not put all of your eggs in one basket. There are tons of other resources that can benefit your business. As always, online platforms will come and go, rise and fall. Curious about your other options? Here are a number of popular social media platforms you can consider for your organization:

The Top 10 Most Popular Social Networking Sites

1. Facebook *Networking for Individuals + Businesses
2. Twitter *Networking for Individuals + Businesses
3. LinkedIn *Networking for Professionals + Businesses
4. Pinterest *Collect, Organize, + Share Things You <3
5. Google Plus + *Networking for Individuals + Businesses
6. Tumblr *Blogging
7. Instagram *Sharing through Pictures + Videos
8. VK *European Social Network
9. Flickr *Photo Sharing + Storage
10. Meetup *Organizing Groups + Meetings
11. YouTube *Video Sharing

InfoPathways, Inc.
Posted by Kelly Heck [?] · 20 hours ago

Tomorrow is our scheduled Tech Talk: Introduction To Google Business Aps - Merging With The Cloud - RSVP if interested - we have over 1 dozen businesses signed up already to join us at InfoPathways, Inc.!

<http://events.constantcontact.com/register/event?llr=e4m>

Promote Your Post
It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started.
[Learn More](#)

Audience People who like your Page and their friends [?]
 People you choose through targeting [?]

Maximum Budget \$30

Est. People Reached 4,000 - 11,000 of 52,000
Your budget and targeting determine how many people your post will reach.

More Options ▾

Like · Com
Doug [?] ▾

By clicking "Boost Post," I agree to Facebook's [Terms and Advertising Guidelines](#).

72 people saw this post

Continue improving your strategy on Facebook.
Encourage more and more engagement from Fans.
And don't forget your other social media platforms.