

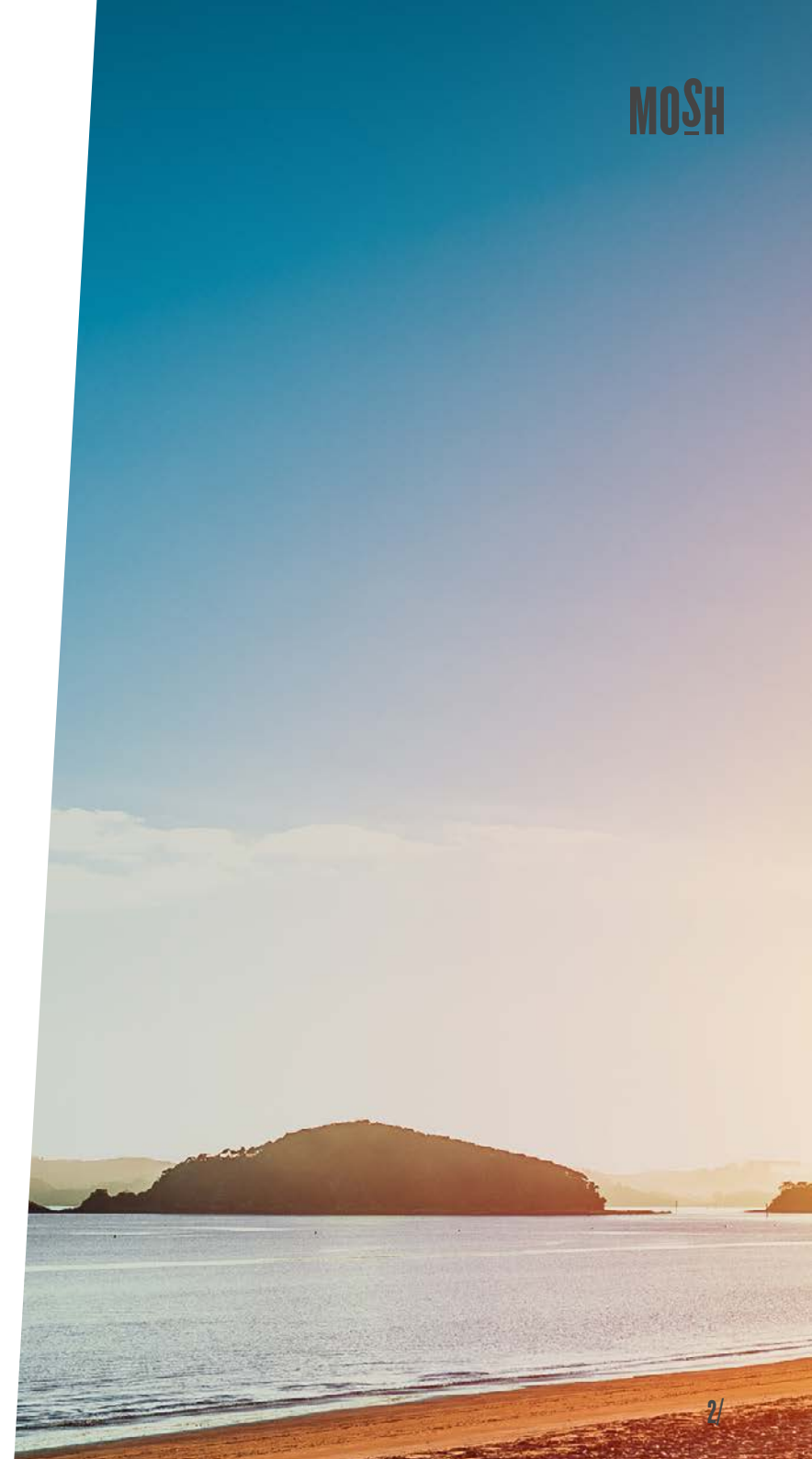


# THE NEW ZEALAND FACEBOOK REPORT 2017

**MOSH** | SOCIAL  
MEDIA.

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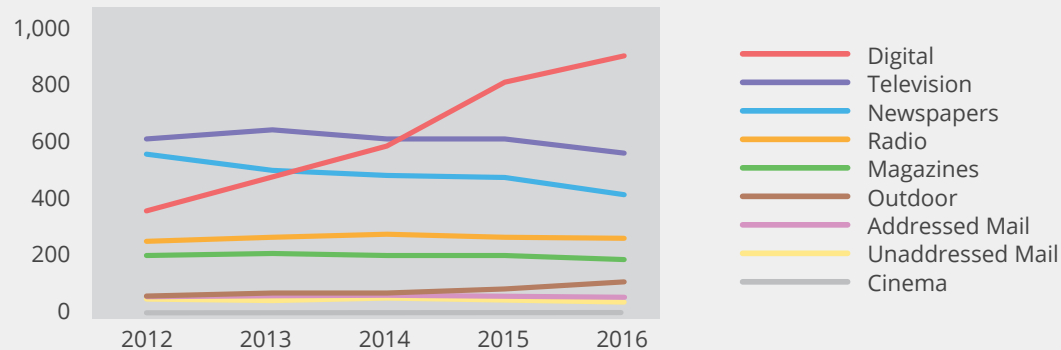


# INTRODUCTION

MOŠH

Kiwis are now spending around half of their media consumption time online. This is great news for marketers, and it's why Digital is now the largest recipient of advertising dollars, according to turnover data compiled by the *NZ Advertising Standards Authority*.

## NZ ADVERTISING EXPENDITURE 2012-2016



\$Millions. Source: Advertising Standards Authority Annual Turnover Report

Not only that, reports the *World Internet Project New Zealand*, **two-thirds of Kiwi Internet users visit social media every day.**

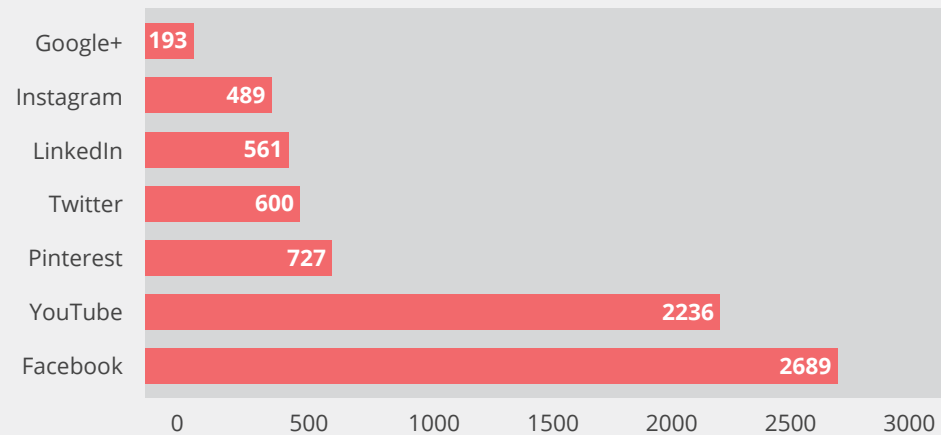
That's not a particularly surprising statistic. Visit any home, workplace or public place and you'll see plenty of us focused on our screens, interacting with our friends and whānau via one social network or another.



But not all social networks are created equal. Here's how the main players stack up in New Zealand, according to Nielsen Online Ratings:

**All these statistics make Facebook one of New Zealand's most significant advertising media and the reason why we've developed this report, which takes an in-depth look at Facebook from the perspective of New Zealand businesses.**

#### JUNE 2017: MONTHLY UNIQUE NZ AUDIENCE



000s. Source: Nielsen Online Ratings New Zealand

Facebook is New Zealand's second most popular online destination (after Google Search) – and the place where Kiwis spend more time online than anywhere else: an average of 10 hours and 43 minutes per month, according to *Nielsen Online Ratings (June 2017)*.

All these statistics make Facebook one of New Zealand's most significant advertising media and the reason why we've developed this report, which takes an in-depth look at Facebook from the perspective of New Zealand businesses.

#### ***So why should your business use Facebook?***

Let's start with some numbers.



## FACEBOOK STATISTICS

Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University. By 2006, anyone over the age of 13 with a valid email address could join. Today, Facebook is the world's largest social network – a place to connect with friends, family and (for businesses) fans and followers.

On September 14 2012, Facebook achieved a magical milestone – one billion monthly active users, who visit the site at least once every month (and usually far more often).

By June 2017, that monthly active users total had increased to 2 billion.

Of particular interest, however, is that Facebook is now predominantly accessed on mobile devices, with the latest statistics (December 2016) showing more than 1.74 billion mobile monthly active users (with 1.15 billion Facebook mobile users active daily).

By and large, then, you should expect that your Facebook posts will be seen by people on their mobile devices rather than on desktop or laptop computers.

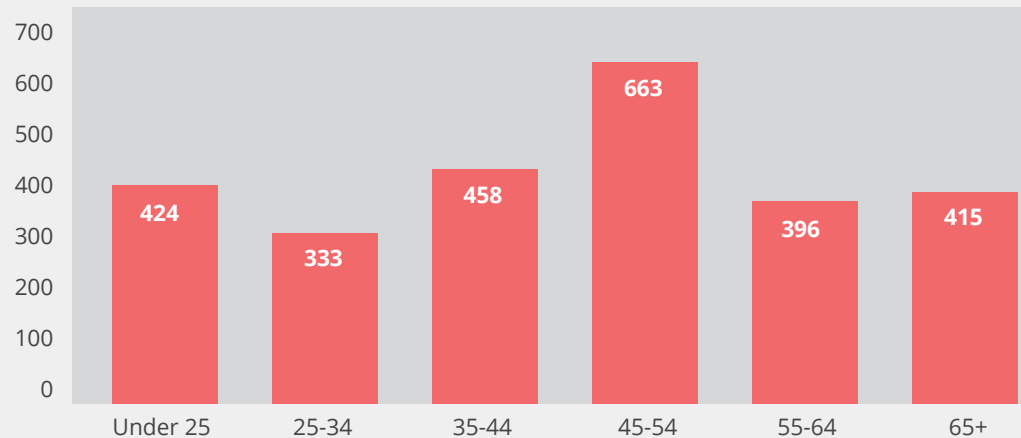
**Facebook is New Zealand's second most popular online destination (after Google Search) – and the place where Kiwis spend more time online than anywhere else: an average of 10 hours and 43 minutes per month.**



## NEW ZEALAND STATISTICS

Nielsen Online Ratings inform us that 2.7 million Kiwis visit Facebook each month. Here's how that translates into individual age groups:

**FACEBOOK: UNIQUE MONTHLY VISITORS BY AGE GROUP**

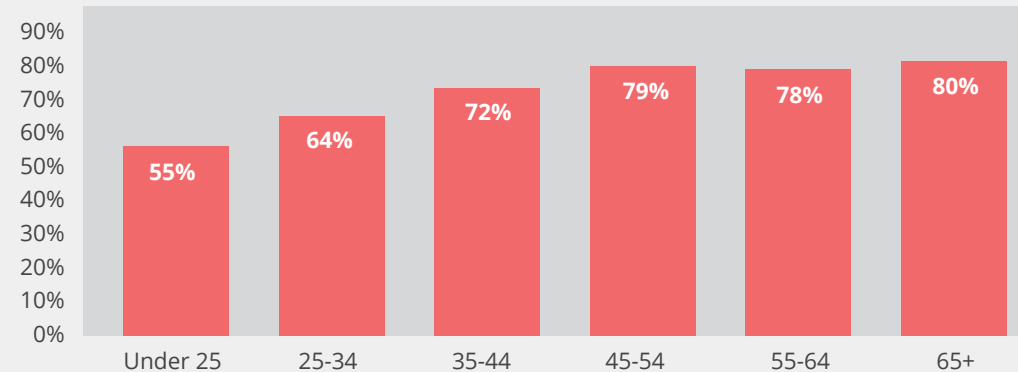


000s. Source: Nielsen Online Ratings New Zealand

If we compare those Facebook visitor numbers to the New Zealand population, here are the percentages of each demographic segment that we can expect to reach in a typical month through Facebook:

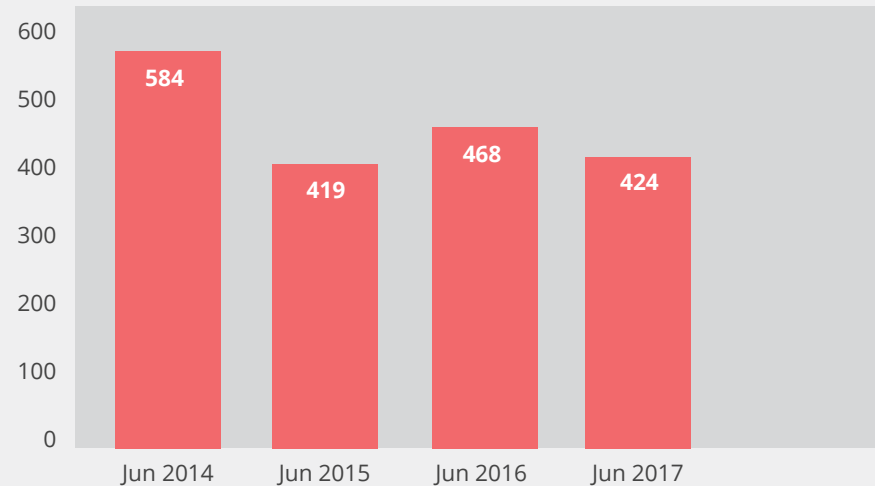
Audiences under 25 now spend less time on Facebook than previously – perhaps because their parents are now on Facebook themselves, so the under 25s have migrated to more private pastures such as messaging apps.

**FACEBOOK REACH BY NZ POPULATION SEGMENT**



Even so, younger audiences can still be found in significant numbers on the social network giant.

### FACEBOOK: UNIQUE MONTHLY NZ VISITORS UNDER 25



000s. Source: Nielsen Online Ratings New Zealand

### TIME SPENT ON FACEBOOK

Kiwis have steadily increased the number of hours they spend on Facebook over the last several years, growing from 6 hours and 33 minutes per month in December 2013 to 10 hours and 43 minutes in June 2017, according to Nielsen Online Ratings.

In summary, Facebook has become a dominant digital medium for New Zealanders.

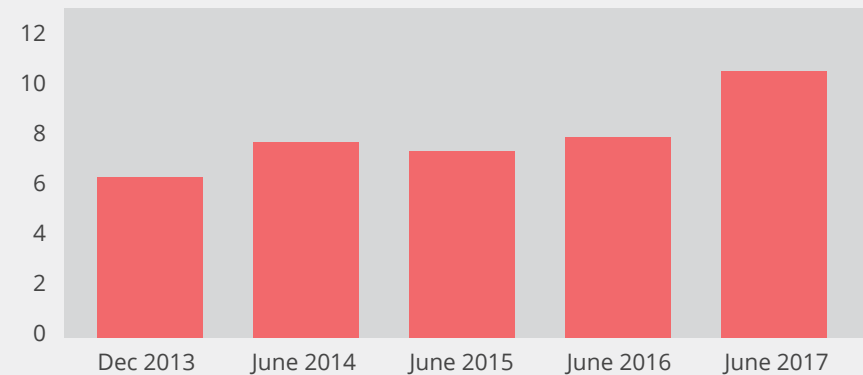
So how are marketers taking advantage of this medium?

Let's now take a look at the latest Facebook Page data, as at September 2017.

***In summary, Facebook has become a dominant digital medium for New Zealanders.***



### HOURS SPENT ON FACEBOOK PER MONTH



## NEW ZEALAND FACEBOOK PAGES

*As Facebook has grown and expanded, and as the social giant has moved to monetise its business, the percentage of followers likely to be exposed to a typical Page's posts has steadily declined.*

To participate on Facebook, organisations need to set up what Facebook calls Pages. These enable public figures, businesses, organisations and other entities to create an authentic and public presence on Facebook. Unlike an individual's profile, Facebook Pages are visible to everyone on the internet by default.

You, and every person on Facebook, can connect with these Pages by "liking" and/or "following" a Page, which you do by clicking on the button(s) near the top of the Page (just below the Cover Image).

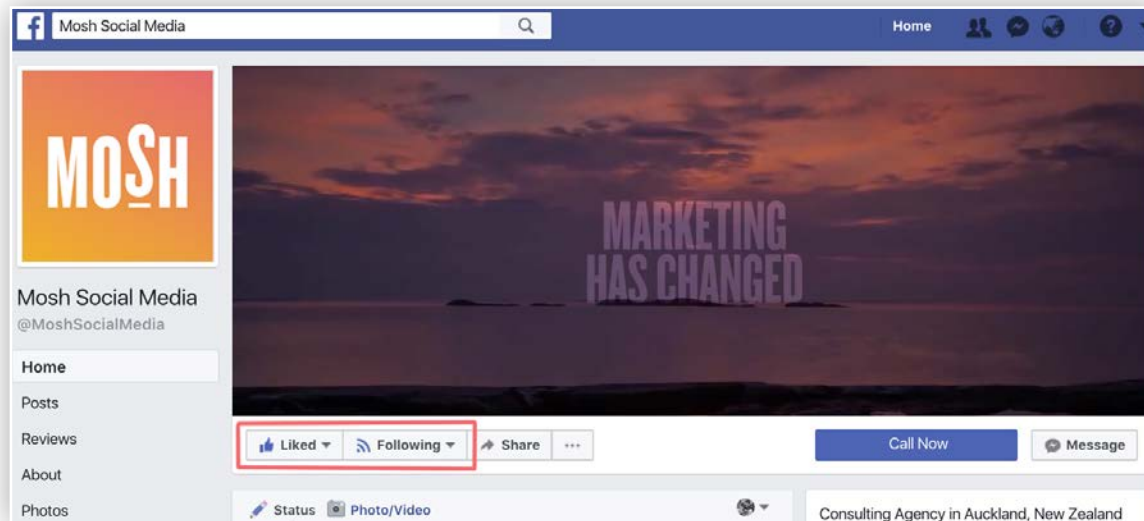
In the early days of Facebook, organisations could expect most of their Page followers to see their posts. As Facebook has grown and expanded, and as the social giant has moved to monetise its business, the percentage of followers likely to be exposed to a typical Page's posts has steadily declined.

As at September 2017, across the 23,971 NZ Facebook pages we monitor, we estimate that an average of just 2.63% of Page followers will interact with a typical Page.

That percentage can be improved by:

1. Paying to promote a post to your followers (i.e. through Facebook paid advertising); and/or
2. Creating content that your followers really want to read and share

To explore how you can improve your Facebook presence, first let's look at how some of New Zealand's leading brands are actually performing on Facebook.



If you "like" or "follow" a Page, then you may receive updates ("posts") from that Page in your News Feed and (if you choose) you can interact with the Page posts.



# NZ FACEBOOK PERFORMANCE REPORT SEP. 2017

In this report, we examine the cumulative performance of the 23,971 NZ Facebook Pages we've been tracking since 2014.

Firstly, you should know that before we started any number-crunching, we removed most of the top 50 "most liked" NZ Facebook Pages. That's because those Pages, typically NZ variants of international brands such as McDonald's, KFC, Walt Disney, Nivea, Nissan, Cadbury and even Facebook itself, are displaying cumulative global Likes rather than merely local numbers.

If we didn't remove those Pages, total Likes would be very much out of alignment with local performances. It's great that Facebook has 190 million Likes on its own Page, but such numbers tend to skew the averages.

