



## 16 Ways to Grow Your Facebook Likes

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## 16 Ways to Grow Your Facebook Likes

Facebook “Likes” are more than a popularity poll: They are a measure of interaction and views. They also qualify you for Facebook Insights, Facebook’s own metrics toolkit.

In short, “Likes” help you see where you’re on track with your fans and followers – and when your posts leave them cold.

Here are sixteen easy ways to help you quickly grow your Facebook “Likes”...

1. **“Like” posts, photos and pages offsite from Facebook.** Ever landed on a story and wanted to share it? Of course you have. Chances are you hit the “Like” or Facebook “Share” button...

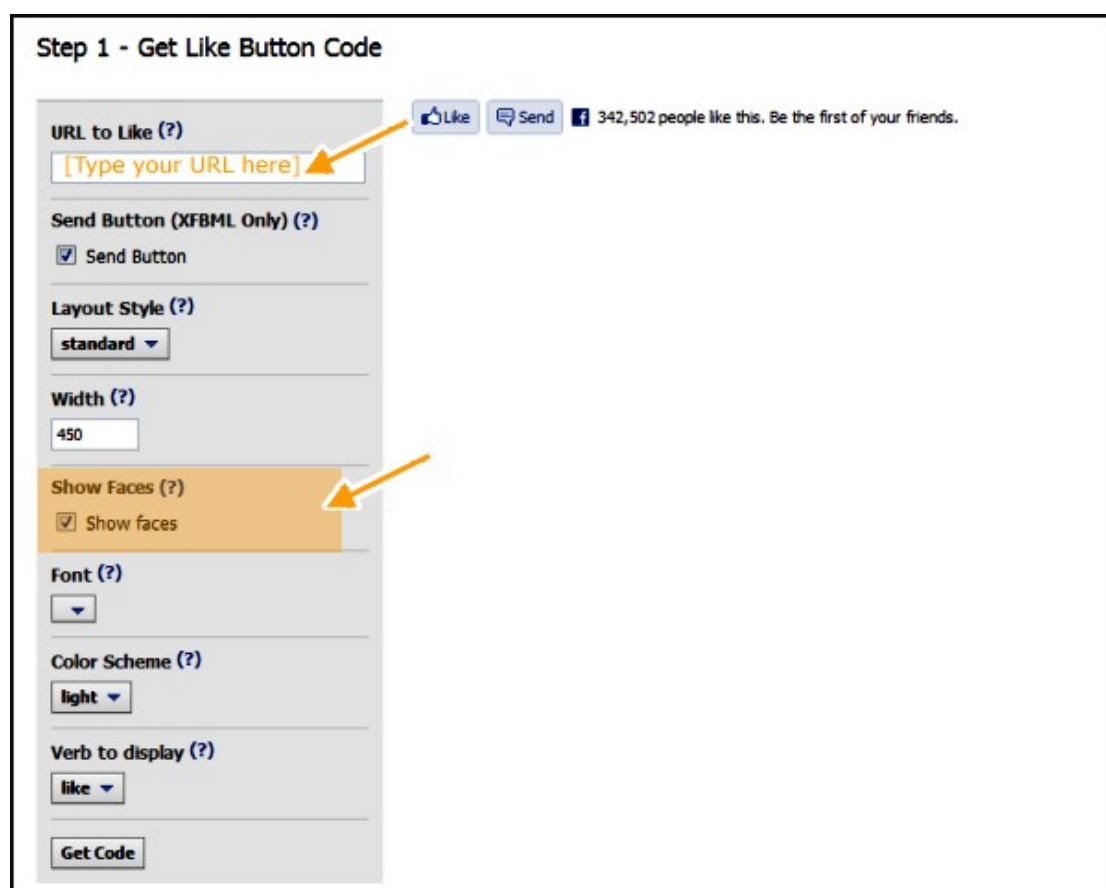


When you do this, a link to your like (plus thumbnail photo) will either appear on your Timeline or in your news feed – or in both!

Not only that, but your name and Facebook profile photo may be displayed. Your name may also appear in ads or social plugins off Facebook.

Plus there's the element of reciprocity: When you "Like" others, they often return the favor!

2. **Put a "Like" button on your own website and in posts.** Want to add a "Like button to your own website? There have been changes with this function to, so head on over to Facebook Developers to get complete [instructions](#).



