Facebook makes it easy to stay in touch with a large audience and socialize with others on a personal level. This allows you to share content on a social level and build trust and relationships with contacts.

**TONE**
- Friendly, informational, conversational

**CONTENT**
- News articles, stories, trending media

**TYPE OF ACCOUNT**
- Facebook business page

**AUDIENCE**
- Parents, retirees, young professionals

**ACTIVE FACEBOOK USERS**
- 1.32 BILLION*

**HASH TAGS**
- Posts with hashtags see 60% more interactions on average.

**EXCITEMENT**
- Posts with exclamation marks see 2.7% more interactions on average.

**QUESTIONS**
- Posts that ask questions get 23% more engagement on average.

**EXTRAS**
- Posts with an image or a link receive, on average, more than twice as many comments as posts without one.

**SUGGESTED FREQUENCY**
- **MINIMUM:** 2 posts / week
- **MAXIMUM:** 2 posts / day

**HOW TO POST ON FACEBOOK**
- **Status / Photo / Video**
- **Event:** Share an event and invite your audience

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*S as of October 2014

Sources:
- http://newsroom.fb.com/company-info/

Facebook Social Ads Platform

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Life's brighter under the sun