

How can you maximize engagement on your Facebook fan page? Insights from analyzing posts on American Express' Facebook Wall



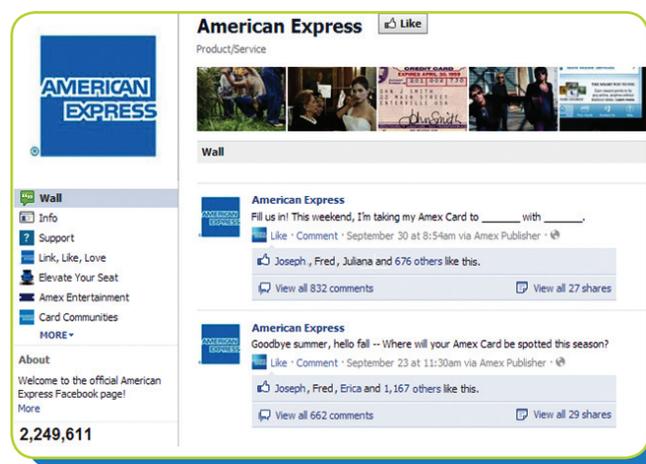
Build it and they will come. But is this true for fan pages? To find out about strategies to maximize engagement, we analyzed posts on the American Express Facebook® Wall.

Fan pages are all about engagement and the way you use your page is critical to its success. The tactical goal is to quickly move through a 3-stage process: building your fan base, getting them to read your posts, and motivating them to actively participate in the conversation.

Our approach – applying social media data mining to American Express

Company fan pages offer opportunities for analysis as they tend to have more liberal privacy settings, including access to comments on posts and “Like” counts.

Our approach was to analyze posts and compare responses from the corporate American Express Facebook Wall. We looked at 5,288 comments to posts over two months and then compared the posts to find which ones got the most people engaged. To measure engagement, we noted the number of comments per day and the number of likes per post. We used both measures, although “liking” a post is a passive response, while commenting on a post or writing on a company’s wall are actions of an active fan.



What we found

The post that received the highest number of comments per day *and* likes per day invited customers to share their weekend plans.

It’s easy for people to fill in the blank, and describing their weekend is fun to do. As long as the topic is of interest, fill-in-the-blank, true/false, and multiple choice questions or statements could all be effective ways to drive engagement on Facebook fan pages.

“This weekend, I’m taking my Amex Card to _____ with _____.”

“Puerto Rico my friend”

“Dublin to drink lots of Guinness :)”

“Atlantic City with my home girls from Long Island!”

Comments on first day of post = 490

Likes on first day of post = 381



Two other highly engaging posts on the Amex Facebook Wall were:

These posts succeeded due to the topics –summer vacation and favorite memories– which were cleverly tied to the product, the American Express card.

A different type of fan page post proved engaging too:

This type of post appeals to people’s aspirations and the “self” they want to portray online. Disaster relief, community activities, other fund raisers, and travel can be engaging for similar reasons.

“Goodbye summer, hello fall -- Where will your Amex Card be spotted this season?”

*“Paris, France...for the holidays”
“Home Depot”*

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Comments per day = 26.1
Likes per day = 46

“What summer memories did your Amex Card make possible?”

*“Celebrating our 50th anniversary”
“Margarita Beach... Caribbean!!”*

.....
Comments per day = 28.4
Likes per day = 24.1

“Join people from around the world & let’s show Japan our continued support – we’ll donate \$1 to earthquake relief efforts for every ‘Message of Hope’ posted!”

“Bless the people of Japan!” “I know that Japan will prevail over their tragedy.”

.....
Comments per day = 18.7 / Likes per day = 12.3

Key takeaways

Facebook fan pages are about creating engagement. Learning from our insights about the American Express social media strategy, you are likely to create engagement when you:

- **Make it easy for people** by using “fill-in-the-blank,” multiple choice, true/false, or any other quick way to respond.
- **Address what people care about**, such as an adventure or exciting event.
For example, “I’m taking my Amex Card to ____ with ____.”
- **Allow people to “show off”** the exciting or significant things they’ve done.
For example, “What summer memories did your Amex Card make possible?”
- **Appeal to people’s aspirational self** through a charitable cause or community event.



About Beyond the Arc

Beyond the Arc provides social media data mining solutions that help financial services companies meet their business objectives.

We work with banks to:

- **Increase new customer acquisition** by leveraging social media to increase awareness and educate consumers about the brand.
- **Grow share of current customers** by understanding how to optimally increase customer engagement via social media and drive new business with existing customers.
- **Improve retention** by understanding and providing actionable insights about service breaks as they occur.

Let's Talk

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