



How to train the Facebook AI

#FacebookFit



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Introduction

You need to learn how to train the Facebook AI (artificial intelligence), quite simply so it likes you more than anyone else.

The art of brevity and humour that has enveloped social media is probably damaging your success on Facebook.

To reach people in the news feed you **MUST** write words for the right people at the right time.

What you say matters – how many words, how often you write the words and the actual words you choose.

The AI is a machine and currently does not have a sense of humour. So, a Facebook post composed of a single word with three exclamation marks and a funny image is not going to translate well.

If your reach & engagement are low, try using more words to give clarity to the message.

Let's see if we can get you back on track by understanding what is going on with words on Facebook right now.

Here are 4 areas of your content to look at with a focus on the words and what you can do to help yourself find that sweet spot and have a stress-free content planning session.





1. Words Matter

Facebook may be for people, created by people but the daily mechanics are operated by computers and logic. It may not seem logical at times I'd agree, but the famous algorithm is a humungous set of logic gates and formulas fed by the artificial intelligence pixies – AI for short.

In order for the AI to know who you are trying to connect with you need words for them to read. You also need enough of them to gain inference.

Essentially, what are you on about and why do you need your peeps to read them

Therefore make the answer to these three questions clear first - who are you, what are you talking about, and, who do you want to listen?

Examples that **do not help** would be:

1. Take a look at this!
2. Are you in?
3. Something cool coming soon!

Examples that **do help** are:

1. Have you seen our new widgets with blue spots that match the gadget last week?
2. Starting on 1st Sept, this online course will show you how to plan your content for a whole month – doors closing in 48 hours!
3. If you need to know how to run a successful ad campaign without the drama, I have just the thing arriving in your inbox on Monday





2. Purpose

The type and number of words need to have an intention or purpose.

You are in business and therefore have a service or product to sell right?

So when you are creating content for your Facebook Page you are building a conversation with a view to commerce. If the conversation flows it's much nicer for both you and the people reading.

Each post will be different but there will be an over-all theme and you'll find there are a bunch of words, we could call key to your content, so hunt them down and keep them in a safe place to scatter around regularly, so the AI knows who should see your content.

The AI is working in conjunction with the algorithm and needs to see a purpose to your content to know who to show it too.

If you don't have an overall intention to your content how are the AI pixies supposed to guess?





3. Structure

Let's be clear here, yes sentence structure does matter as there needs to be a flow to the content.

It's not so apparent on Twitter and Instagram because of the format but Facebook and LinkedIn need proper sentences.

The AI is not a grammar checker but if all things are equal and your post is in competition with a similar Page, same subject why not make it easier to understand.





4. *Tune into your Tribe*

This is where people get it wrong most I'd say.

You have something to say, but are your people listening.

Your tribe aka followers, page likes and ultimately the people you hope will buy from you need to get to know your message.

But do you know what your message is? Openly and honestly, do you know your core message and brand values?

If you do know what your message is, are you being consistent and creative to keep people interested?

To get close to knowing if you are achieving a clear brand message you need to write something on your page and see if it resonates.

It could be short it could be long, but if it is not relevant and meaningful to what they were expecting to hear from you they will more than likely switch off in a short space of time.

You can work out if you are tuning in correctly by monitoring your results in Insights. Which kind of content is working? What words do they seem to like?





Top Tip

Here are 3 key questions to help you plan what to say and when.


Rinse and repeat until you start getting results – of course you need to know what your definition of a result is as well.

- a. What problem do your tribe have and how do they currently feel?
- b. How can you solve that problem and how will your tribe feel once you have fixed them?
- c. What is special about you that can identify you as the best person/product/website to help your tribe?

Of course the skill is then to not be talking about yourself all the time as in the #Ruleof3 (a #CyberGran principle).

The words you choose need to come from the heart and naturally fuel your bottom line or there is no point.





Need more help?

If you think you would benefit from some straightforward talking about Facebook for Business, with more action and less jargon then perhaps a short one to one training session with me would help.

The training can be done via video link and also includes a set of videos to watch afterward.

Get in contact today via email fiona@fionacatchpowle.com



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