

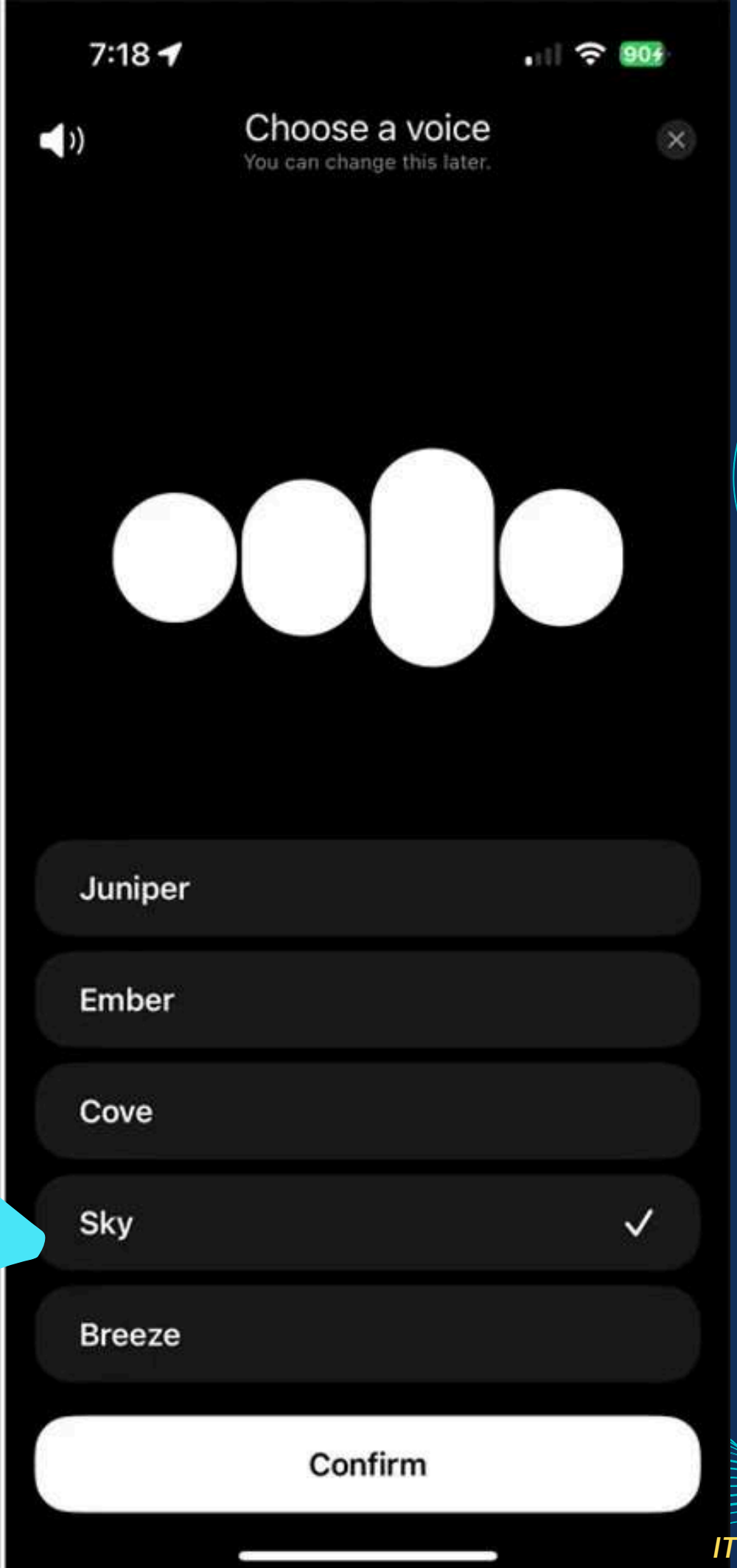
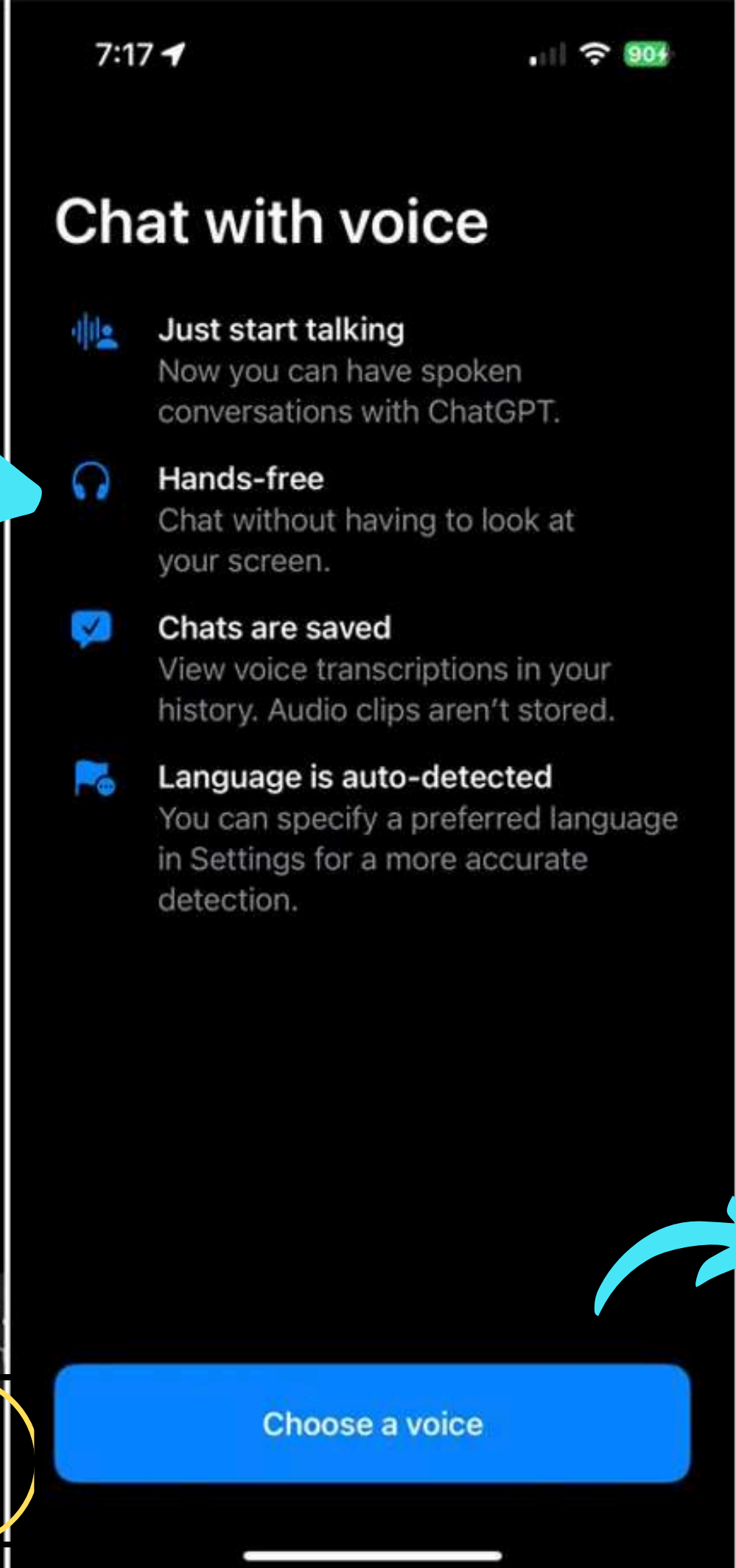
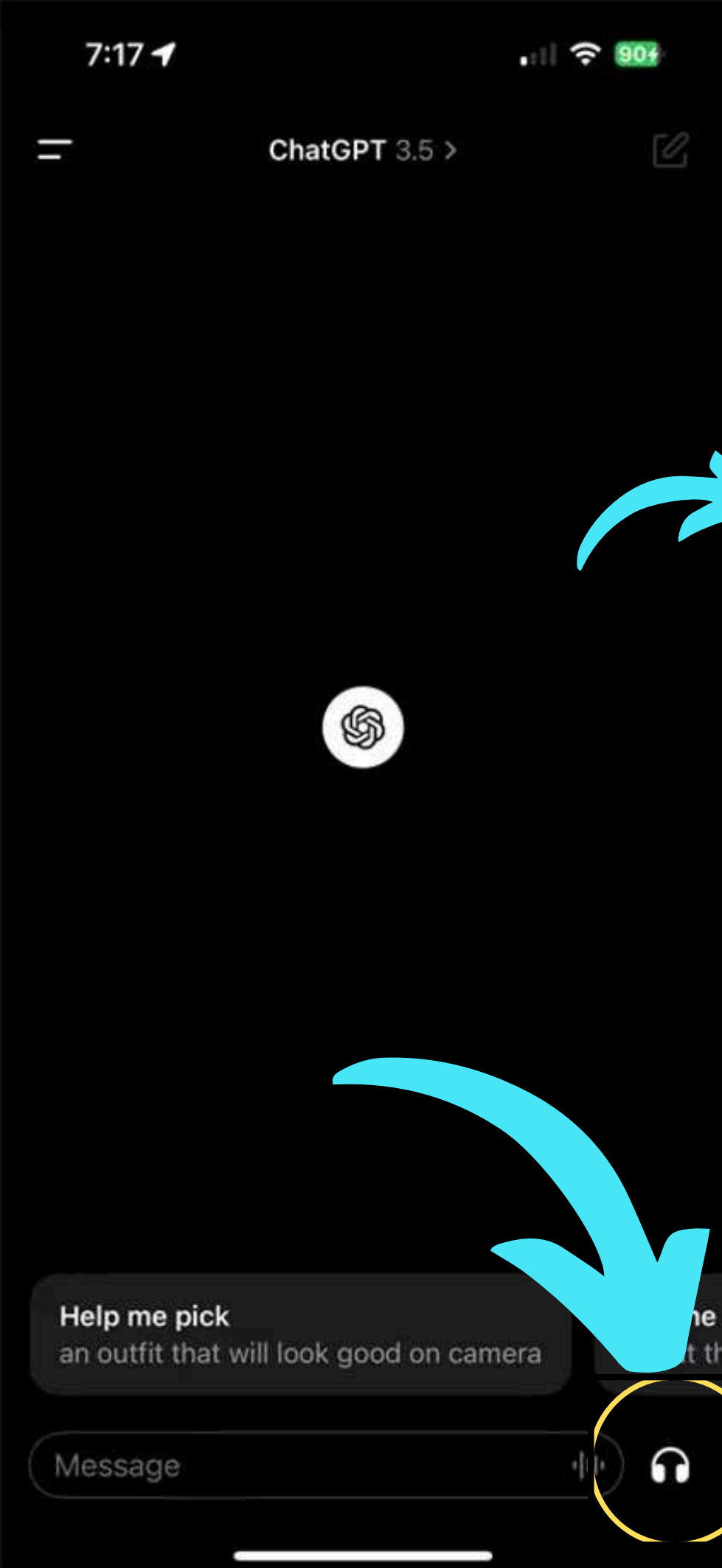
Master in Planning and  
Management of Tourism Systems



# Contents & Engagement

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Nicola Cortesi

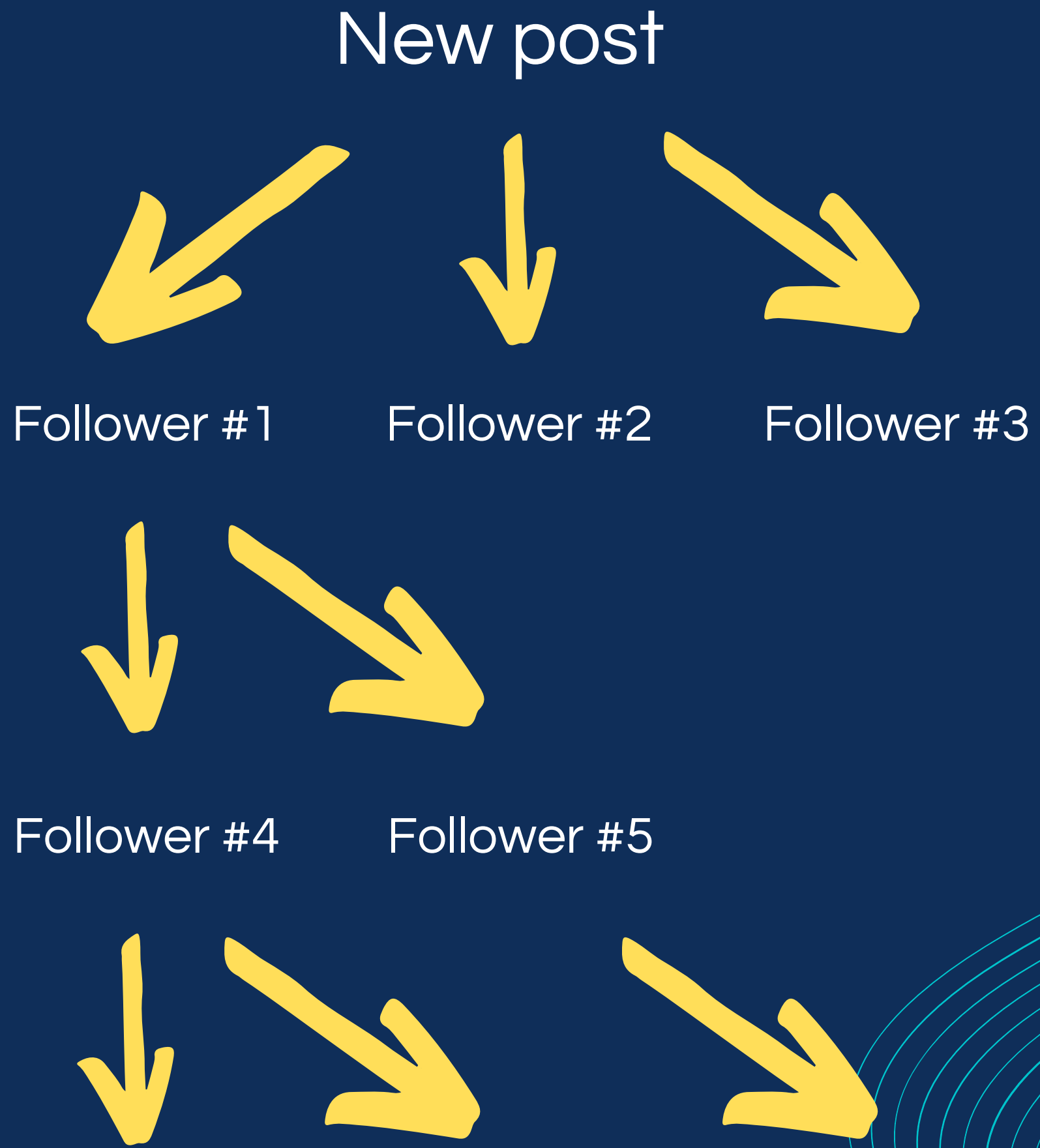


## INTRODUCTION

Meta's algorithm of both Facebook and Instagram is called **EdgeRank**.