We've included the Top 50 NZ-badged global Pages in the Appendix for comparative purposes, but otherwise we ignore them for the bulk of this report.

With that caveat, then, let's examine exactly how New Zealand Facebook Pages are performing, on average, across our database as at September 2017.

**NOTE: We define "Talks" as any interaction with a page and its posts, including likes, other reactions, comments and shares.**

*In this report,  
we examine  
the cumulative  
performance of the  
23,971 NZ Facebook  
Pages we've been  
tracking since 2014.*

## FACEBOOK ENGAGEMENT RATES BY POST TYPE



AVERAGE  
REACTIONS

4,825



AVERAGE  
TALKS\*

127



AVERAGE  
ENGAGEMENT

2.63%

\*Includes Likes, other Reactions,  
Comments and Shares

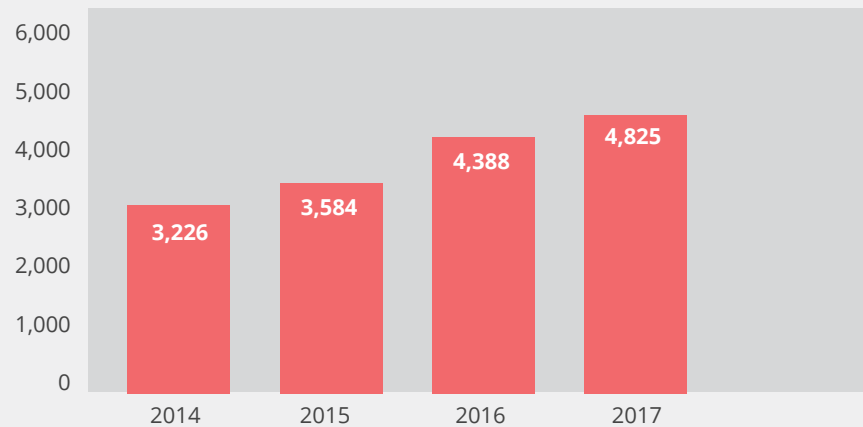
MOSh

*On average, a New Zealand Facebook Page has attracted 4,825 Likes since it was created.*

## LIKES

On average, a New Zealand Facebook Page has attracted 4,825 Likes since it was created. Total Likes have increased an average of 14.3% per year since 2014.

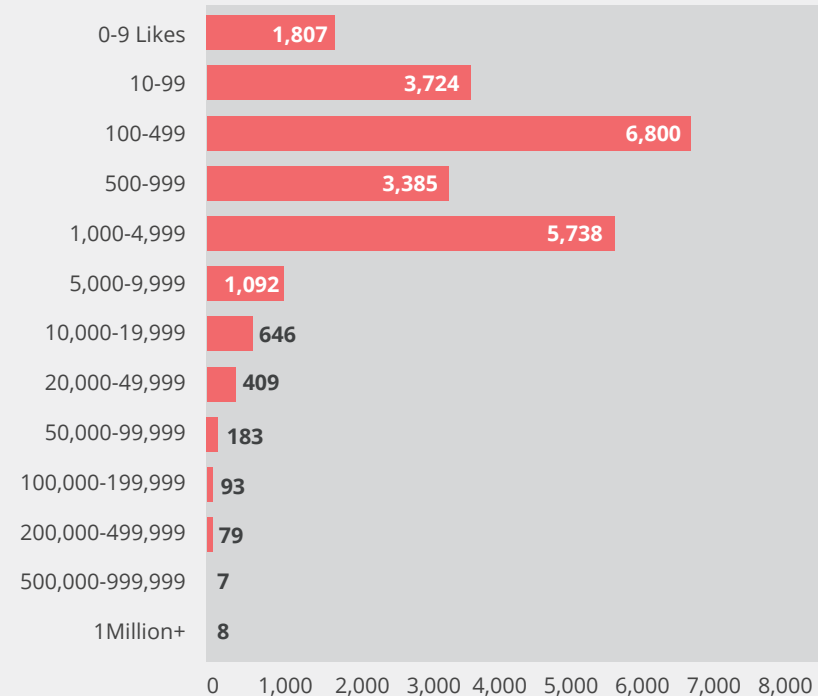
### AVERAGE LIKES



Averages, of course, are just that. For every Zealong Tea (close to the average at 4,856 Likes), there are thousands of Pages with less than 100 Likes, such as HotFrogNZ (73 Likes); and only 187 Pages with more than 100,000 Likes (e.g. PitaPitNZ at 143,654 Likes).

So where do most Kiwi Facebook Pages stand in terms of total Likes? Take a look at the next graph.

### Distribution of Total Likes for NZ Facebook Pages: September 2017






### Key Findings:

1. Just over half (51.4%) of all New Zealand Facebook Pages\* have less than 500 Likes
2. 23% have fewer than 100 Likes
3. Two-thirds (65.6%) have less than 1,000 Likes
4. Only eight NZ Pages have more than 1 Million Likes

\*Of the 23,971 NZ Facebook Pages we measure

Now let's take a closer look at some of those high-fliers (and a few others who represent significant NZ product categories) and see exactly how they're attracting interest and what we can learn as a result.

TOP 25 NZ FACEBOOK PAGES BY TOTAL LIKES				
		TOTAL LIKES	TALKING	AVERAGE ENGAGEMENT
1	All Blacks	4,458,913	91,881	2.06%
2	100% Pure New Zealand	2,717,797	70,318	2.59%
3	Peter Jackson	2,181,156	1,264	0.06%
4	Flight of the Conchords	1,652,170	1,256	0.08%
5	Blackcaps	1,600,447	3,504	0.22%
6	NZV8 Magazine	1,490,842	1,684	0.11%
7	Air New Zealand	1,475,643	19,918	1.35%
8	Les Mills	1,120,268	5,962	0.53%
9	NZ Performance Car	918,089	2,823	0.31%
10	nzherald.co.nz	811,802	205,262	25.28%
11	Radio Tarana	760,744	8,828	1.16%
12	Whittaker's Chocolate Lovers	742,772	9,135	1.23%
13	Stuff.co.nz	606,372	210,373	34.69%
14	OHbaby!	539,142	5,776	1.07%
15	Dish Magazine	526,624	1,478	0.28%
16	SKY Sport NZ	496,378	3,934	0.79%
17	I Love New Zealand	494,801	21,121	4.27%
18	Vodafone Warriors	477,307	6,816	1.43%
19	Brooke Fraser	444,689	512	0.12%
20	Shortland Street	444,013	7,757	1.75%
21	New Zealand Kiwis	398,966	948	0.24%
22	Spookers Scream Park	395,489	14,161	3.58%
23	GO Explore New Zealand	380,026	3,309	0.87%
24	BNZ Crusaders	377,638	1,892	0.50%
25	ZM	365,218	39,776	10.89%

As at September 6, 2017

## ALL BLACKS





The All Blacks, with nearly 4.5 million Likes, tops our list of home-grown New Zealand Facebook Pages.

As you might imagine, their following is drawn from all around the world, which explains why they have more Likes than the total New Zealand Internet population.

Note that the All Blacks Page saw their highest Talking and Engagement levels in 2015, Rugby World Cup Year. They've since dropped back to more typical engagement rates (more on this later), at least until the next World Cup.

The All Blacks can best be described as prolific Facebook posters, averaging 6.4 posts per day over the last 28 days.

### ALL BLACKS: FACEBOOK POSTS BY TYPE

	 VIDEO 62	 IMAGES 63	 LINKS 55	 STATUS UPDATES -
	AVERAGE ENGAGEMENT BY POST TYPE			
Reactions	3,017	6,669	1,591	-
Comments	285	332	95	-
Shares	406	579	63	-

Last 28 Days: August 15 - September 10, 2017

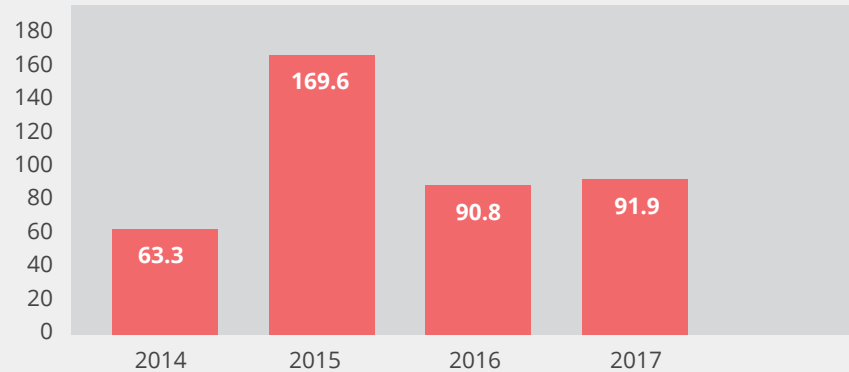
The success of the All Blacks Page is a combination of a number of factors, including:

- The enduring performance of the team, year after year, which encourages ongoing fan support and engagement
- Followers' passion for the team and the sport
- Easy access to media materials, including plenty of video
- High posting frequency, particularly in-season

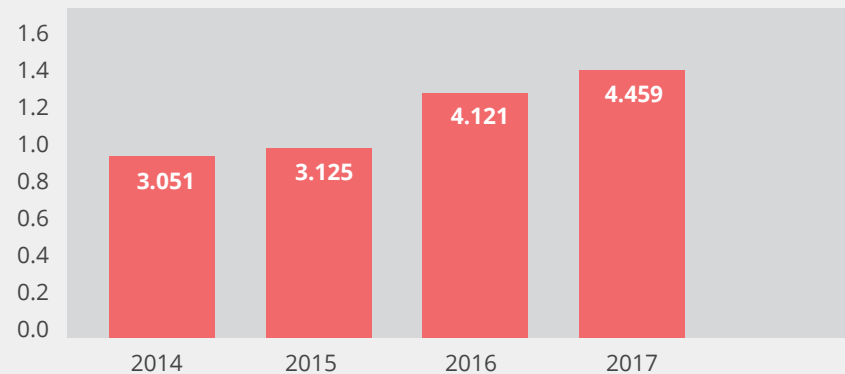




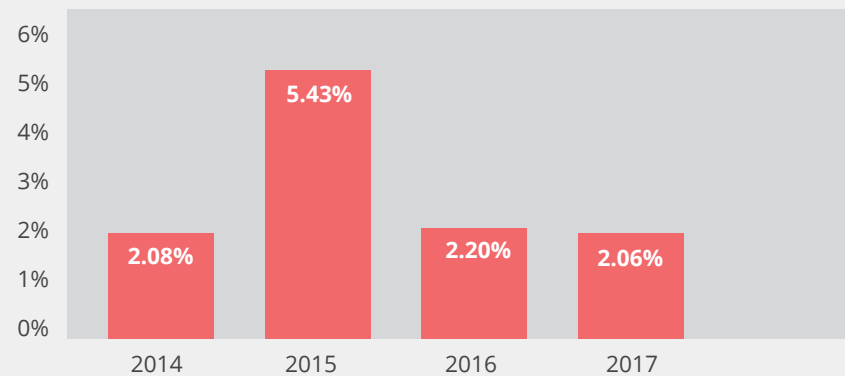
### ALL BLACKS: TALKS (000S)



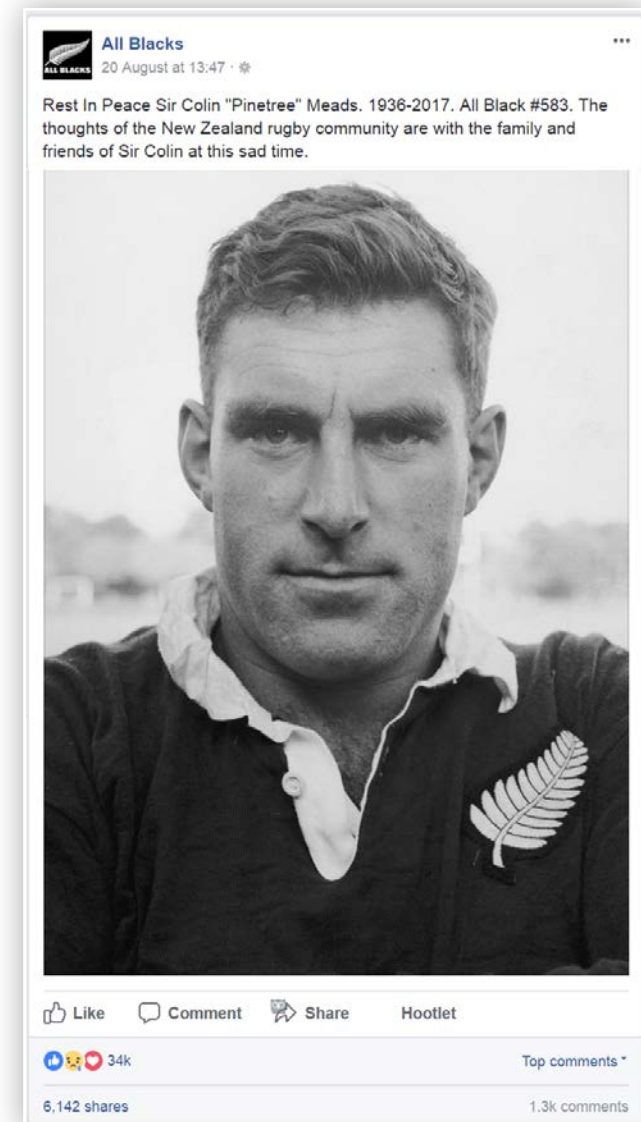
### ALL BLACKS: LIKES (MILLIONS)



### ALL BLACKS: ENGAGEMENT







The most popular recent post to the All Blacks Page: an homage to the late Sir Colin Meads.



## 100% PURE NEW ZEALAND

“100% Pure New Zealand”, the Facebook Page for Tourism New Zealand, has steadily attracted more Likes over the last several years. However, engagement rates have dropped significantly in 2016 and 2017 (at least during the time periods on which we are reporting).

### 100% PURE NEW ZEALAND: FACEBOOK POSTS BY TYPE

	 VIDEO 2	 IMAGES 3	 LINKS 3	 STATUS UPDATES -
	AVERAGE ENGAGEMENT BY POST TYPE			
Reactions	2,630	2,463	954	-
Comments	135	93	130	-
Shares	338	97	118	-

*Last 28 Days: August 15 - September 10, 2017*

Most 100% Pure New Zealand posts showcase the natural beauty of New Zealand, including a recent series of videos featuring actress and spokesperson Bryce Dallas Howard.

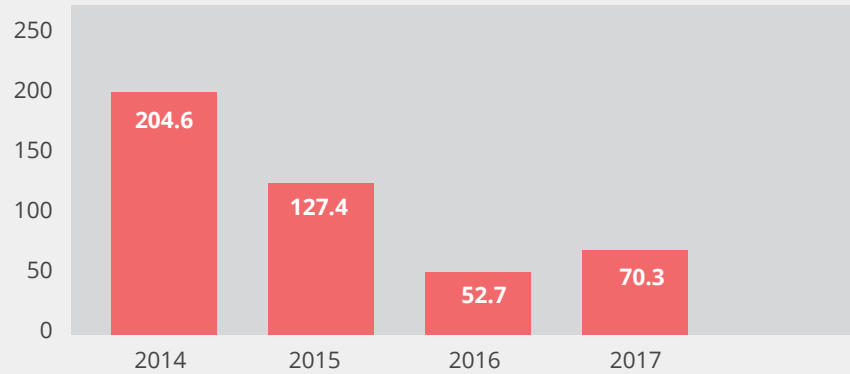
Posting frequency in August/September was light, averaging 0.3 posts per day.

The performance of the 100% Pure New Zealand Page is a combination of:

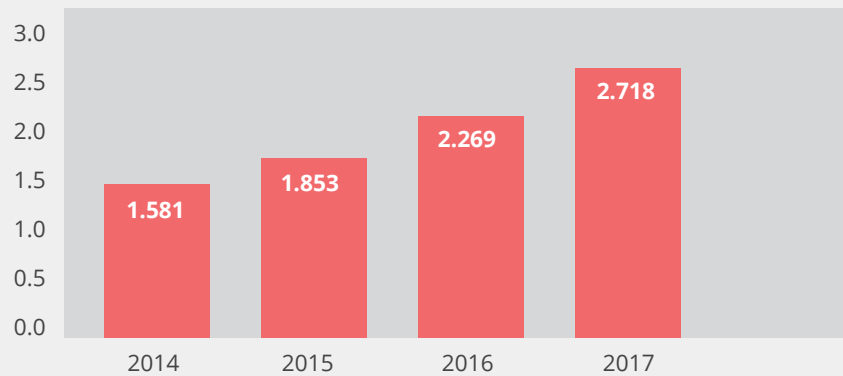
- the stunning imagery of the New Zealand landscape
- sharing fabulous pictures and videos of New Zealand posted by others
- leveraging increased global interest in visiting New Zealand



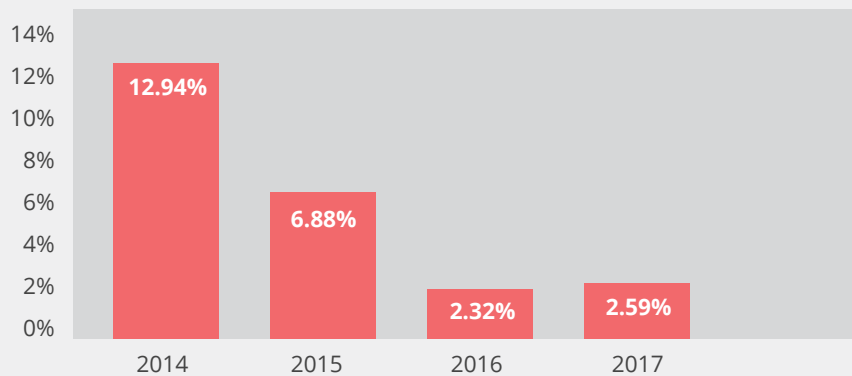
### 100% PURE NEW ZEALAND: TALKS (000S)



### 100% PURE NEW ZEALAND: LIKES (MILLIONS)



### 100% PURE NEW ZEALAND: ENGAGEMENT



The most popular recent post on the page:





## MIGHTY APE





Online retailer Mighty Ape sells “Games, Toys, DVDs, Books, Clothing and more” – and (as most retailers do) usually posts about products that it has for sale.

Mighty Ape has not shown much growth over the years in terms of Likes, but is currently seeing increased engagement, particularly with posts based around toys and games with nostalgic elements.

Recent posts that have spurred high levels of engagement have featured Spongebob, Game of Thrones Catan and the Jem theme song.

Post frequency is high – averaging 4.7 posts per day.

