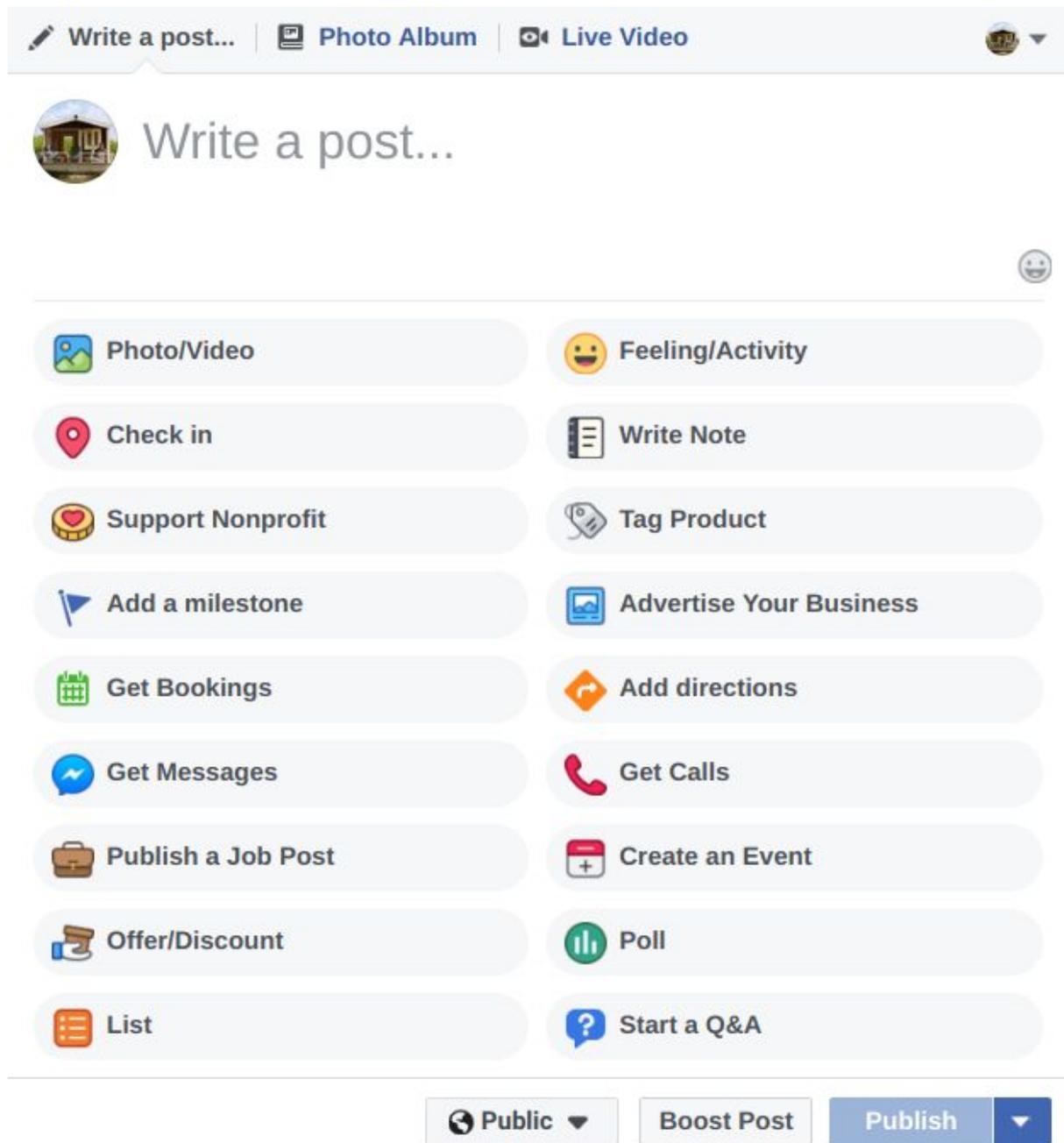