It selects which posts are visible in the fb/ig home page (the "feed"). They should be the contents most interesting for us

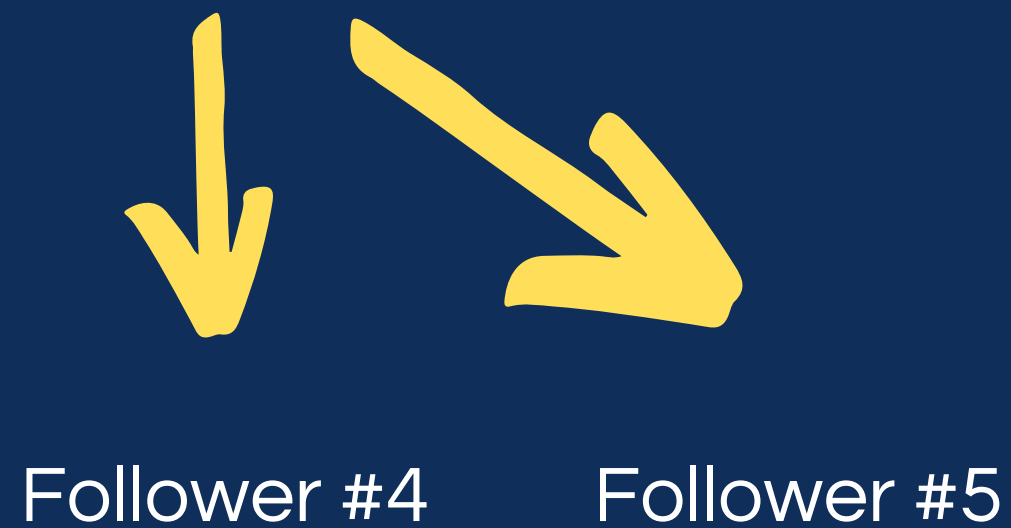
# EDGERANK



Anytime you post, the algorithm send it only to a **small fraction** of your followers

If some of them **interacts** with your post (likes, comments, shares) the algorithm send your post to **other followers** of yours

New post



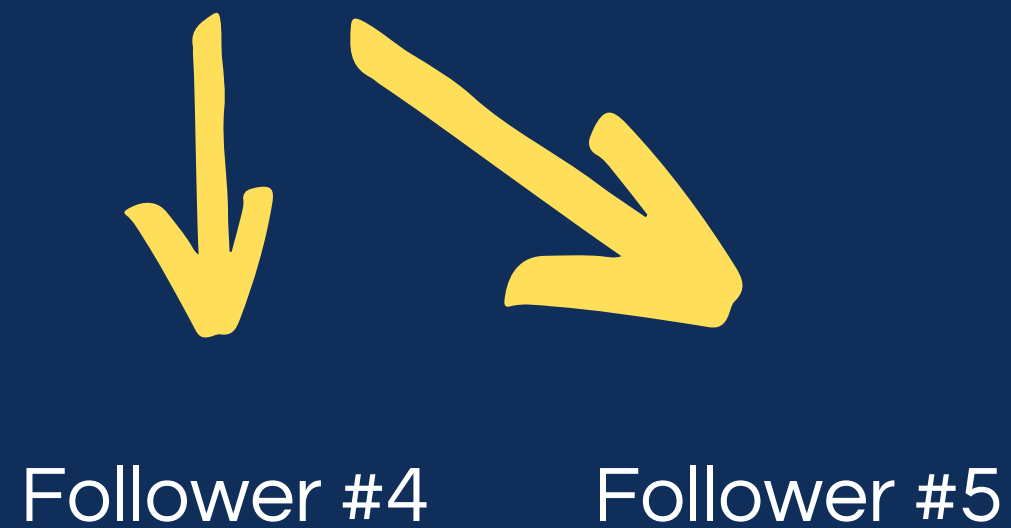
## REACH

The total number of followers reached by the algorithm is called **reach**

For **fb groups** is roughly 1-5% of the total followers, about 100 times higher than the reach of fb pages

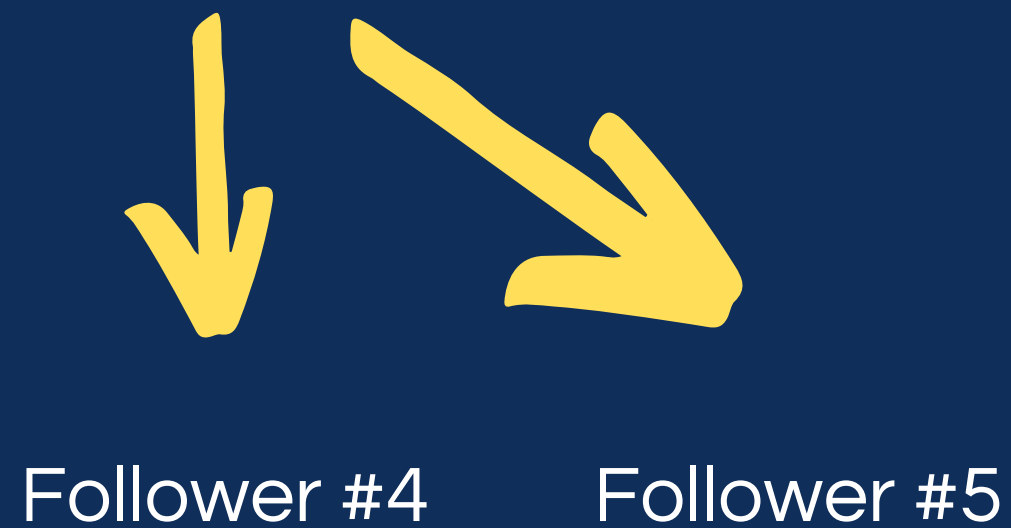
New post

 **REACH**



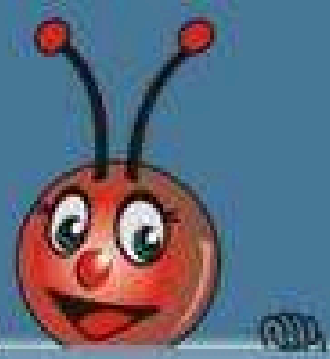
One of the main reasons to open facebook **group** instead of fb page is that **the reach** of fb groups is **much higher** than that of fb pages

New post



## ORGANIC REACH

The reach is also called organic reach not to confuse it with the much higher reach that is obtained by advertising



## ORGANIC REACH

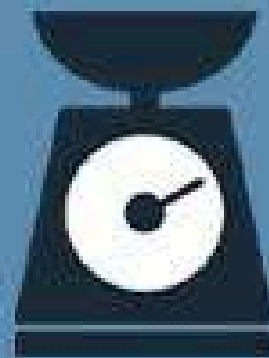
The 3 main factors of the Edgerank algorithm are:

$$\left\{ \sum u_e w_e d_e \right\}$$



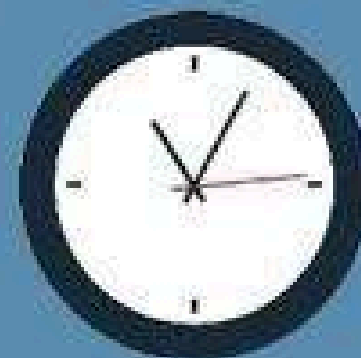
**AFFINITY ( $u_e$ )**

More you talk with your friends, reply to their photos, comments and likes. More gets the affinity towards them



**WEIGHT ( $w_e$ )**

More engagement on your specific posts, more weightage it will get among all posts.



**TIME DECAY ( $d_e$ )**

One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.

1. The affinity with your audience: only the members of your fb community can be reached





## ORGANIC REACH

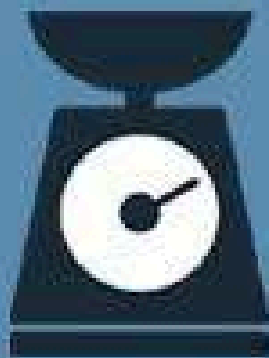
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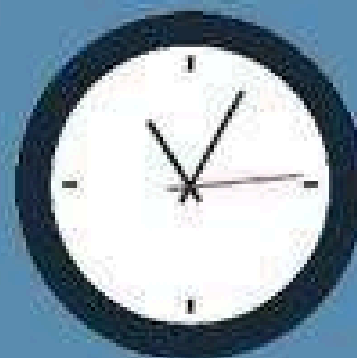
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**TIME DECAY ( $d_e$ )**

One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.

2. The **weight of interactions**: followers that interacted more with your previous posts (**early adopters**) will be reached first



## ORGANIC REACH

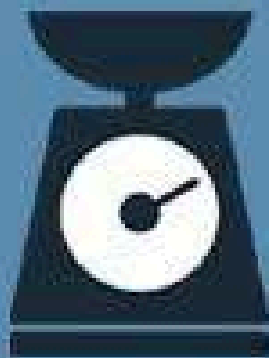
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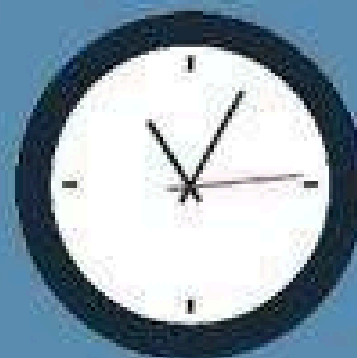
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**TIME DECAY ( $d_e$ )**

One of your posts got lot of response, but then it starts slowing down; which results in decay to push the posts down among all postings.

1. Decay time: mean life of a post is 24 hours, after which the reach'll decrease to zero in another day

## TIME DECAY

Time decay resets every time a new post is published. To minimize time decay, it is best to post every day or at regular intervals (1-2 days)

# ADVERTISING

Paid advertising "upgrade" these factors of the reach:

1. You can reach members also outside your group
2. There are no decay times, so the same post is visible every day

# STATISTICS

Group administrators can access to statistics normally hidden to members when the group grows to 250+ members, so at present you can't see them



View insights

31.6K post reach >

Nelvi Fdn, Angelo Berton and 100 others

18 comments 22 shares

# STATISTICS

They see a bar below each post with a link to the statistics of the post called "View insights" and with the reach of the post




View insights


31.6K post reach

post reach

# Performance

Post engagement 

2,328

People reached 

31,584

Interactions

Other


## Engagement

 84

 8

 0

 10

 0


 0

Comments


18

Shares


19

Photo views 

2.086

Link clicks 

73

Other clicks 

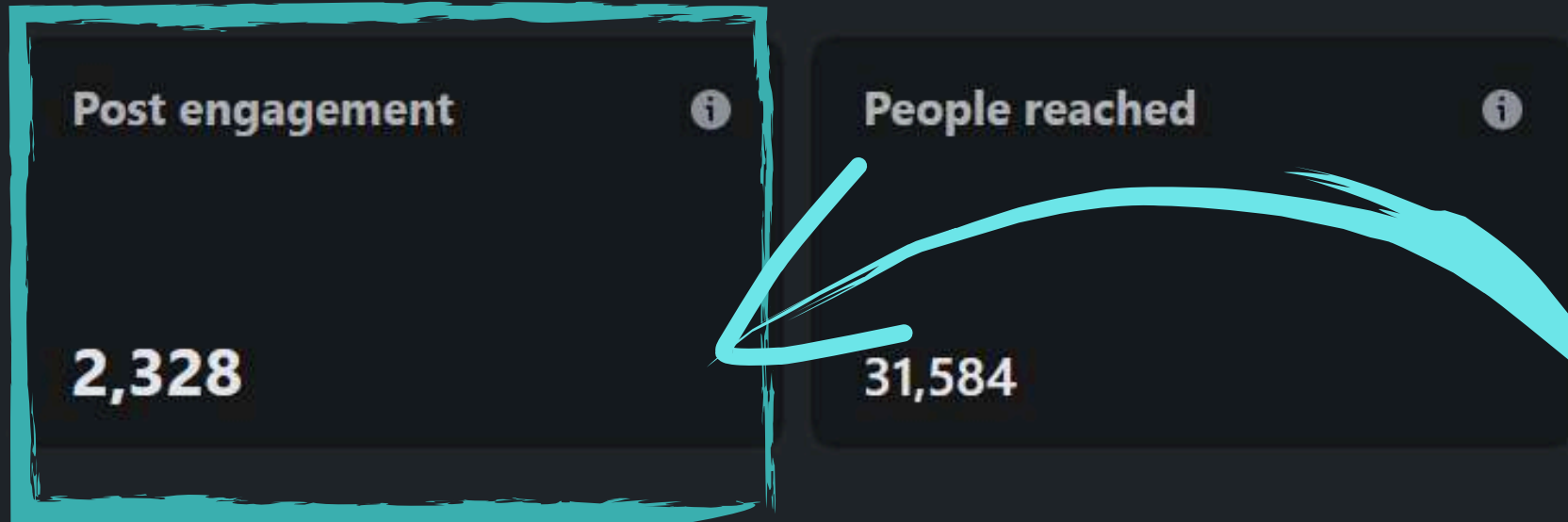
30



## STATISTICS

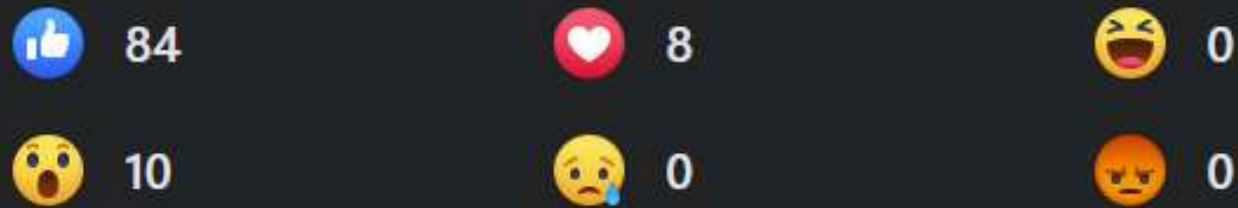
Clicking on "View insight" opens a page called "Performance" with the post statistics

# Performance



Interactions Other

## Engagement



Comments

18

Shares

19

Photo views ⓘ

2.086

Link clicks ⓘ

73

Other clicks ⓘ

30

## POST ENGAGEMENT


The engagement of a post is the number of times that users take an action with the post through:

- reactions (e.g: likes)
- comments
- shares
- clicks on photos, videos, links, etc
- post saves




# Performance



Post engagement 

2,328







People reached 

31,584

Interactions

Other

Engagement


 84  8  0  
 10  0  0

Comments


18

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Link clicks 

73

Other clicks 

30


## POST ENGAGEMENT

Reactions are formed by the like icon plus the love, laugh, surprise, sadness and anger icons. Each reaction count as **one** to determine engagement.




