

### **3 Tricks for Building an Active Facebook Following**

Building a following on Facebook can be a challenge for many musicians because they do not know the most effective ways to engage users and increase their community on Facebook. Musicians with successful Facebook pages use some key strategies to keep their fan base active and attract new followers on a consistent basis.

Here are three of the most effective tricks for building a following on Facebook:

#### **1. Post Relevant and Informative Content**

It is important to post content about you and your music, events or the artists you represent, in addition to other relevant content. If you're trying to build a local fan base, posting about news, gigs or other musicians from your area might be relevant.

Being informative will keep users returning to your Facebook page and can also lead to your page being shared by your fans. You can post information from other websites or create your own content. Remember that fans want to hear about what you're up to, but they don't necessarily want to hear about you and only you.

#### **2. Ask Questions Often**

Asking questions is a fantastic way to generate discussions on your Facebook Page. The answers your fans provide may give you insight into what your fans want - what they want to see next and what you're doing well. There are some very specific types of questions that can lead to increased engagement and participation on your page.

Yes or no questions are very simple and can be quickly answered by Facebook users. Two great yes or no questions to ask users are if they have signed up to your newsletter or visited your website. These types of questions create awareness of the other ways you interact with your fans, are quick and easy to answer, and are engaging at the same time.

You can also use polls to ask questions about your fans' preferences and interest. Facebook makes this really easy by having a "Question" option when you post a status (find it under "Offer, Event, +")

Ask fans which merch design they'd like to see in your shop next, which of your tracks they'd like to download for free or whether they're coming to your next gig. You can even have a weekly poll so that users will know to return to your page on a regular basis. As with any methods for increasing your following, the trick is to make it fun and users will come back frequently.

### **3. Have Contests**

People love winning prizes and contests, especially if there are free products or a discount involved. By asking readers to like the content on your page or tweet your page to enter the contest, you can dramatically increase your following. When one of your readers likes or tweets your page, all their friends will see that. People are much more likely to like pages based on the recommendations of their friends and colleagues. In addition, you will build more brand awareness as your name is seen in more places on Facebook. Dizzyjam sellers Funk and Filth have held several of these competitions and often offer merch as a prize - with your seller's discount it doesn't cost a lot to offer a t-shirt as a give away prize.

Building an active following on Facebook may take some time, but it is an essential part of every business's social media marketing plan. The key is to be engaging and post content consistently so that your followers have a reason to visit and interact.