




The Currency of LIKE

#FacebookFit



Fiona Catchpowle #CyberGran



Are you Likeable and does it matter?

The value of a Page Like (previously known as Fan) has changed in significance dramatically in the last 4 years.

The impact of a Page Like on your over-all popularity has lost it's importance in the big scale of things **in favour of percentage page/post reach.**


It used to be the case of a Page Like meant your fans saw your posts – your valuable, highly crafted, audience targeted content. But that is not the case anymore.

(They say that 'organic reach is down' – but that's a whole different story and I can prove that it is not!)

In fact a **post like** has more long term value to influencing the 'know, like and trust factor' of your target audience.

The significance of a Facebook Page Like has gradually faded to the lower levels of awareness right in front of your eyes, but in such a way you probably hadn't even noticed.





Are you Likeable and does it matter?

Remember the big Page thumbs-up icon back in the day?
Where is it now? Without actually looking do you know?

Do you know you can Unfollow a Page's content directly from the news feed?

This suggest that even Facebook are asking you to do some housework and clear out the reams of pages you liked for the wrong reasons

About a year ago the Increase Page Likes option was even removed from the advert manager option on the front objective page and now comes under engagement.

The next step was Facebook started the migration of Likes to Community and now only show total likes as opposed to new likes per time frame.

Of course a Page Like has a value, but not the same type of value it did a few years ago.





Social Currency

A Like is no-longer the social currency it once was and those that have focused on it so long and now can't help themselves are the ones who are suffering the most.

The old-school method of asking for Page Likes is so 2010. Unless people are really interested in what you have to tell them they will not see your posts anyway.

There is now more information in the news feed than ever before, but our ability to consume it has not changed.

There are limits, and Facebook makes the decisions for you.

The popularity contest is becoming obsolete. **The landscape has changed and you need to take note.**

A Page like in isolation has very little statistical value, but throw in post likes, comments, shares, social connections & web activity you start to create a list of characteristics that is more akin to a psychological profile.

This is also the cornerstone of Facebook Ads.



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Every action counts

Every action you and your tribe take on Facebook contributes to every piece of collective data about you and what you really like and whether your Page is of interest to others.

You can't fool the algorithm, but you can train it.

That's why there has never been a better time to focus on post likes, post reach and engagement.

How do you do this?

Create content that is of interest to your fans, tells a story and resonates as to why people should pick you.

Identify the right people at the right time. Start small and grow slowly. You are in this for the long-haul there's no rush.

The solopreneur has the edge on this.

You are the Facebook Mechanic. The Facebook Engineers who can share information about you, your service with passion and purpose.

It doesn't have to be perfect, just make progress and post





Why is asking for Likes such a **BIG** mistake?

Having the **wrong kind of LIKE** is probably the **single biggest reason** for **drastic decline in reach and engagement** long term for a Page.

Having a load of page likes that are of no significance in the long term is called a **vanity metric**.

Looks good but has no substance.

Let's walk through a scenario of Liking –

I don't Knit. I'm not particularly interested in knitting, don't follow any pages on knitting, so in the eyes of Facebook my behaviours shows no signs of being a suitable target for knitting related content.

If I am invited to like a page about Knitting and asked to 'show support' for a new business about knitting and I liked that page based only on the fact because you asked me to, because I think that's what I'm supposed to do (based on historical influence) I instantly become a pointless fan.

The currency value of my page like is zilch, nada, zero.

This then drives the market value of that page down. Gradually the page owner sits there with less and less people seeing their content, so find themselves drawn to the **big Blue button with the word Boost** on it.

"Wham bam thank you mam", say Facebook as the page owner has now '**paid to play**' and so the slippery slope begins.





look NOT like

What's the simple solution to gaining valuable Likes, plus reach & engagement?

LOOKS not LIKES.

If you find yourself in a like-ladder situation be more specific with what you expect from people in the tribe.

Ask people to **share a link to their page or something of value** from their page and suggest group members take a look at what each page is about (don't ask for a direct like, without looking first).

If other tribe members then **choose to Like** it's more likely to be for the right reason and will signal that they are a **high value fan = more eyeballs on the page content rather than less.**

Essentially stay away from the word Like and say Look.

Likes do not support, but Looks do.

It's the mechanics of the process to get best results, not the sentiment that is in question.

If you **ask for Page likes from the wrong people** in the wrong place in the wrong way you will **not grow your Page** to a point where it thrives and drives business toward you.





Build your tribe organically

I know for sure that **building your tribe organically and authentically is the way forward to get the results** you all want AND I have plenty of evidence to demonstrate that.

If you force the issue and try to build Page likes in the wrong way you will lose the momentum of the ripples and the edges of each story you are trying to create.

If you have Page likes (aka Fans) that DO NOT have a true desire and interest to read/learn/engage with the content you post they will be a waste of a like in the eyes of Facebook.

They will not see your content = post reach will be low

So therefore if they are not seeing your content they have absolutely no chance of engaging with you = low engagement rate.

In reality that means you have spent ages creating content to get your fans to engage with you, but in actual fact they are not interested in you at all as they are the wrong tribe members.





Don't be a waste of a LIKE

Yes, you may have a huge tribe, but if you're not really their cup of tea and only liked you because you asked them to, then Facebook already knows this and essentially **penalises you for not being sociable with the right people.**

You also can't take the line of 'well they may have friends who will like what I post' – BUT their friends have a slim chance of finding out about you if they don't engage in the first place.

They are the rock in your ripple of momentum and because they weren't that keen in the first place the ripple is not heading towards them fast enough to go over the top and reach their pal.

A waste of a like = waste of a statistic = waste of a metric

You just end up with vanity metrics that hold no true value. Not only that, they continue to **weigh you down forever.**

You have probably been led up the garden path by an out-dated concept that Like numbers matter. BUT in actual fact it's about **quality and not quantity.**

Let me explain why.





Do your homework!

Each person who Likes your page has a collection of 'interests' in the world of Facebook.

Interests are collated from the things you 'like, comment & share' and write about yourself.

This pattern of activity is imprinted in your Facebook virtual memory card.

Your historical 'interests' and other data stored by Facebook is actually how you are targeted with sponsored/paid adverts as well as whether you see content from Pages you have become a fan of.


Check out this link and see how you are targeted and I bet you'll be surprised.
<https://www.facebook.com/ads/preferences/edit/>

So, if you like a page because you've been asked to, but in actual fact don't really care much for the subject matter then you will not be shown their content. **You become a waste of a Like.**

Facebook knows what you really like and it also knows you do not really like the 600 or so Pages you have become a fan of.

Not only are you a waste of a Fan you're also a waste of a buck for those who are paying to 'target an audience who like XYZ'.





Need more help?

Do some Facebook Housework and become a valuable fan yourself

I know that having random likes is harmful to your Page and have seen it happen time and time again. So, please avoid doing the number one mistake by asking for random Likes.

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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