# Performance



Post engagement 

2,328

People reached 

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Interactions


Other

## Engagement

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## POST ENGAGEMENT


Usually most of the engagement of the post comes from the photo and video clicks, under the label "Photo views"

# Performance



Post engagement 

2,328

People reached 

31,584









## POST ENGAGEMENT

Empirically, post engagement is roughly 10-20 times its reach

Interactions

Other

### Engagement


-  84
-  8
-  0
-  10
-  0
-  0

Comments


18

Shares


19

Photo views 


2.086

Link clicks 

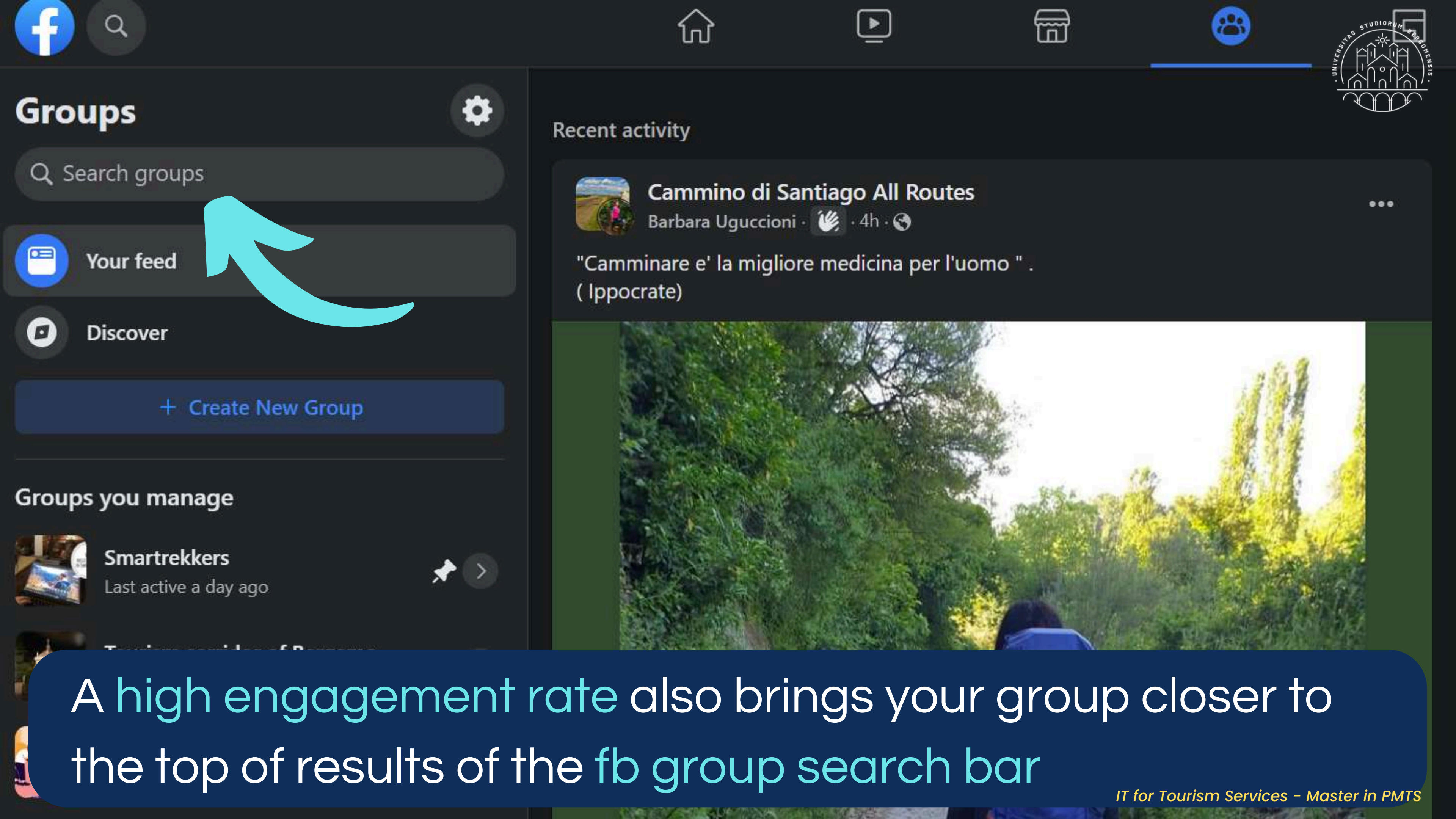
73

Other clicks 


30

A futuristic scene with a white robot sitting at a desk, interacting with a large, glowing blue digital interface. The interface displays various data points and charts. The background is dark with blue ambient lighting.

The EdgeRank algorithm is your ally, because if your community has a high engagement rate the algorithm recommends your group to other fb users too



# Groups




 Search groups

 Your feed 



 Discover

[+ Create New Group](#)

## Groups you manage

 **Smarttrekkers**  
Last active a day ago  

## Recent activity

 **Cammino di Santiago All Routes**  
Barbara Uguccioni ·  · 4h · 

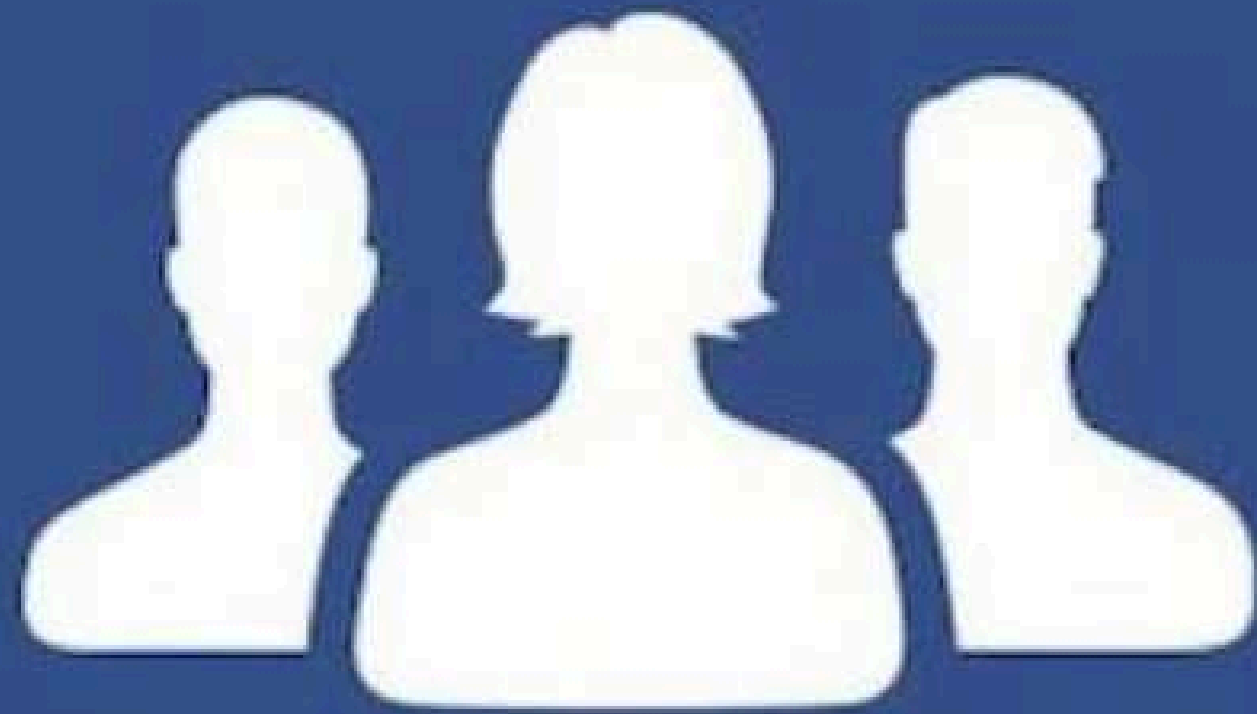
"Camminare e' la migliore medicina per l'uomo " .  
( Ippocrate)




A high engagement rate also brings your group closer to the top of results of the fb group search bar

## GROUP ENGAGEMENT


The engagement of a facebook group is simply the sum of the engagement of all the posts published in that group during last 28 days



# Performance

Post engagement 

2,328

People reached 

31,584

Interactions

Other

## Engagement

 84

 8

 0

 10

 0


 0

Comments


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Other clicks 

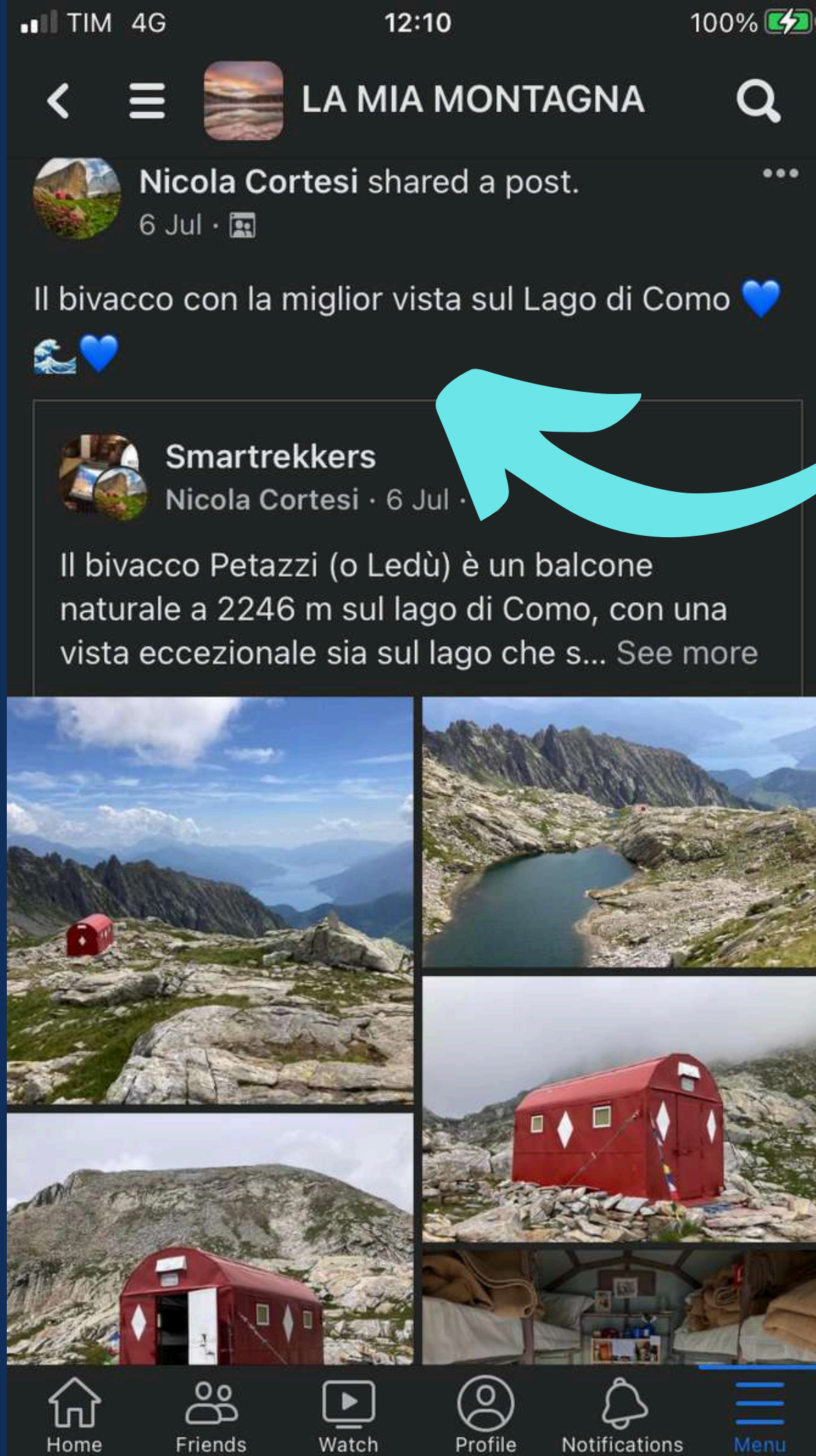
30



## POST ENGAGEMENT

The most important ways to boost post engagement are:

- post quality content
- post many beautiful photos or videos
- post at the right time
- sharing your post in similar groups



## POST SHARING

When you share a post, always introduce it with a **short sentence** at the beginning (some groups require it), and use one or more **emoticons** to attract more attention



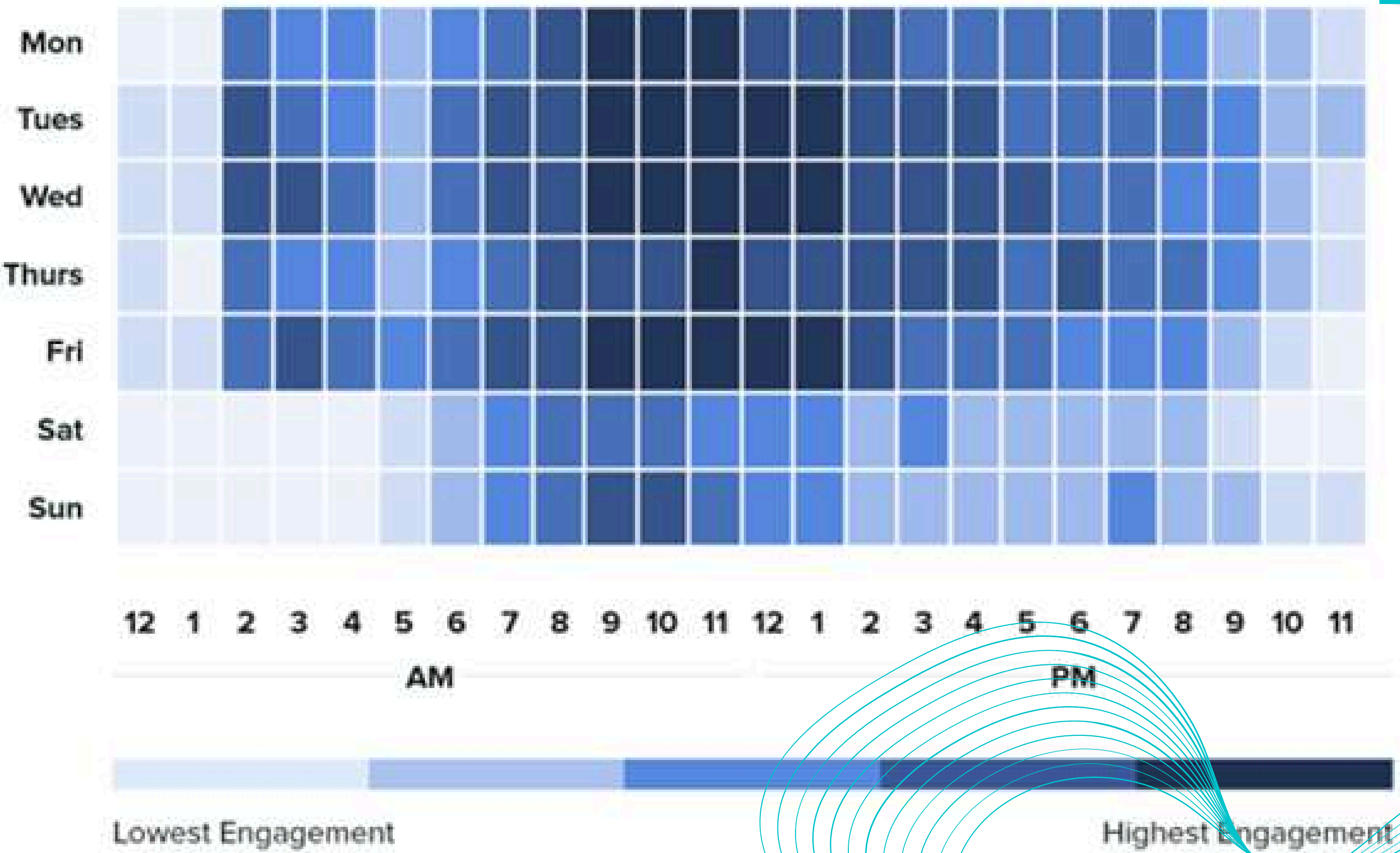
# Facebook Global Engagement

sproutsocial



## RITUALS

Each social media has a different distribution of its overall engagement during the week



