Get the Reaction You Want: How to Rock Facebook
Practical tips and tricks for writing the best Facebook content ever

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Four Rules for Facebook Content

1. **Think mobile first:** The majority of Facebook users access the platform only on a mobile device.

2. **One second:** You have just one second to catch your audience’s attention before they scroll past your content.

3. **Be engaging:** Be human, surprising and funny (don’t talk like a robot).

4. **Be of service:** Ask yourself, would I share this?
Move beyond the “PSA” message

Sepsis is a life-threatening condition triggered by an infection that can very quickly spiral out of control. CDC Director Dr. Tom Frieden shares his personal experience with sepsis, and talks about why it’s important for at-risk patients to get medical treatment sooner. Read the full story at The New York Times.

http://nyti.ms/2cDeLJl

“It was so scary, even for someone trained as a physician, to see how quickly someone who’s healthy can become critically ill.” CDC Director Dr. Tom Frieden shares his personal experience with sepsis.


32K reach
220 reactions
88 shares

172K reach
974 reactions
444 shares
Capture attention in 1 second

#ZapZika by treating your clothing and gear with permethrin or buying pre-treated items. Do not use permethrin products directly on your skin. Learn more on preventing mosquito bites in this Zap Zika video.

Dip or spray clothing and gear in Permethrin

66K reach
212 reactions
148 shares

DYK? Mosquitoes that carry Zika lay several hundred eggs on the walls of water-filled containers. We can all do our part to protect pregnancies and Zap Zika.

263K reach
2,085 reactions
1,351 shares
Don’t be a robot

CDC
March 14 at 8:00 PM

Don’t pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.

199K reach
2K reactions
863 shares

CDC
Friday at 5:00 PM

Don’t pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.

55K reach
226 reactions
178 shares

CDC
Saturday at 11:00 AM

Don’t pee in the pool! Pee in the pool mixes with chlorine and uses it up, leaving less chlorine to kill germs. Pee mixed with chlorine can also create a chemical irritant that causes red, stinging eyes for swimmers. Learn more at go.usa.gov/xXxHD.

280K reach
1.1K reactions
1.1K shares

TOTAL IMPACT: 534K reach, 3.3K reactions, 2.1K shares
Valuable content = shareable content
Thank you!

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For more information, contact CDC
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The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.