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SOCIAL MEDIA

Australian Facebook Performance Report

[March 2012

Alan Long is the General Manager of Online Circle's Social Media Analysis and Insight business - Online 1984. He heads a team of analysts and developers to deliver clients with behavioural insights based on observed activity.

With an extensive media career Alan is one of the most respected authorities on Internet communication in Australia.

Formerly Research Director for Experian Hitwise Asia Pacific, he has spent more than 18 years working in the Digital Marketing arena as a publisher, strategist and senior analyst, for companies such as TextMedia, BMC Media and Sensis.

Working with some of the world's major brands globally, he has developed a unique appreciation of the crucial role that expert analysis plays in maximising the effective online presence and enhancing the continuous brand dialogue with customers, stakeholders and the media.

@alanlong

Lucio Ribeiro is the Digital strategist at Online Circle. His elite marketing skills were honed early in his career. He was one of Brazil's youngest and most celebrated advertising professionals during the 1990's.

With more than 15 years marketing experience, Lucio Ribeiro has worked for many of the world's most prestigious advertising agencies including: McCann-Erickson, Ammiratis Puris Lintas, Lowe, MRM and Ogilvy Brazil. His clientele has included prominent organisations such as GM, Unilever, Nestle, Cadbury, Kraft Foods, Mercedes-Benz, Australian Paper and Microsoft.

Lucio is very active in the social media industry. His credentials are highly regarded having won him many rankings and awards. In 2011 Lucio spoke at over 15 events in Australia, with a combined audience of over 300,000 people having listened to his ideas about Digital Marketing for large brands.

Lucio's opinions and views are sought by Australian media outlets such as The Age, Herald Sun, Fox News, Anthill Magazine, MX newspaper and others. In 2012 he was a jury member for the 2012 AME Awards (part of New York festival).

Lucio has been based in Melbourne for the last 7 years.

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[**The** Australian Facebook Performance Report for March 2012 reaffirms the understandings gained from the January report. In that report we highlighted the tactics and strategies used by some of the country's most successful branded Facebook pages. Key among them was Facebook Advertising, that is experiencing enormous growth in popularity globally, the use of promotions and competitions to maintain engagement and build fan volume and the involvement of fans in developing the content with authentic and open conversation.

The ranking for March 2012 was steady amongst the five leading industries with FMCG Snackfoods having the highest volume of growth with over 300,000 new fans ('likes') over the four weeks of March.

Retail oriented industries take up five of the top six positions, with Retail – Grocery & Alcohol being the big mover from the previous report thanks to the addition of brands such as 7-Eleven and Baker's Delight to the analysis. This coincided with the demise of Air Australia / Strategic Airlines in mid-February, causing Travel – Airlines to move down to seventh position.

Rank		Industry	Ave. Fans	Fan Growth	% Growth	No. of Engagements	Engagement Rate
Jan-12	Mar-12						
1	1	FMCG - Snackfoods	2,699,775	303,791	11.9%	91,700	3.4%
2	2	Retail - Fashion	2,553,288	140,814	5.7%	71,365	2.8%
3	3	FMCG - Beverages	1,986,256	146,644	7.6%	44,083	2.2%
4	4	Department Stores	978,079	69,605	7.5%	26,751	2.7%
5	5	Automotive	896,914	48,033	13.0%	36,346	4.1%
6	8	Retail - Grocery & Alcohol	711,761	53,018	7.7%	31,004	4.4%
7	6	Travel - Airlines	553,682	26,993	5.0%	12,194	2.2%
8	7	Telecommunications	444,053	36,935	8.7%	14,224	3.2%
9	10	Banking & Financial	278,737	15,243	5.7%	8,201	2.9%
10	9	Travel - Accommodation	258,950	49,492	20.9%	15,825	6.1%
11	11	Pharmaceutical	149,229	19,990	14.5%	7,833	5.2%
12	12	Energy & Utilities	44,542	1,516	3.5%	790	1.8%

Fans (Ave): Average number of Fans based on five intervals of one week, 28 Feb, 6, 13, 20 and 27 March at 12 midday.
PPI Talking About (Ave): Average of the seven day figures taken at midday on March 6, 13, 20 and 27, 2012.
Fan Growth: 27 March compared to 28 Feb. 2012
% Fan Growth: Relative % increase comparing no of Fans on 27 March compared to 28 February 2012.
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The addition of CUA in the Banking & Financial Institutions industry supported its one position upwards move to the ninth most followed industry.

All industries grew their volume of fans ('likes') highlighting the Facebook users willingness to engage in mutually beneficial support of specific brands that relate to their lifestyle and how they view themselves.

The highest relative fan growth was experienced by some of the less followed industries Travel – Accommodation (+20.9%) and Pharmaceutical (+14.5%), while Automotive increased by 13.0% and the most followed industry, FMCG – Snackfoods, was able to increase their fanbase 11.9%.

No surprise that the two fastest growing industries also experienced the highest engagement rate, as growth was underpinned by promotional and marketing activities across a multitude of brands, Travel – Accommodation with 6.1% and Pharmaceutical with an engagement rate of 5.2%.

Retail – Grocery & Alcohol and Automotive also had standout engagement rates of 4.4% and 4.1% respectively in highly competitive industries with strong promotional and marketing activity support driving the performance.

When reading this document be aware that some topline comparisons may lead to misunderstanding of the data or the correlation of the key metrics that make up the engagement rate. Brands with high level of fans tend to have a lower level of engagement as it is difficult to mobilise or activate large volumes of people every month, while those brands with smaller fan levels and that are growing quickly due to promotion etc will have artificially high engagement rates that may prove to be unsustainable.

Data for this report was collected on February 28, March 6, 13, 20 and 27. Please review the methodology at the rear of the report for a clear understanding of each metric.

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Engagement for Australia's leading automotive brands on Facebook has grown from 2.6% to 4.1%.

[**The** month of March saw substantial increases across a number of metrics - including a substantial lift in engagement for Australia's leading automotive brands on Facebook, to 4.1% from 2.6% in the January 2012 report.

The automotive industry stayed steady as the fifth ranked amongst the reviewed industries and experienced the seventh highest volume of fan growth, but the third highest in a relative sense.

Holden, Kia, Toyota, Jeep and Hyundai continue to hold down the top five positions, with Holden, Toyota and Jeep continuing to experience strong fan growth across the month while Kia and Hyundai have stalled dropping a few fans over the same period.

The big mover for the month was Mazda, responsible for the highest level of engagement (24.8% of the industry total) a high level of engagement (28.3%) being responsible for a major part of the overall industries growth to 4.1% compared to 2.6% in the previous report (January 2012). This growth was generated via an emphasis on promotional elements throughout the month.