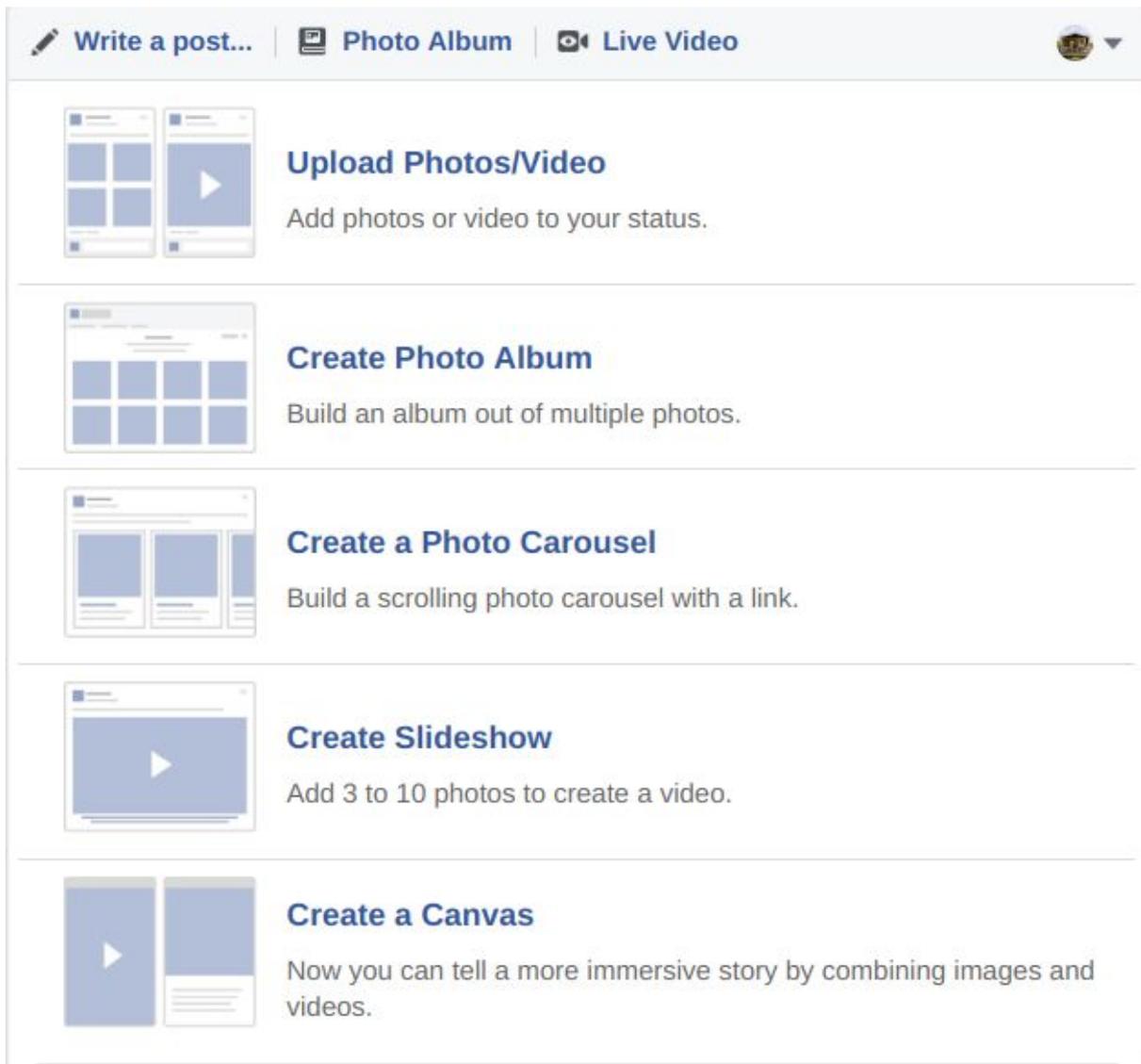


