

## **Top 5 Things You Can Share On Your Facebook Page**

Facebook pages are not like static web pages. They should be updated regularly with engaging content. More interaction on your Facebook page means more people are likely to see the status updates of fans who like your content or leave comments about what you've posted. Read below for 5 things you can post on your Facebook page to keep fans interested in you and your music.

### **Links to Relevant Articles**

Articles that are relevant to the music industry, to music you like or to music your fans like, or just to things you like personally will keep your fans engaged. You can also link to individual blog pages on your website that feature articles. This is a great way to direct traffic back to your site. Don't just post links to pages about you!

### **Videos and Images**

Videos are always fun and engaging content that people love, no matter where you put them. Consider posting YouTube videos from others, or your own videos – your music videos or footage of you in the studio or on tour. Try using free services like Screenr.com to quickly create screen cast videos that can easily be posted to your Facebook Page.

Images are also great for engaging as they're easy to share. Dizzyjam sellers Funk and Filth often ask their fans to share an image to enter into a competition to win some of their merch. Encourage your fans to share pictures of themselves wearing your merch!

### **Regularly Posted Content / Series**

Developing a regular series is a surefire way to encourage fans to regularly visit your page and remain engaged in your brand and content. Consider doing a weekly question and answer show, a regular series of posts featuring tips and tricks, a tour diary or keep your fans updated on how you're getting on in the studio. Asking questions either during videos or in other updates is a great way to increase comments and likes.

### **Polls or Questionnaires**

Polls allow you to assess the interests of your fans and are a great way to let your fans have a say in what you do. Show your fans you value their opinion by asking them which merch design you should put in your Dizzyjam shop, or which track they'd like a free download of. You can also use polls in a more casual way – ask who your fans prefer out of two artists or what they think about someone's latest single (yours or another artist's!)

## Audio Posts

Audio posts are another type of dynamic content that can be posted to fan pages. Recording messages with free services like Talkaroo.com is easier than you might expect. Link back to your recordings on your website or blog for more traffic. You could even have your own weekly live podcast. A great idea is to have some type of contest during the podcast for listeners. This will ensure that people listen to your show on a regular basis.

And, of course, don't forget to share your music! Link to and embed your tracks, as well as offering free downloads, especially for your Facebook fans.

There are so many types of content to share on Facebook that it makes sense to use a mix of different media – text, video and audio. Used creatively, any business will benefit from constantly engaging fans and discovering their likes and dislikes.