The image shows a screenshot of the Facebook Like Button configuration interface, titled "Step 1 - Get Like Button Code". The interface is a form with several sections:

- URL to Like (?):** A text input field containing "[Type your URL here]". An orange arrow points to this field.
- Send Button (XFBML Only) (?):** A checkbox labeled "Send Button" which is checked.
- Layout Style (?):** A dropdown menu set to "standard".
- Width (?):** A text input field containing "450".
- Show Faces (?):** A checkbox labeled "Show faces" which is checked. An orange arrow points to this section.
- Font (?):** A dropdown menu.
- Color Scheme (?):** A dropdown menu set to "light".
- Verb to display (?):** A dropdown menu set to "like".
- Get Code:** A button at the bottom of the form.

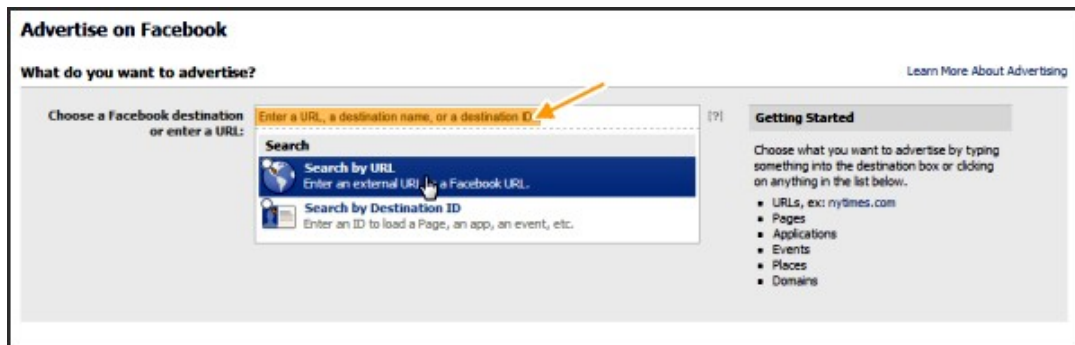
At the top right of the form, there is a preview of a Facebook Like button. It shows a thumbs-up icon, a "Like" button, a "Send" button, and the text "342,502 people like this. Be the first of your friends."

3. **Take out an ad!** This is the quickest way to bring your Page to your target demographic's attention – and gather those all-important Likes. And you can create your ad from right within your Facebook Page.



Just make sure you specify your ad goal as gathering Likes.

To get started quickly, just follow the prompts from Facebook's [Help section](#).



- 4. Be proactive. Let your followers know about Facebook changes affecting your feed display.** Some people won't notice when your feeds suddenly disappear: Others will miss them and feel frustrated they're not appearing – but probably not really give this change much thought.

Human nature almost always follows the path of least resistance, so realize you need to spell things out to your followers, as well as prompt them to take action.



## Museum of Fine Arts, Boston

Don't take away my art!

The art in the galleries isn't going anywhere, but Facebook has been making changes to the types of posts that you see in your newsfeed. If you don't want to miss the latest MFA news click the "Like" button on the MFA Facebook page, then click "Show in News Feed" from the drop down menu that will appear under the "Like" button.

Rembrandt's "Artist in His Studio," shown here is on view in the Art of Europe galleries. In this small painting, the young Rembrandt seems to represent the daunting moments of conception and decision necessary to the creation of a great work of art. This drama is intensified by the expressive use of light and shadow. The distant figure of the painter seems dwarfed by his work, looming large in the foreground. The painting will be a centerpiece of a newly renovated gallery devoted to Dutch and Flemish masterpieces – check back here for behind-the-scenes updates on the installation.



Like · Comment · Share ·  592  10  93 · 17 hours ago · 

Tell them how to circumvent harmful changes by keeping on top of these yourself.

And you may even find your "Likes" going into overdrive as your followers respond indignantly to being manipulated by unwanted changes.

5. **Ask for "Likes" offline.** Invite people to follow you on Facebook via your business card. Put "Like us on Facebook" on your brochures, menus and other stationery. Put your Facebook like on your storefront window, if you have a physical business location.



Be creative and see where (a) others add Facebook invitations (b) you can effectively place them.

- 6. Be yourself.** One of the most important parts of getting known and loved via Facebook will be your authenticity – you should be the voice that stands out from the crowd. Don't be afraid to speak your mind and speak your truth. People befriend *people* – not businesses.