Jeep's strong performance across all metrics was due to the launch of the new Wrangler and the Win A Compass promotion, while Holden's leadership was underpinned by the completion of the Barina Beats competition.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	896,914	36,346	48,033			4.1%	2.6%	
1	1	Holden	267,753	5,945	8,430	3.3%	2.7%	2.2%	0.9%	16.4%
2	2	Kia Australia	108,278	1,313	-20	0.0%	2.8%	1.2%	1.5%	3.6%
3	3	Toyota Australia	85,086	2,686	3,601	4.4%	5.4%	3.2%	3.4%	7.4%
4	4	Jeep Australia	74,043	5,593	6,870	10.2%	1.3%	7.6%	1.1%	15.4%
5	5	Hyundai Australia	48,707	386	-42	-0.1%	38.9%	0.8%	13.1%	1.1%
6	17	Mazda Australia	31,842	9,007	16,496	107.5%	12.7%	28.3%	7.0%	24.8%
7	8	Lexus Australia	29,873	1,186	1,747	6.2%	12.9%	4.0%	7.2%	3.3%
8	12	BMW Australia	28,988	2,143	2,740	10.4%	18.6%	7.4%	7.6%	5.9%
9	6	Official Toll Holden Racing Team	27,042	824	509	1.9%	2.1%	3.0%	1.2%	2.3%
10	7	Suzuki Australia	27,032	270	227	0.8%	2.8%	1.0%	1.2%	0.7%
11	9	Ford Australia	25,558	530	524	2.1%	4.5%	2.1%	2.2%	1.5%
12	10	HSV - Holden Special Vehicles	21,933	471	705	3.3%	3.9%	2.1%	1.5%	1.3%
13	13	Volkswagen Australia	20,577	780	1,198	6.2%	1.2%	3.8%	1.7%	2.1%
14	11	Nissan Australia	19,850	397	318	1.6%	-0.1%	2.0%	1.1%	1.1%
15	14	Holden Motorsport	16,163	1,324	712	4.6%	2.2%	8.2%	2.8%	3.6%
16	16	MINI Australia	15,441	1,179	1,791	13.1%	7.8%	7.6%	3.2%	3.2%
17	15	Mitsubishi Motors Australia	14,318	338	282	2.0%	15.8%	2.4%	4.6%	0.9%
18	20	Holden Small Car Collection	13,453	329	283	2.1%	16.2%	2.4%	5.6%	0.9%
19	18	Harley-Davidson Australia	11,316	669	925	8.9%	6.4%	5.9%	3.9%	1.8%
20	19	Ford Performance Racing (FPR)	9,661	980	737	8.3%	2.7%	10.1%	1.9%	2.7%

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Commonwealth Bank, Bank of Melbourne and Citibank Australia are responsible for 80% of all social interactions.

[**Banking** & Financial moved up one position to be ranked ninth of the twelve industries reviewed, not a significant increase and with users less engaged than in the previous report (2.9% engagement rate vs. 5.2% Jan 2012).

Three institutions dominate the landscape with Commonwealth Bank, Bank of Melbourne and Citibank Australia responsible for 80% of all social interactions within this industry. These three brands heavily influence the outcomes of all the metrics reviewed.

The brands received the highest fan growth through the month, with Commonwealth Bank increasing their fan base by 7,581, Bank of Melbourne 5,027 and Citibank Australia increasing 1,120, combined they equate to 91.3% of the industry fan growth.

The Bank of Melbourne's main activity included their social good program called The Local Project giving 10 community initiatives a share in $100,000, while Citibank promoted their Financial Freedom competition to drive increase likes and engagement.

ANZ Bank continues to be conspicuous by their absence, but with the exception of the Commonwealth Bank, other major banks are not aggressively marketing and promoting their Facebook presence to build up fan volume for marketing, connection and engagement purposes.

Rank		Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth		Engagement Rate		Share of Engagement Activity
Mar-12	Jan-12					Mar-12	Jan-12	Mar-12	Jan-12	
		Industry	278,737	8,201	15,243			2.9%	5.2%	
1	1	Commonwealth Bank	128,377	3,348	7,581	6.1%	10.7%	2.6%	5.5%	40.8%
2	-	CUA	87,239	134	-495	-0.6%	-	0.2%	-	1.6%
3	4	Bank of Melbourne	15,779	2,097	5,027	40.0%	3.1%	13.3%	1.6%	25.6%
4	2	UBank – Backed by NAB	12,672	349	493	3.9%	8.4%	2.8%	3.6%	4.3%
5	3	NAB	11,573	423	541	4.8%	2.8%	3.7%	1.9%	5.2%
6	11	Citibank Australia	5,194	1,120	1,303	30.4%	51.6%	21.6%	78.7%	13.7%
7	5	Westpac Rescue Helicopter Service	3,810	88	125	3.3%	2.9%	2.3%	2.1%	1.1%
8	6	St.George Bank	3,414	114	106	3.2%	1.6%	3.3%	1.8%	1.4%
9	7	ING DIRECT Australia	2,327	46	32	1.4%	0.7%	2.0%	1.6%	0.6%
10	8	Westpac	2,325	262	321	14.9%	13.2%	11.3%	6.1%	3.2%
11	10	Queenslanders Credit Union	1,429	39	73	5.3%	29.4%	2.7%	13.1%	0.5%
12	9	Heritage	1,320	23	27	2.1%	1.2%	1.7%	1.2%	0.3%
13	12	ECU Australia	870	6	10	1.2%	1.2%	0.7%	1.3%	0.1%
14	-	NSW Police Credit Union	659	60	43	6.8%		9.0%		0.7%
15	14	The Westpac Group Rally	619	37	23	3.8%	8.7%	6.0%	6.0%	0.5%
16	13	Queensland Country Credit Union	596	41	16	2.7%	4.6%	6.9%	4.3%	0.5%
17	15	PC and the Community	381	8	7	1.9%	11.1%	2.0%	6.1%	0.1%
18	16	SCU More Generous Banking	152	8	10	6.8%	4.9%	5.3%	4.6%	0.1%
		The Community Mutual Group	382							
		Country First Credit Union	208							

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Energy and Utilities is one of the least engaged industries, with less than 1000 activities occurring compared to the leading industry FMCG Snackfood's 91,700.

[**Lumo** Energy dominates the landscape of the Energy & Utilities industry with over 50% of all fans ('likes') and almost 30% of the social engagement activities during the review period.

Energy and Utilities is by far the least engaged of the twelve industries we have reviewed in this report, with less than 1,000 activities occurring compared to the leading industry FMCG – Snackfood's 91,700. Not only is there a low level of fans and activities but the engagement rate of 1.8% is the lowest of all industries and well below the 12 industry average of 3.1%.

Leading energy companies AGL and Energy Australia remain inactive on Facebook, maybe seeing the lack of traction that similar companies are experiencing and deciding to focus marketing efforts in other areas. However, the current efforts are of limited substance, require commitment and the development of service functionality.

