

25 FACEBOOK IDEAS TO DRIVE YOUR

Tribe Wild



Running out of ideas to engage your tribe on Facebook?

THERE ARE ONLY SO MANY SALES POSTS AND INSPIRATIONAL QUOTES YOUR TRIBE WILL WANT TO SEE BEFORE THEY SWITCH OFF. TO DEEPEN YOUR ENGAGEMENT IN AN AUTHENTIC WAY WITH YOUR TRIBE, TRY OUT SOME OF THESE IDEAS.

Winning move

1

Get your tribe to message you, like or comment on your post to go into the draw to win a free product, consultation, dinner (if you own a restaurant), downloadable print, product trial, etc. Make sure you don't ask them to share your post or tag their friends as part of entering the contest because it breaks Facebook's guidelines. They may decide to share it anyway. Make sure all your promotions adhere to your local laws and [Facebook's guidelines](#).

Go Live

3

Let your tribe know you will be on Facebook Live the day before so they can ask questions; or you could do a demonstration if you are an artist or maker; or a group chat around a topic your tribe is interested in; if you are a muso you could give a live mini concert; if you are an author you might read something you are working on like an extract from your new book. You could also use Facebook Live to let your tribe know about upcoming events, new products and services or just share a little more about yourself.

Call in the big guns

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Interview an expert or guru from your industry or area of interest - you could do an interview a month. It's fairly easy to record your Facebook Messenger video call/Google Hangout/Skype interview using a range of free recording apps or if you do the interview in person, you can use Facebook Live.

Tribal Council

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Trying to decide on some different options for your brand e.g. designs for a new logo or product, colour for your office or workspace etc? Ask your tribe to vote for their favourite. Not only does it build engagement, but you also get instant feedback on your ideas before you invest in them. You can have a random prize if you like, but your tribe will probably be just as happy to give their opinion without any incentives. Don't forget to post your decision based on their feedback. The tribe has spoken!

Backstage Pass

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Post a gallery of photos with captions or a video to let your tribe behind the scenes or share a day in the life of your brand or you as the business owner. Think about what your tribe wants to see (e.g. not your granola for breakfast although they might if you are a health guru). Have some fun with it and don't make it too long - about 8-10 photos or a 90 sec video. Add some fun text captions and animated stickers with free video app software.

Move over Oprah!

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Hold a virtual book club. Let people know which book you are going to read a month before or better yet get them to vote for their favourites. You can choose books in your area of interest e.g. health and wellness or you could go for any genre e.g. fiction, Sci-fi, etc. Share links to the digital version of the book so it's easy to purchase; then hold a Facebook Live discussion using comments at a set time each month.

Blog Club

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If reading a whole book sounds like a big ask for your tribe why not host a virtual blog or vlog club. Pick an interesting/controversial blog post, podcast or vlog and share with your tribe a few days before, then hold a Facebook Live discussion using comments to discuss the blog. Make sure you moderate the discussion and ask tribe members to keep their comments respectful and on topic.

Foodie heaven

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Into cooking or healthy eating? Why not hold your own masterchef-style competition. Get your tribe to upload photos and recipes of their favourite creations e.g. paleo, vegan, gluten free or gourmet dishes, then ask your tribe to vote for their favourites. Invite the winning entry to do a Facebook demo of their recipe for your tribe.

Top tips

Share your best advice and tips in your area of interest. You could do a top tip each week. An example for Warriors at Work would be:

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Warrior Wisdom #1
Post a Facebook video once a week - video posts are more engaging to users.

Number your tips so new tribe members know they can go back in your timeline to view more top tips.

Tribal Challenge

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Whether it's 1 hour, 7 days or a whole year, invite your tribe to join you in a challenge to make a change in their life related to your brand or area of interest. Each day post a challenge starter or question and ask for feedback on how your tribe is going with their challenge. Check out '[Yourkickasslife](#)' for some inspo.

Nanananana Flash Sale

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Depending on the size of your tribe you could hold a 1 hour or 24 hour flash sale. Make it worthwhile e.g. give a 50% discount on selected products or services, free shipping or a gift with purchase. Not only can you drive sales, you can also collect names and email addresses of your customers in exchange for the discount code for your sale so you can build your email list at the same time.

Oh George

Post a 'Then and Now' photo side by side - it could be of a product that's just been given a rebrand, photos of yourself (as a kid and now) or a before and after reno to your logo, office, workspace or website; whatever you think your tribe will love. It could even be a 'then and now' of George Clooney!

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Photos from Pinterest

Speaking of video

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Did you know a whopping 82% of people watch video with the sound down? According to [Kerwin Rae](#) if you want to get more of your tribe watching your videos, captions are the way to go. There are hundreds of free and paid closed caption apps/software to choose from depending on your platform.