Being authentic serves a number of purposes; all of them with positive results.

- It will eliminate people who are not your target audience. This may not sound like a good thing, but actually, it's the best. You don't want two people carrying on a long conversation in your comments about the price of cheese in Philadelphia when your post was actually all about the best way to style curly hair.
- It builds your reputation, as people grow clear about who you are – and what you stand for. You will speak with integrity and confidence, when you're speaking from your core.
- It provides an anchor for people. Others will model themselves after you, if your posts have an impact on their lives and world views. ("Artists lead; others follow".)
- It gives you character and helps you stand out. People will eagerly look for your posts if they know what to expect – even if that's always the unexpected.



I couldn't get this out of my mind after I saw the cats



Like · Comment · Share

1

16 people like this.

lol So which can run faster???

January 16 at 2:27am · Like · 2

making cover pic 😊

January 16 at 2:30am · Like · 2

Awesome 😊

January 16 at 2:43am · Like · 1



Write a comment...

7. **Give yourself/your Page a Theme (with a capital “T”).** TV writers know it. Movie writers know it. Novelists and children’s writers know it.

You need a Theme.

Become known for certain types of posts – and if you don’t want to do that, make it a certain point of view.

For example, become known for always posting highly-entertaining, unusual and quirky photos, like the one in the previous example.

Or showcase your Photoshopping skills in photos and infographics.

Or if you run a Weight Loss blog, post tips about nutrition, exercise and weight loss.

Again, people will know what to expect, so they’ll stop and read your posts, visit your Page and occasionally look through your Timeline.

People love thinking they know you, so even if you’re changing directions, tell them *what they can expect*.





8. **Repurpose your blog to Facebook format.** Make it a habit to upload the first paragraph or summary of every post, along with a highly relevant photo or graphic that gets the mood or theme of the post across (as well as your personality).



9. **Join [Networked Blogs](#) on Facebook**, if you're a blogger. (In fact, join Networked Blogs, period, to increase shares and "Likes".)

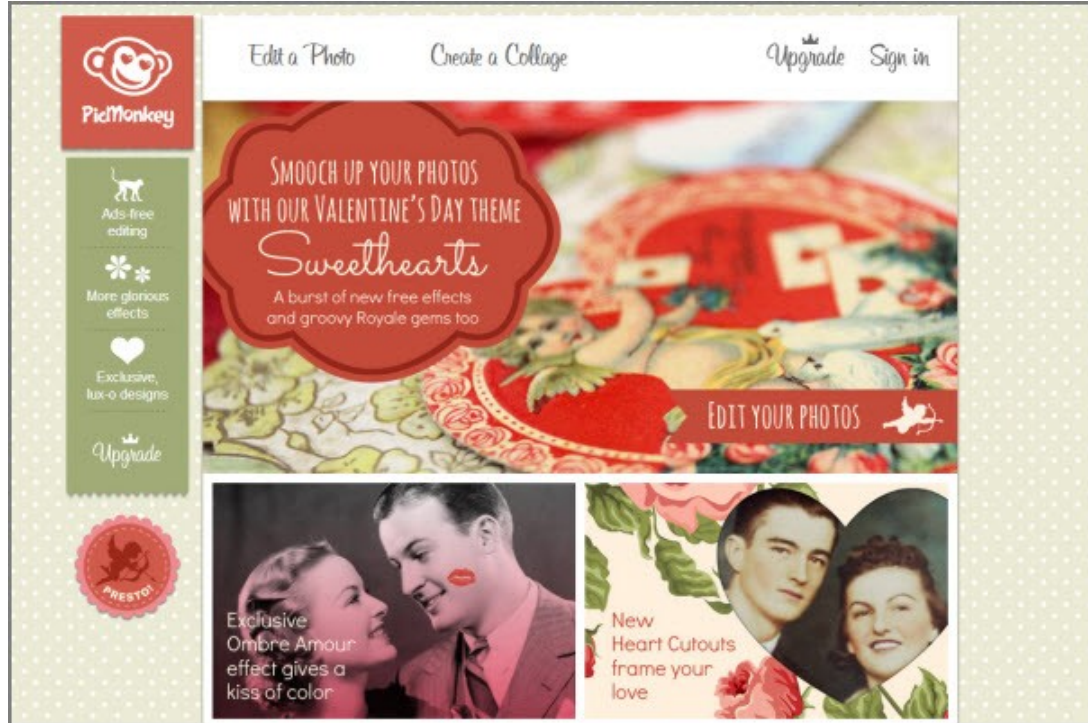


One of its biggest benefits? If you're featured in their "Friends" thumbnails, people can find and check out your page with just one click.