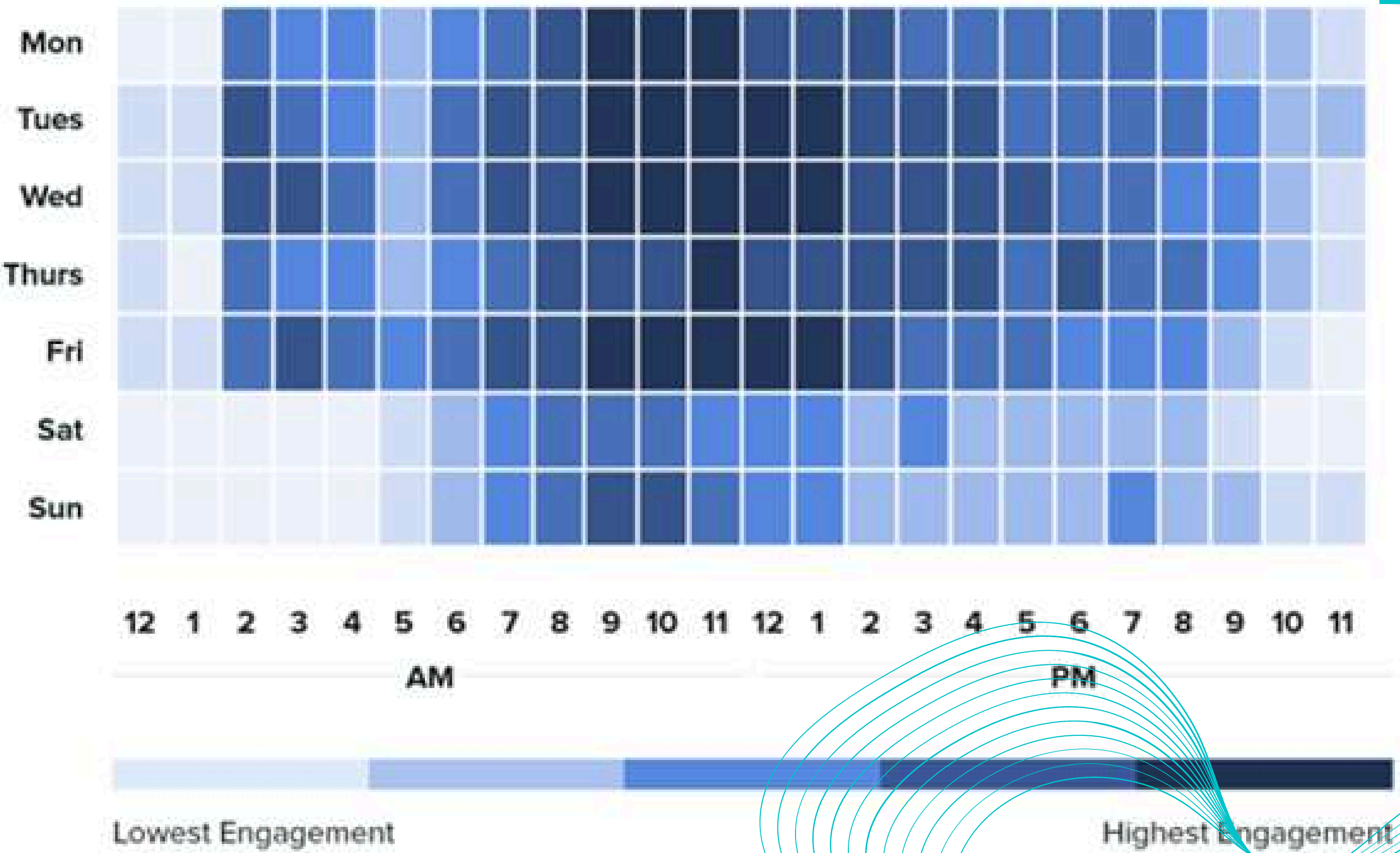
# Facebook Global Engagement

sproutsocial



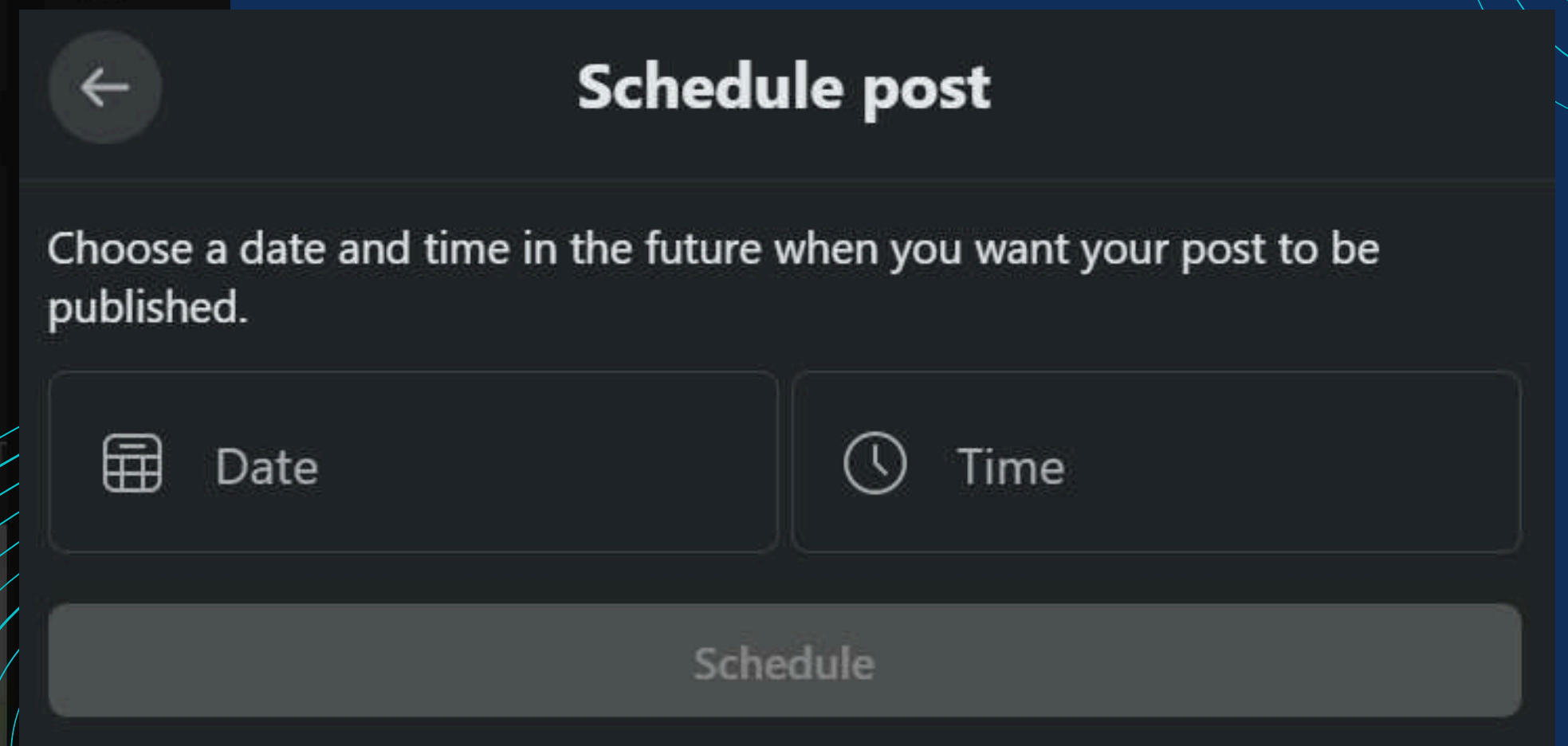
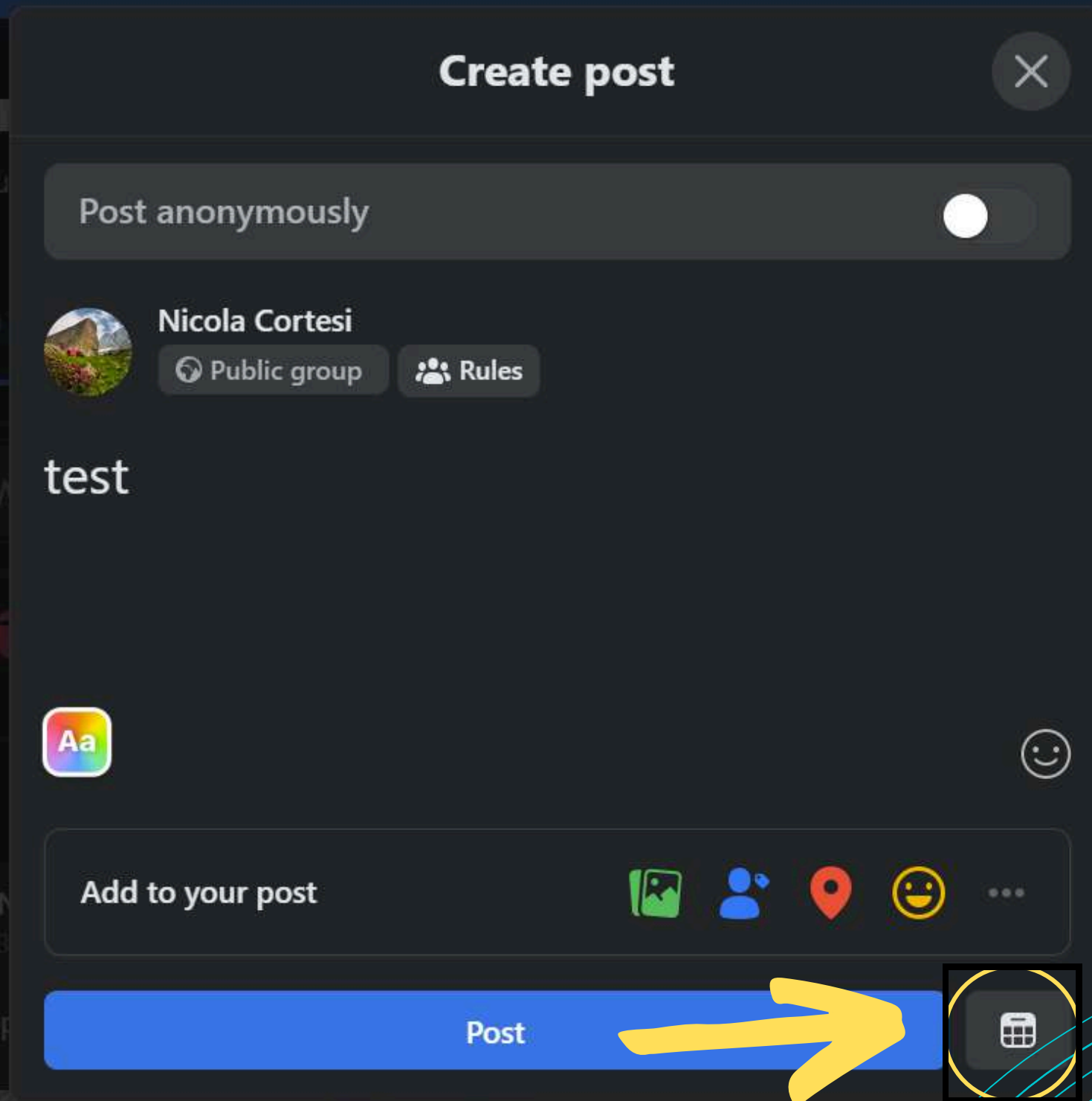
## RITUALS

For Facebook, the maximum engagement is generated around 9-11 of the morning, from Monday to Friday



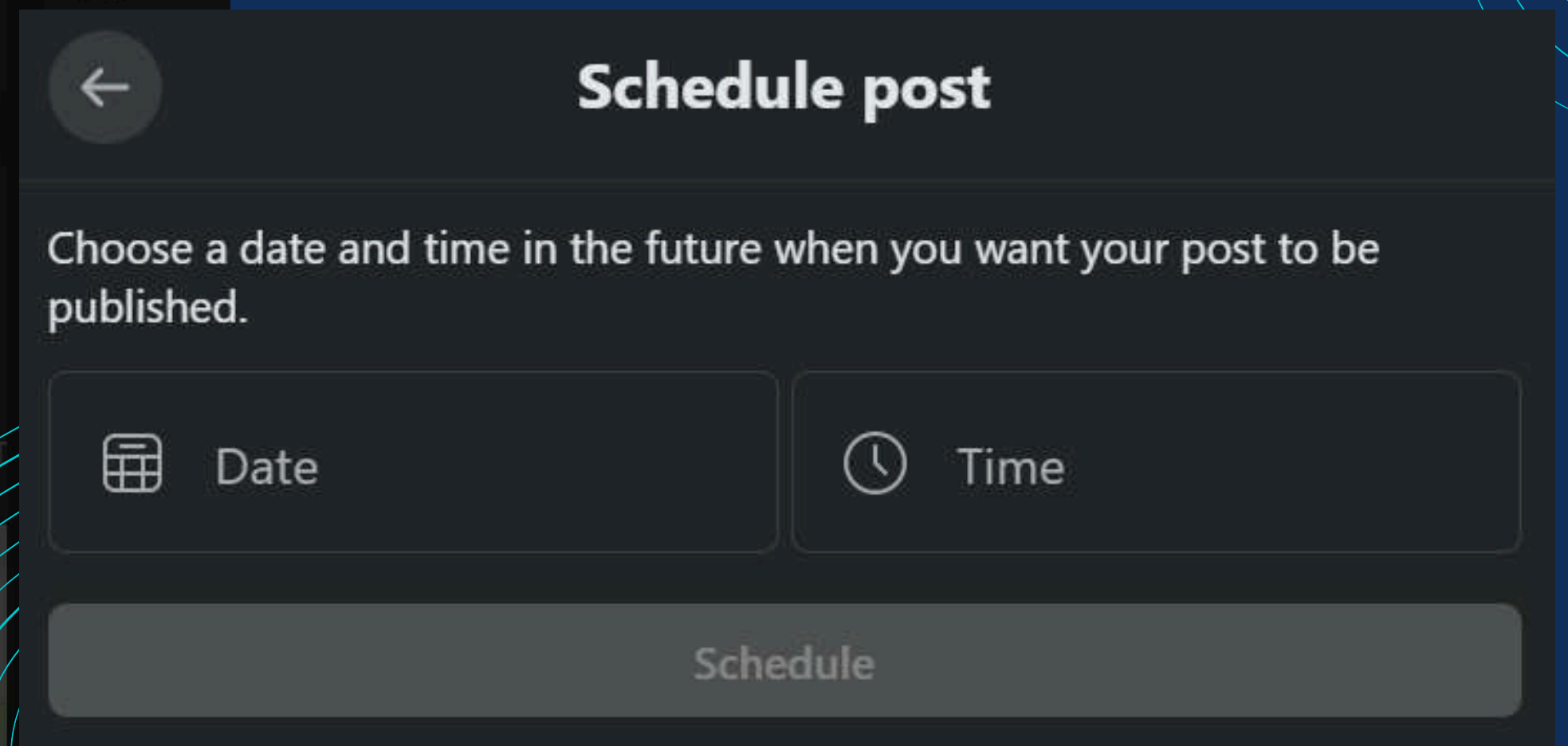
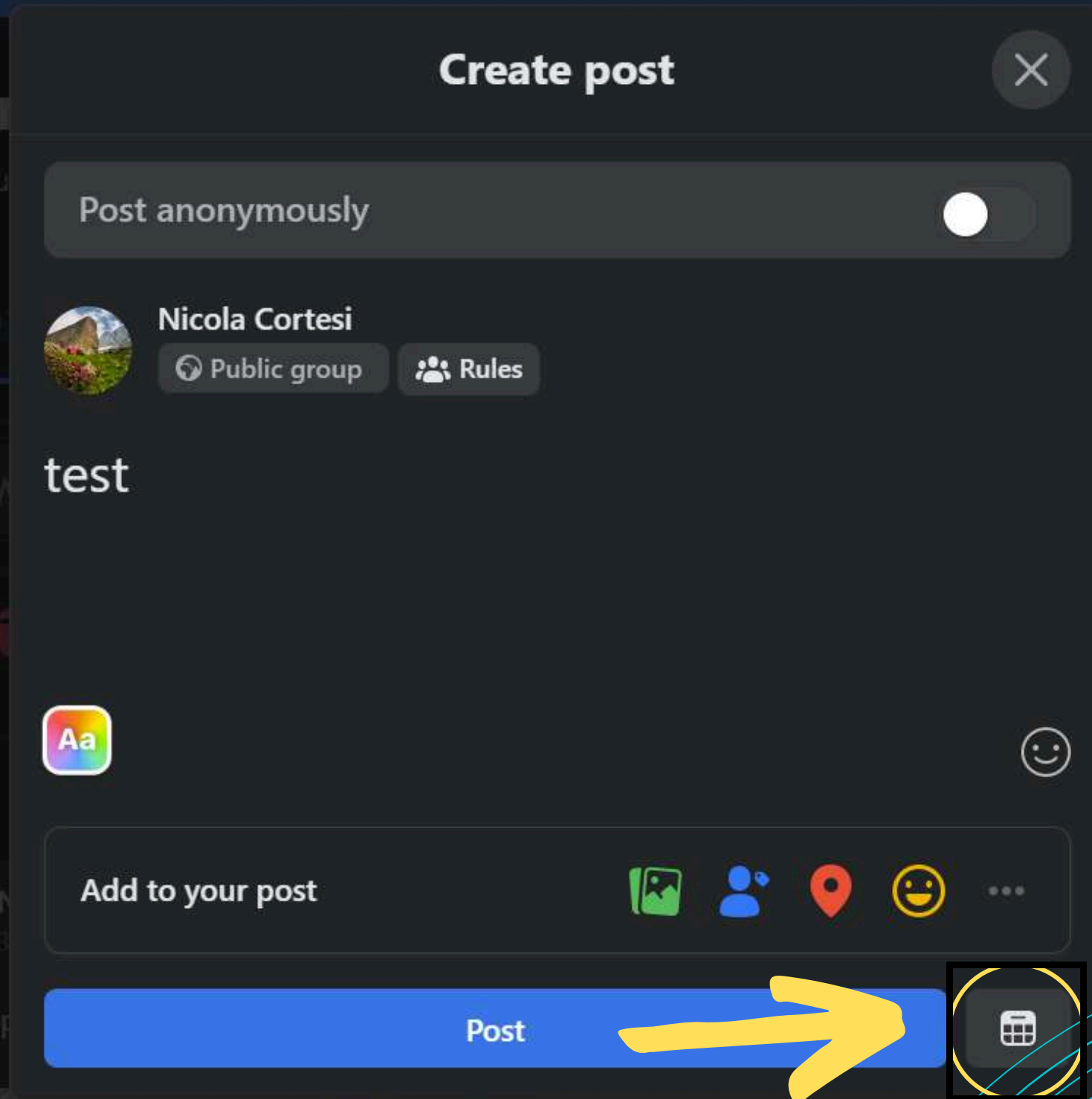
# SCHEDULE POSTS