### MIGHTY APE: FACEBOOK POSTS BY TYPE

	 VIDEO 24	 IMAGES 104	 LINKS 4	 STATUS UPDATES -
	AVERAGE ENGAGEMENT BY POST TYPE			
Reactions	137	48	36	-
Comments	74	42	63	-
Shares	2.4	2.1	74	-

*Last 28 Days: August 15 - September 10, 2017*

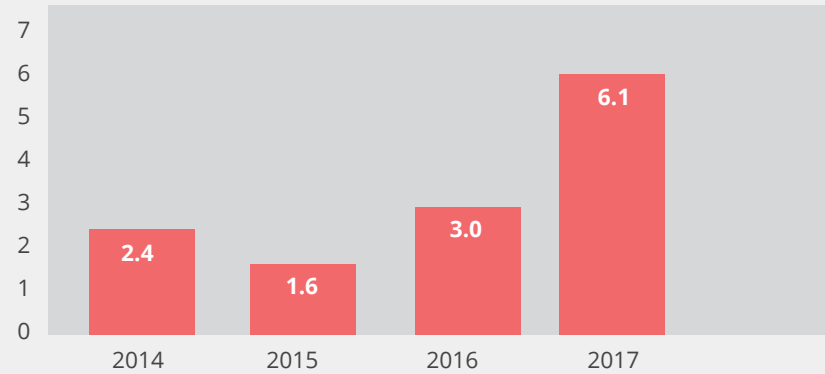
What can retailers in particular learn from Mighty Ape?

- Focus Facebook post content on particularly popular items, especially those that resonate with potential purchasers (even if they are not the eventual end users)
- Look for opportunities to ask offbeat product-related questions (eg “Who can remember the lyrics to the Jem theme song?”)

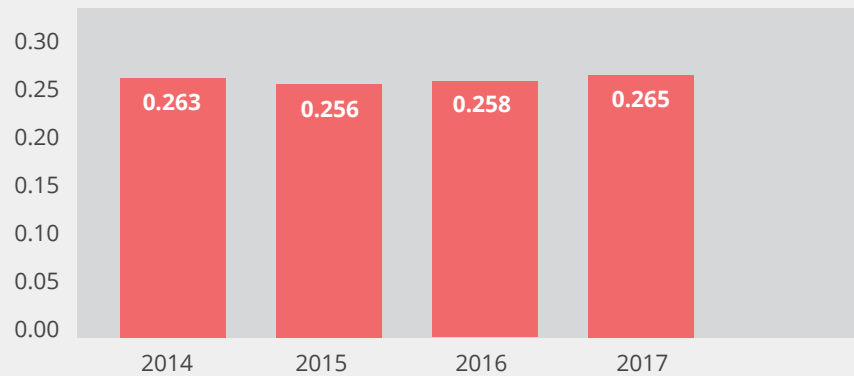




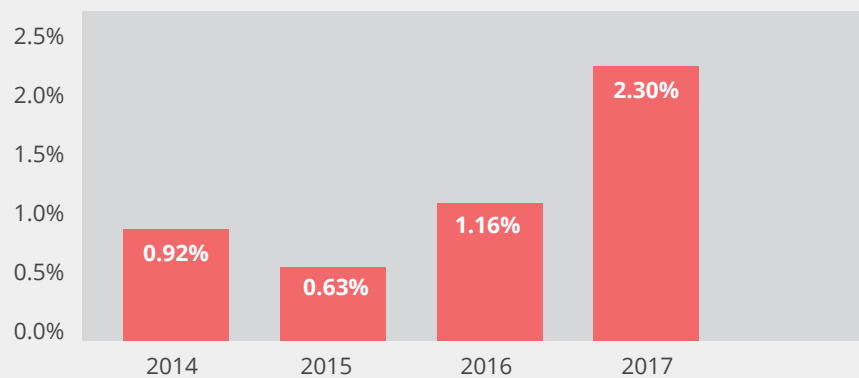
### MIGHTY APE: TALKS (000S)



### MIGHTY APE: LIKES (MILLIONS)



### MIGHTY APE: ENGAGEMENT



And this is the most popular recent post, which definitely triggers an “Aw!” response:



## AIR NEW ZEALAND

Air New Zealand devotes a significant amount of attention and resources to content designed to be shared across the airline's social media properties (and through various other distribution methods as well, including in-flight media channels).

The primary communication tools are videos -- and, occasionally, images.

The airline's following has steadily grown over time on Facebook, although engagement has not always followed suit.

Appropriately for an international airline, Air New Zealand monitors social media on a 24/7 basis.

### AIR NEW ZEALAND: FACEBOOK POSTS BY TYPE

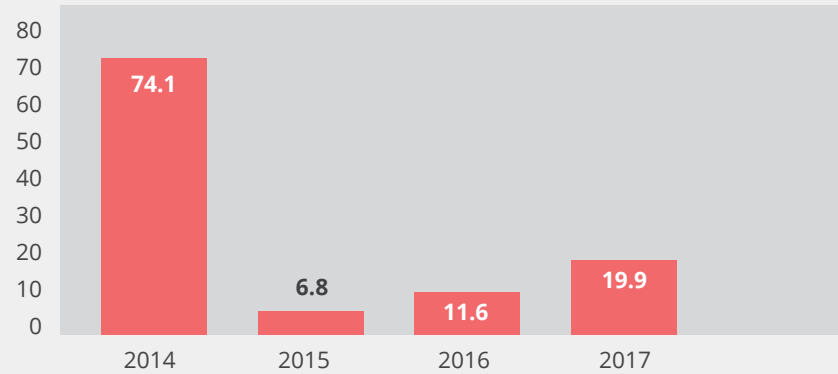
	VIDEO	IMAGES	LINKS	STATUS UPDATES
	13	8	-	-
AVERAGE ENGAGEMENT BY POST TYPE				
Reactions	812	1,238	-	-
Comments	144	49	-	-
Shares	238	56	-	-

Last 28 Days: August 15 - September 10, 2017

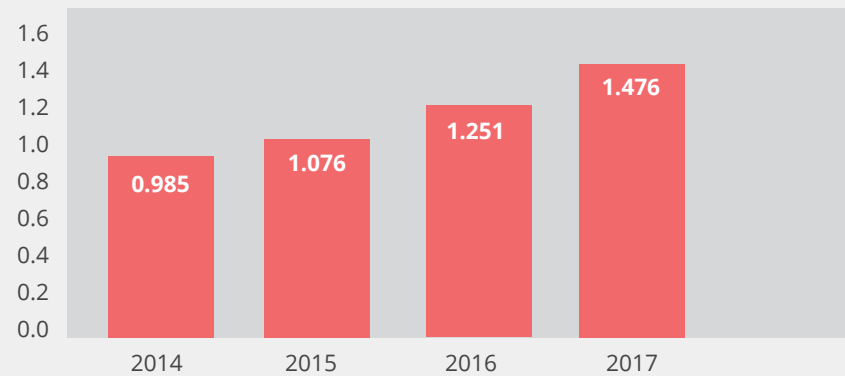
From Air New Zealand, we can learn:

- To leverage the outstanding beauty of our surroundings, especially if promoting our wares to international markets
- To maintain our brand personality (in this instance, quintessential Kiwi humour) in social media as well as elsewhere
- To be present and active in social media whenever our customers and prospects are

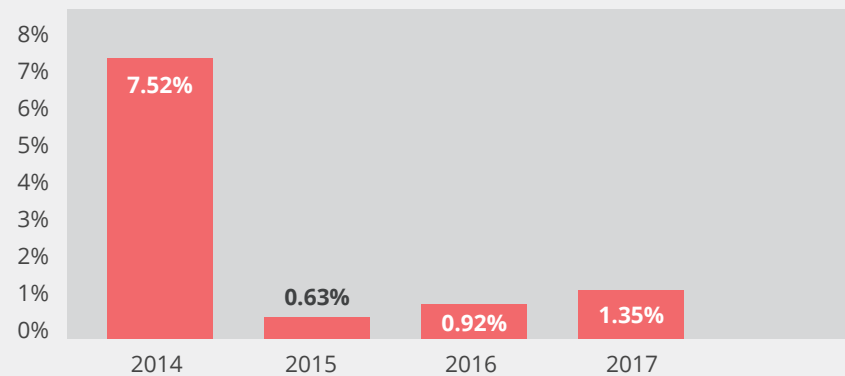
### AIR NEW ZEALAND: TALKS (000S)



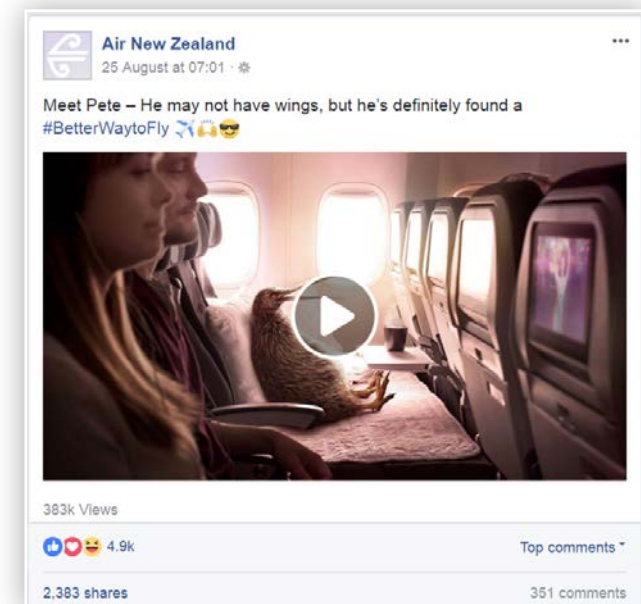
### AIR NEW ZEALAND: LIKES (MILLIONS)



### AIR NEW ZEALAND: ENGAGEMENT



One of Air New Zealand's popular recent posts:







## LES MILLS

Les Mills is now a global brand based in New Zealand, and the company's Facebook Page is in fact a global Page with 10 sub-Pages (for various markets, including the UK, the US, Japan, Germany, China, Korea, Hong Kong and the Middle East).

As a result, Talks and Engagements for Les Mills will be understated - but we wanted to include the data anyway, to show general trends.

Content on the Les Mills Page is a mix of video, images and links - with their videos generally attracting the most attention and engagement.

### LES MILLS: FACEBOOK POSTS BY TYPE

	 VIDEO	 IMAGES	 LINKS	 STATUS UPDATES
	9	3	7	-
AVERAGE ENGAGEMENT BY POST TYPE				
Reactions	552	498	236	-
Comments	21	6	8.9	-
Shares	148	39	40	-

*Last 28 Days: August 15 - September 10, 2017*

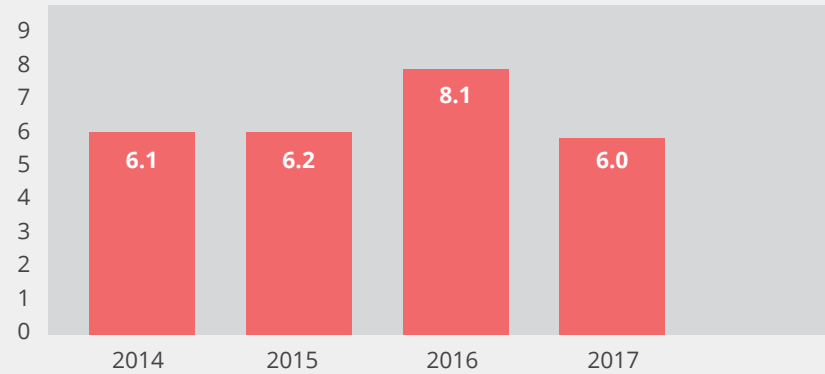
Lessons for us from the Les Mills Page:

- Video really is a powerful tool on Facebook, especially when it is produced professionally and at hyper-energy levels
- Most of the links posted to the Facebook Page are to stories on the Les Mills website - and most of those stories provide helpful advice to the Les Mills community, supporting and demonstrating the company's expertise in various aspects of fitness and training. That is a much more powerful approach than simply pushing product and price.

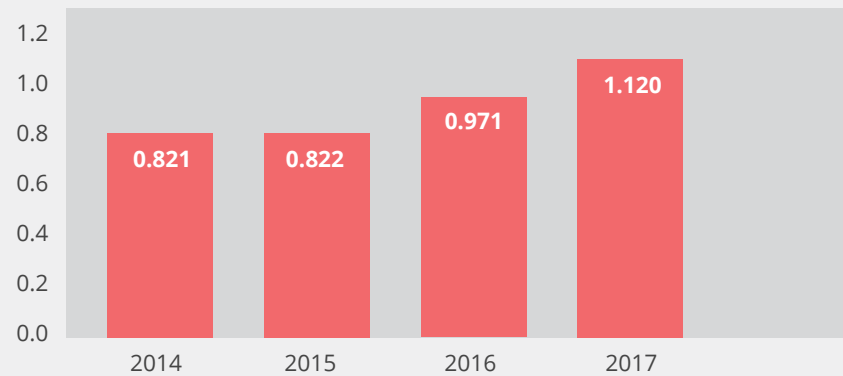




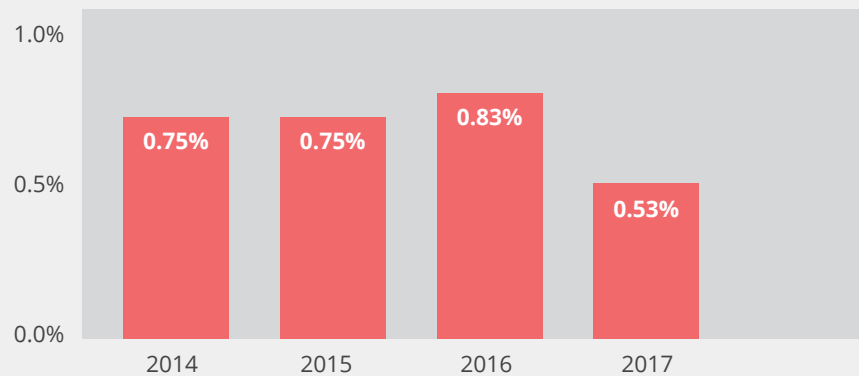
**LES MILLS: TALKS (000s)**



**LES MILLS: LIKES (MILLIONS)**



**LES MILLS: ENGAGEMENT**



And here is the most popular post from the last 28 days:



## NZ HERALD





The NZ Herald Facebook Page is a classic illustration of Before and After.

Statistics from 2014 suggest that the newspaper publisher had not yet decided to go “all in” on Facebook at that time.

Since then, however (and especially in 2016 and 2017), we have seen dramatic increases in the number of Page Likes and Talks, suggesting a major commitment to the medium.

These days, the NZ Herald is averaging a massive 73 posts a day, driving content from its news gathering machine across as many digital outlets as possible.

### NZ HERALD: FACEBOOK POSTS BY TYPE

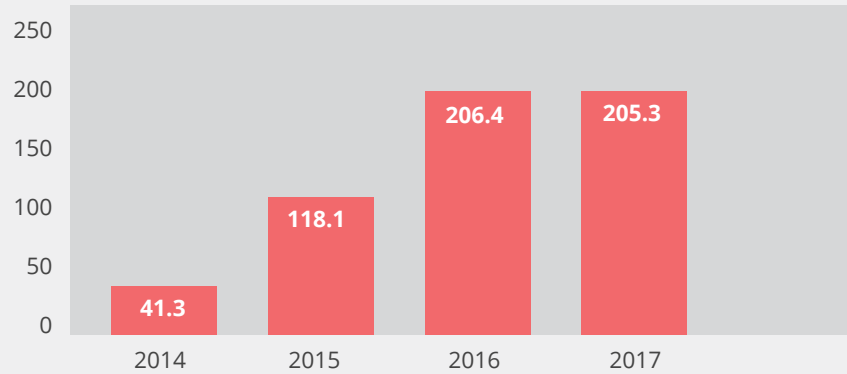
	 VIDEO	 IMAGES	 LINKS	 STATUS UPDATES
	165	32	1,835	-
AVERAGE ENGAGEMENT BY POST TYPE				
Reactions	410	2,961	302	-
Comments	118	197	147	-
Shares	116	480	59	-

*Last 28 Days: August 15 - September 10, 2017*

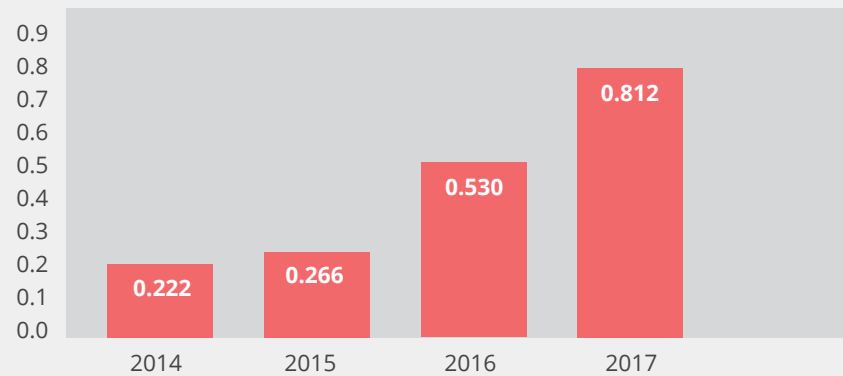
The lessons for us:

- Do not underestimate the power of traditional media, to attract followers and to initiate discussions
- If you have news to share, share it everywhere (ideally, with a link back to your website to attract visitors and also gain credence with Google)
- Even now that Facebook is well-established, it is still possible to grow a significant audience with the right content, posted frequently

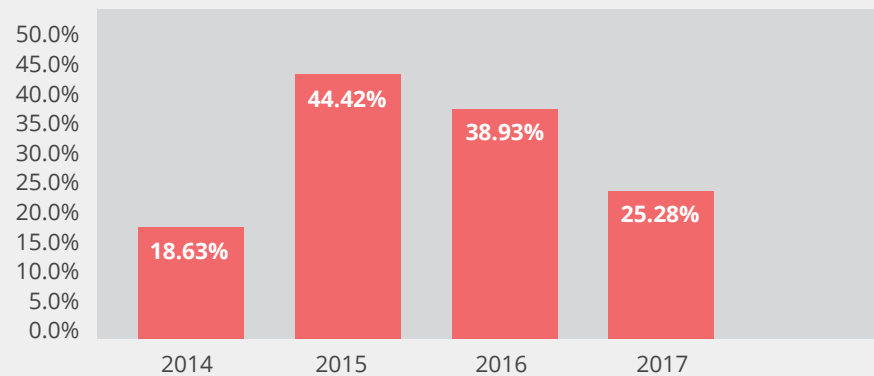
### NZ HERALD: TALKS (000S)



### NZ HERALD: LIKES (MILLIONS)



### NZ HERALD: ENGAGEMENT







And the most popular recent post on the NZ Herald Facebook Page? A glorious picture of Mount Taranaki:



## WHITTAKER'S

Whittaker's are infrequent posters to Facebook, averaging 0.1 posts per day over the last 28 days.

### WHITTAKER'S: FACEBOOK POSTS BY TYPE

	 VIDEO	 IMAGES	 LINKS	 STATUS UPDATES
	-	1	1	1
AVERAGE ENGAGEMENT BY POST TYPE				
Reactions	-	6,222	993	605
Comments	-	481	198	48
Shares	-	462	84	176

*Last 28 Days: August 15 - September 10, 2017*

Nevertheless, when they do post they achieve significant Likes, Comments and Shares.