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		Industry	44,542	790	1,516			1.8%	2.1%	
1	1	Lumo Energy	26,214	232	467	1.8%	1.5%	0.9%	1.0%	29.3%
2	2	Dodo Australia	5,363	211	435	8.4%	6.0%	3.9%	4.4%	26.7%
3	3	Water Corporation	3,776	54	68	1.8%	0.7%	1.4%	1.5%	6.8%
4	4	Sydney Water	2,949	61	103	3.6%	2.0%	2.1%	2.1%	7.7%
5	5	Energex	2,778	46	88	3.2%	5.4%	1.7%	3.7%	5.8%
6	6	ActewAGL	1,505	64	30	2.0%	37.6%	4.3%	12.2%	8.1%
7	7	Origin Energy	484	41	75	16.8%	9.9%	8.5%	6.7%	5.2%
8	8	Ausgrid	397	27	44	11.8%	5.6%	6.7%	3.5%	3.4%
9	9	Electricity Wizard	354	10	66	20.1%	8.1%	2.8%	2.8%	1.3%
10		Make It Cheaper Australia	173	27	109	95.6%	-	15.7%	-	3.4%
11	10	SEQ Water Grid	158	7	13	8.4%	36.8%	4.4%	8.1%	0.9%
12		Connectnow	136	2	3	2.2%	-	1.1%	-	0.2%
13		Switchselect.com	108	2	2	1.9%	-	1.8%	-	0.3%
14		youcompare	75	2	5	6.9%	-	2.7%	-	0.3%
15		South East Water	40	4	6	16.7%	-	10.1%	-	0.5%
16		Essential Energy	32	1	2	6.7%	-	3.9%	-	0.2%
		Moving Tracker	5,424							
		Switchwise.com.au	304							
		Melbourne Water	192							
		Jemena	29							

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Fan growth for the Telecommunications industry is dominated by four companies, Vodafone, Optus, AUSTAR and Telstra.

[**Overall** the Telecommunications industry performs in line with the average of the 12 industries included in this report. An engagement rate of 3.2% is just above the 3.1% average. Fan growth of 8.7% is predominantly driven by four companies – Vodafone (+9,550), Optus (+10,586), AUSTAR (+7,222) and Telstra (+5,251) equating to 88.3% of a total of 36,935.

Vodafone continues to lead the fan count in the Telecommunications industry with over 32% of the industries fan base, making it highly influential in the industry's performance.

The engagement rate of 3.2% is a substantial increase on the previous report of 1.7% and driven by improvements from Optus, AUSTAR and Telstra. A key driver, as we saw in previous report, were promotions with the example of Optus Movie Match competition featuring as a Facebook application throughout the month.

The engagement activity in the Telecommunications industry is centred on the leading four telecommunication companies (by fan count) Vodafone, Optus, AUSTAR and Telstra. Between them they account for 76.5% of all engagements a substantial increase on the 66.6% in the January report.

Rank		Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth		Engagement Rate		Share of Engagement Activity
Mar-12	Jan-12					Mar-12	Jan-12	Mar-12	Jan-12	
		Industry	444,053	14,224	36,935			3.2%	1.7%	
1	1	Vodafone Australia	141,910	3,041	9,550	7.0%	2.3%	2.1%	0.9%	21.4%
2	2	Optus	73,254	3,321	10,586	15.5%	3.5%	4.5%	1.5%	23.3%
3	3	AUSTAR	68,209	2,088	7,222	11.2%	3.6%	3.1%	0.9%	14.7%
4	5	Telstra	43,828	2,426	5,251	12.8%	3.6%	5.5%	2.5%	17.1%
5	4	Boost Mobile	41,983	1,057	928	2.2%	2.2%	2.5%	3.8%	7.4%
6	6	iiNet	23,490	1,085	1,256	5.5%	0.7%	4.6%	1.1%	7.6%
7	7	Virgin Mobile Australia	18,050	333	536	3.0%	5.1%	1.8%	2.9%	2.3%
9	9	3 Mobile	10,795	133	259	2.4%	1.8%	1.2%	1.2%	0.9%
10	10	amaysim	6,861	327	674	10.5%	3.1%	4.8%	2.7%	2.3%
11	11	Dodo Australia	5,363	211	434	8.4%	6.0%	3.9%	4.4%	1.5%
12	12	Internode	4,549	77	65	1.4%	1.5%	1.7%	1.3%	0.5%
13	14	gotalk mobile	1,368	29	32	2.4%	2.1%	2.1%	1.3%	0.2%
14	-	BigPond	1,175	16	25	2.2%	-	1.3%	-	0.1%
15	16	ClubTelco	1,166	52	83	7.4%	3.5%	4.4%	3.6%	0.4%
16	15	SpinTel	1,157	17	-3	-0.3%	1.0%	1.4%	18.8%	0.1%
17	17	Westnet	895	16	37	4.2%	2.7%	1.7%	1.4%	0.1%
	8	Live Connected	11,678							
	13	iPrimus	2,613							
	18	TransACT	953							

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Pharmaceutical companies rank low in fan count.

Pharmaceutical companies while having a low fan count (second lowest) are developing strong engagement with the fans that they do have, generating an engagement rate of 5.2%, the second highest of the report.

Only fifteen brands sit above the confidence level in this report, with Panadol Australia continuing to be the leading brand (42,796 fans) and Blackmores and Proactiv Australia swapping 2nd and 3rd positions since the previous report.

Pharmaceuticals also generated the second highest relative fan growth during the report period increasing the fan base by 14.5%. Panadol was responsible for 58.4% of the growth and others to garner strong relative growth were Proactiv Australia, Swisse Vitamins, GNC LiveWell, Vital Greens and Body for Women.

Panadol fan growth was driven by marketing support and an increased engagement rate. The engagement rate increased from 3.6% to 9.6% on the back of the Panadol Rapid promotion, and this was the main driver of the overall increase in the industry engagement rate.

Swisse Vitamins had the stand out engagement rate for the industry 11.8%, although from a much lower fanbase than Panadol. Promotions feature heavily with Trips to the Caribbean to watch cricket, to France to meet Mark Webber or to win a Young Talent Time performance, combined they drove Swisse's growth and engagement.