You can easily schedule when you want to publish your posts



# SCHEDULE POSTS

However, it is not possible to schedule post sharing too





+ Invite



Smarttrekkers



Nicola Cortesi

Admin · 24 November at 15:05 · 🌐

Un'ottima notizia per chi vive in una delle zone bianche del Paese (quelle con una connessione internet assente o debole): a partire da novembre il canone mensile del collegamento satellitare Starlink è sceso da 70 a 50 euro! 🎉

Ricordiamo che in Italia la velocità della connessione Starlink è attorno ai 100 Mbps, e a differenza delle altre compagnie satellitari non fissa nessun tetto ai dati scaricabili ogni mese.

<https://www.hdblog.it/.../starlink-internet-prezzo.../>

#starlink #entroterra #smartworking



working al trekking. Grazie alla diffusione del telelavoro e dell'...  
banda larga, é f... See more

Public

Anyone can see who's in the group and what they post.

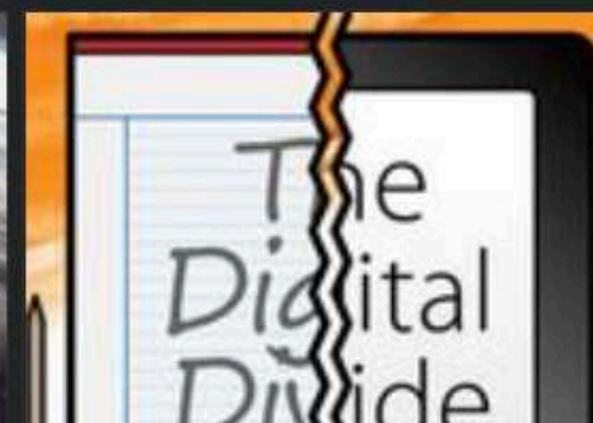
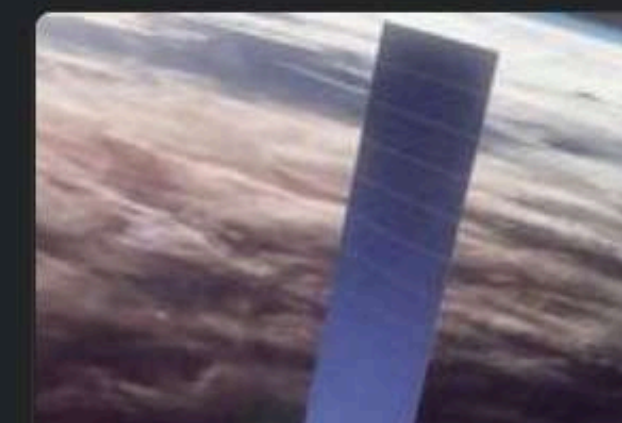
Visible

Anyone can find this group.

Italy

Learn More

Recent media



End your posts with 2-3 hashtags highly related to the content of the post.

## VIDEO LINKS

Post video directly instead of inserting links to Youtube or other media not owned by Facebook.

Posts with links to Youtube are largely penalized by the algorithm (almost no organic reach)



## OTHER LINKS

More in general, avoid any kind of link inside a post because the algorithm penalizes them too (reach decrease by 50%).

Insert any link in the first comment of the post instead

## WARNING

Do not ask members to **react** to the post (e.g: with a like), to **share** it or to **tag** their friends because the algorithm **penalizes** these kind of sentences inside the posts





# ASK QUESTIONS



Nicola Cortesi

20h · 🌐

**Alguien sabe si o cuando será restaurada la linea de buses Pamplona - Roncesvalles - Saint Jean Pied de Port de ALSA?**



4

11 comments



## About

Este es un espacio para COMPARTIR experiencias del Camino de Santiago.

**Public**  
Anyone can see who's in the group and what they post.

**Visible**  
Anyone can find this group.

**Santiago de Compostela, Spain**

[Learn More](#)

## Recent media



Ask simple questions that members can answer quickly and use a nice background to attract more attention



# ASK QUESTIONS

Nicola Cortesi  
20h · 🌐

Create post

Nicola Cortesi  
Public

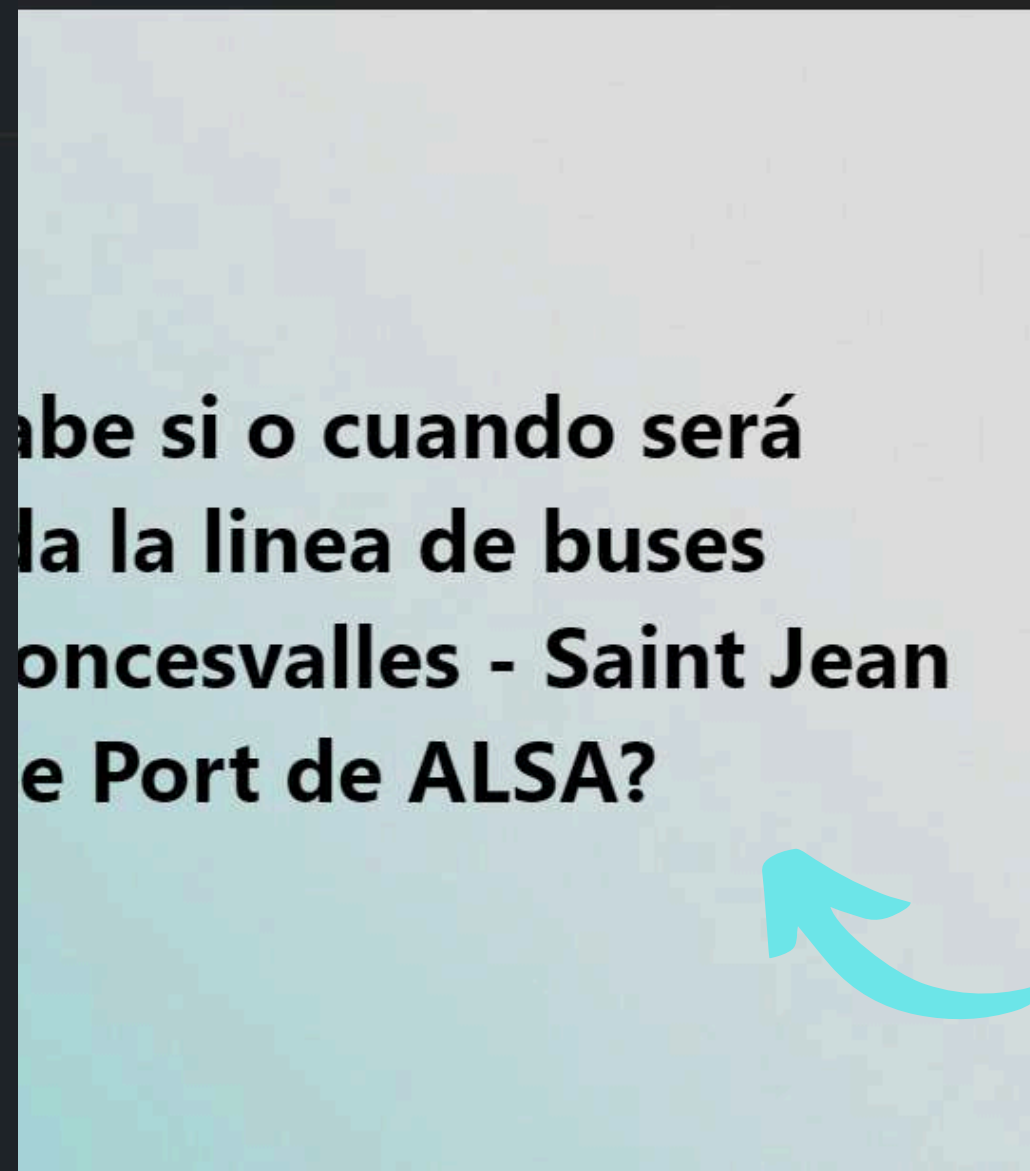
What's on your mind, Nicola?



Add to your post



Post



¿Sabéis si o cuando será  
la la linea de buses  
oncesvalles - Saint Jean  
e Port de ALSA?



4

11 comments

## About

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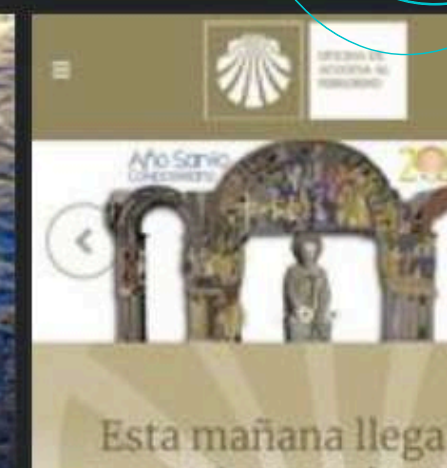
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Ask simple questions that members can answer quickly and use a nice background to attract more attention



# ASK QUESTIONS

Nicola Cortesi  
20h · 🌐

Create post

Create post

Nicola Cortesi  
Public

Nicola Cortesi  
Public

What's on your mind, Nicola?

What's on your mind, Nicola?



Add to your post



Add to your post



Post

Post

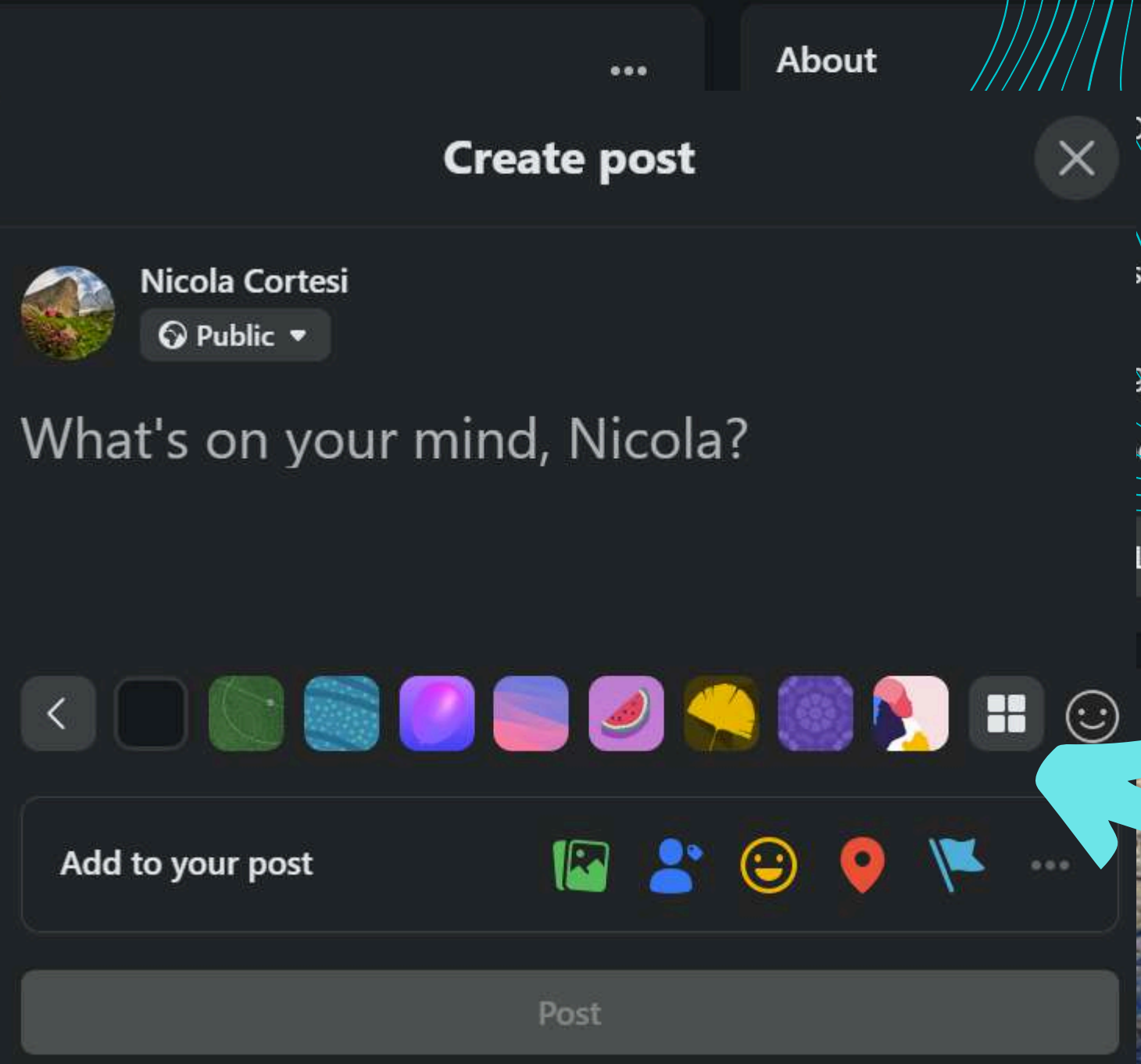
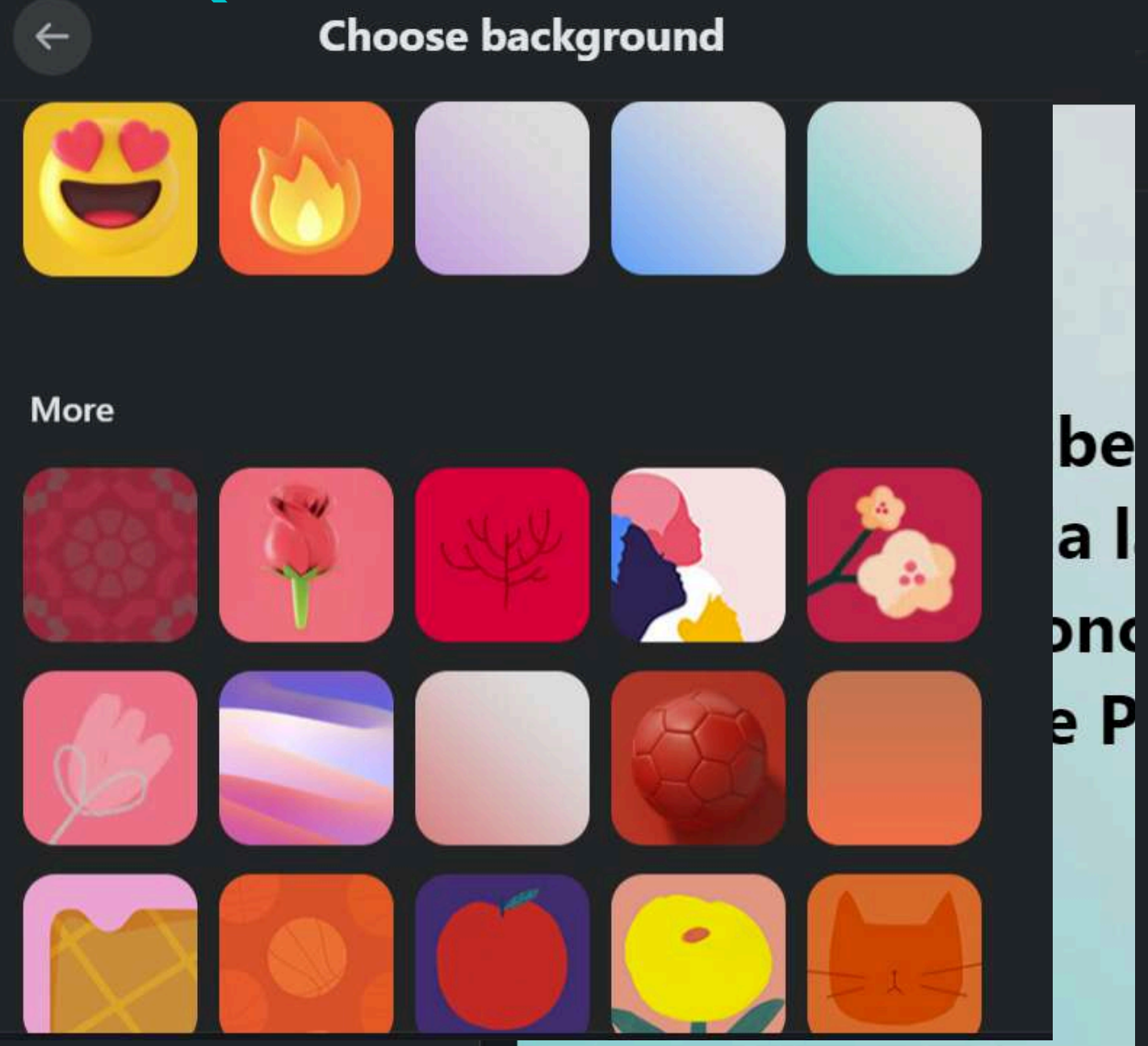
4