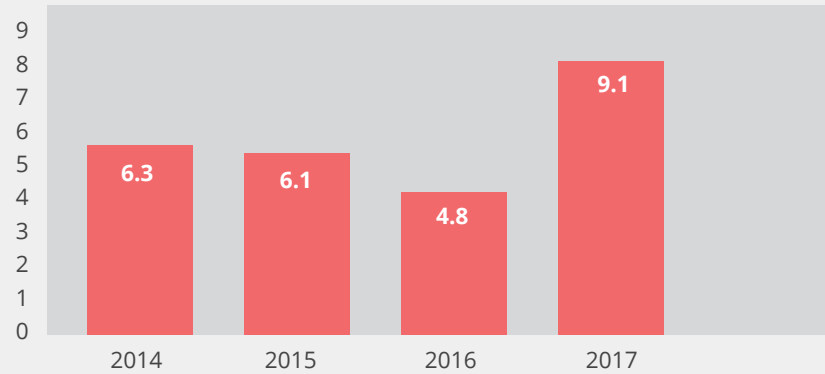
Lessons from Whittaker's:

- Consider fewer, more carefully crafted posts that resonate with your brand personality
- If you don't post regularly, you will probably need to pay to promote your posts to your followers. That is another incentive to really make your posts worthwhile

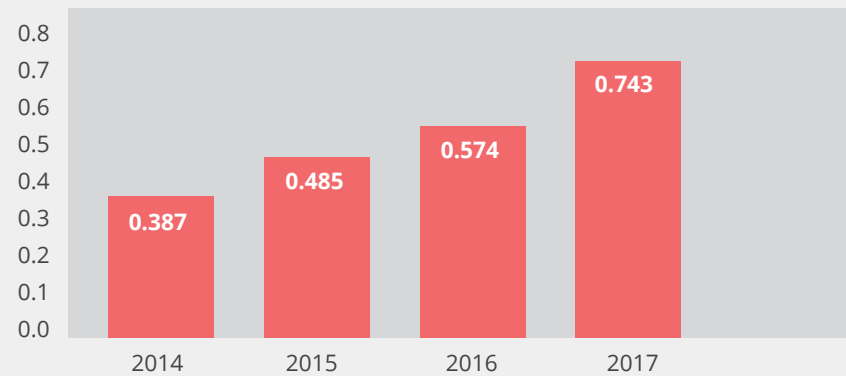




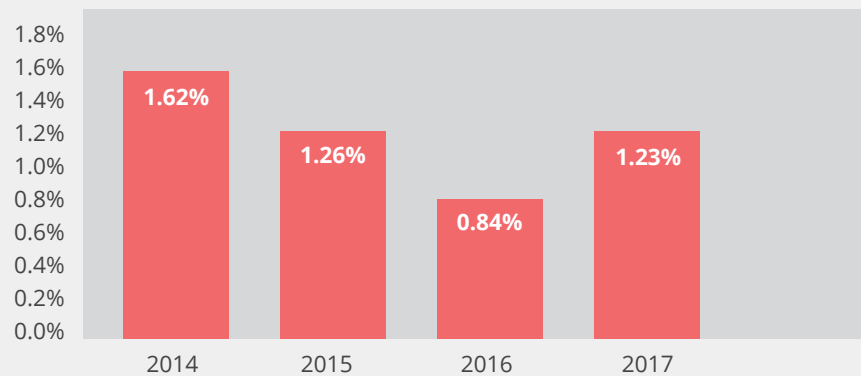
### WHITTAKER'S: TALKS (000S)



### WHITTAKER'S: LIKES (MILLIONS)



### WHITTAKER'S: ENGAGEMENT



Their most recent post: a cute twist on the traditional Father's Day theme.







## COUNTDOWN

Countdown averages just under one post per day on Facebook, typically a mix of specific product promotion and the occasional competition.

However the most popular post of the last month (shown below) posed a question - Food or Fuel? - and opened up a substantial discussion on the benefits of the Countdown Onecard loyalty programme, attracting more than 1,000 comments.

### COUNTDOWN: FACEBOOK POSTS BY TYPE

	 VIDEO	 IMAGES	 LINKS	 STATUS UPDATES
	9	9	7	-
AVERAGE ENGAGEMENT BY POST TYPE				
Reactions	450	830	188	-
Comments	314	886	28	-
Shares	208	39	11	-

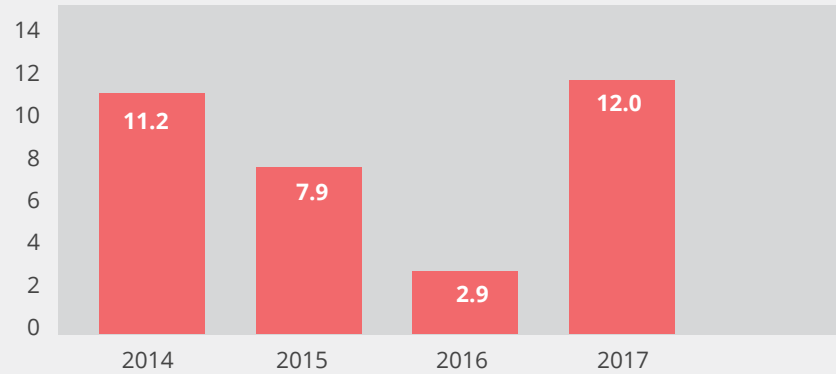
*Last 28 Days: August 15 - September 10, 2017*

Lessons we took from the Countdown Page:

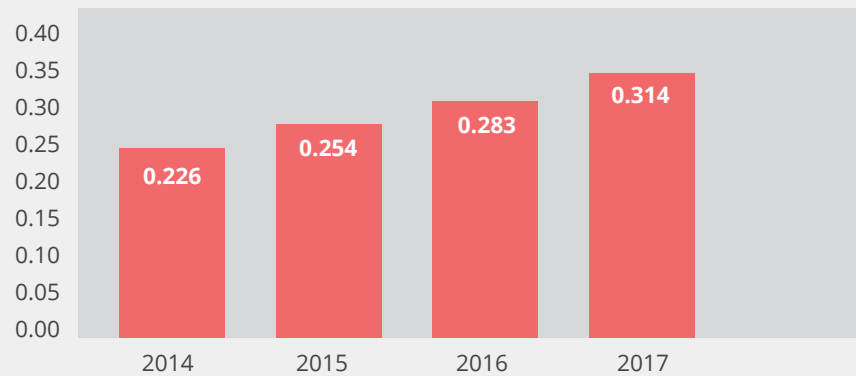
- Facebook can be a great place to discuss with your followers/customers some of the features and benefits of your product or service. Don't presume that everyone knows and understands what you have to offer
- Open-ended questions can provide more engagement and information than you might get with traditional queries
- The comments you receive from your followers/customers can give you valuable information that you simply won't get anywhere else



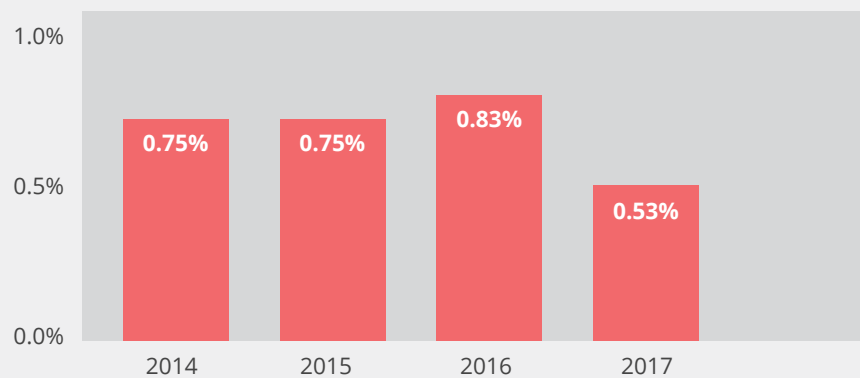
### COUNTDOWN: TALKS (000S)



### COUNTDOWN: LIKES (MILLIONS)



### COUNTDOWN: ENGAGEMENT



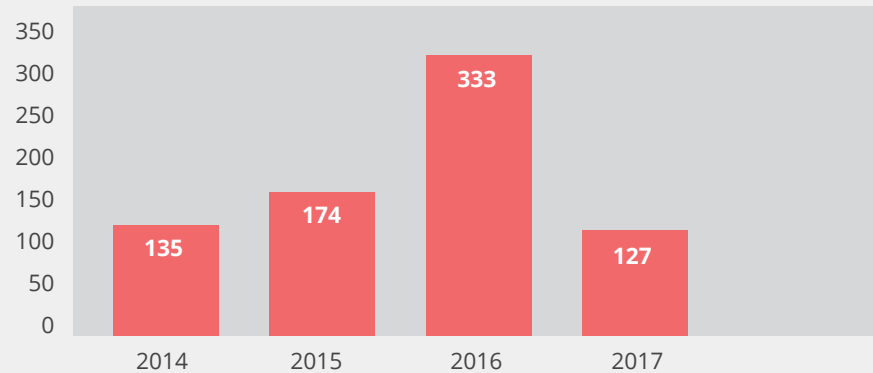
A recent post from Countdown:



## TALKS (PTAT)

Facebook defines as “Talks” as any interaction with a Page and its posts, including Likes, other Reactions, Comments and Shares.

**AVERAGE TALKS (000S)**



The acronym PTAT (“People Talking About This”) is the label generally applied to this statistic, but to avoid confusion we’ll stick with “Talks”.

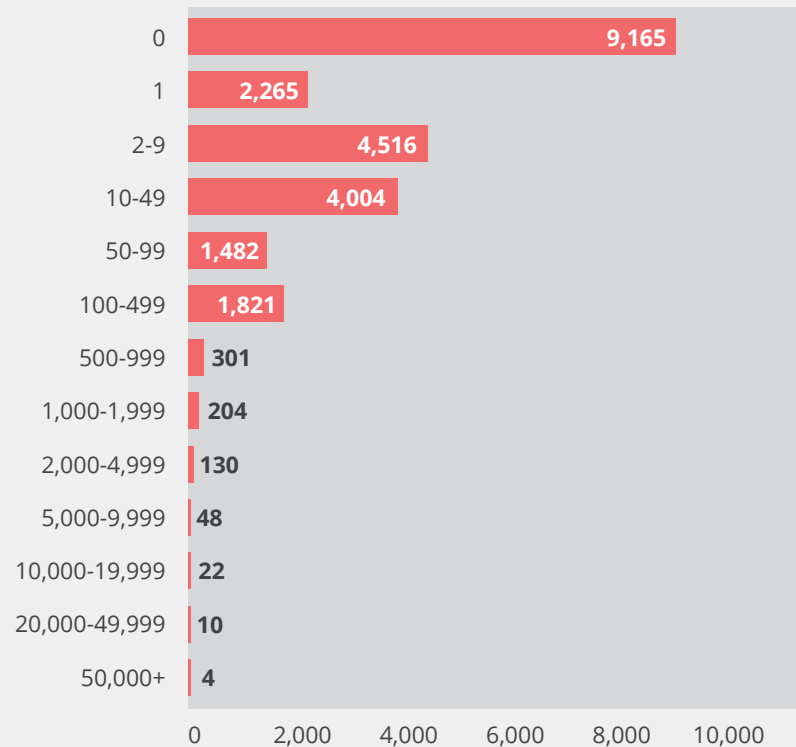




## LOOK WHO'S TALKING

We've also examined our database in terms of who's attracting the most engagement, ranked by numbers of Talks.

### TALKS PER WEEK



*On average across our entire database, in the first week of September 2017, there was an average of 127 people per Page talking about NZ Facebook Pages.*

On average across our entire database, in the first week of September 2017, there was an average of 127 people per Page talking about NZ Facebook Pages.

That was the average. Of course, some Pages had a whole lot of people talking, while far too many had nobody. Here's a breakdown of Talk statistics by numbers of Pages:

How to read this graph:




- 4 Pages had more than 50,000 people talking
- 1,482 Pages had 50-99 people talking
- 9,165 Pages had zero people talking

In percentage terms:

- 47% had nobody or just one person talking about the Page
- 66% had less than 10 people talking
- 89% had less than 100 people talking

## TOP 20 NZ COMMERCIAL FACEBOOK PAGES BY TALKS

And here's a list of the Top 20 NZ Commercial Facebook Pages by Talks (we've excluded media, political parties and lobby groups, which would otherwise dominate this summary, given that this data has been compiled during the lead-up to the 2017 NZ Election):

TOP 20 NZ COMMERCIAL FACEBOOK PAGES BY TALKS <i>(excluding media, political parties, lobby groups)</i>		 TOTAL LIKES	 TALKING	 AVERAGE ENGAGEMENT
1	All Blacks	4,458,913	91,881	2.06%
2	100% Pure New Zealand	2,717,797	70,318	2.59%
3	Luxury New Zealand Tours	11,546	27,473	237.94%
4	EventStars Ltd	14,824	23,849	160.88%
5	Air New Zealand	1,475,643	19,918	1.35%
6	New World	253,653	18,853	7.43%
7	Aotearoa's Most Talented	69,295	17,808	25.70%
8	GrabOne	204,716	16,822	8.22%
9	Spark	242,245	16,722	6.90%
10	FutureCOL	4,984	16,110	323.23%
11	Spookers Scream Park	395,489	14,161	3.58%
12	Mocka - New Zealand	81,000	13,241	16.35%
13	Countdown Supermarkets	314,285	12,007	3.82%
14	Wellington International Airport	32,918	9,180	27.89%
15	Whittaker's Chocolate Lovers	742,772	9,135	1.23%
16	umusic NZ	226,831	8,844	3.90%
17	The Warehouse	201,835	8,478	4.20%
18	Z Energy	310,323	8,144	2.62%
19	Jetstar NZ	129,483	8,001	6.18%
20	Te Puia - Rotorua, NZ	44,684	7,731	17.30%

*As at September 6, 2017*

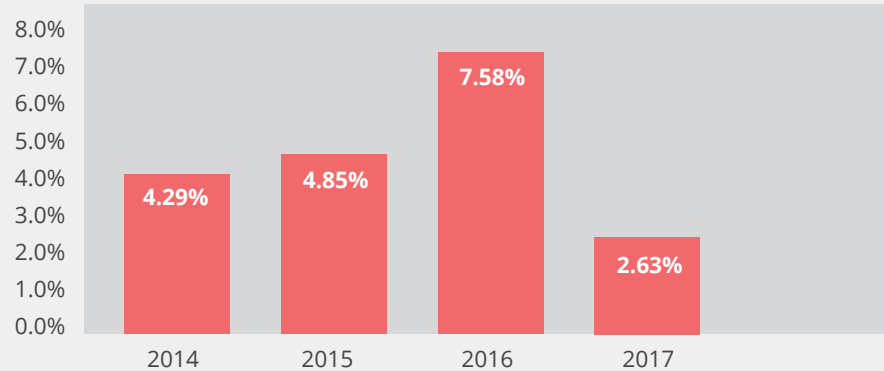
*Across our whole database, the September 2017 Engagement rate stands at 2.63%, somewhat down on previous years.*

## ENGAGEMENT

Because of the extensive disparity in follower numbers between Facebook Pages - i.e. some NZ Pages have just a few hundred followers, whilst others are in the hundreds of thousands or in the millions - raw numbers of Talks simply don't give a clear comparison.

As the previous list shows, it is equally possible to have around 16,000 people talking about your Page whether you have 4,984 followers or 242,245 followers.

**AVERAGE ENGAGEMENT NZ FACEBOOK PAGES: 2014-2017**



To make sense of that comparison, we have developed the Engagement metric. It is simply derived: Talks are divided by the number of total Likes, and the result expressed as a percentage.

On that basis, we can now see that Hastings training establishment FutureCOL (4,984 followers) is punching well above its weight with 16,110 Talks, representing 323% Engagement.




Conversely, Spark (242,245 followers) is performing well with its 16,722 Talks, 6.90% Engagement, but hasn't seen the breakout success enjoyed by FutureCOL.

Consequently, to make those comparisons more readily obvious, we have calculated Engagement rates for each page.

Across our whole database, the September 2017 Engagement rate stands at 2.63%, somewhat down on previous years.

## TOP 20 NZ FACEBOOK PAGES BY ENGAGEMENT

So how do our top performers compare against that 2.63% benchmark? Very well indeed.

TOP 20 NZ FACEBOOK PAGES BY ENGAGEMENT				
		TOTAL LIKES	TALKING	AVERAGE ENGAGEMENT
1	FutureCOL	4,984	16,110	323.23%
2	Auckland Marathi Association Inc.	2,522	6,608	262.01%
3	Luxury New Zealand Tours	11,546	27,473	237.94%
4	EventStars Ltd	14,824	23,849	160.88%
5	Wooring Tree	2,028	3,094	152.56%
6	Drovers Bar and Kitchen	1,429	2,085	145.91%
7	Creative Classrooms	6,179	6,431	104.08%
8	95bFM: Breakfast	1,956	1,872	95.71%
9	Radio 531pi	3,944	3,595	91.15%
10	Hokitika_NZ	2,231	1,925	86.28%
11	NZ Democrats for Social Credit	1,070	841	78.60%
12	Wairarapa Bush Rugby Union	4,921	3,482	70.76%
13	Escape To Picton Boutique Hotel	1,174	750	63.88%
14	ANZ Viaduct Events Centre	1,004	543	54.08%
15	Heritage Expeditions	6,079	3,250	53.46%
16	Northland District Health Board	4,935	2,634	53.37%
17	NZ Rugby Links	1,952	985	50.46%
18	Mud Mates	9,330	4,704	50.42%
19	South Taranaki District Council	2,848	1,408	49.44%
20	Liquid Stixx	1,509	727	48.18%

*As at September 6, 2017*



## ENGAGING POSTS

What sorts of posts are contributing to those strong engagement statistics?

Here are a few samples:

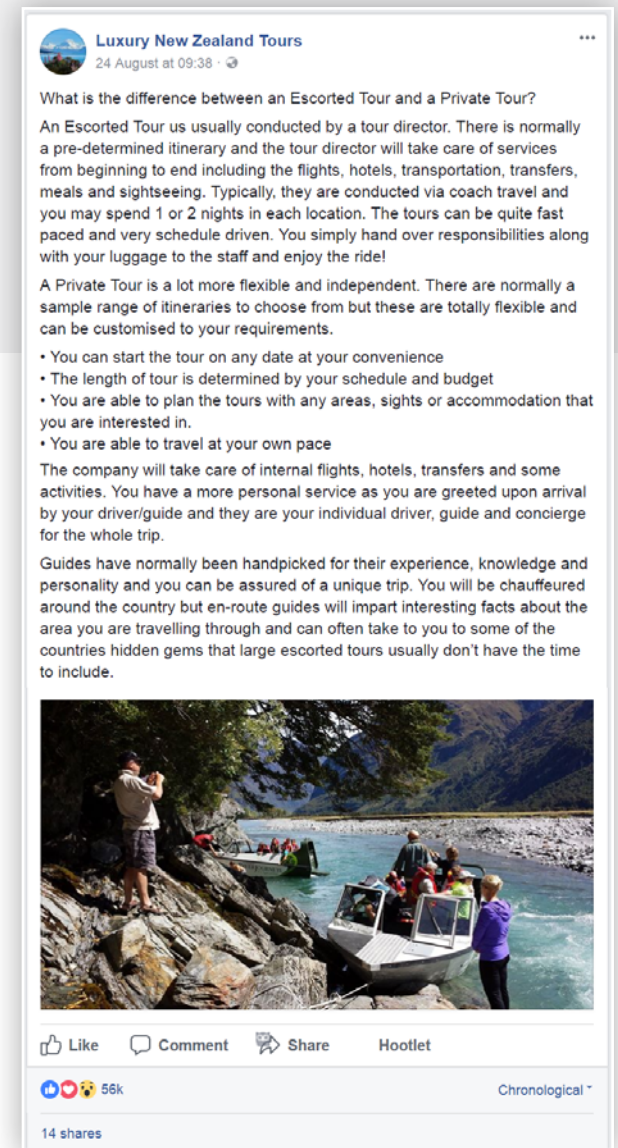
### FUTURECOL

The most popular post for FutureCOL was a congratulatory post with pictures of the NZ Hospitality Championship 2017 winners. We suspect that many of those who viewed and commented on this post were friends and relatives of the winners. It is an excellent strategy: celebrate successes of your people, ideally with photographs.