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		Industry	149,229	7,833	19,990			5.2%	2.5%	
1	1	Panadol Australia	42,796	4,128	11,673	32.0%	11.4%	9.6%	3.6%	52.7%
2	3	Blackmores	27,142	627	1,373	5.2%	2.8%	2.3%	0.9%	8.0%
3	2	Proactiv Australia	20,763	610	2,211	11.2%	1.8%	2.9%	0.7%	7.8%
4	6	Macleans Mums	17,635	889	1,471	9.0%	0.2%	5.0%	1.0%	11.4%
5	4	Meladerm	10,197	168	524	5.3%	4.3%	1.6%	1.1%	2.1%
6	5	BodyScience	6,863	97	176	2.6%	5.3%	1.4%	3.3%	1.2%
7	7	Ansell Condoms	6,327	224	110	1.8%	3.3%	3.5%	2.7%	2.9%
8	8	Swisse Vitamins	4,552	535	962	25.1%	3.2%	11.8%	3.6%	6.8%
9	9	Gnc LiveWell Australia	4,185	207	831	21.9%	25.8%	4.9%	3.6%	2.6%
10	10	Official QV Skin Care	2,546	52	45	1.8%	1.2%	2.0%	13.2%	0.7%
11	11	Vital Greens Australia	2,249	105	370	17.2%	10.8%	4.7%	6.0%	1.3%
12	12	Body For Women	1,584	111	191	12.9%	7.0%	7.0%	4.4%	1.4%
13	13	BioCeuticals NutraCeuticals	1,294	51	48	3.8%	2.2%	4.0%	3.0%	0.7%
14	15	Aqium Gel	606	12	1	0.2%	-0.2%	1.9%	1.5%	0.2%
15	-	Sigma-Aldrich Australia	490	17	4	0.8%	-	3.5%	-	0.2%
		Codral	7,191							
		Sensodyne Australia	6,388							
		No-Doz	3,073							
	14	Rescue Remedy Australia	1,151							
		Harmony	671							

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% Fan Growth: Relative % increase comparing no of Fans on 27 March compared to 28 February 2012.
Engagement rate: The People Talking About (Ave) represented as an percentage of total Fans (Ave).
Share of Engagement: Brands share of total Ppl Talking About for four week period (based on gross numbers, not averages.)

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Air New Zealand Australia clocked the most growth in the airline industry.

[**Australia** has experienced a period of change in the Airline industry with Air Australia / Strategic Airlines going into receivership, but regardless of this the industry has had a gain in their Facebook fanbase (up 5.0%) to be the seventh most supported of the industries included in this report.

While Qantas outperformed most competitors across all metrics – fan growth, people talking about and engagement rate, it was Air New Zealand Australia that delivered the highest fan growth of the industry with a 17.6% increase over the report period, equating to an additional 8,380 fans.

Air New Zealand Australia also posted the highest engagement rate of the major airlines (4.4%) highlighting that they have maximised the value of the growth they are experiencing.

The growth of Air New Zealand Australia has been generated by the promotion 'Dob in a sceptic' that ran throughout March.

The engagement activity generated by Qantas, Virgin Australia and Air New Zealand account for 73.1% of all industry engagements, another 20.7% was shared amongst Jetstar and AirAsia.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	553,682	12,194	26,993			2.2%	2.5%	
1	1	Qantas	143,232	3,496	9,033	6.5%	2.4%	2.4%	1.6%	28.7%
2	2	Jetstar Australia	135,855	1,799	4,650	3.5%	9.4%	1.3%	3.2%	14.8%
3	-	Virgin Australia	108,201	3,132	2,711	2.5%	-	2.9%	-	25.7%
4	3	AirAsia Australia	63,241	724	1,321	2.1%	2.8%	1.1%	1.4%	5.9%
5	4	Air New Zealand - Australia	51,632	2,283	8,380	17.6%	27.4%	4.4%	3.0%	18.7%
6	5	Virgin Australia International	24,087	255	442	1.9%	1.0%	1.1%	0.8%	2.1%
7	6	Cathay Pacific Australia	14,083	205	192	1.4%	1.1%	1.5%	0.8%	1.7%
8	9	Thai Airways International Australia	5,640	182	122	2.2%	2.7%	3.2%	3.6%	1.5%
9	10	Virgin Australia NZ	5,491	76	99	1.8%	1.0%	1.4%	0.8%	0.6%
10	11	Air Tahiti Nui - Australia	1,453	20	14	1.0%	1.7%	1.4%	1.5%	0.2%
11	13	Air Whitsunday Seaplanes	633	11	19	3.1%	1.0%	1.8%	1.5%	0.1%
12	-	Airlines of Tasmania	133	9	10	7.8%		6.9%		0.1%
	12	Royal Brunei Airlines Australia	1,107							
	14	Skywest Airlines	219							
		Sharp Airlines	509							
		Cobham Aviation Services Australia	139							
		Skytrans Airlines	84							
		Air China Limited Australia and New Zealand	2							

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* Air Australia and Strategic Airlines no longer active

Travel Accommodation led the entire market for fan growth through March adding 20.9% to their fanbase.

[**Accommodation** led the entire market for fan growth through March adding 20.9% to their fanbase through active promotional and marketing activity. In the process the engagement rate for the industry tripled to 6.1%, from the previous reports 1.9%, to record the highest industry performance for the month.

There were some standout performances during the month, notably Hotels.com grew their fanbase a remarkable 69% (+12,625) during the report period and thanks to their Suite Deals promotion that ran throughout March their engagement rate was also high at 14.1% and the level of engagement activity accounted for just over one-in-five of the entire industry.

Travelodge Hotels were also aggressive during the month increasing their fanbase by 93.9%, after also increasing their fanbase by 41.4% in the previous report. An engagement t rate of 17.3% was pushed by a promotion offering 10 two-night stays for two in any Travelodge in Australia or New Zealand.

Many other accommodation brands had strong growth through the month with HotelClub (+27.0%), Rydges Hotels & Resorts (+55.1%), Hotel.com.au (+46.3%), Best Western (+252.5%), NeedItNow (176.5%) and the market.

Regardless of the growth of these brands Wotif was able to grow their fanbase 19.9% (+12,990) with a strong engagement rate of 5.0% to remain at the head of the industry.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	258,950	15,825	49,492			6.1%	1.9%	
1	1	Wotif.com	68,621	3,441	12,990	19.9%	0.3%	5.0%	0.3%	21.7%
2	2	LateRooms.com	28,773	636	679	2.4%	14.5%	2.2%	5.2%	4.0%
3	3	Schoolies	28,695	1,094	1,581	5.7%	0.3%	3.8%	2.3%	6.9%
4	4	Stayz	28,571	1,252	3,386	12.9%	0.4%	4.4%	0.4%	7.9%
5	6	Hotels.com Australia	24,051	3,381	12,625	69.0%	0.5%	14.1%	1.6%	21.4%
6	5	Quickbeds	20,662	764	1,629	8.4%	0.2%	3.7%	1.3%	4.8%
7	8	Hamilton Island	12,723	637	902	7.4%	3.6%	5.0%	7.3%	4.0%
8	23	Travelodge Hotels	11,131	1,931	6,882	93.9%	41.4%	17.3%	11.0%	12.2%
9	9	HotelClub	8,119	544	1,903	27.0%	1.1%	6.7%	1.2%	3.4%
10	10	BIG4 Holiday Parks	7,146	304	592	8.7%	5.3%	4.3%	2.8%	1.9%
11	15	Rydges Hotels & Resorts	3,813	476	1,736	55.1%	28.0%	12.5%	7.6%	3.0%
12	12	TotalTravel	3,498	80	158	4.6%	6.0%	2.3%	2.5%	0.5%
13	11	Mantra	3,380	38	75	2.2%	1.8%	1.1%	1.2%	0.2%
14	13	YHA Australia backpacker hostels	2,891	59	107	3.8%	3.4%	2.0%	2.2%	0.4%
15	14	Hotel.com.au	2,673	291	1,129	46.3%	0.3%	10.9%	0.4%	1.8%
16	17	Best Western Hotels Australia I New Zealand	1,745	482	1,853	252.5%	1.7%	27.6%	1.7%	3.0%
17	22	Needitnow.com.au	1,337	343	1,114	176.5%	3.8%	25.6%	1.5%	2.2%
18	18	Discovery Holiday Parks	1,122	76	151	15.0%	11.3%	6.8%	4.9%	0.5%
	7	HotelsCombined.com	11,282							
	16	TakeABreak.com.au	1,501							

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Department Stores leverage off brands that they stock, making this industry highly engaged.