11 comments

Ask simple questions that members can answer quickly and use a nice background to attract more attention



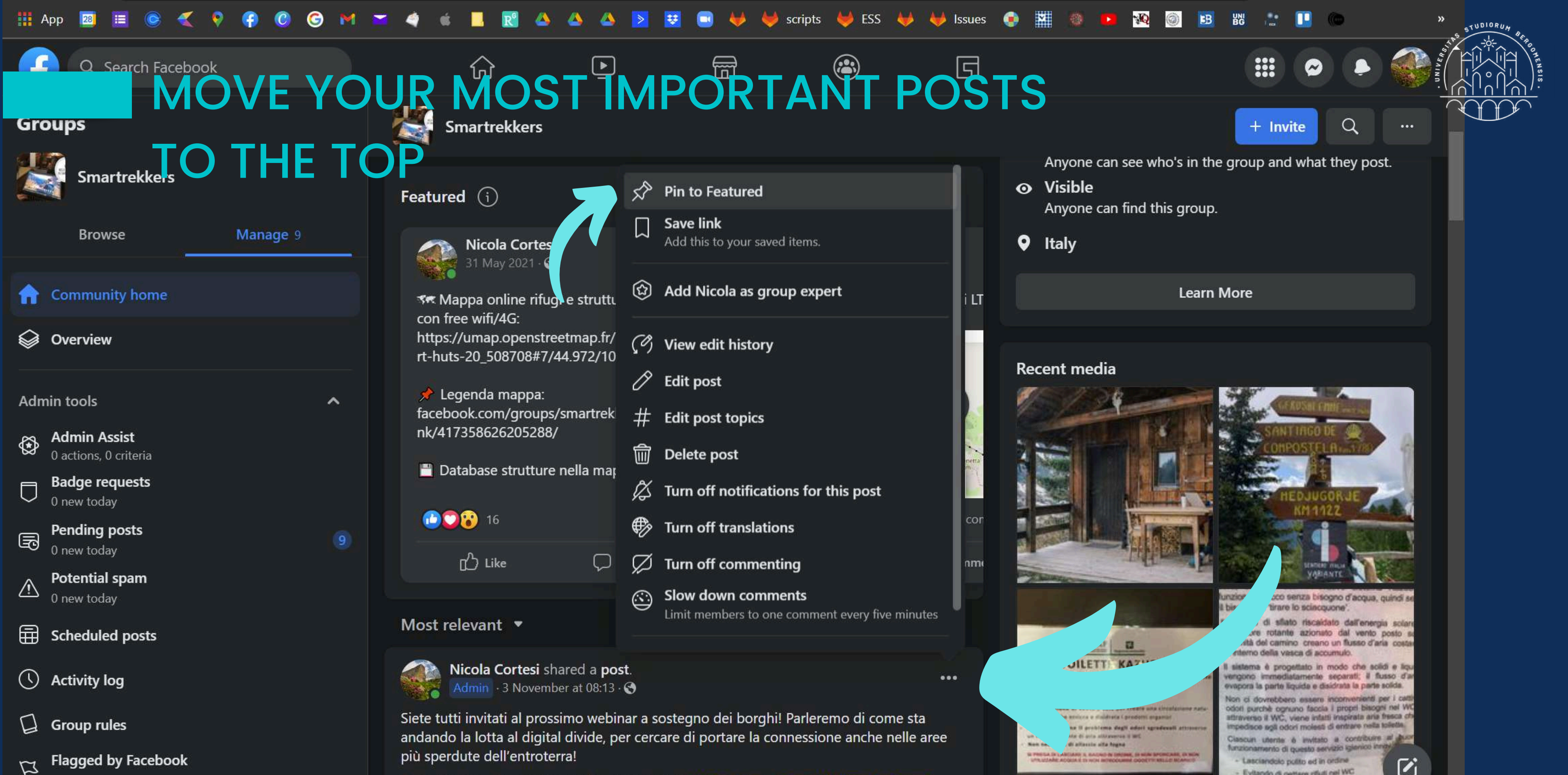
# ASK QUESTIONS



Ask simple questions that members can answer quickly and use a nice background to attract more attention



# MOVE YOUR MOST IMPORTANT POSTS TO THE TOP



So they will be forever visible to all members

# WELCOME POST

**Smarttrekkers**

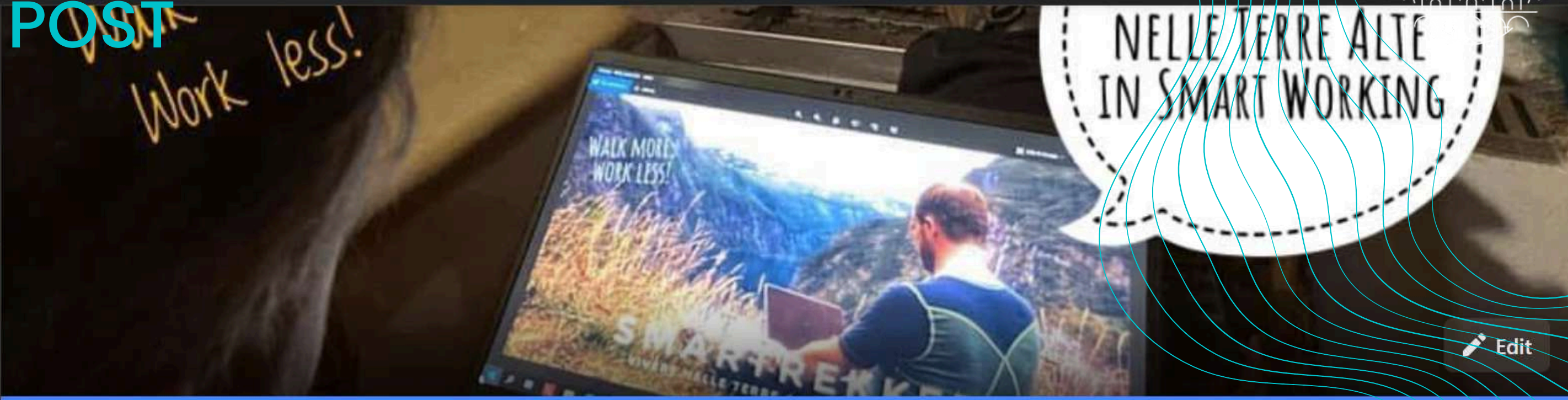
Browse Manage 9

Community home

Overview

Admin tools

- Admin Assist (0 actions, 0 criteria)
- Badge requests (0 new today)
- Pending posts (0 new today) **9**
- Potential spam (0 new today)
- Scheduled posts



Group by Smart Trekkers

**Smarttrekkers**

Public group · 3.5K members

Discussion Featured Media Files People Videos

**People**

+ Invite

Welcome post for new members: write it once per week (e.g: Tuesday) by selecting the **People/Members** menu

# WELCOME POST

**Smarttrekkers**

Browse Manage 9

Community home

Overview

Admin tools

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Group by Smart Trekkers

## Smarttrekkers

Public group · 3.5K members

- Discussion
- Featured
- Media
- Files
- People
- Videos

### People

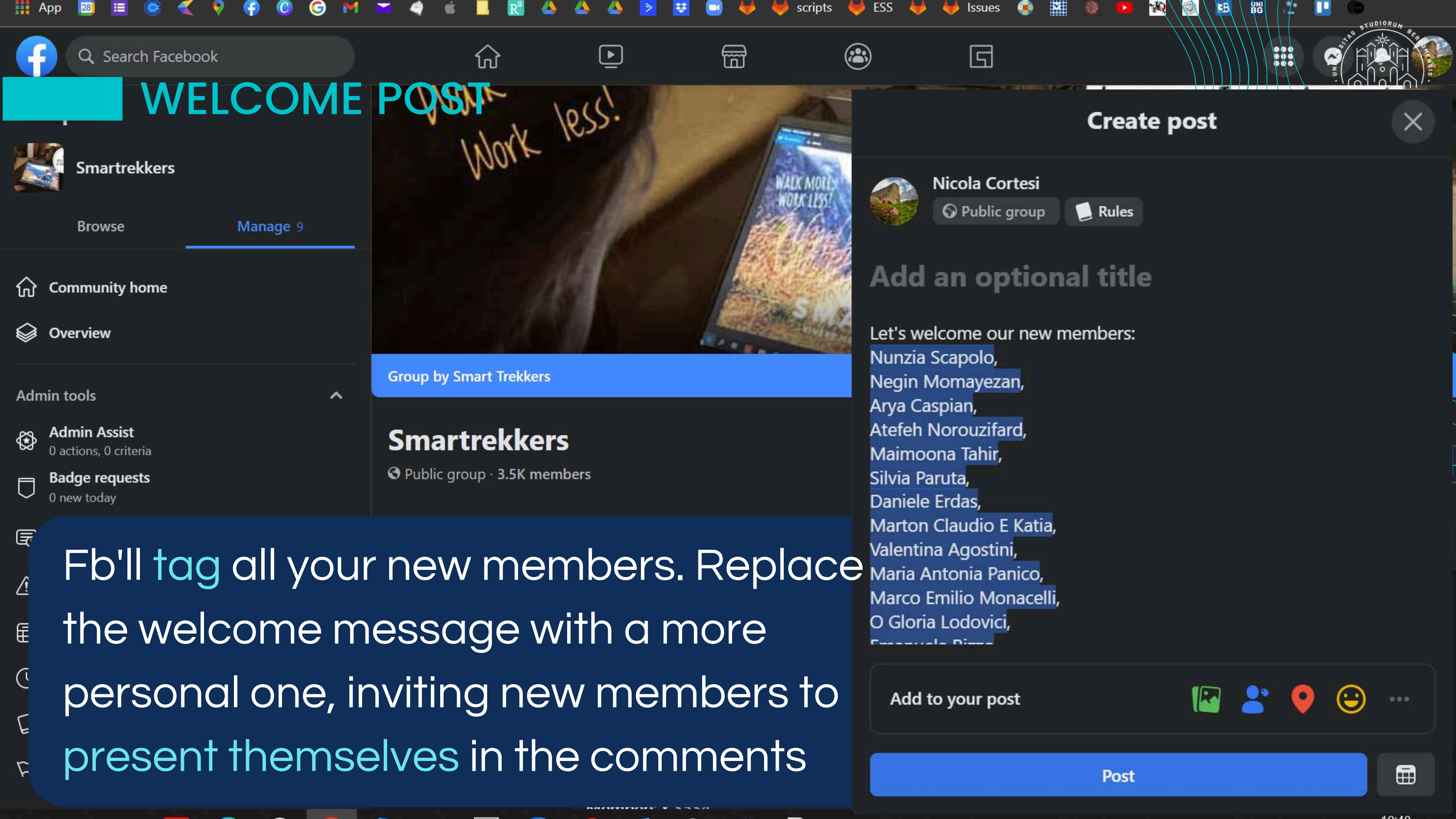
+ Invite

**New members this week**

You have 10 new members this week. Write a post to welcome them.

**Write welcome post**

If there are new members, you'll see a window like this on right of the screen



# WELCOME POST

Fb'll tag all your new members. Replace the welcome message with a more personal one, inviting new members to present themselves in the comments

**Create post**

Nicola Cortesi  
Public group Rules

**Add an optional title**

Let's welcome our new members:

Nunzia Scapolo,  
Negin Momayezan,  
Arya Caspian,  
Atefeh Norouzifard,  
Maimoona Tahir,  
Silvia Paruta,  
Daniele Erdas,  
Marton Claudio E Katia,  
Valentina Agostini,  
Maria Antonia Panico,  
Marco Emilio Monacelli,  
O Gloria Lodovici,  
Francesca Dima

Add to your post

Post





Search Facebook



# POLLS

Smarttrekkers

Flagged by Facebook  
0 new today

Member-reported content  
0 new today

Moderation alerts  
0 new today

Group Quality

Grow group

Settings

**Group settings**  
Manage discussions, permissions and roles

Add features  
Choose post formats, badges and other features

Insights

Growth

Engagement

Admins and moderators

**Events**  
Schedule online and in-person events.

**Files**  
Allow people to share files to the community.

**GIF**  
Allow people to post GIF images.

**Live videos**  
Broadcast in real time.

**Poll**  
Allow people to survey the community with polls.

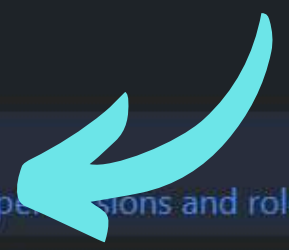
**Reels**  
Watch and make short, fun videos tailored to your community.