10. **Post at the same time every day.** This will help increase engagement – and increasing engagement means more "Likes". (The key, however, is to take time to find out when the biggest segment of your sharing audience is also online.)

**11. Use free graphics editing tools such as [PicMonkey](#) to create photos and infographics people will instantly “Like”.**

(You can even add text commands to “Like” your photo, if that doesn’t feel inappropriate.)



**12. Share and “Like” other peoples’ blog posts.** (They’ll be much more inclined to return the favor.)

**13. Post regularly!** If you don’t take the time to do this, you won’t build up a following.

Without a following, there are no shares and no “Likes”.

In fact, you become invisible – even when you make your sporadic, hit-and-miss post!

**14. Limit your posts to 3 lines or less.** Did you know that Facebook Best Practices actually recommends a “sweet spot” that seems to generate more likes?

**1. Be succinct.** Posts between 100 and 250 characters (less than 3 lines of text) see about 60% more likes, comments and shares than posts greater than 250 characters.\*

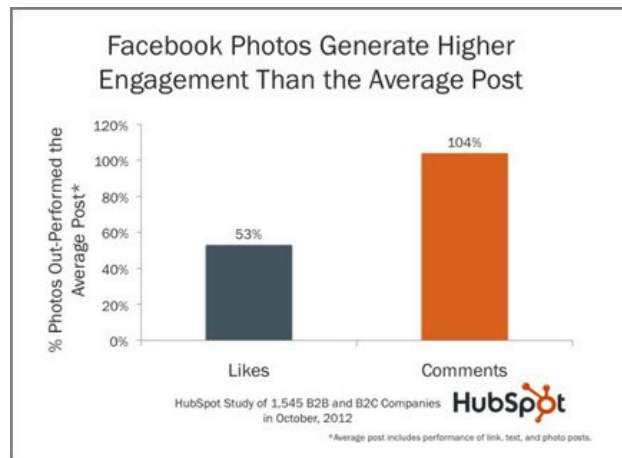
**15. Make sure your Facebook Page is a rich source of high-quality photographs.**

Remember that photographs do reap the highest position in Facebook’s Edgerank algorithm scores – significantly beating out even videos in a recent HubSpot survey.

A higher Edgerank score means wider distribution.

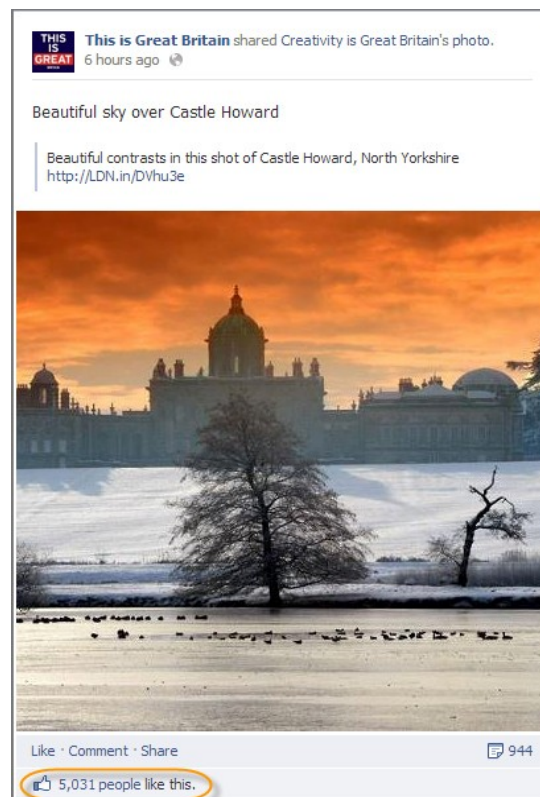
Wider distribution means more “Likes”.

HubSpot summarized its data showing that photographs result in 53% more likes thus...



If you want interaction through comments, ask questions: If you want “Likes” and shares, post photographs.

Especially dazzling ones.



**16. Ask for the “Like”.** Don’t violate any guidelines, but whenever you can – in whatever type of post (blog, ad or Timeline feed) -- remember simply to ***ask!***