[**The** activity in the Department stores industry is spread across more brands than many of the other industries in this report, indicating vigour from many brands in engaging and growing their fanbase. The leading five brands are responsible for 60% of all engagement activities.

Industry leader, Catch of the Day, experienced the largest increase in fan volume (+29,206) and substantial growth was generated by David Jones (+21,077) who is putting substantial effort into their social presence and marketing including Facebook promotions such as the Bridal Promotion and the Ultimate Easter Package. This activity supported an engagement rate of 4.7% (third highest behind Supermarket Deals -11.4% and Best & Less 6.4%) and accounted for an industry high 22.3% of all engagements.

Myer by comparison generated just under 5% fanbase growth (+3,794) and a slightly below industry average engagement rate of 2.3% (industry average 2.7%).

Big W with a fan base growth of 8,380 crept up on Myer's overall fan level, and the time of writing this report Big W has surpassed Myer and is now the fifth most followed Australian Department Store on Facebook.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	978,079	26,751	69,605			2.7%	2.7%	
1	1	CatchOfTheDay.com.au	222,386	4,269	29,206	14.6%	1.5%	1.9%	1.2%	16.0%
2	2	Target Australia	183,253	2,286	4,212	2.3%	2.0%	1.2%	1.2%	8.5%
3	3	DealsDirect	152,288	3,541	435	0.3%	-0.3%	2.3%	2.7%	13.2%
4	4	David Jones	125,704	5,966	21,077	18.7%	18.7%	4.7%	7.1%	22.3%
5	5	MYER	79,657	1,805	3,794	4.9%	8.2%	2.3%	3.3%	6.7%
6	6	BIG W	78,186	3,322	8,380	11.2%	7.5%	4.2%	2.5%	12.4%
7	7	oo.com.au	38,845	1,729	313	0.8%	10.1%	4.4%	4.5%	6.5%
8	8	Crazysales.com.au	21,951	899	374	1.7%	2.2%	4.1%	3.7%	3.4%
9	10	Peter's of Kensington	17,291	237	315	1.8%	1.7%	1.4%	1.7%	0.9%
10	9	SupermarketDeals	17,222	1,956	165	1.0%	1.3%	11.4%	4.3%	7.3%
11	11	The Reject Shop	12,649	172	221	1.8%	1.2%	1.4%	1.2%	0.6%
12	-	ShoppingSquare.com.au	9,584	91	79	0.8%	-	0.9%	-	0.3%
13	-	Topbuy.com.au	6,580	51	178	2.7%	-	0.8%	-	0.2%
14	12	Biome Eco Stores	4,826	134	166	3.5%	5.0%	2.8%	1.7%	0.5%
15	-	Best & Less	3,633	234	579	17.2%	-	6.4%	-	0.9%
16	13	Domayne Australia	2,449	43	88	3.7%	1.7%	1.8%	1.5%	0.2%
17	14	eSOLD.com.au	1,577	18	23	1.5%	0.9%	1.1%	1.0%	0.1%
	-	Harris Scarfe	9,691							
	-	LatestBuy	1,695							
	-	ShopTown	1,064							

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One of the highest followed industries in this review, Retail-Fashion continues to perform strongly.

[**The** traditional brands continue to perform strongly in Fashion Retail, the second highest followed industry of those reviewed, but some non-traditional brands are starting to gain traction. A prime example is Melbourne based retailer MIISHKA who sells clothes exclusively on Facebook and operates a fashion blog highlighting great looks, classic pieces etc as a marketing channel. MIISHKA is growing at a fast rate, adding 17.8% to their fanbase in March and with an active community surrounding their product and point of view, they generated an engagement rate of 6.7%, well above the industry average (2.8%).

While Jay Jays and Supré have a strong position at the top of the table and continue to grow their fanbases, +8,802 and 9,205 respectively, other brands are also seeing substantial growth such as Sportsgirl (+20,532), Lorna Jan (+19,621) and Cotton On (+17,450).

Promotions such as Lorna Jane's "The Year of You" and Sportsgirls' "Brand Me" continue to provide the impetus for growth and engagement levels. During March the engagement levels were well spread across the top 20 brands with Lorna Jane the only brand with over 10% of all engagement activities (27.6%).

Rank		Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth		Engagement Rate		Share of Engagement Activity
Mar-12	Jan-12					Mar-12	Jan-12	Mar-12	Jan-12	
		Industry	2,553,288	71,365	140,814			2.8%	2.2%	
1	-	Jay Jays	390,770	4,085	8,802	2.3%	-	1.0%	-	5.7%
2	1	SUPRÉ	381,391	7,083	9,205	2.4%	0.8%	1.9%	1.7%	9.9%
3	2	Cotton On	316,283	6,640	17,450	5.7%	6.1%	2.1%	1.6%	9.3%
4	3	Lorna Jane	303,516	19,710	19,621	6.7%	4.9%	6.5%	4.8%	27.6%
5	5	princess polly	135,483	4,667	9,851	7.5%	7.0%	3.4%	3.3%	6.5%
6	4	Bras N Things	122,500	1,889	1,198	1.0%	1.4%	1.5%	0.8%	2.6%
7	6	Sportsgirl	118,061	6,147	20,532	19.1%	9.3%	5.2%	2.1%	8.6%
8	7	City Beach	98,017	2,126	5,031	5.2%	4.7%	2.2%	1.8%	3.0%
9	10	Forever New	65,721	2,082	6,601	10.5%	6.9%	3.2%	2.9%	2.9%
10	8	Witchery	65,436	1,429	1,687	2.6%	2.3%	2.2%	2.1%	2.0%
11	16	Dotti	63,490	2,930	9,109	15.6%	16.4%	4.6%	3.7%	4.1%
12	9	Mimco	62,883	1,114	2,326	3.8%	1.5%	1.8%	1.3%	1.6%
13	13	General Pants Co.	62,365	2,305	7,806	13.3%	4.3%	3.7%	1.1%	3.2%
14	11	crossroads	58,182	1,020	2,418	4.3%	2.6%	1.8%	0.9%	1.4%
15	15	Country Road	55,751	1,279	3,722	6.9%	2.5%	2.3%	1.0%	1.8%
16	12	Pumpkin Patch AU	54,060	417	830	1.5%	0.9%	0.8%	0.7%	0.6%
17	14	Peter Alexander Sleepwear	53,927	1,074	1,430	2.7%	1.1%	2.0%	1.0%	1.5%
18	-	MIISHKA	52,291	3,509	8,608	17.8%	-	6.7%	-	4.9%
19	19	StyleTread	46,834	1,026	2,799	6.2%	0.5%	2.2%	0.6%	1.4%
20	18	Jeanswest	46,327	835	1,788	3.9%	10.9%	1.8%	4.7%	1.2%

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Featuring major brands such as Woolworths and Coles, this industry is slowly climbing the ranks.