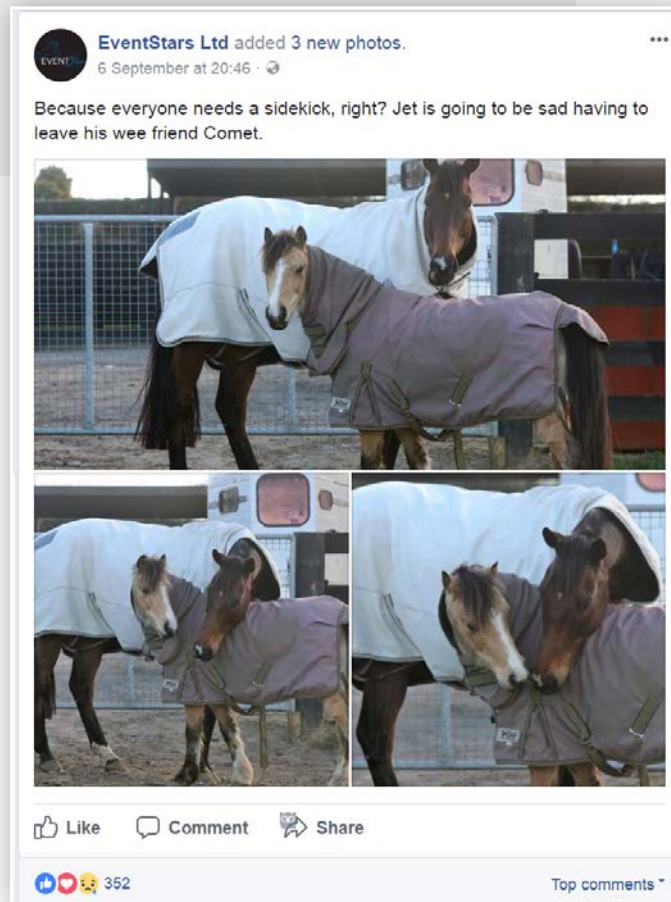
### LUXURY NEW ZEALAND TOURS

This is an information-rich post, carefully crafted in response to what is most likely a Frequently Asked Question. It is objective and unbranded, and is the sort of post that would-be travellers would happily share with their friends.



## EVENTSTARS LTD

This Cambridge-based company, which specialises in “rehoming retired racehorses into sporthorse homes”, regularly posts pictures of its available horses, often telling stories and imparting personality to their charges. It’s a good reminder of the need for the personal touch on Facebook, no matter how big or small your organisation.



## DROVERS BAR AND KITCHEN

It’s a nice, timely touch to include a meme featuring the All Blacks coach, but a word of caution: think copyright and Major Events legislation concerns.

Consumers may be able to get away with sharing content to which they don’t have the rights (and even that is only unless/until they are challenged in a court of law). Commercial enterprises, though? No. Not unless you seek permission, and pay for the privilege.





## CREATIVE CLASSROOMS

This is a not uncommon strategy: offer a prize and then ask consumers to Like or Comment your post to enter. Unfortunately, you are also fooling yourself if you think that all contest entrants are engaging with your brand. Most likely, all that some entrants know and care about you is that you are offering a prize. All that you may know about them, in fact, is that they like to win prizes such as the one you are offering.



## MUD MATES

Mud Mates is a baby & children's clothing store in Napier so this baby-centric meme is definitely on target for the store and its customers. The Likes, Comments and Shares that the post has earned are all in support of the brand and the product range (though, from the numbers, we would expect that this post has spread far beyond the Hawke's Bay catchment area).




We are reminded, however, to step carefully into the world of Internet memes - there is a very real risk of attracting people who like your post but would never in a million years become a customer.

## MAKE IT RAW

TL;DR

Translation: great product targeting, but wow, contest entrants sure have to do a whole lot of things to enter this competition. We would encourage a simpler (and less desperate) approach..


**Make it Raw**
1 September at 18:56 · 🌐

ULTIMATE FOODIE GIVEAWAY!! Valued at OVER \$1000!!

We've teamed up with great like-minded wellness brands to celebrate the launch of Tailor Skincare's new EAT RIGHT FOR YOUR SKIN TYPE eBook

Download the FREE Tailor eBook to be into win! Learn all about which foods are best for your skin and how to nourish your body from the inside out!


BE IN TO WIN: 🍀

- 1x Tailor Your Blend Routine
- 1x Dr Libby Liver Love & Organic Daily Greens
- 1x Little bird organics & The Unbakery Cook Book & 2x Macaroons
- 1x Made by Fressko - Fressko Flask
- 1x Matcha Matcha Starter Set
- 6x Make it Raw Crackers
- 10x Bean Supreme Vouchers
- 1x BePure - Ben Warren One Multivitamin & BePure Three Fish oil
- 12x CHIA Blackcurrant & apple drinks
- 1x The Design Juicery New Skin Cleanse Juice pack
- 12x Good Buzz Kombucha Kombuchas
- 1x Heilala Vanilla extract
- 1x Libertine Blends Runaway Rose Tea
- 1x Pic's Peanut Butter Cashew Butter
- 1x Nuzest New Zealand Protein Powder, "Good green stuff"
- 1x Tanna Farms Coconut Oil
- 5x Be Nourished Sauerkraut & x1 Kimchi

HOW TO ENTER: 🍷

- 1.DOWNLOAD the new Tailor eBook here: <http://eepurl.com/cYaAcP> ✓
- 2.FOLLOW all brands tagged above
- 3.LIKE this image
- 4.COMMENT the word 'done' below
- 5.TELL your friends

🏆-WINNER DRAWN 15TH SEPTEMBER-



👍❤️ 96
Chronological ▾

2 shares
75 comments

## PANIA BROWN ARTWORKS

This post, from an artist talking about her sick cat, has performed surprisingly well – better than her more commercial posts – precisely because the artist has built a relationship with her customers/followers. No, the post won't sell any paintings – but it does strengthen the bonds that already exist, and may lead to business further down the track.


**Pania Brown Artworks**
4 September at 19:12 · 🌐

Dexter is not well! He has a bit of arthritis but his back legs have been collapsing and he was in a lot of pain today which meant a trip to the vet for pain killers and possible x rays tomorrow. He's sleeping poor guy. We hate seeing him uncomfortable and in pain, so send good thoughts his way to have him back to normal soon. Thanks.

👍 Like
💬 Comment
➦ Share
Hootlet

👍❤️👍 76
Top comments ▾



# WHAT TYPES OF POSTS ARE MOST EFFECTIVE ON FACEBOOK?

Businesses that simply post randomly on Facebook soon discover that their followers really aren't interested in an ongoing stream of self-promotional announcements.

To connect with your customers or prospects, you need to create posts that are both interesting and relevant to your followers.

So what types of posts do actually work?

We have identified a number of different approaches that connect with, and engage, consumers both in New Zealand and around the world.

MO\$H

*Businesses that simply post randomly on Facebook soon discover that their followers really aren't interested in an ongoing stream of self-promotional announcements.*



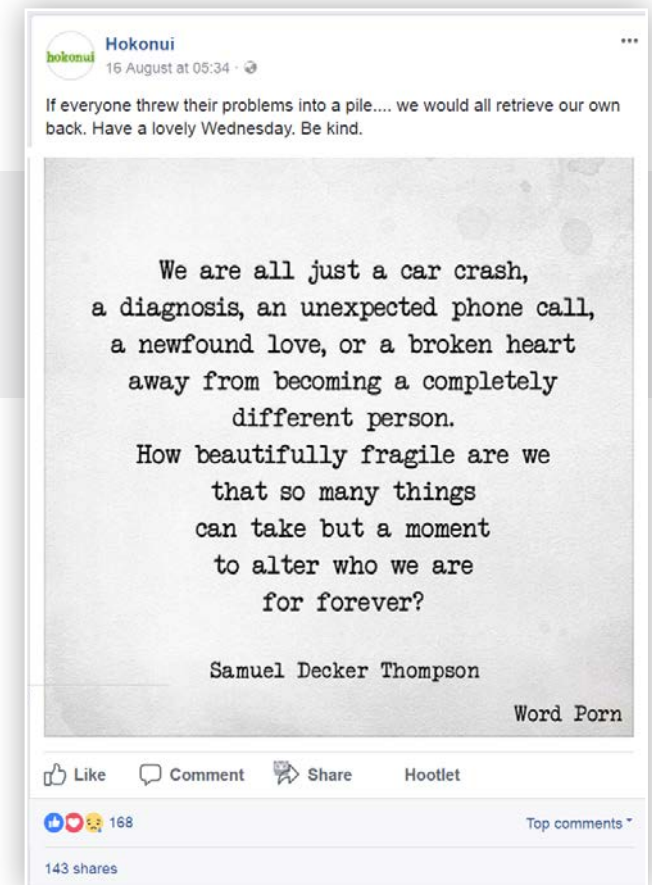
## EMOTION

When it's appropriate, look for opportunities to include an occasional emotional payoff in your posts. But don't overdo it – too many will weaken the impact of individual posts – above all, BE REAL, and be true to your brand.


The post below touched the hearts of many of the non-profit organisation's supporters:




Here's another example of content that provides an emotional payoff, courtesy of Gore radio station Hokonui:



This next post is ideal for mums (of any age):


**Fit with 5 - By Sera Lilly** added 2 new photos.


 Like Page




24 July · Walau Pa ·

Because sometime there are moments that are more important than a clean house...

How i have spent the last hour...should have done some washing but it can wait

♡... [See more](#)






 958

31 Comments

And here's another post that really tugs at the heartstrings:


**Make-A-Wish New Zealand**

31 May ·

Become a Jedi Master, You Will.

Thomas wished for a Star Wars themed treasure hunt on May the 4th!! A huge thank you to all Jedi's involved for making this wish happen for Thomas. A special shout out to Whoa Studios Henderson for allowing us to create a Star Wars Land at your studios for Thomas and his friends. Thanks [SC Photography & Videography](#) for using the force to capture this epic wish!! #wishforce



20k Views

 Like
  Comment
  Share
 Hootlet




 147

[Top comments](#)

129 shares

## BE USEFUL

Not all of your posts can (or indeed should) be dripping with emotion or designed to help your followers look cool.

Another approach, which is more consistent and repeatable: providing useful, helpful advice and information that is both appropriate for your brand and relevant for your customers.

The moment you start dispensing advice rather than only trying to sell products, that's when you'll truly start to gain the trust of your followers and build real relationships with them.

What specialist knowledge does your organisation possess that can be turned into a series of webinars, white papers, videos, blog posts or slideshows?

No matter your industry, you'll possess knowledge that can be turned into an information resource and offered to your followers.

Here is an example from a local builder which meets both those criteria:





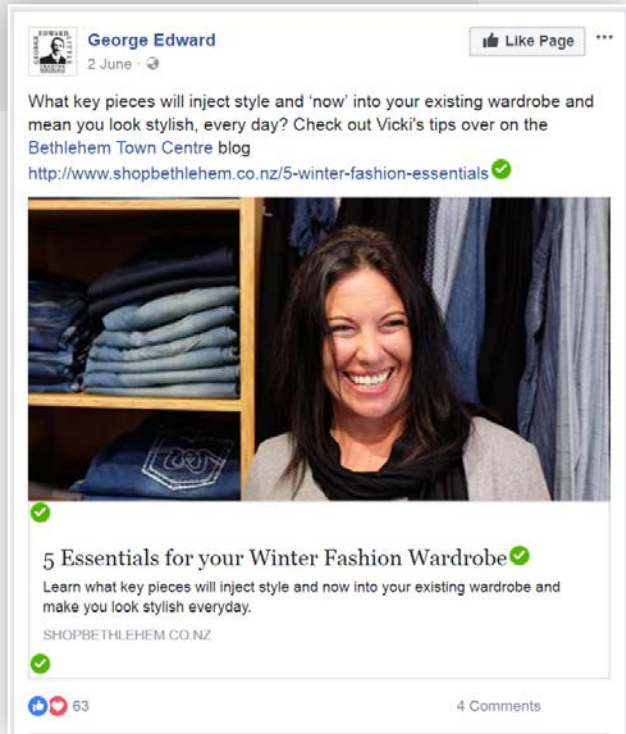
Or you could share health advice, as in this example for pets:

Practical “How To” posts such as meal ideas are a useful choice (if, for example, you are a food supplier):

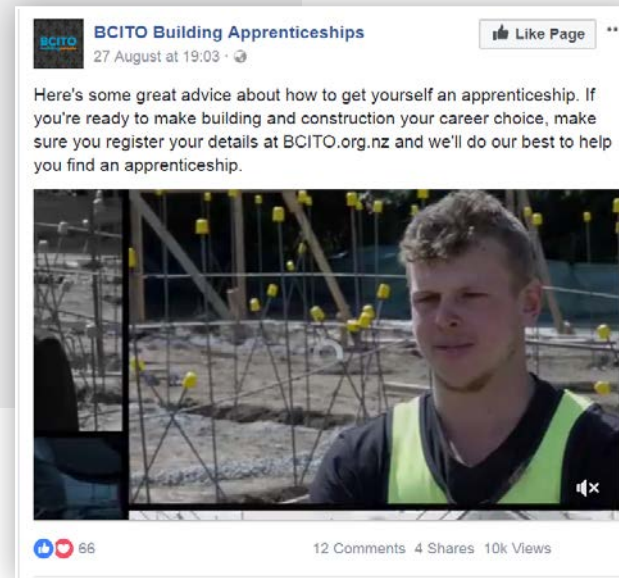




Or, if your brand supports such a stance, dispense fashion advice:



Or offer career advice...



Tips for dirt riders...



How to save the planet, one science experiment at a time...


Advice on bringing up children:

**Happy Mum Happy Child** by Maria Foy with Chux.  
23 June · Paid ·

Like Page

☀️ READ + WIN ☀️

Cleaning doesn't have to be boring! Check out these 6 ways your kids can help out at home, and for your troubles I have a Countdown Gift Card to get all of your cleaning supplies so you can put your kids to work (LOL).  
TO ENTER:... [See more](#)



Top 6 Ways Kids Can Help Out At Home | READ + WIN

Check out the top 6 ways kids can help out at home and you could win a Prezzy Card!

HAPPYMUMHAPPYCHILD.CO.NZ

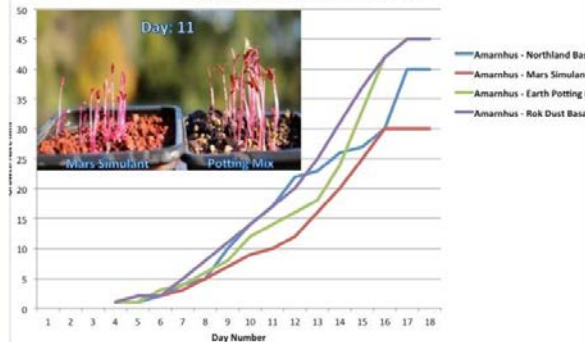
634 734 Comments 134 Shares

**Agrissentials NZ Ltd** added 4 new photos.  
5 September at 13:31 ·

Like Page

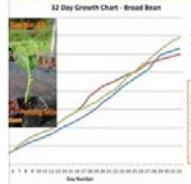
Could we grow food on Mars?  
Harry from Springbank School won the school's Science Fair Excellence Award by trying to answer this question. He got inspired by watching a movie called "The Martian", where a man was left stranded on Mars and he had to grow potatoes to survive until the rescue mission could be completed.  
No Martian soil has ever been returned to Earth, but we do know the chemical composition of the soil, which is most similar to basalt rock.  
Harry used 4 different... [See more](#)

**18 Day Growth Comparison Chart - Amarnhus**




Day Number	Amarnhus - Northland Basa (cm)	Amarnhus - Mars Simulant (cm)	Amarnhus - Earth Potting Mix (cm)	Amarnhus - Rok Dust Basalt (cm)
1	0	0	0	0
5	2	1	1	1
10	10	5	8	12
15	25	15	20	35
18	40	25	30	45

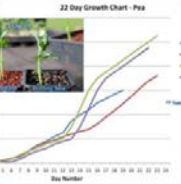
**32 Day Growth Chart - Broad Bean**



**21 Day Growth Chart - Broad Bean**



**22 Day Growth Chart - Pea**



10 1 Comment 1 Share

News of note:

**Wooring Tree**  
4 September at 14:39 · 🌐

**Cromwell's New Walking Wine Trail**

The Cromwell-based 4 Barrels Walking Wine Trail is a new way to navigate around four of Central Otago's premium wine tasting rooms capturing some great scenery along the way.

CROMWELL, Central Otago, New Zealand, 1 September 2017 – The 4 Barrels Walking Wine Trail has been unveiled providing an easy way for tourists and locals to navigate around four of Central Otago's premium wine producers by foot. The self-paced 8 kilometre loop trail includes Misha's Vineyard, Aurum Wines, Scott Base and Wooring Tree Vineyard, as well as capturing some wonderful scenery through orchards and around Lake Dunstan.

The total walking time on the trail is approximately 90 minutes and can be completed in 3.5 hours assuming 30-minute stops at each tasting room. The trail time may be extended if including a lunch break along the way. At three of the tasting rooms there are lunch and/or platters available or there is the option of bringing one's own picnic and finding a scenic spot.

"Together we offer an incredibly diverse range of wines which really showcases the depth and diversity of this amazing winegrowing region" said Misha Wilkinson, Director of Misha's Vineyard. As well as being able to taste Central Otago's famous pinot noir, wine selections include pinot gris, rosé, chardonnay, sauvignon blanc, gewürztraminer, riesling, sparkling and dessert style wines, port, and even a beer option at one of the Tasting Rooms.

The 4 Barrels Walking Wine Trail brochure includes a uniquely illustrated trail map designed by South American artists Marcelilla Pilla and Leandro Baud, who now live in New Zealand. Having successfully won the map design competition, sponsored by the four participating wineries and promoted on social media, the skills of the two artists so impressed the wineries that they were then commissioned to produce the entire brochure. Walkers are encouraged to visit all four tasting rooms to gain a stamp on the brochure's passport page in order to enter the quarterly draw to win a mixed case of wine from the participating wineries.

The initiative for this walking wine trail was prompted by the increase in the number of tasting rooms that have opened in close proximity to Cromwell's town centre as well as the rise in tourism across the region. The Monthly Regional Tourism Estimates from the Ministry of Business, Innovation and Employment (MBIE), show that the Central Otago region was up 9% to \$190 million in visitor spending for the year ending June 2017. According to Tourism New Zealand, 24% of tourists arriving in the country take part in a wine experience, up from 13% in 2014, and wine tourists stay longer and spend more than the average visitor. NZ Winegrowers, the national industry body has partnered with Tourism New Zealand to further promote wine tourism experiences as international visitor data show how important wine experiences are to visitors.