**Rooms**  
Allow rooms and live audio broadcasts.

**Badges**

**Conversation starter**  
A badge for those who created the most engaging conversations.

**Rising star**  
A badge for those who have been highlighted by the community.



Activate the **Poll** item available from the **Group settings** menu



Search Facebook



# POLLS



Smarttrekkers

Browse

Manage 9

Community home

Overview

Admin tools

Admin Assist  
0 actions, 0 criteria

Badge requests  
0 new today

Pending posts  
0 new today

Potential spam  
0 new today

Scheduled posts

Activity log

Group rules

Flagged by Facebook

Group by Smart Trekkers

## Smarttrekkers

Public group · 3.5K members

Discussion

Featured

Media

Files

People

Videos



Write something...



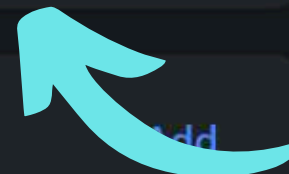
Reel



Photo/video



Poll



Featured



Nicola Cortesi

31 May 2021 ·

Mappa online rif...  
con free wifi/4G:  
<https://umap.openstreetmap.org/en/viewfull.html#map=17,47.5,11.5>  
rt-huts-20\_508708...

Legenda mapp...  
[facebook.com/groups/smarttrekking/](https://www.facebook.com/groups/smarttrekking/)  
nk/4173586262052...



Nicola Cortesi

17 August ·

### About

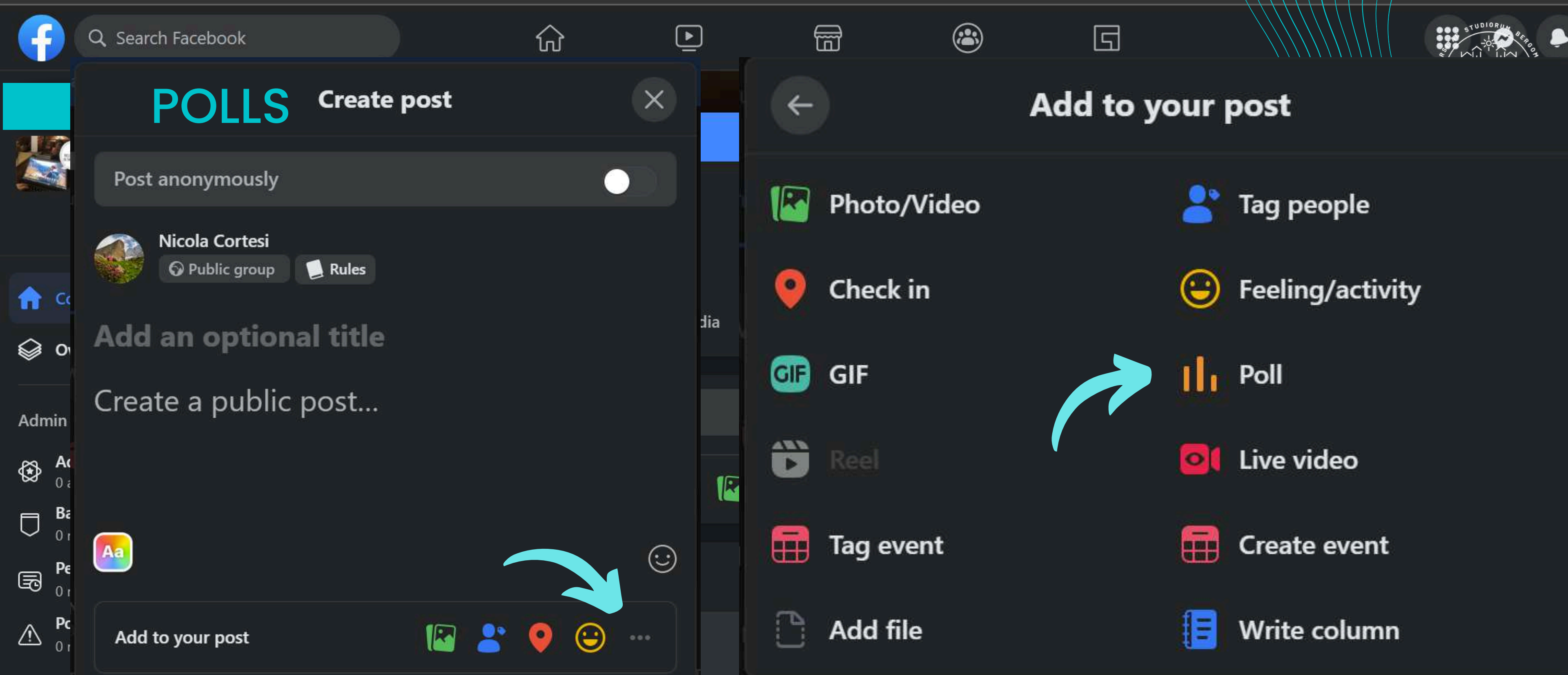
Lo smartrekking é un nuovo stile di vita che unisce lo sm...  
working al trekking. Grazie alla diffusione del telelavoro e...  
banda larga, é f... See more

Public  
Anyone can see who's in the group and what they p...

Visible  
Anyone can find this group.

Italy

You should notice that the **Poll** item has been added to your post window



If not, it should be visible inside the post window, clicking on the 3 dots

# POLLS

**Nicola Cortesi** created a poll. **Admin** · 10 June 2021 · 🌐

Hai lavorato o hai intenzione di lavorare in smart working nelle Terre Alte nel 2021? (risposta multipla possibile)

- Si, da un rifugio 27% >
- Si, da un appartamento in affitto 27% >
- Si, dalla mia prima o seconda casa 27% >
- Si, da un albergo/pensione
- Si, da un b&b/agriturismo

**Nicola Cortesi** created a poll. **Admin** · 20 March 2021 · 🌐

Fino all'anno scorso gli smart workers erano soprattutto freelancers. Oggi invece la lista si é estesa includendo anche i lavoratori dipendenti e molte altre categorie. Voi che lavoro fate!!?

- Meteorologo 4% >
- Added by **Gio Di Nardo** Ingegnere 21% >
- Added by **Lorenzo Banfi** Controllo di gestione

**Nicola Cortesi** created a poll. **Admin** · 26 March 2021 · 🌐

nel post di stamane abbiamo identificato tre tipi di smarttrekkers: simpatizzanti, hobbist e pro. Voi a quale tipo appartenete!??

- Simpatizzante 55% >
- Hobbist (lavoro da remoto nelle Terre Alte fino ad 1 settimana all'anno) 22% >
- Pro (lavoro da remoto nelle Terre Alte per due o più settimane all'anno) 23% >

**Nicola Cortesi** created a poll. **Admin** · 12 July · 🌐

Immaginate di poter lavorare da remoto a tempo completo lontano dalle città, trasformandovi negli Avatar della Natura in cui eravate destinati fin dalla nascita. Che tipo di Avatar diventerete? 🧑🏿🧑🏻

- Sky Avatar (amante delle cime) 24% >
- Forest Avatar (abitante dei boschi) 46% >
- Rock Avatar (innamorato dei borghi) 6% >
- Blue Avatar (che vive in prossimità di mari, fiumi o torrenti) 17% >
- Wind Avatar (in continuo spostamento) 7% >

Polls not only attract member's attention but help you to better understand your target

# SURVEYS

## La Tua Vita Ideale

Breve sondaggio su come lo smart working potrebbe trasformarti la vita

cortesi.nic@gmail.com (non condiviso) [Cambia account](#)

\*Campo obbligatorio

Immagina di essere in smart working a tempo completo, 5 giorni a settimana. Finalmente puoi trascorrere ogni anno lunghi periodi fuori città, andando a camminare (quasi) ovunque! Descrivi che cosa ti piacerebbe fare e dove andresti. Questa è l'unica domanda aperta, poi saranno a selezione multipla

La tua risposta

Quali attività outdoor preferisci? (risposta multipla) \*

- Camminare
- Correre
- Trail Running
- Arrampicare
- Bici
- MTB (Mountain Bike)
- Canoa/Kayak

Da quale di queste strutture ricettive ti piacerebbe lavorare da remoto se offrissero tutte una buona connessione internet e fossero tutte idonee allo smart working ed ecosostenibili? (risposta multipla)

- Dalla mia seconda casa
- Da un appartamento in affitto
- Da un rifugio
- Da un B&B
- Da un agriturismo
- Da una pensione
- Da un albergo
- Da un albergo diffuso
- Da un ecovillaggio
- Da un ostello
- Da un coworking rurale
- Dal mio camper
- Dalla mia tenda
- Altro: \_\_\_\_\_

Il tuo sesso: \*

- F
- M
- Altro

La tua fascia età: \*

- <20
- 20-25
- 26-30
- 31-35
- 35-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66+

Quando finisci di lavorare, ti piacerebbe visitare il luogo o il paese in cui ti

- Molto
- Abbastanza
- Poco
- Per nulla

Nelle belle serate in alta montagna, con un telescopio?

- Molto
- Abbastanza
- Poco

Se ti interessa ricevere informazioni sul workation nelle Terre Alte e sui trekking da fare in smart working, inserisci qui la tua email:

La tua risposta

[Invia](#) [Cancella modulo](#)

Non inviare mai le password tramite Moduli Google.

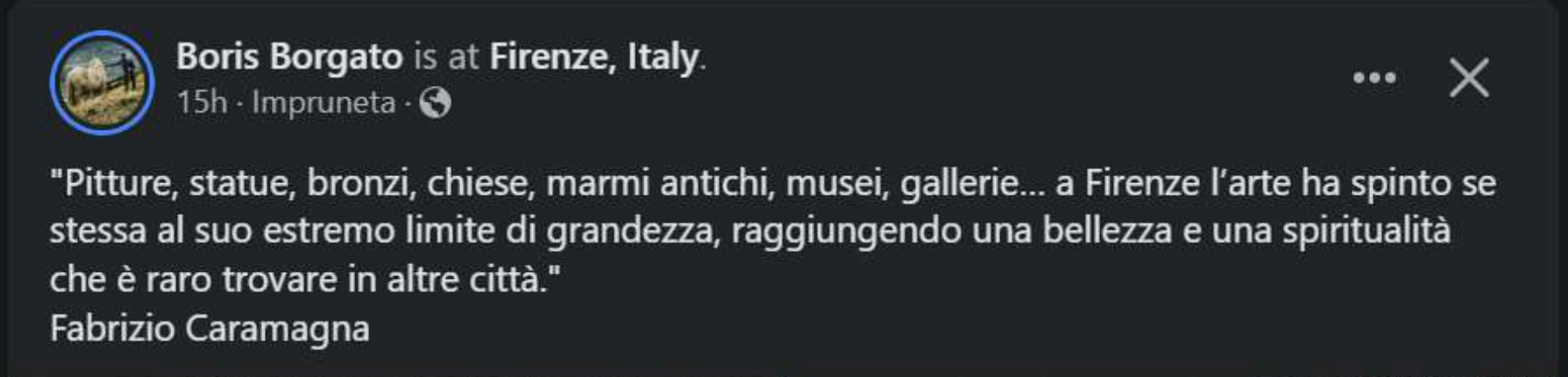
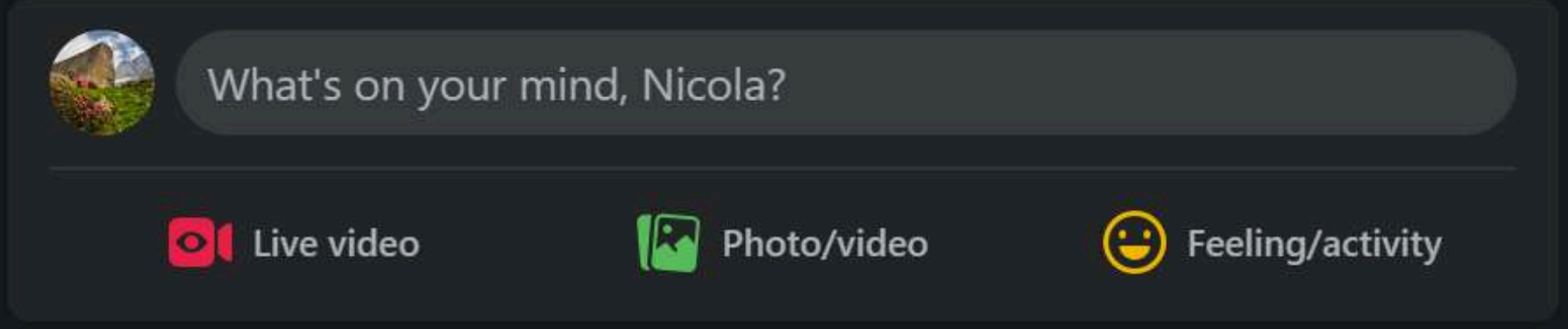
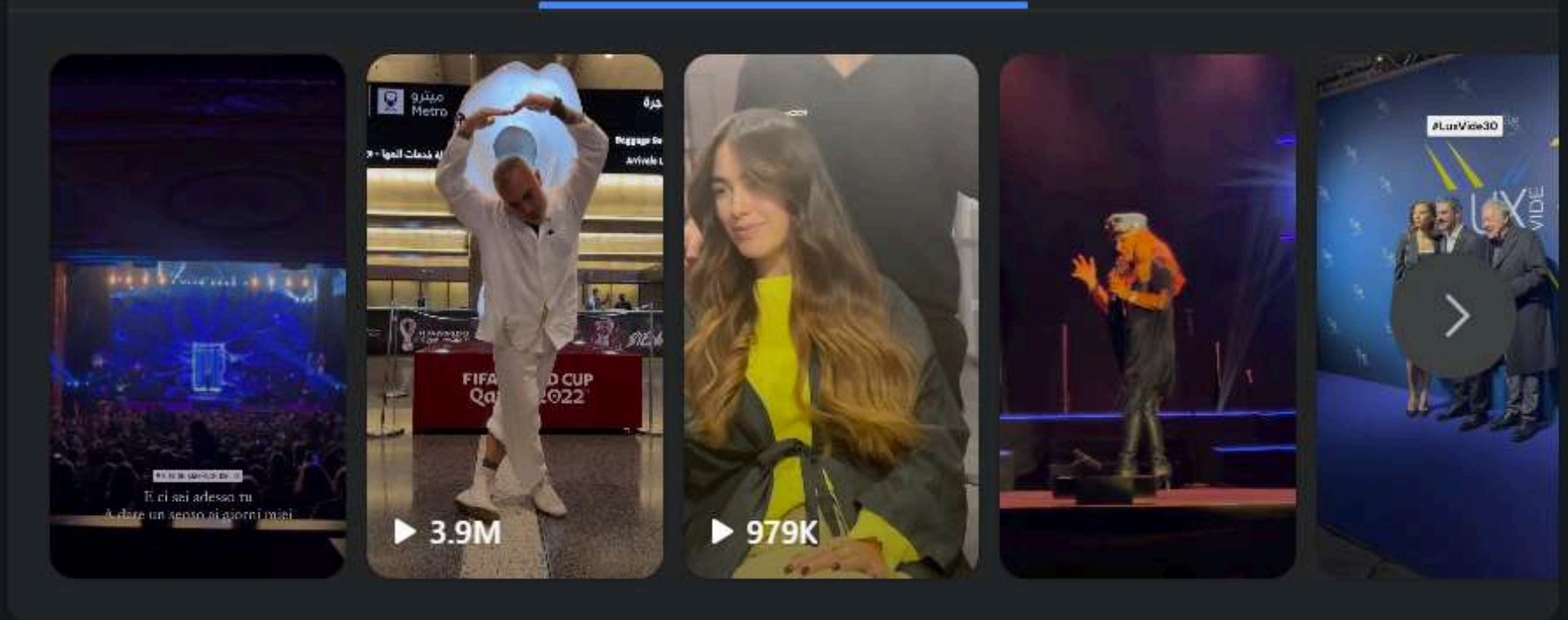
Questi contenuti non sono creati né avallati da Google. [Segnala abuso](#) - [Termini di servizio](#) - [Norme sulla privacy](#)