7-Eleven is the dominant brand in the Retail – Grocery & Alcohol industry accounting for 39.5% of all the engagement activities and continuing to grow with over 29,000 new fans accounting for 54.8% of all new fan growth during February.

Also experiencing substantial growth was Baker's Delight (+6,353), Coles (+2,973) and Lite n' Easy (+2,593) on the back of promotional activity such as 'Flash your Stash' (7-Eleven), Gift Card giveaways (Coles) and Autumn Menu giveaways (Lite n'Easy).

Also using the gift card giveaways to grow fanbase and engage the audience is Woolworths, maintaining their volume of fans lead over Coles. Coles though grew their fanbase more and was able to engage their audience to a larger degree than Woolworths with a 3.4% engagement rate versus Woolworths 2.5%.

Aside from 7-Eleven a number of brand pages delivered above industry average engagement rates, including getwinesdirect.com (8.5%), Wine Market Australia (5.3%), Queen Victoria Market (17.2%), Lite n'Easy (8.2%) and Lollyworld (8.8%). Be careful in comparing the engagement rates of those brand pages with high fan bases and those with smaller numbers of fans, as the ease of engaging a smaller audience does make the comparison questionable.

As an overall industry Retail – Grocery & Alcohol sits in the middle of the pack, with the addition of 7-Eleven to this report it has climbed from number eight to become the sixth ranked industry.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	711,761	31,004	53,018			4.4%	10.0%	
1	-	7-Eleven Australia	200,075	12,232	29,034	15.5%		6.1%		39.5%
2	1	Woolworths the Fresh Food People	124,999	3,174	1,882	1.5%	74.1%	2.5%	25.9%	10.2%
3	2	Coles	107,390	3,701	2,973	2.8%	4.5%	3.4%	3.5%	11.9%
4	-	Bakers Delight	75,743	2,460	6,353	8.7%		3.2%		7.9%
5	3	GroceryRun.com.au	53,143	1,832	3,111	6.0%	1.6%	3.4%	1.6%	5.9%
6	4	Planet Cake	27,164	1,137	1,138	4.3%	4.4%	4.2%	3.2%	3.7%
7	5	Coles Online	22,418	627	381	1.7%	0.6%	2.8%	2.4%	2.0%
8	9	Dan Murphy's	15,107	360	771	5.2%	7.9%	2.4%	2.1%	1.2%
9	6	getwinesdirect.com	14,863	1,270	961	6.7%	6.2%	8.5%	13.9%	4.1%
10	8	Wine Market Australia	14,474	766	1,195	8.6%	11.2%	5.3%	4.4%	2.5%
11	7	T2 Tea	13,366	514	850	6.6%	3.0%	3.8%	2.7%	1.7%
12	11	Lite n' Easy	10,154	831	2,593	27.3%	15.1%	8.2%	7.3%	2.7%
13	10	USAFoods	8,722	97	91	1.0%	1.1%	1.1%	0.9%	0.3%
14	12	Queen Victoria Market	8,563	1,476	1,150	14.4%	3.7%	17.2%	20.5%	4.8%
15	13	Roses Only Group	4,633	69	53	1.2%	1.2%	1.5%	1.0%	0.2%
16	14	Lollyworld	3,613	317	338	9.7%	1.0%	8.8%	1.2%	1.0%
17	15	Cracka Wines	2,719	56	11	0.4%	0.0%	2.1%	1.6%	0.2%
18	16	The Raspberry Butterfly	2,419	24	70	2.9%	3.3%	1.0%	1.5%	0.1%
19	-	Ritchies Community Benefit Card	2,195	62	63	2.9%		2.8%		0.2%
	-	Hamper King	2,359							

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[Retail - Grocery & Alcohol

This industry boasts many likes, however it has very little engagement from it's fan base.

[**FMCG** Beverages is the third most followed industry reviewed in this report, with just short of two million followers, but has the second lowest engagement rate (2.2%) of the twelve industries, equal with Travel – Airlines and only performing higher that the Energy & Utilities industry.

The industry experienced strong growth of the fanbase during March, with only FMCG - Snackfoods growing by a larger number. The FMCG – Beverage industry grew by 146,644 fans with seven brands growing by more than 10,000 fans led by Coca-Cola Australia adding 31,130 fans and V Energy Drink, Slurpee, Pepsi, Coke Zero, Powerade and Solo the other strong growing brands.

Coca-Cola accounts for just over one in every four engagements with fans, with V Energy Drink and Slurpee adding another 23.8% for the top three brands to have major influence on the industry outcomes. The stand out engagement rate was Solo's 10.6%, representing 3,051 engagements, less than a third of Coca-Cola's 11,171 engagements (4.3% engagement rate) and this was over double the level of engagement reported in January 2012.

The top four most engaged brands received 58.3% of all engagement activity, down substantially on last reports 70.8%, indicating a broader spread of activity and wider engagement across the industry.

