

## Discover Boating Social Media 101: What and When to Post on Facebook

Discover Boating is offering up social media tips to help guide your business through the (sometimes) murky social media waters. Discover Boating will share tips for business success on social channels like Facebook, Twitter and Instagram, but first let's start with Facebook.

Facebook is leading the social media world with approximately 1 billion users worldwide and 162 million users in the U.S. Discover Boating's Facebook page has more than 775,000 fans and is a leading social community for people who share a love for boating.

Wondering what content to post and when?

- **What to post.** Videos and photos often perform better than just copy or links. To increase likes, comments and shares (which will then increase the overall reach of your post), choose great images and videos! We have noticed our fans tend to engage more with photos and videos that create an attainable desire to get out on the water – check out our [latest posts](#) for examples.
- **When to post.** Here's a [helpful infographic](#) with suggested posting times which average the most engagement. But Facebook's Business Manager tool will help pinpoint when *your* fans are online. Here's how:
  - Once in Business Manager, click on your page.
  - Go to "Insights," then in the left column, click on "Posts," which will show your fans online by each day of the week.
  - By clicking on any of those days, you can see a chart by time of day.
  - Voila! Now you have data to help strategically schedule your posts accordingly, which will help maximize views and engagements.

Follow Discover Boating on [Facebook](#) for inspiration, as well as [Instagram](#) and [Twitter](#). Looking for content? Use the 'Share' button to easily share Discover Boating's Facebook posts with your network of followers.