The 4 Barrels Walking Wine Trail is free. The only costs that may be incurred are wine tasting fees (depending on the policy of the tasting rooms) which are redeemable on a purchase, as well as optional food purchases. Brochures are now available at the Cromwell i-Site, Cromwell accommodation providers and at each of the participating tasting rooms.

For further information, please contact:

- Misha's Vineyard Tasting Room [www.mishasvineyard.com](http://www.mishasvineyard.com) ✓
- Misha Gillan - [tastingroom@mishasvineyard.com](mailto:tastingroom@mishasvineyard.com) Tel: 03 445 4456
- Misha Wilkinson [misha@mishasvineyard.com](mailto:misha@mishasvineyard.com) Tel: 0210 2200812
- Aurum Wines [www.aurumwines.co.nz](http://www.aurumwines.co.nz) ✓
- Lucie Lawrence - [lucie@aurumwines.com](mailto:lucie@aurumwines.com) Tel 03 445 3620
- Scott Base Facebook @spaceatthebase
- Carolyn Murray [spaceatthebase@gmail.com](mailto:spaceatthebase@gmail.com) Tel 022 406 8509
- Wooring Tree Vineyard [www.wooringtree.co.nz](http://www.wooringtree.co.nz) ✓
- Jane Bews [cellardoor@wooringtree.co.nz](mailto:cellardoor@wooringtree.co.nz) Tel: 03 4454142

**CROMWELL**



**THE 4 BARRELS WALKING WINE TRAIL**

Like Comment Share

👍❤️👍 1.2k Chronological ~

264 shares 845 comments

And in fact you can create How To posts on just about anything...

**Breakfast** ✓  
28 October 2016 · Auckland · 🌐

Like Page ...

He's become NZ's favourite dad. Jordan Watson and daughter Alba behind Facebook's **How to DAD** paid us a visit. He's just released a book full of his funny parenting tips!



**HOW TO DAD'S NEW PROJECT**

LEAGUE: STEVE MCNAMARA NEW WARRIORS ASSISTANT COACH

3.7k 124 Comments 242 Shares 206k Views



## BEHIND THE SCENES

One of the key reasons why many people sign up to follow their favourite brands and organisations is so that they can be the first to know inside info and exclusives. Take advantage of this desire whenever you can: offer sneak peeks behind the curtain.

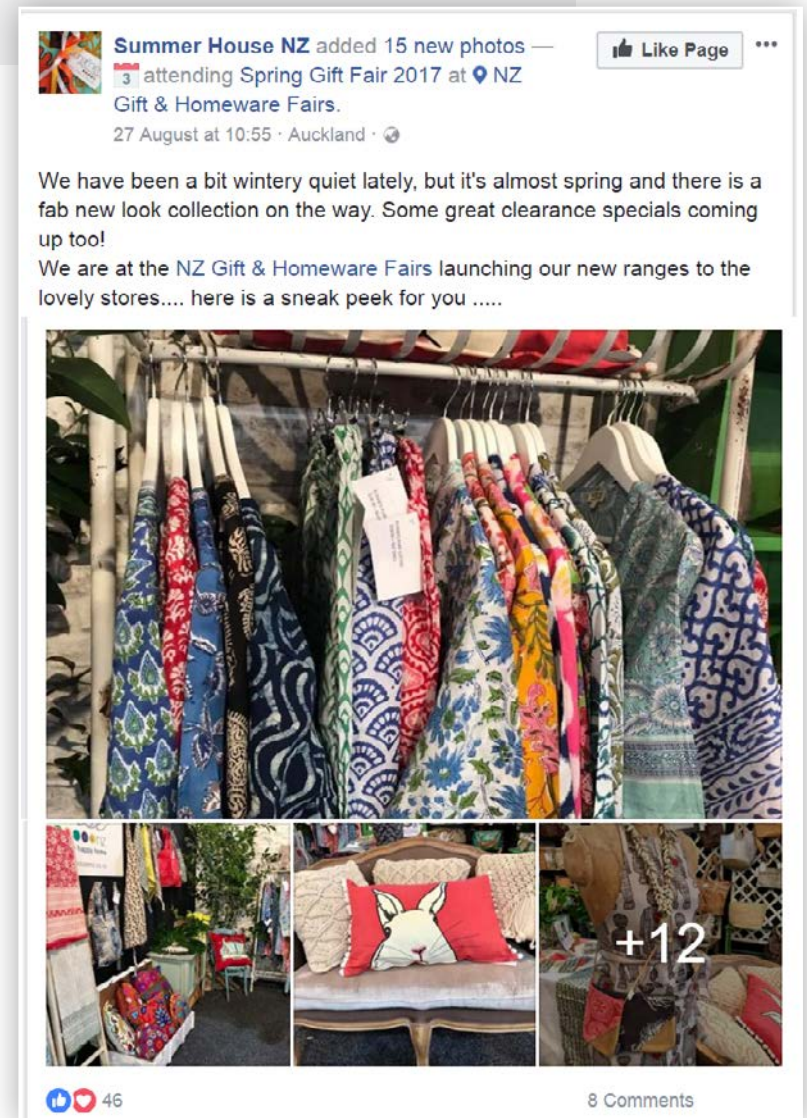
Planning to launch a new product or service? Whatever you do, tell your fans first – ideally, at about the same time as you're informing your resellers, retailers or other distribution channels.

At that point, you won't have to worry about the news leaking to your competitors – it's already out there if you've told the trade – but you can still give your followers an exclusive peek, well before the general public finds out.

Here's one example, announcing a new offering:



Here's another.





And, below, here's someone who's doing the right thing, teasing a new product ahead of its launch:


**Arbonne Australia & New Zealand**
Like Page

21 April ·

**Product Launch: NEW Rescue & Renew**

It's time to pamper you body, mind and soul with our NEW Rescue & Renew Range. Integrating botanical extracts and pure botanical essential oils with aromatic features sourced from around the world, you'll experience a ritual that reinvigorates your whole body.

[Shop Now...](#) [See more](#)



591
78 Comments 1.1k Shares 34k Views

And


**Moustache Milk & Cookie Bar**
Like Page

7 September at 11:22 ·

guys we have a sneaky surprise drop of our VERY FIRST batch of our new Edible Cookie Dough. MO DOUGH's completely safe to eat raw yet also bakes beautifully like a normal Moustache Cookie. I've been nervous about launching this new product so decided to do a soft online launch & Team Mo will deliver it free of charge to you TOMORROW 08/09/17 (AKL Central suburbs only - use code 'MODOUGH' at checkout). Snag one of these first tubs via our online cookie shop [www.moustache.co.nz](http://www.moustache.co.nz)... [See more](#)



Products shown:

 <p><b>MO DOUGH: Edible Cookie Dough Tub</b> Moustache Milk &amp; Cookie Bar \$13.00</p>	 <p><b>See more at Moustache</b> 46,710 likes</p>
---	--

1.6k
840 Comments 24 Shares

Like Comment Share Hootlet

Events...

Sports and events are naturals for previews...


**Winter Games NZ**
2 September at 19:00 · 🌐
Like Page

Olympic gold medalist [Jamie Anderson](#) has given us a sneak peek into what to expect tomorrow! The Snowboard Slopestyle World Cup qualifiers start at 8.30am at Cardrona Parks NZ. Come up and watch the action! GoPro #Audiquattro



👍❤️😂 294
10 Comments 18 Shares 8.5k Views


And...


 安章格 shared a link.
 7 September at 14:49 · 🌐




**Behind the Scenes at the NZ Chocolate Awards**  
VIMEO.COM | BY THISNZ LIFE

Like
Comment
Share
Hootlet


**Blake 'Bilko' Williams**
28 February · 🌐
Like Page

Some of the best behind the scenes footage from Nitro Circus NZ! We like to have a good time!!!  
WATCH HERE: <https://youtu.be/jGykFajU30s> ✓  
Make sure you subscribe for heaps more VLOG's comin! #BilkoTV #Yoiitt #NitroCircus Monster Energy



👍❤️😂 639
3 Comments 48 Shares 13k Views



One sector that thrives on Behind the Scenes sneak peeks, of course, is the entertainment industry. There are plenty of examples of such backstage previews, such as:



And Te Papa:

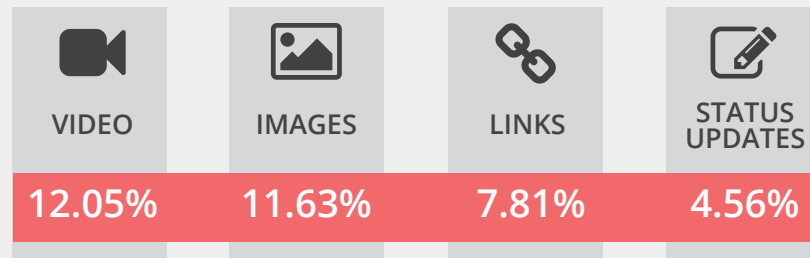


## VISUAL IMPACT

A picture tells a thousand words – and also determines your reputation in the eye of your viewer. If a picture doesn't look great, try to avoid including it on your post.

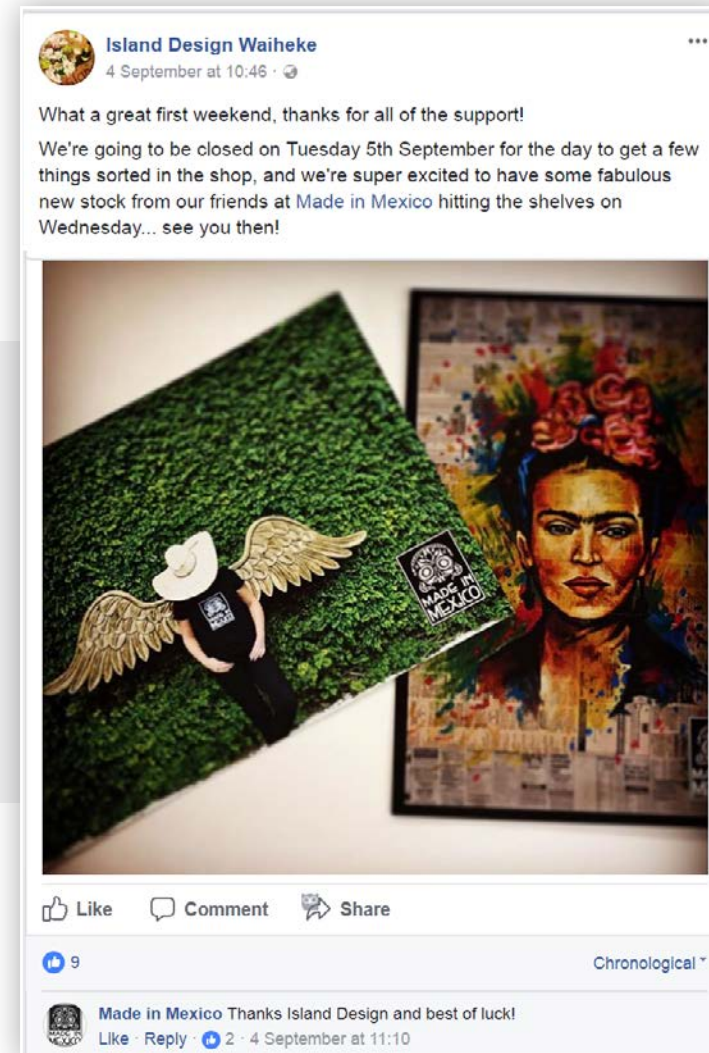
A 2017 study of 800 million Facebook posts by BuzzSumo found that videos and images are significantly more likely to lead to Engagement than either Links or Status Updates.

### FACEBOOK ENGAGEMENT RATES BY POST TYPE



Source: BuzzSumo Research April 2017

Just including an image on your post may not be enough, however. If you want to really stand out, strive to feature dramatic imagery such as this example:





Or – since here in New Zealand we're surrounded by natural beauty – photos of our beautiful country can also get do the trick.



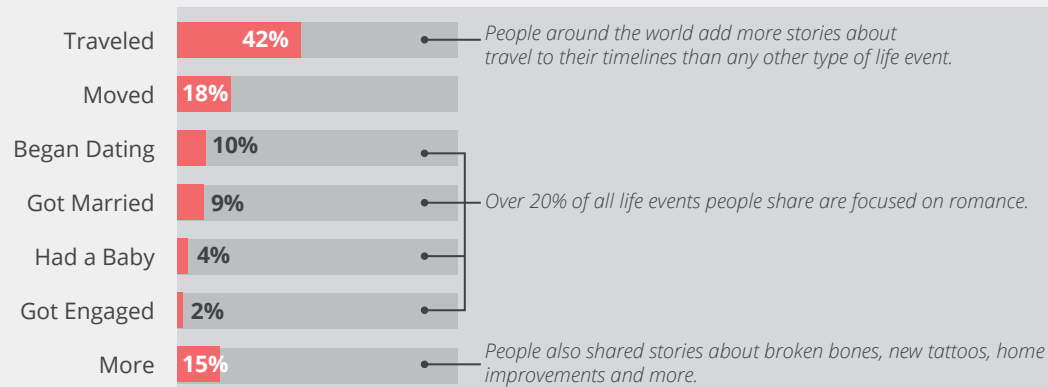
Of course, beauty (and visual appeal) is in the eye of the beholder. What's important is what will look good for your target audience:



## TELL STORIES

Stories lie at the heart of Facebook, especially for personal posts. If you want your brand posts to be shared, take inspiration from these statistics calculated by Facebook:

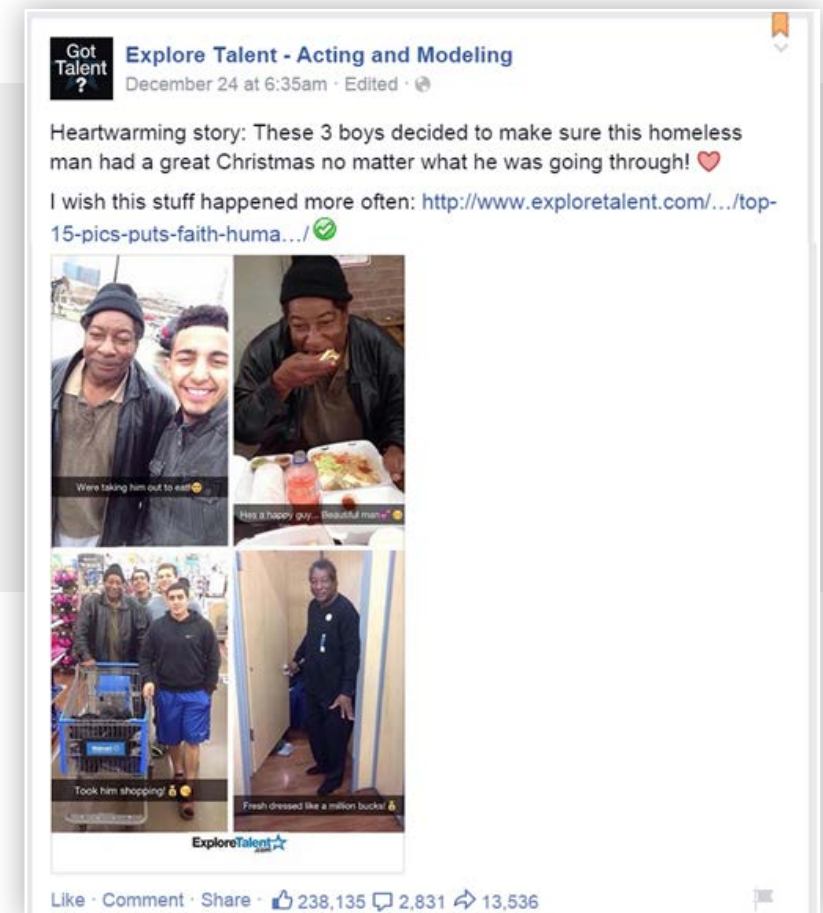
### STORIES PEOPLE SHARE MOST



### WHAT SORTS OF STORIES SHOULD YOU SHARE?

As always, we direct you back to your brand values. The stories you share MUST reflect your organisation's values and expertise.

Don't fall into the trap that this talent agency did, sharing a story that has attracted staggering numbers – but which is simply off-topic for the agency's brand.



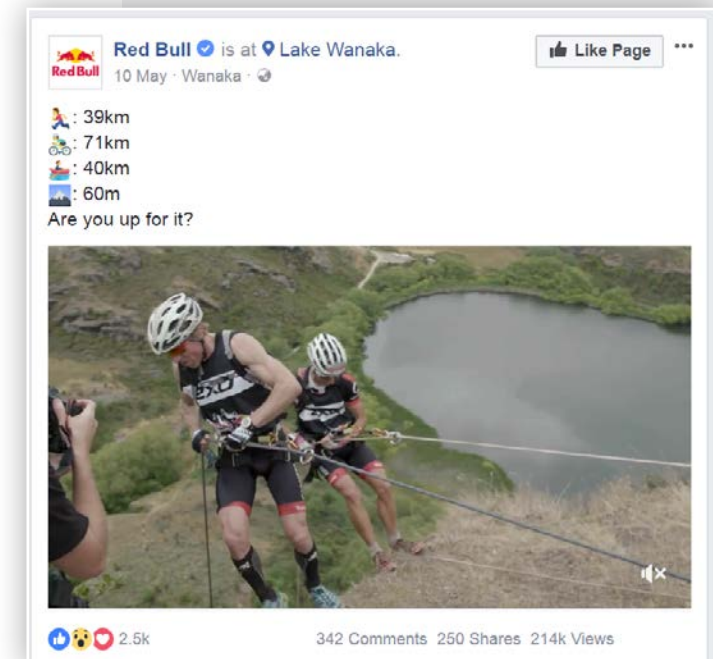
For example, the following post comes from an insurance provider, and the story told fits with the company's expertise:



And, while we're talking stories, check out the Facebook Page for Red Bull, which (in harmony with its corporate content philosophies) is all about sharing stories of those living on the wild side of life:



...and living as if you have wings.





## ENTERTAINING

Another type of content that people love sharing: stuff that's fun or funny. Here's another example from Hokonui:



So by all means, share stuff that's funny. Just ensure that the humour is

- suited to your target audience;
- appropriate for your brand; and
- not offensive (unless that's your brand's personality type).

If in doubt, ask yourself: "Would my Chairperson's significant other be happy to read about this in the paper?"

Take a look at this example, from the Best Nest...