Rank Mar-12	Rank Jan-12	Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth Mar-12	% Fan Growth Jan-12	Engagement Rate Mar-12	Engagement Rate Jan-12	Share of Engagement Activity
		Industry	1,986,256	44,083	146,644			2.2%	1.6%	
1	1	Coca-Cola Australia	747,272	11,171	31,130	4.3%	3.8%	1.5%	0.8%	25.3%
2	2	V Energy Drink Australia	368,310	5,867	16,016	4.4%	6.0%	1.6%	1.7%	13.3%
3	3	Slurpee Australia	217,150	4,619	13,379	6.3%	7.6%	2.1%	2.5%	10.5%
4	4	Pepsi Australia	132,342	4,043	16,294	12.9%	6.6%	3.1%	1.3%	9.2%
5	5	Coca-Cola Zero Australia	92,866	2,466	10,548	11.9%	7.2%	2.7%	1.3%	5.6%
6	6	POWERADE Australia	82,136	2,565	11,404	14.7%	7.2%	3.1%	1.5%	5.8%
7	-	ICE BREAK	78,192	3,093	5,652	7.5%	-	4.0%	-	7.0%
8	9	Fanta Australia	47,858	1,997	9,228	20.8%	11.1%	4.2%	1.3%	4.5%
9	7	Mount Franklin' Water	47,365	484	2,424	5.2%	1.8%	1.0%	1.0%	1.1%
10	8	Spring Valley	37,535	218	28	0.1%	8.1%	0.6%	2.4%	0.5%
11	11	Mountain Dew Australia	33,847	1,679	7,155	23.1%	38.3%	5.0%	6.8%	3.8%
12	-	SOLO the Original Thirst Crusher	28,651	3,051	10,823	46.1%	-	10.6%	-	6.9%
13	10	Gatorade Australia	26,781	1,181	5,621	22.9%	23.9%	4.4%	4.5%	2.7%
14	12	Rockstar Energy Australia	22,867	1,426	6,579	32.9%	9.4%	6.2%	1.8%	3.2%
15	13	Breaka Flavoured Milk	22,753	203	346	1.3%	126.7%	0.9%	22.4%	0.5%
16	-	Blue Mountains Natural Spring Water	330	21	17	5.4%		6.4%		0.0%
	-	Vaalia	13,155							
	-	Cool Ridge	6,517							
	-	Nutrient Water	5,076							

Fans (Ave): Average number of Fans based on five intervals of one week, 28 Feb, 6, 13, 20 and 27 March at 12 midday.
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Fan Growth: 27 March compared to 28 Feb. 2012
% Fan Growth: Relative % increase comparing no of Fans on 27 March compared to 28 February 2012.
Engagement rate: The People Talking About (Ave) represented as an percentage of total Fans (Ave).
Share of Engagement: Brands share of total Ppl Talking About for four week period (based on gross numbers, not averages.)

Any Brands shaded grey fall below the level of statistical confidence (of engagement rate) and have not been included in the industry average calculations.

The FMCG industry has experienced the highest level of growth over the last month.

[**Snackfoods** continues to be the most followed industry of the twelve, and the industry that experienced the highest level of growth adding 303,791 new fans during March, over double the FMCG – Beverages growth of 146,644.

While an engagement rate of 3.4% for the industry may be seen as mid range for such a large fan base the 91,700 engagements is an incredibly strong outcome and higher than the other industries with over one million fans, indicating a relatively highly engaged fanbase. The engagement is over double the previous reports 45,218 that represented a 2.0% engagement rate.

Over a third of the engagement activities were generated by the leading brand Pringles Australia, generating 35.8% of all activity with their 32,804 engagements followed by Nutella with 8,480, Ferrero Chocolates with 7,941 and M&M's Australia with 6,890.

The same brands also experienced the highest fanbase growth led by Pringles 113,517 (five times larger than their growth in January), Nutella added 28,510 fans, M&M's 27,208 and Ferrero Chocolates 26,631 fans, but strong growth was also seen by Cadbury Dairy Milk and Tic Tac.

Rank		Brand	Ave. Fans	People Talking About	Fan Growth	% Fan Growth		Engagement Rate		Share of Engagement Activity
Mar-12	Jan-12					Mar-12	Jan-12	Mar-12	Jan-12	
		Industry	2,699,775	91,700	303,791			3.4%	2.0%	
1	1	Pringles Australia	721,316	32,804	113,517	17.2%	4.4%	4.5%	1.2%	35.8%
2	2	5 Gum Australia & NZ	414,734	3,722	11,414	2.8%	1.7%	0.9%	0.6%	4.1%
3	4	Cadbury Dairy Milk - Australia	174,999	5,893	17,421	10.4%	7.3%	3.4%	2.3%	6.4%
4	3	Chuck (Chupa Chops)	148,380	1,001	2,672	1.8%	0.5%	0.7%	0.3%	1.1%
5	5	Samboy Chips	129,052	881	2,689	2.1%	0.7%	0.7%	0.2%	1.0%
6	9	Ferrero Chocolates Australia	120,454	7,941	26,631	25.9%	11.5%	6.6%	3.2%	8.7%
7	10	Tic Tac Australia and New Zealand	119,217	4,277	14,257	12.7%	24.9%	3.6%	6.9%	4.7%
8	7	Streets Golden Gaytime	114,166	1,422	3,446	3.1%	6.4%	1.2%	1.6%	1.6%
9	11	Nutella Australia & NZ	110,131	8,480	28,510	29.6%	13.1%	7.7%	6.8%	9.2%
10	8	The Natural Confectionery Co.	103,525	681	1,797	1.7%	1.1%	0.7%	0.2%	0.7%
11	14	Streets Cornetto	98,778	3,322	10,240	11.0%	42.7%	3.4%	12.3%	3.6%
12	12	Lindt Australia	87,333	1,972	3,285	3.8%	2.0%	2.3%	1.4%	2.2%
13	15	M&M'S Australia	76,846	6,890	27,208	43.1%	22.7%	9.0%	8.7%	7.5%
14	13	Arnott's Tim Tam	67,938	726	1,974	3.0%	0.6%	1.1%	0.5%	0.8%
15	17	Kit Kat Australia & New Zealand	60,121	4,402	18,902	36.6%	11.9%	7.3%	2.2%	4.8%
16	16	Streets Paddle Pop	59,580	852	3,086	5.3%	3.0%	1.4%	0.9%	0.9%
17		Continental Cup-a-Soup	55,663	4,252	9,138	18.0%	-	7.6%	-	4.6%
18	18	Kinder Surprise Australia & NZ	37,543	2,184	7,604	22.5%	21.0%	5.8%	6.9%	2.4%
	6	Cheezels	124,481							
	-	CC's	40,454							

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[**Facebook** is constantly changing. Their nature is to work for constant improvement. However, regardless of the changes, Facebook is still about the same thing, connecting to your customers and consumers.

The principles are the same with or without Timeline. They are about maximising opportunities and minimising and preparing for risk.

It's mandatory that you and anyone operating Facebook as a publishing channel have respect for the channel.

You wouldn't hand over your PR or Direct Marketing strategy and execution to an amateur team so why would you give the planning of Facebook as a primary communications channel to an unprepared and or inexperienced team?

Facebook is not just a Marketing Communications channel but also an information source for journalists, politicians, lobby groups and other important audiences that might use your statements for or against you.

Below you can find my eight tips to help you and your brand with your Facebook efforts.

1 Have a Risk Plan in place

We've all heard of numerous businesses that have found themselves in trouble after launching their Facebook page without a defined Risk Plan in place. A Risk Plan includes, but is not limited to, identifying the most probable threats to your organisation, analysing the related vulnerabilities to those threats, and understanding how you should react in the event the problems arise.

- What would you do if a user mentions your competitor?
- What would you do if a user expresses an opinion contrary to your company's views?
- What are your community guidelines and escalation processes if something goes wrong or if you don't know the answer?