The Facebook post types you should be using



The last few years, Facebook has added a lot of different options that you can use for organic Facebook posts. Most of these post types may seem familiar, but I thought it would be worth highlighting some of the new features.

These new Facebook post types can bring your business a lot of benefits when used the right way. Some of them are a little complicated, but I'll get you on the right track by going through the most effective and most important post types in this article.



Share a Photo or Video on Facebook

One of the most popular and well-known options: share a photo or video with your page fans. It might look the same as in the past, but Facebook actually changed and upgraded the options you have. You can now choose from 5 different choices to create the content:

1. Upload a photo or video

This option works just like before. Videos can now be posted with closed captioning, but the rest of it is pretty much the same as it has always been.

2. Create a photo album

With this option you can create a Facebook post that contains multiple photos which fit into one category. This is a perfect post type if you want to share a bunch of photos at once while

still keeping things organized. Don't miss out on this opportunity to stand out from the crowd, as most of your competitors will probably overlook this post option.

You can also use this post type to create albums of photos of older posts to draw back attention to things you posted in the past, which works kind of like a board in Pinterest - pretty nice, isn't it?

3. Create a photo carousel

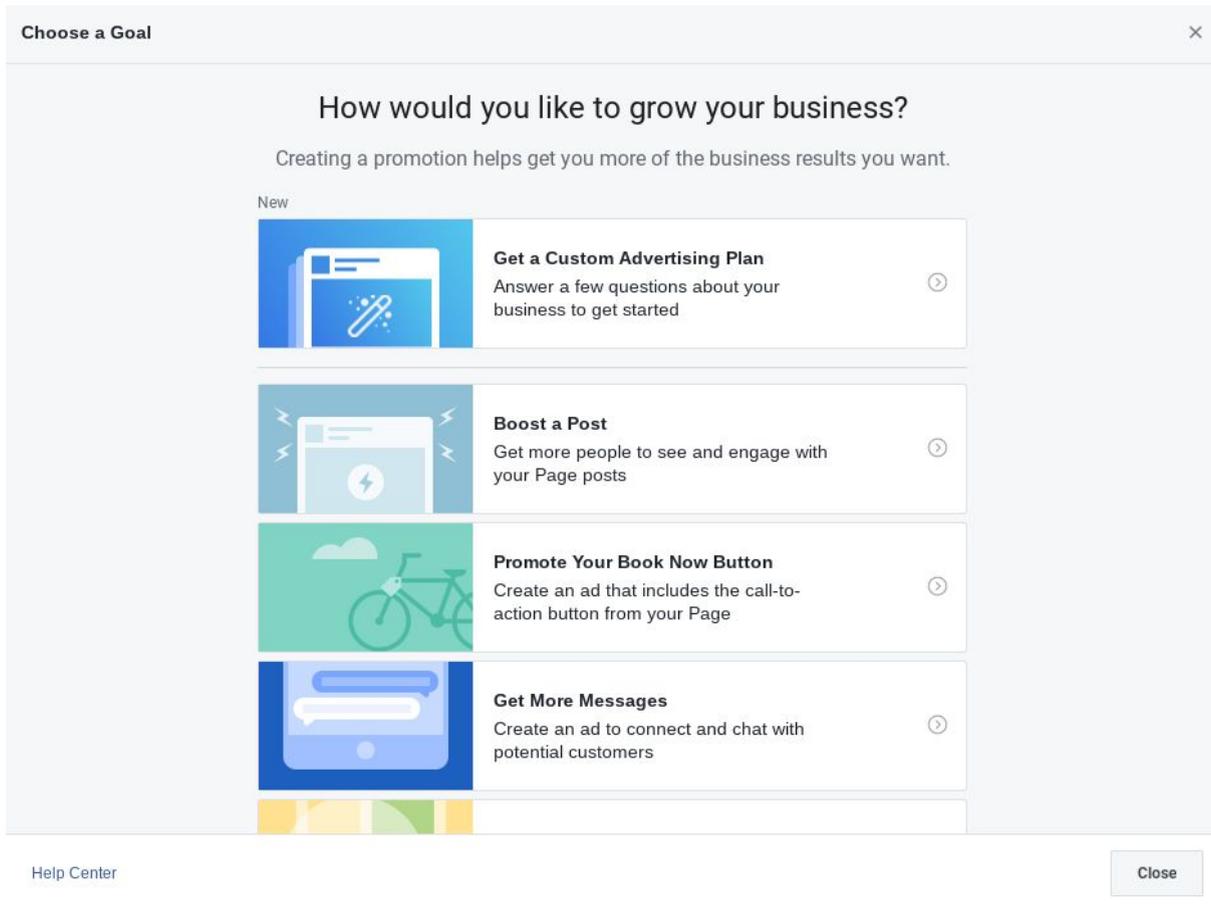
If you want to avoid uploading images from your computer, you can choose the "Create a photo carousel" post type. This way you can connect the post to a website URL to automatically pull in images. It's a great option for online stores and blogs. This post type also allows you to set a destination URL, which is great for marketing purposes. Once the URL is added and the images are integrated you can also remove them individually, giving you lots of flexibility. One important thing to keep in mind is to optimize the images for square resolution, as this post type uses square images.