## ASK QUESTIONS

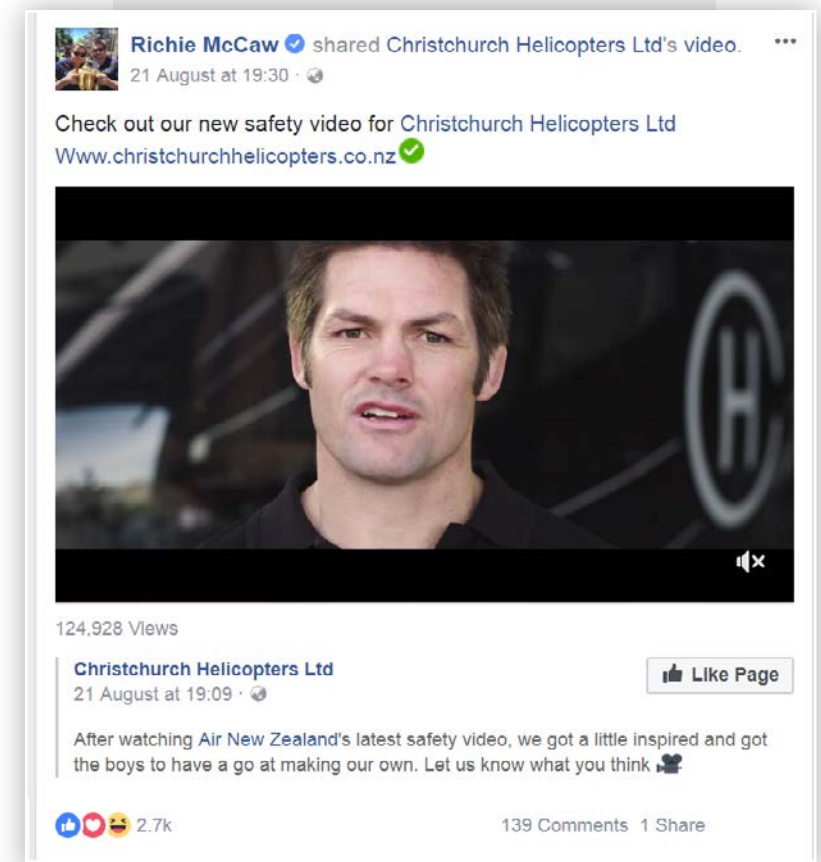
A popular method of encouraging engagement: asking questions.

As always, any questions you ask should be pertinent to your brand. Don't just ask questions to improve interactivity, though: ask your followers for information as well. That can be in the form of a full-blown survey, or just a request for them to share their opinions.

Your Facebook polling just might help you in your business – or even lead to enhanced business opportunities for your organisation.



Or you could simply ask for feedback:



Perry Marshall, co-author of the book Ultimate Guide to Facebook Advertising, suggests:

*Almost always end with a question. Ending with a question invites conversation from your fans, and conversation is positive feedback.*

*For instance, if you're running a Facebook page that features children's books and you run across a great list of 100 books every child should read, you may be tempted to just post a link to that list as a status update. The problem is, posting a link to a list of books doesn't really invite feedback. This list could be used instead to inspire a Facebook message that invites feedback:*

*"My favourite book when I was growing up was: \_\_\_\_\_."*

Now, instead of posting a link to a list, you've posted a simple question that invites immediate feedback. Users can quickly respond, have a bit of fun and go on their way.


**Sleepytot New Zealand**
added 4 new photos.
Like Page

1 September at 13:35 ·

How much fun is your toddler going to have at dinner time with their Constructive Eating - Construction Placemat, Utensils and Plate?

Pushing around their peas, stabbing their sausages, and spooning in dessert! And using the special construction plate as the base to do it all!

The 28cm x 43cm Polypropylene placemat features an aerial view of a construction "worksite." The placemat is durable and is easy to wipe clean. Shaded images of the construction utensils and subtle features from the construction plate provide the opportunity for children to help get ready for meals by setting their place at the table.

Purchase the 3 items and save!

Also available in Fairy Garden.

What is your favourite - fairy or construction?

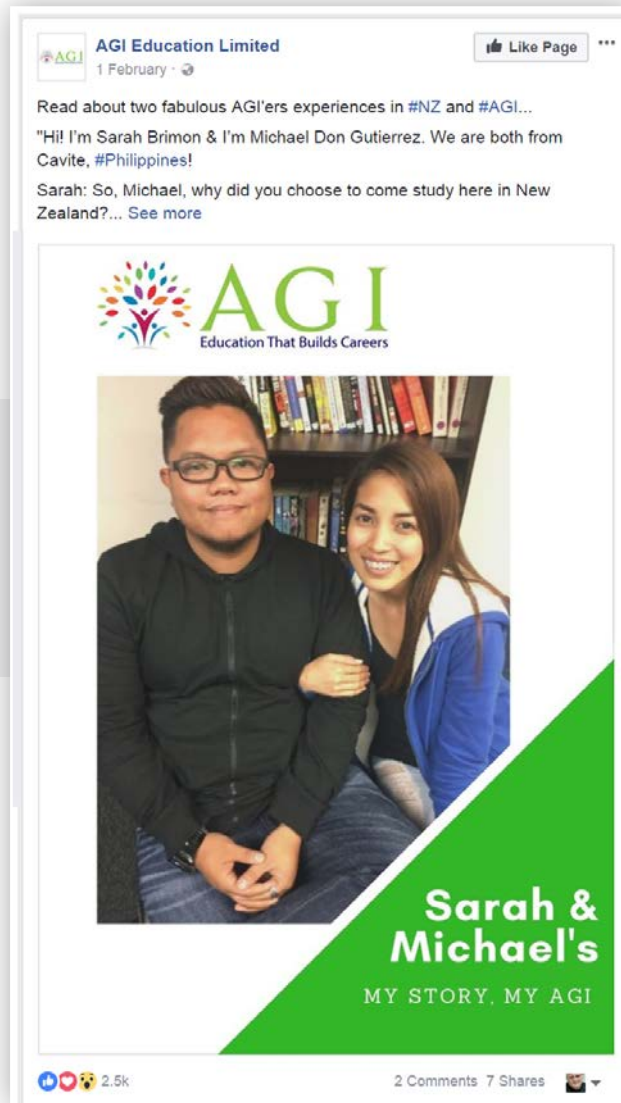
<https://sleepytot.co.nz/b.../product-category/eating-products/>



158
146 Comments
19 Shares

## INTERVIEW PEOPLE

Consider interviewing or profiling your employees or customers. People love to read about other people, and chances are the friends and family of your profile will share the post too.



Don't forget that Facebook is all about people, and about relationships. Don't just adopt an anonymous corporate persona – introduce your followers to the people behind the organisation, personalise your posts and breathe life into your connections with your customers and prospects.

Sometimes, rather than a full-blown interview, a simple introduction (with photos) can be just as effective:





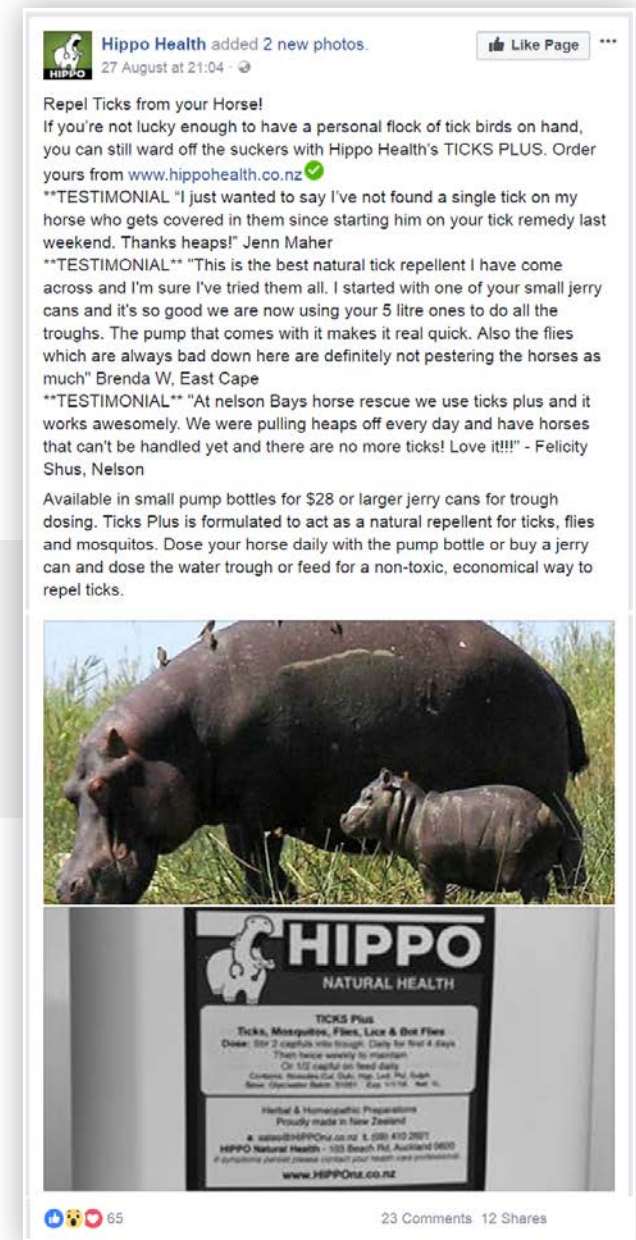
## TESTIMONIALS

Testimonials make for excellent self-promotional posts. They also provide the social proof that today's consumers want to see before they'll consider doing business with your organisation.



Have a system in place to capture testimonials from satisfied customers – and to gain their permission to publicise such testimonials, either with their full name and even a photo, or semi-anonymously (e.g. "Matthew C.").

Sometimes, such testimonials are (or appear to be) unsolicited – all you have to do is to get permission from the happy customers to share the testimonial on Facebook.





At other times, the social proof is clearly part of a formal campaign:



**Speech New Zealand**

 Like Page
 

6 September at 13:44 · 

Here is a testimonial from one of our students: how Speech NZ exams developed his speaking skills.

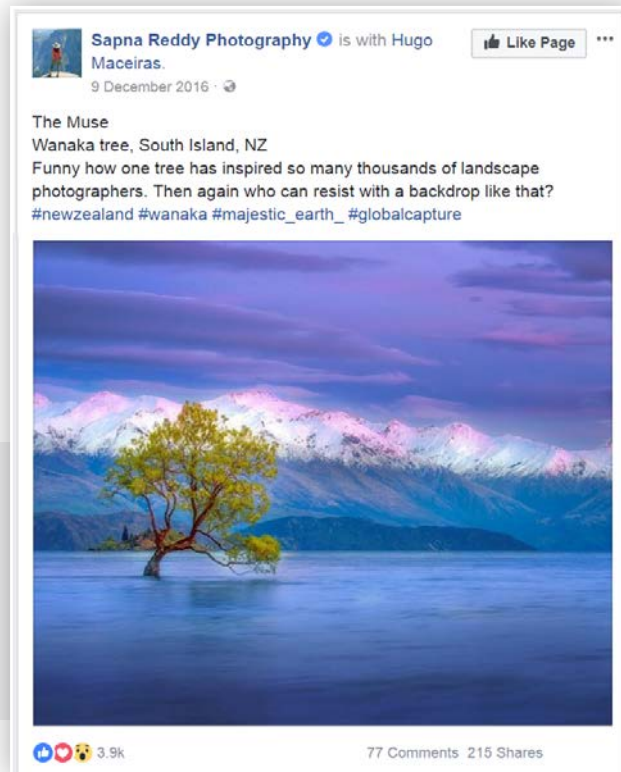


 9
 

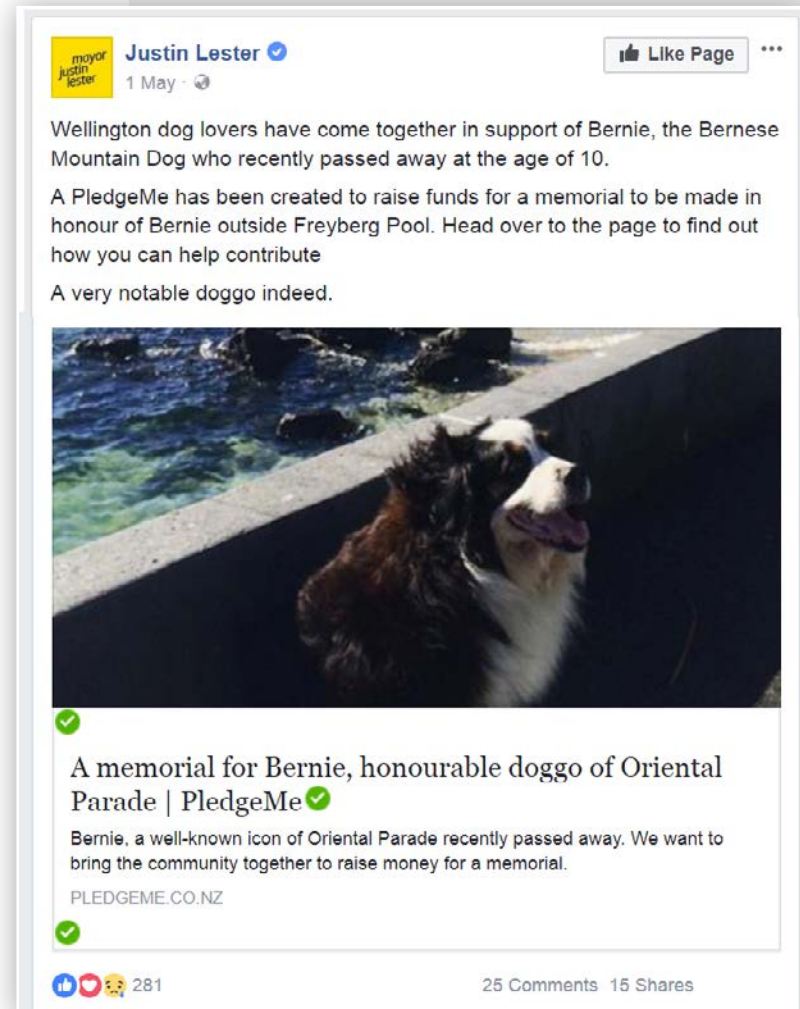
128 Views

## INSPIRE

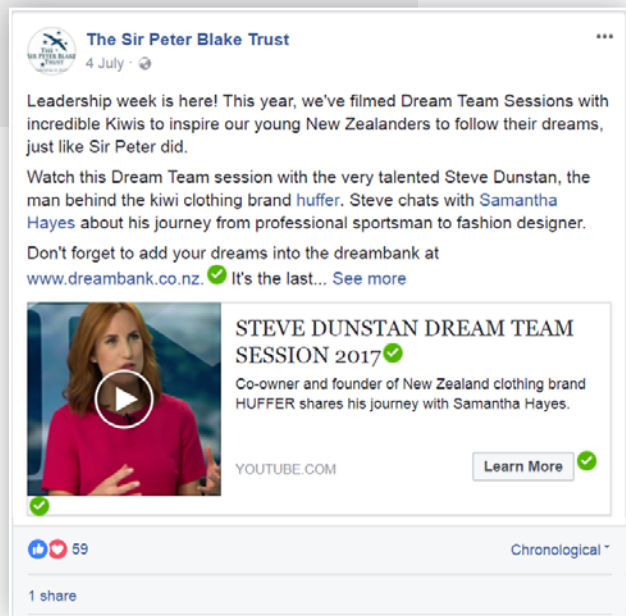
Sometimes, your posts can give people ideas. Brainstorm ways in which your brand or organisation might inspire (if it doesn't already come naturally to you). Then capture and post inspiring images and copy, like this:



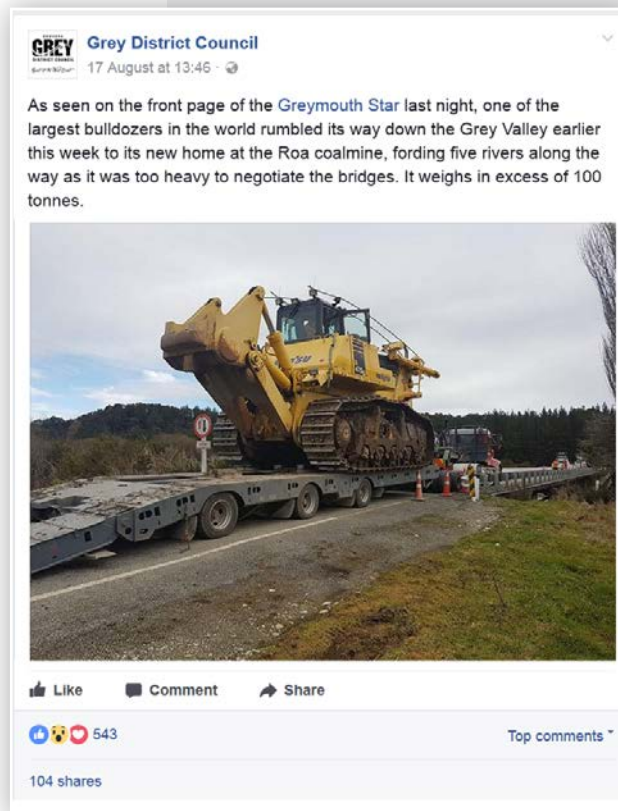
At other times, inspiration can come in the form of shared goals to strive towards.



Or goals that you can help your followers achieve:



Or even just interesting stuff, like Greymouth's Grey District Council inspiring its followers and constituents with this picture of a very, very, very big bulldozer.



Inspiration can take many forms, but it's a natural fit for any organisation selling dreams and experiences. Travel advertisers, for example, should opt for inspirational postings whenever they can:





Almost any product can be transformed through inspiring, aspirational posts. There was a time, for example, when computers were distinctly unsexy – just boring beige boxes. Then Steve Jobs came along. As BusinessWeek noted back in 2009:

*Steve Jobs doesn't sell computers. He sells the promise of a better world. True evangelists are driven by a messianic zeal to create new experiences. When Jobs introduced the iPod in 2001, he said, "In our own small way, we're going to make the world a better place."*

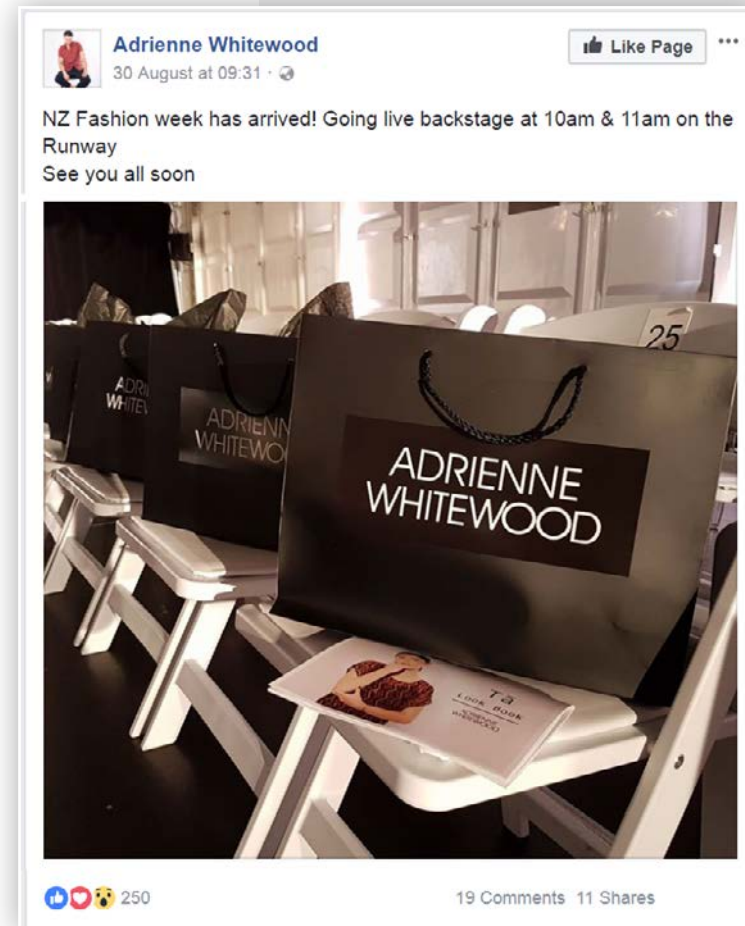
*Where most people see the iPod as a music player, Jobs presents it as tool to enrich people's lives. Of course, it's important to have great products. But passion, enthusiasm, and a sense of purpose beyond the actual product will set you and your company apart.*

Some products, of course, are inherently more inspiring than others:



That doesn't mean you should give up attempting to inspire, but simply that you may have to try harder than those brands that are inherently inspiring all by themselves.