Virtual hour

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You can set up a virtual event like Earth Hour and invite your tribe to join you in an activity related to your brand for 1 hour or a whole day e.g. if you run a day spa, you could host a virtual at home mini spa retreat posting demos of how to make the products ahead of the event and then getting your tribe to share their experiences and photos of their mini retreat.

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Tribal Takeover

Invite one of your active tribe members to take over your Facebook page for a week (you can add them as a temporary admin or ask them to submit posts that you can approve and post). Set some goals for the campaign e.g. you may want to build awareness of a particular product or service; engage your tribe in a deeper conversation about your brand; or just build more of a following. Set guidelines around what's appropriate, privacy issues, etc, but also let your guest admin have a bit of free rein to post what they think best promotes your brand and connects with your tribe. You may be surprised at how creative your tribe can be. You could also do a takeover with different members of your team or a well-known social influencer in your industry/area of interest.

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Go Native

According to [Kerwin Rae](#) uploading video content directly to Facebook (also called native content) is the way to go with Facebook native video posts getting **70% more reach** and double the engagement of YouTube links.

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Facebook Runway

Into fashion? Why not organise your own Facebook Live runway for your next clothing launch. Not into fashion? You could do a fun product runway with live commentary of your candle range, cushions, healthy treats, etc...

Our next model is drinking a delectable dairy-free strawberry smoothie with a deep mint flavour and exotic notes of cinnamon...

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Tribal Chief

Pick a 'fan' of the week or month. This could be someone who's been active on your Facebook channel, a loyalty customer, a random follower or you could ask your community to nominate and vote for their favourites. You could even make it a competition. Get your tribe to upload a photo of themselves engaging with your brand and get your tribe to vote for the fan of the week.

Flashback Friday

Repurpose and repost old posts that some of your tribe may not have already seen. A [2015 study](#) showed the average organic (non-paid) reach of Facebook posts was only 2.6% of your total followers, so there is an extremely high chance that most of your tribe missed the post the first time around unless it was a very high performing post. You could reshare a previous Facebook post, or an older blog post or video.

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Time to party!

Whether you are launching a new product line, your website or celebrating a business anniversary, why not host a Facebook party. And what do we love most about parties (ok, besides the bubbly) - pressies! Make sure you have plenty of giveaways, discounts or freebies. Ask your tribe to join in the fun through party games and invite them to post photos of how they are celebrating at home or with their pals, etc. #partytime

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Party Plan

Remember the old Tupperware party? Using Facebook you can host your own virtual direct sales party. Set up an event and get your tribe to RSVP; start with some party games and icebreakers; use Facebook Live to demo your products; pick a party hostess/host to win a free prize; and give exclusive offers to party attendees. Check out '[Million Dollar Party Girl](#)' for an extensive guide on how to host a direct sales party via Facebook.

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Collaborate

Get into bed (not literally unless you sell sheets!) with a fellow competitor (YES, you heard that right!). Have you ever heard the phrase 'a rising tide lifts all boats'? Well collaboration beats competition every time in driving a positive growth mindset for your business. You can collaborate by hosting a shared event to boost your area of interest and build brand awareness. Think about cross-promotions or group discounts for your products and services e.g. buy one of mine and you get a discount coupon for their product or service and vice versa.

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Tribal treasure

Create a digital treasure hunt challenge for your tribe. This could be entirely virtual or include an offline element. It could involve finding 1 item or 10. [Honda Malaysia](#) ran their own hunt and asked their followers to find the missing piece of their car photo at their local dealer and post a selfie. This competition not only got engagement on their Facebook channel, it also got potential customers to engage with the actual car. #quiteingenious

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Polling polling polling

A great form of engagement is to ask your tribe for their feedback. Interested in adding a new product or service, or just want to get some evaluation of how your customer service is going? Facebook polls can be added easily to your profile page or group. However, for Facebook business pages you have to use an app like [Poll for Pages](#) or you can setup a poll on your profile page and share it to your business page (the downside of the latter is that you may want to keep your profile page private.)

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Speaking of #hashtags

Speaking of hashtags - do you or don't you? While Twitter and Instagram are the King and Queen of hashtags, opinion has been divided on whether Facebook posts should use them. Now that Facebook allows searching of hashtags there are some great benefits in adding one or two to your posts as long as they are relevant, simple and timely. Hashtags can help non-followers find your brand and join in the conversation. You can also see what people are saying about your brand. Check out this [blog post](#) for a guide on how to best use them #effectively.

THESE IDEAS CAN EASILY BE APPLIED
TO YOUR OWN SPECIFIC BUSINESS OR
COMMUNITY PAGE. HAVE FUN AND
REMEMBER TO LISTEN TO YOUR TRIBE.
THEY VOTE WITH THEIR 

WARRIORS AT WORK

the art & soul of business



Want to learn more about Warriors at Work?
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