4. Create a Slideshow

One of the new options to share graphic media is creating a video slideshow of images. This gives you the power of videos without having to actually create videos. You can change the settings, such as transitions, time per photo and aspect ratio, as well as choose from a library of royalty-free music or add your own music. It's possible to integrate your already uploaded photos to draw attention back to older posts and create a sweet video in no time.

5. Create a Canvas

This is a new concept to integrate images, photos and also text in a new unique way. It's a powerful tool and can be used in many different ways if you are creatively inclined. This post type has a lot of different options thus it's recommended to spend some time taking a look at the awesome tutorial tour provided by Facebook.



Advertise Your Business

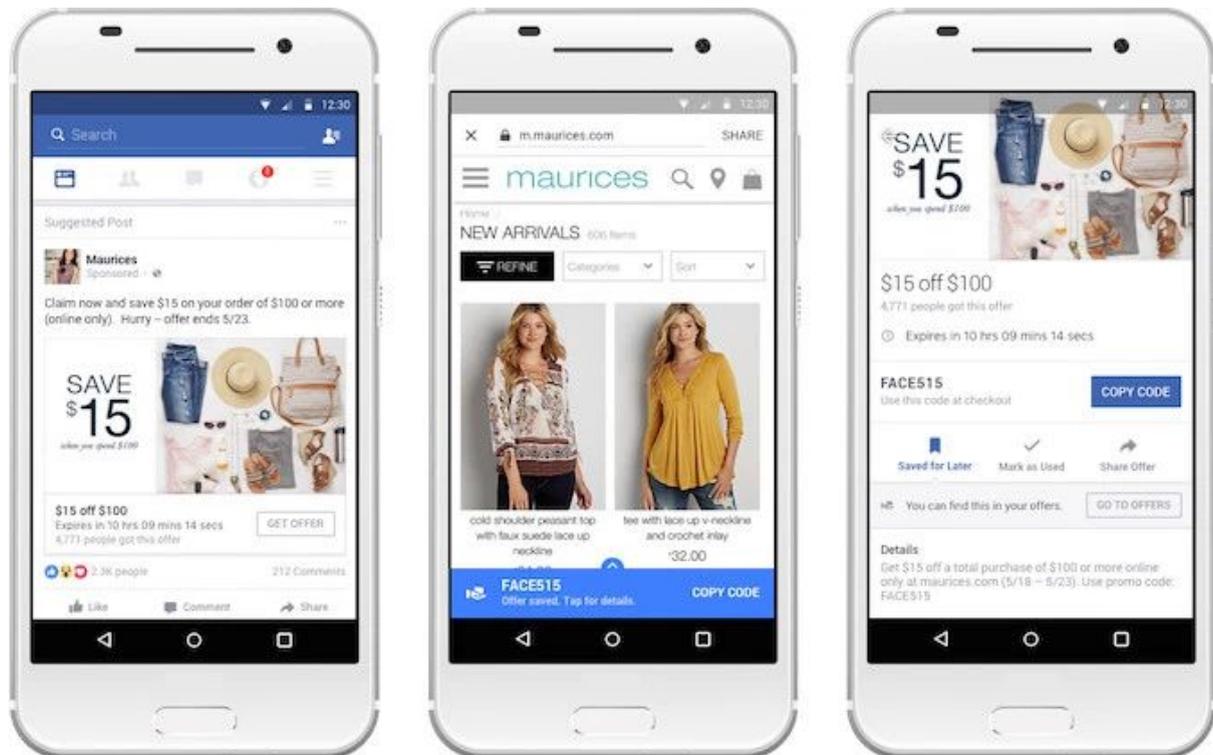
If you are among the people who avoid Facebook advertising because the Facebook Ads Manager is too cluttered and complicated, you will probably love this new option. It simplifies the complete process by letting you simply choose a goal, and then walking you through the process of creating a Facebook ad step-by-step. When creating an ad, the most important thing is to get the targeting right. Make sure to understand who you want to reach with your ad.

