

7 Reasons People Aren't Engaging With Your Business on Facebook

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Not getting much response to your Facebook posts? Here are 7 reasons your Facebook followers might not want to interact with you, and what you can do about it.

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You know that silence during a conversation at a cocktail party when, suddenly, no one has anything to say? That uncomfortable silence is also being recreated on Facebook. Businesses are asking questions that go unanswered and posting news items and product pictures that tragically go un-liked. But don't fret—with some simple fixes you can get the conversation started and begin really engaging with customers on Facebook.

Here are 7 common reasons that you might be getting the cold shoulder from fans, and some tips for sparking dialogue

1. The questions you're asking are too personal

Many small businesses and organizations know that questions can get fans involved but remember it's a certain kind of question that your customers will want to respond to. Don't ask people what they're doing for the weekend – if they want to share those plans on Facebook, they'll do so with their friends. Instead, focus on questions that directly engage what you know your audience is interested in—your industry.

2. The post isn't conversational

Remember, Facebook isn't necessarily a business environment. You want to keep things conversational and inspiring. That doesn't mean you need to throw eight exclamation points at the end of every post, just be positive and try not to sound like a robot.

3. You need more images

A Facebook Page that is crowded with an army of text isn't just painful on the eyes, it's boring. Smartphones and digital cameras have made it extremely easy to share pictures of what you do, so don't neglect those opportunities!

4. You're trying to sell too much

The occasional post about a product is fine but make it clear that there's a reason behind the post. Maybe the product just came in, maybe it's a solution for a recently published news article ... or maybe the photo just came out really well and you know your fans will love it.

5. You aren't sharing the right content

Since fans are passionate about your industry, you can bet that they expect news, tips, and photos that are from that industry. The idea is to start becoming a great community and, most importantly, a resource. Let's say your business is a gym. You can share exercises and routines, but what else is your audience interested in? Well, it's probably safe to assume that they wouldn't mind healthy recipes, beauty advice, or posts that help them get to know their trainers a little better.

6. You don't respond

Commenters should feel like their feedback is appreciated – otherwise, what's the point of getting involved? Be sure to respond when appropriate.

7. You're giving up too quickly

Prepare for more than a few awkward dinner room silences. Building up an audience on Facebook takes time and engaging them can take even longer. Your goal should be to establish a personality and establish what, exactly, people will find when they come to your Page. The rest should follow naturally.

And remember, there are a *lot* of lurkers out there – just because no one is responding doesn't mean no one is reading!