2 Your Legal, Corporate Affairs and Customer Service colleagues are your allies

Many marketers see Corporate Affairs, the Legal department and Customer Service as a nuisance or a roadblock. However they know things marketers may not know. And this knowledge often comes from dealing with the customer in a way Marketers haven't had to in the past but, with Social Media, will need to interact now and in the future.

Remember when something goes live on Facebook it is not just going live for your final customers, but is also for a much broader audience including members of lobby groups, politicians, media, staff - and the list goes on.

Involving your internal allies in your decision making and planning process is worthwhile. Reviewing your subjects and plans with them every three months will save you time and budget in a crisis along with creating internal champions for your cause.

3 Use Facebook insights

If you want to be successful on Facebook, use Facebook Insights.

With Insights, you can:

- Understand the performance of your Facebook Page,
- Learn which content resonates with your audience, and
- Optimise how you publish to your audience so that people will tell their friends about you.

By understanding and analysing trends within your fan growth, demographics, consumption of content and creation of content, you will be better equipped to improve your Facebook page.

Some of these metrics require some manual tracking and analysis, which is a downside. However, the metrics will help you make decisions about your engagement and content strategy that will allow more effective interactions with Facebook fans.

Ask your Social Media staff, service provider or agency to provide you with an analysis of your Facebook data (and how they are using it) to ensure they are developing efficient and engaging content.

Remember (highlight this)
Data overcomes opinion.

4 Activate your audience don't just collect them

Companies have spent millions gathering fans on their Facebook pages and being "Liked" all across the web. But what started as a volume play — call it Facebook marketing 1.0 — is shifting.

Your Facebook audience is a club, a tribe - not just a list. And you cannot satisfy the intellectual and sociological cravings of a club through one brief, cute status update each day.

Talk about things they won't find else where. Create a strong, ongoing calendar of engagement programs where your company gives your Facebook fans the opportunity to receive special coupons or insider info, tell you what they think about future product and TV ads, access unusual fan-only deals, and/or learn more about the group behind the brand.

Publish customised content and publish for your custom audiences. eg. You can take the same update and tailor it for different capital cities.

5 Share of attention not share of market

On Facebook, brands are competing for the same finite, and somewhat rare, commodity – your user's time and attention. The same users are inundated with other brands offers and updates from family and friends. Unless you have secured their share of attention your message will get lost.

Make sure you have emotional engagement and, as a consequence, an increase in your fan's memory retention.

6 Facebook ads as support

An estimated 16% of fans are reached by organic messaging. Marry your content strategy to your Facebook media buying allocating budget to your most important and specific messages.

7 Smart tactical execution

There's a lot of folklore when it comes to execution on Facebook. 5 posts a week or 1 post a week? Saturdays better than Mondays?

There are some home-run truths but, the best recommendation is to find what works best for your page.

Post Length: posts 80 characters or less in length usually have 30 to 40% higher engagement.

Message: the simpler, the better. Outright requests and soft sell (e.g. "Win" rather than "Contest") are effective.

When it comes to frequency this is where most administrators of pages can improve their efforts the most. You can utilise Facebook Insights to find unique users by frequency. You can determine with accuracy how many times each person in your fan base viewed the content during a period of time.

8 One strategy not 100 tactics

One of the most common faults we see with poorly managed Facebook pages – pages that inevitably have limited growth and little true engagement with their followers – is the spasmodic, simplistic, and/or ad hoc posts that are created.

These tactical posts are created independent of other strategic thought, have not considered the Facebook Insights mentioned earlier, and don't fit a long term communications plan.

They are often created by immature (often young) workers who have yet to learn the importance of a structured, well considered, Communications Plan.

Develop a clear strategy for your Facebook page, review it regularly based on Facebook Insights and manage the page to this strategy with posts that fit rather than being tactical.

Report Period

The Australian Facebook Performance Report covers the four weeks to March 27, 2012.

Data Collection

The data for this report was captured at 12 midday on Tuesday February 28, March 6, 13, 20 and 27, 2012. The collection of data is automated through the Facebook API to ensure that times collected are close to simultaneous as possible.

Fans (Ave)

The Fans (Ave) calculation is an average of the collected Fans (Likes) figures on each date. Industry averages have been calculated using only those above the statistical confidence level. Dates include March 6, 13, 20 and 27 - 2012.

Fan Growth

Is the difference between a brand's Fans (Likes on March 27 compared to the February 28 figure, presented as a whole number and as a percentage change.

People Talking About (Ave)

The collected People Talking About figures relate to a seven day period ending on the collected date and time. The average taken from the four collected dates represents an average weekly People Talking About figure.

Industry averages have been calculated using only those above the statistical confidence level.

Engagement Rate

The widely accepted metric called the "engagement rate" is the relationship between the People Talking About average and the Fans (Likes) average. The engagement equation is;

$$\frac{\text{People Talking About}}{\text{No. of Fans (Like this)}} = \text{Engagement Rate \%}$$

Share of Engagement

This is calculated using the sum of the each industries top twenty brand pages for each of week of the report "People Talking About' figure and calculating each brand pages share of that sum.

$$\frac{\text{Brand People Talking About}}{\text{Industry Top 20 People Talking About}} = \text{Share of Engagement Activity \%}$$

Statistical Confidence

Industry averages have been calculated using only those organisations whose engagement rates meet a required level statistical confidence.

Specifically, 95% binomial confidence interval was calculated for each organisation's engagement rate. Organisations whose engagement rate's lower confidence level was equal to or less than 0.5% was assumed to have zero level engagement rate.

Industry Fans, People Talking About & Engagement Rates

The Industry Fans total is the sum of each brand page's fan count. Only those brand pages above statistical confidence levels have been included.

The Industry People Talking About total is the sum of each brand page's Ppl Talking About (Ave). Only those brand pages above statistical confidence levels have been included.

The Industry Engagement Rate has been calculated using these two totals and the engagement equation detailed earlier.

Selection of Brands

The brands displayed are not a complete list of those incorporated within the study, but are representative of those brands leading the way in each vertical. We expect and welcome suggestions for additional brands for inclusion in future reports.

Statistical Calculations

The mathematical and statistical foundations of this report have been produced by Online Circle in consultation with 95th Percentile Pty Ltd. (John Ward).

onlinecircle
SOCIAL MEDIA

At Online Circle, our model is unique. We're social media specialists who live to create responsible strategy and execution. By responsible, we mean representing your brand in the right way online. Monitoring what is being said about your brand. Interacting consistently with the people who matter most, your customers. To put it simply – we've got your brands' back online.

In a world where consumers control the conversation, analysing online brand perception to develop intelligent strategy comes first and foremost. Crafting the right balance between creative and accountable social media is key. It's the only way to make positive, lasting relationships. And we should know. We look after some of Australia's leading brands.