Please note that the “Advertise Your Business” option is very basic and thus doesn’t allow for a lot of flexibility or more advanced advertising options. Facebook advertising is one of the most important tools in a marketer's arsenal, and if you really want to get the most out of Facebook ads, a platform like Needls might be the better way to go. Needls helps you find the right audience automatically and easily create a great ad, which can be a huge money and time saver.

Get Phone Calls

This is another new post option. When you choose this post type, it will open a separate window where you can pick an image for your post. When people view your post in their feed or on your Facebook page, they can dial your phone number with just one click. Please note

that the best image size for this Facebook post type is 480 pixels by 250 pixels. By default, Facebook will use your header image and integrate it into this post, but you can also decide to use a different photo. Important: you have to set a phone number and verify it for your page, otherwise you will NOT see this option. So, make sure a phone number is set!



Create an Offer

This is the perfect tool if you want to create an offer for your followers to collect online or in a physical store. Examples of offers can be:

- A percentage off on certain items
- A specific amount off on items
- “Buy X and get Y for free” type of sales
- Free promotions

You can even promote a free consultation or a free introductory service, making this post type perfect to advertise a service-based business. Include a hitting headline and punchy description and an URL where people can claim your offer and you have a new lead magnet set up in no time. You can also add up to 5 photos or a video to the offer. Note: you need to set an expiry date to these offers and you can also combine it with coupon codes for online checkout, terms, and conditions and limits to the total number of offers available (in case you get overrun with interest, the ideal situation).

Don't forget to check the preview of the mobile view, because a lot of people nowadays use their phones to check the Facebook newsfeed (did you know that 90% of Facebook's daily active users access it via mobile?).



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Delete

 Public

Write a Note

With this new post type, you can create and publish blog-style articles on your page, which include a crispy header image, photos, titles, and subheadings. It can be a great way to share content if you don't have a blog or want to repurpose existing content to drive some extra traffic to your website. This is more of a macro content way to promote your business, so it is a little more tedious to write content, but the benefits are the same as for any type of content marketing:

- It builds awareness for your brand
- It generates new leads
- It generates website traffic
- It improves your online presence