Google Moduli

Use the last question to ask for the email: "If you are interested in any news concerning ..., leave your email here"

Use Google forms to create online surveys

Survey are in-depth polls that you can also use to collect email addresses



# FB REELS

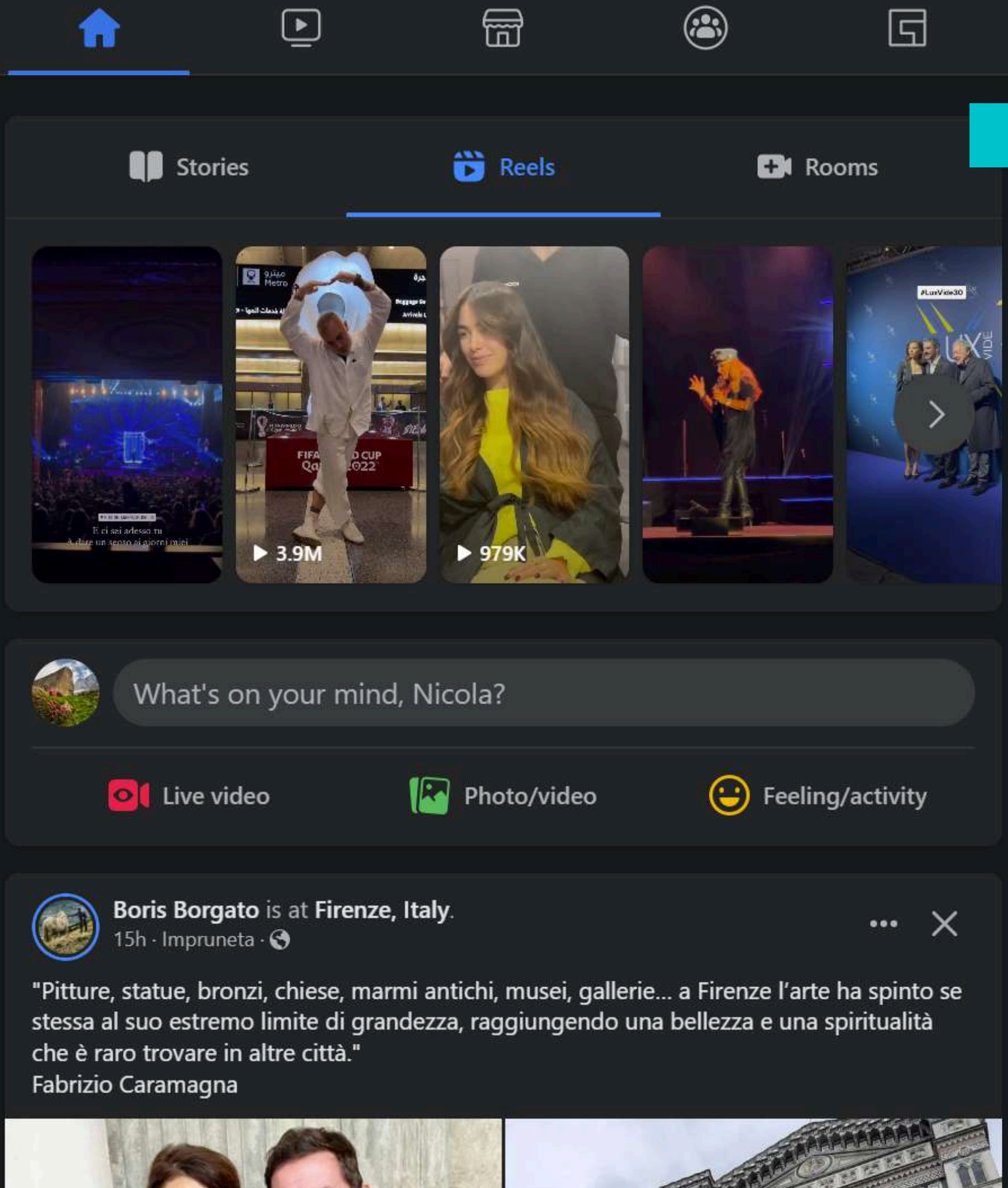
Facebook Reels were introduced in 2022. They are short videos of up to 1 minute that fb copied from TikTok

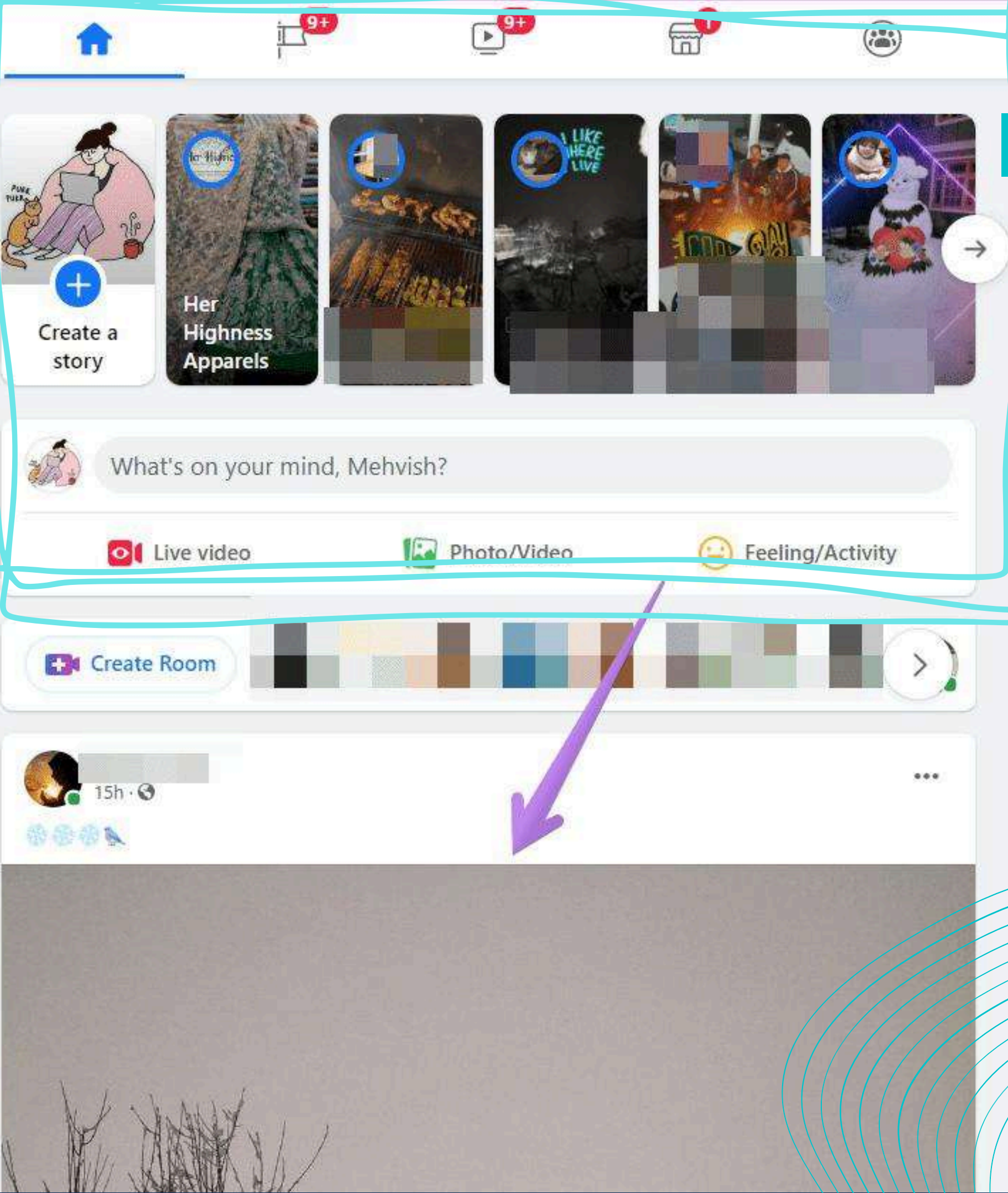
They bypass the algorithm!



# FB REELS

They are a good way to promote destinations, accomodations (e.g: hotels) or travel experiences





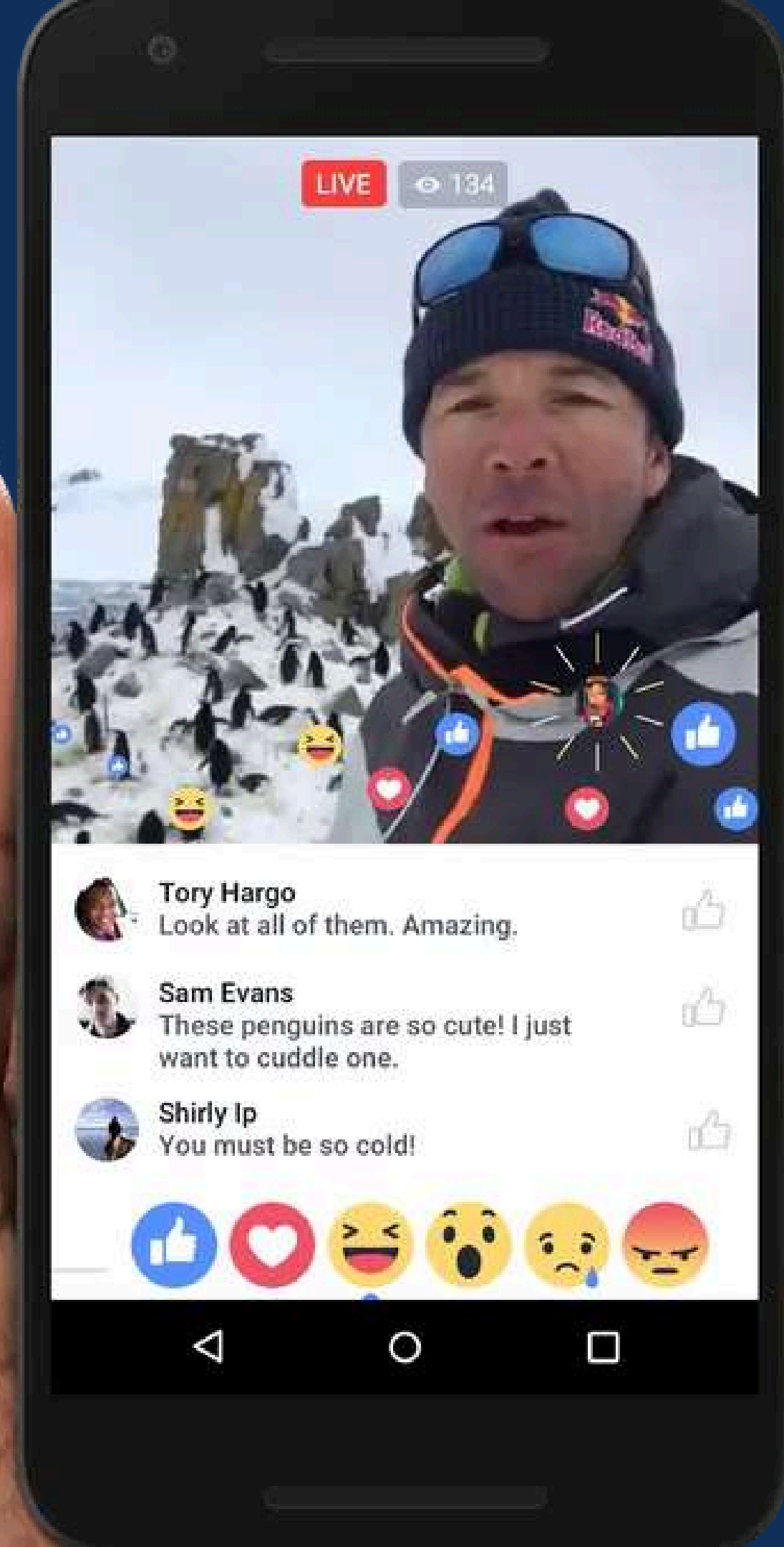
## FB STORIES

Facebook **Stories** are visible on top of the **News Feed** since 2017. They allow you to share foto or video, but only for **24 hours** (similar to **Instagram** and **Snapchat**).



## FB LIVE

It is a **real-time video** that users livestream **directly on fb** (e.g: events, shows, meetings). The video can be watched again later. Introduced in **2015**

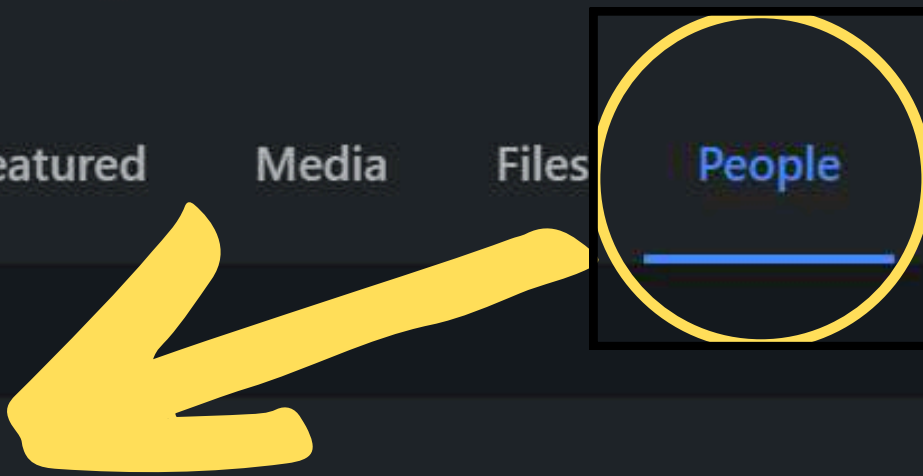




# Smarttrekkers

Public group · 3.5K members

Discussion Featured Media Files **People** Videos



## People

Unavailable ▾

Search

Members · 24

[See all](#)

These are people who've joined your group.

-  **Sil Cio Bin Momo**  
Unavailable. [Learn More](#) · Joined about a month ago
-  **Marco Milano**  
Unavailable. [Learn More](#) · Joined about 2 months ago
-  **Bhabi Raj Gurung**  
Unavailable. [Learn More](#) · Joined about 4 months ago

## INACTIVE MEMBERS

From time to time check the list of members under

People -> Unavailable

and remove all members from this list, because they belong to **deleted fb**

**accounts** and they

decrease your **reach**

## CONTENTS

Try to create quality content, to give members something they don't know yet, or don't know how to do it. Ideally informative posts should solve their problems, to create gratitude