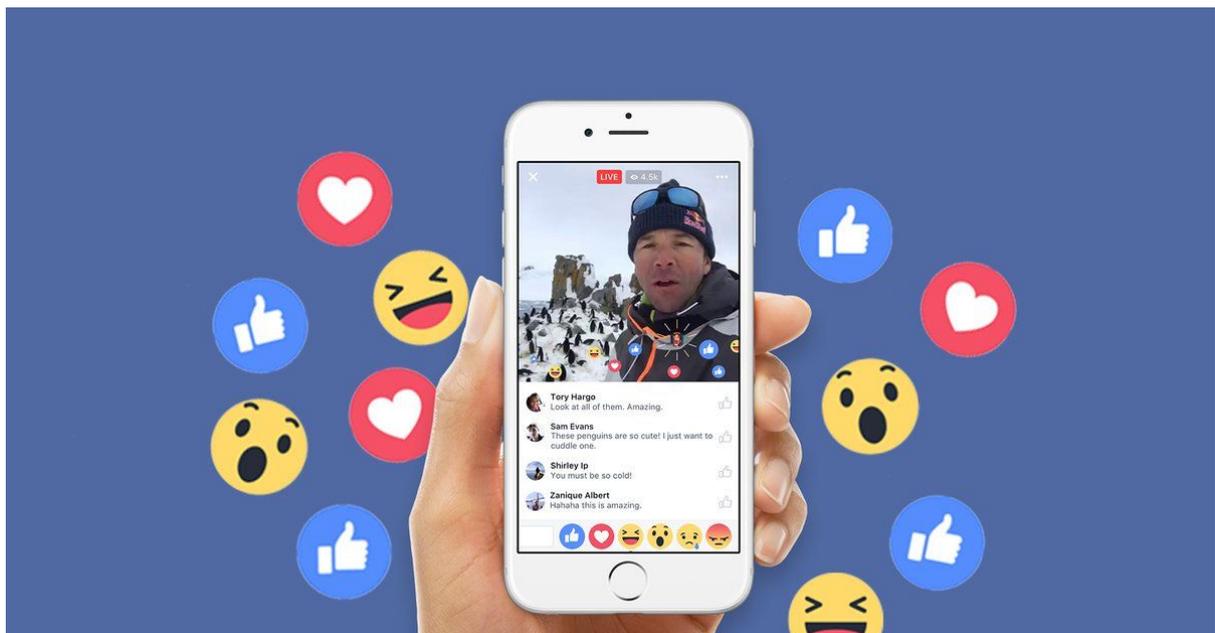
Get Messages

This is hands down one of the most powerful Facebook post types. When you create a post of this type people can send you a message directly. It's a great way to encourage people to interact with your business one on one. Now it can seem daunting to always be available to respond to new messages, but this is where services like ManyChat and Chatfuel come in. These platforms make it really easy to set up a Messenger bot that automatically engages

with potential customers. A great way to collect leads and build a brand presence at the same time!

Create an Event

This is another fairly new Facebook post type. The “Create an Event” post type allows you to create events for your page easier than ever before. A great way to encourage local audiences to visit your physical store or attend your live events. When you choose this post type, make sure to include an image of 1920 pixels by 1080 pixels for your event, as this is the ideal resolution for this post type. Like some of the post types mentioned before, this one also pulls your header image unless you specify a custom picture.



Facebook Live

Are you already using Facebook Live? It's a really powerful way to build brand awareness and improve your engagement rate on Facebook. Big brands like [Dunkin' Donuts](#), [Airbnb](#), [Shopify](#) and [Starbucks](#) are already successfully using Facebook Live for increasing Facebook engagement.

Facebook's algorithm gives preference to live video posts over regular Facebook posts. This allows you to reach people who otherwise wouldn't have seen your posts. Facebook Live is all about giving your page fans an unique reason to watch your live video and connect and interact with your business.

Keep an eye out for updates

Facebook will without a doubt add more post types in the near future, so keep an eye on these options and stay one step ahead of your competition in terms of effectively using organic Facebook posts.



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Michael Koral is the co-founder and COO at [Needs.com](https://www.needs.com), a social media advertising platform that allows businesses to automatically create, target and optimize digital ads on both Facebook and Instagram.