Yes, products such as Fashion Events can also be naturally inspirational – but, even so, this fashion label has combined the event with a peek behind the scenes, to make this post even more newsworthy.



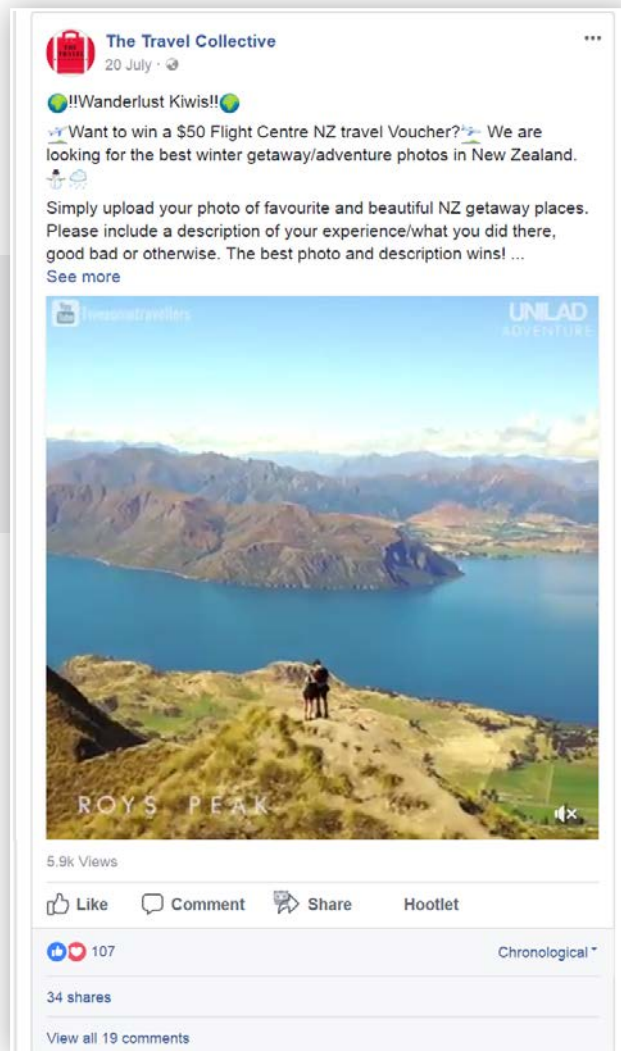


## CROWD-SOURCED

Another type of post that has proven very popular on social networks: content provided by your followers. Many organisations invite their fans to provide images related to their business, which they then highlight as “photo of the day/ week” or similar.

Be on the lookout for opportunities to feature your customers using your product or service. Encourage your followers to share their stories with you so that you can share them with the world.

NB: It’s usually not necessary to offer incentives – fame is its own reward.




GoPro, in particular, uses the concept well, showing its own product in use (in typically high-octane circumstances), via photos...



...and videos:



Wherever possible,  
crowd-sourced  
stories should be  
integrated tightly into  
your Pages:


**United Car Care NZ** ✓

23 June · 🌐

👍 Like Page


⋮

📷 Customer Submission 📷

ValetPRO Dragons Breath has remained one of our most popular products over the years - and continual awesome feedback shows us just why!

The pH Neutral formula of Dragons Breath removes iron contaminants from painted surfaces with ease; as can be seen on these Prodrive wheels....

[See more](#)



🔒 Click for details



## TOPICAL AND TRENDING

Many marketers attempt to link to trending topics that people are talking about.

Of course, if you have to dig too deeply to find a trending topic, it's unlikely to be popular or well-known enough to be used for promotional purposes.

Marcus Ho explains the theory behind the strategy:

*Trending triggers are a very powerful way for brands to connect with their audience. There will always be news concerning any brand's industry, providing a limitless source of content for brands to make use of and get audiences to engage with them.*

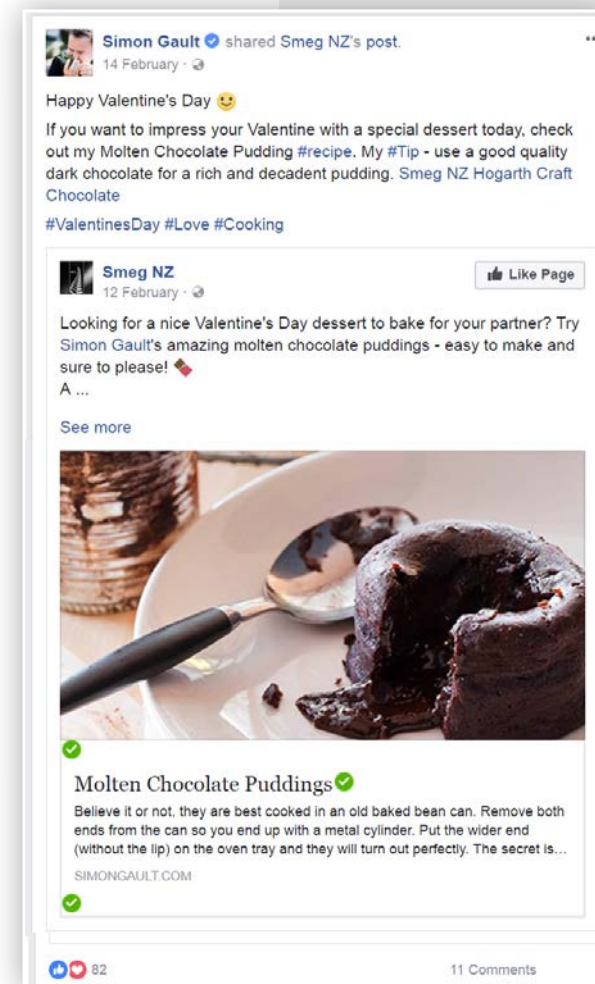
*So that said, what kind of trending triggers can your organisation use to connect to your audience? There are three main types of content you can use: Breaking News, Industry News, and Seasonal Events.*

*Any trending triggers you use should be highly relevant to current news, as well as your brand's values, and should ideally be used within three days of the news content breaking.*

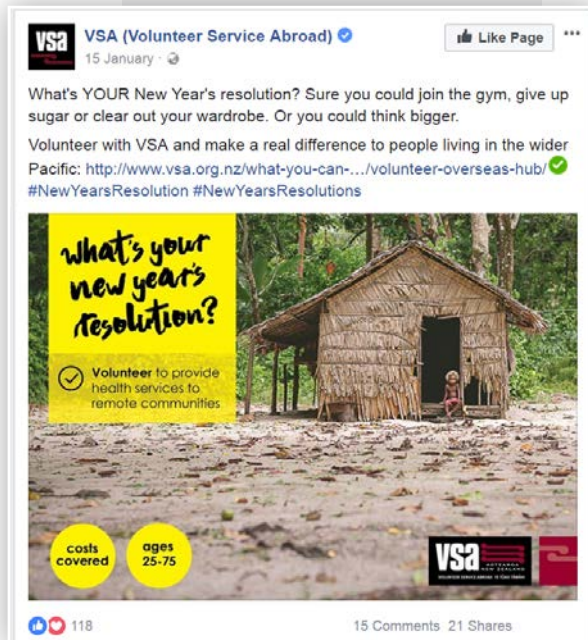
Here's an example of a retailer taking advantage of the election news cycle:



And a restaurateur (in partnership with a kitchen appliances manufacturer) linking into a regular seasonal happening:



Topicality can work, as long as the connection is relevant to your brand (surprise, surprise). This example shows how the connections can be made effectively:



See here for another organisation taking advantage of New Year's Resolutions:



And, whilst not directly relevant to the brand, this New-Year's-themed post demonstrates Corporate Social Responsibility:





This next example shows a similar topical touch from a big brand:



**So Good NZ** ✓

12 January · 🌐

Like Page ...


Starting the New Year to become a fitter and healthier you? Share your resolution progress and be in to WIN a So Good™ prize pack to help keep you on track this year! Entries close 17 January



106

63 Comments 3 Shares

On the other hand, this next example is a case of trying a bit too hard:



**Splunk**

December 20, 2014 at 11:22am · 🌐

Stay off Santa's naughty list by using Splunk Enterprise to troubleshoot problems and investigate security incidents in minutes: <http://splk.it/g0z> ?



**Introducing Splunk Enterprise 6.2** ?

Splunk Enterprise is the leading platform for real-time operational intelligence. It's the easy, fast and secure way to search, analyze and visualize the massive streams of machine data generated by your IT systems and technology...

[HTTP://SPLK.IT/G0Z](http://splk.it/g0z)

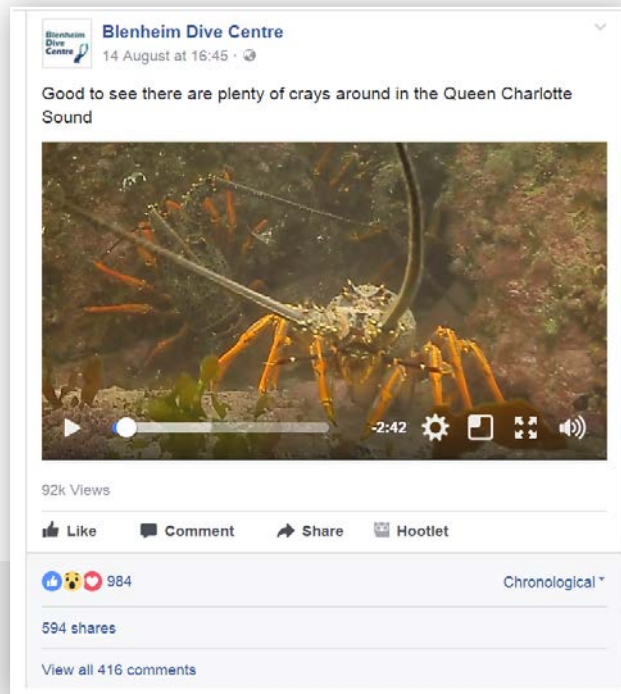
Like · Comment · Share · 20 2

## HARNESSING PASSIONS

A number of businesses operate in product or service categories that attract passionate followers. Sir Peter Jackson, for example, creates movies that attract hundreds of thousands of fans.

But you don't have to be creating multi-million-dollar blockbusters to lure a crowd. Think about what elements of your industry or product you and your customers could be passionate about, and feature those elements in your Facebook posts.

Blenheim Dive Centre, for example, despite having only 1,355 followers, achieves 984 reactions, 594 shares, 416 comments and 92,000 video views with this single post showing crays in action – simple, but massively appealing to those who love diving.



Similarly, Choppers Auto Body Shop on Auckland's North Shore really understands what its audience wants to see, and delivers a drool-worthy set of photographs to its eager followers.



## BORROWED INTEREST

The final major category you should consider is the category we call Borrowed Interest.

The whole notion of Borrowed Interest posts is that you identify stories that your followers would want to share, and link your brand or organisation to those stories.

A word to the wise (do we still need to point out that these stories MUST be relevant to your brand?): always, always opt for relevance over virality, even though it may be tempting to do otherwise.

### A CLASSIC EXAMPLE

Cute Animals are a great topic of Facebook conversation (and ideal as a Borrowed Interest message if your business deals in pet-related products).

For example:



Similarly, this pet food provider entertains its followers with terminally cute animal pictures:





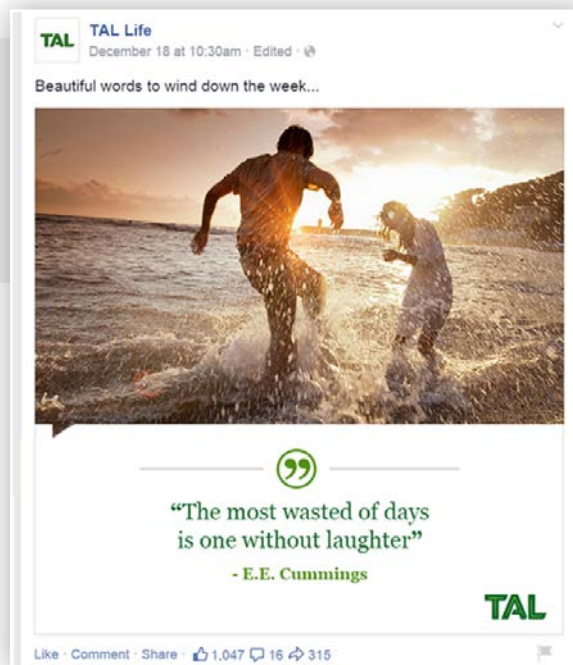
Combine cute animals with a competition and you're well on your way to social success:



### WHEN BORROWED INTEREST APPROACHES FAIL

Not every Borrowed Interest post is relevant to the posting organisation.

Here's an alas-too-typical Facebook post that (a) provides a message that people want to share but (b) is unrelated to the business of the page owner.



Combine cute animals with a competition and you're well on your way to social success:





# WHAT TO WATCH FOR ON FACEBOOK

## FACEBOOK VIDEOS: AVERAGE INTERACTIONS BY TOPIC



We conclude this report with a quick summary of some of the recent and impending Facebook developments that matter for Kiwi marketers.

## VIDEO

The last couple of years have seen incredible growth in video for Facebook. Social Media Today revealed the underlying numbers:

*At the end of 2014 Facebook hosted approximately one billion video views per day. By the close of 2015, that figure had grown to over eight billion. While there's still some debate about what qualifies as a video view (3 sec vs. 10 sec. vs. 30 secs?), the overall trajectory of Facebook video consumption is undeniable.*

*Video is central to Facebook's vision for the future of the platform. In 2014 CEO Mark Zuckerberg was quoted as saying "In five years most of Facebook will be video".*

Despite that report, BuzzSumo found in April 2017 that just 10% of the 800 million posts it analysed included video. The future is taking its time getting here Mark.

And video doesn't work for every product category, either. BuzzSumo found that Food is by far the most effective category for video (at least in terms of generating interaction and engagement):

As we noted earlier, video posts (at 12.05%) do outperform image-based posts (at 11.63%), but the difference isn't so great that you should invest heavily in Facebook video – not yet, at least.

If your product category is Food, do consider using video. Otherwise, keep watch on your competitors but don't rush in (unless it suits your corporate objectives).

## FACEBOOK WATCH

In August 2017, Facebook announced Watch, a video platform for all types of streaming “shows”, from video blogs to live broadcast scripted series.

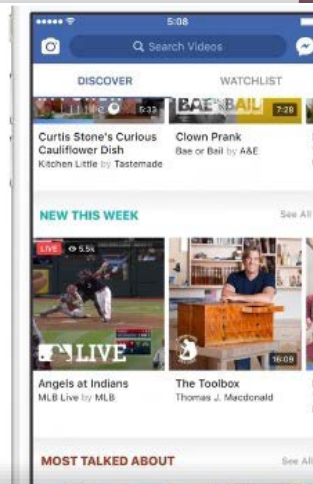
The Watch platform is currently rolling out in the US, and will be rolled out around the world in due course.

Watch is Facebook’s first real step into the world of streaming video programmes, bringing it into competition with the likes of YouTube, Netflix, Lightbox and Neon (and, of course, traditional broadcasters).

Watch will be monetised through in-program advertising breaks, with content partners able to keep 55% of the revenue.

Watch represents a whole new advertising medium for marketers. It is too soon to gauge the likely impact, but in due course Watch should see Facebook competing for television advertising dollars alongside YouTube, Sky, TVNZ and MediaWorks.

Discover new shows  
to enjoy with friends and other fans.



## FACEBOOK MARKETPLACE

In early October 2016, Facebook officially rolled out its new Marketplace offering to users in the UK, the US, Australia and New Zealand. We say “officially” because in fact at least some of us in New Zealand have had Marketplace on our Facebook app on our phones for some time before that.

### WHAT IS MARKETPLACE?

Think of it as something of a Trade Me offering for Facebook - or rather, more of a Trade Me front page, with just a handful of products and their photos (from nearby sellers) presented to potential purchasers.

As Trade Me Marketplace head Stuart McLean noted in an interview on Stuff, the company would be silly not to take competition from Facebook seriously. However, the Facebook Marketplace offering isn't currently seen as much of a threat. That may be partly because Facebook isn't facilitating payments or delivery and doesn't support an auction function.

The service is probably best designed for people using a tablet computer to browse for goods in nearby suburbs with no particular purchase in mind.

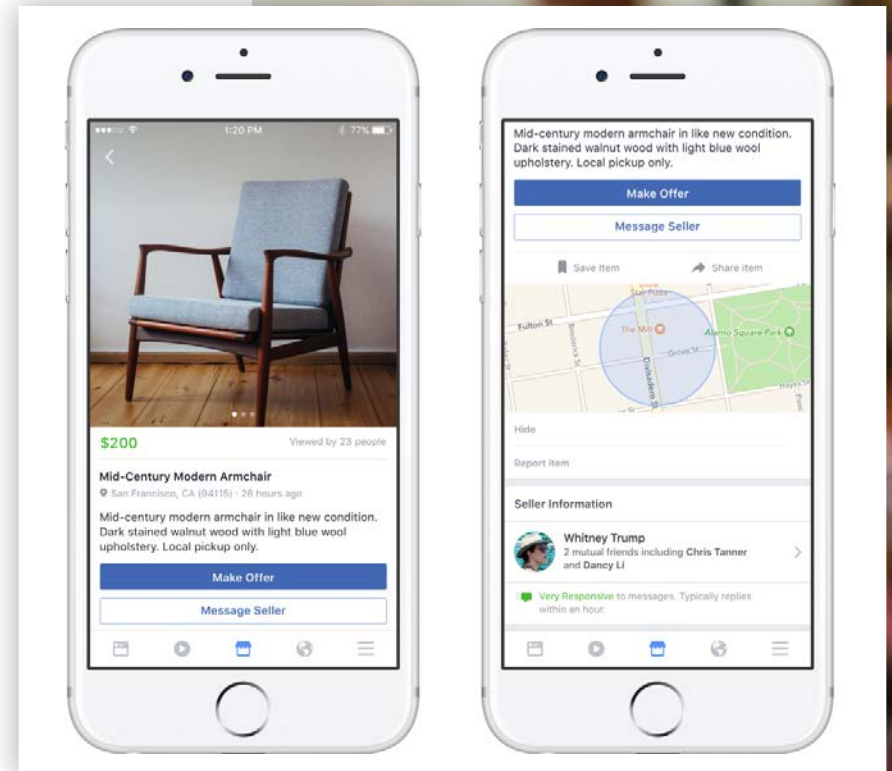
Still, as Trade Me spokesman Logan Mudge observed in an interview early in 2016, Trade Me keeps an eye on social media competition.

*“We haven't seen any real dents in trading attributable to Facebook commerce, however we'd be pretty silly not to think about the impact of social media on our business, and we do have a healthy degree of paranoia in this area. We're conscious of different social models and new entrants to the market, and we do recognise the user base and networks that Facebook have in place.”*

### STILL AT AN EARLY STAGE

In its current iteration, Facebook Marketplace is little more than a showcase of used goods offered by consumers. Sellers and buyers are expected to work out the transactions amongst themselves.

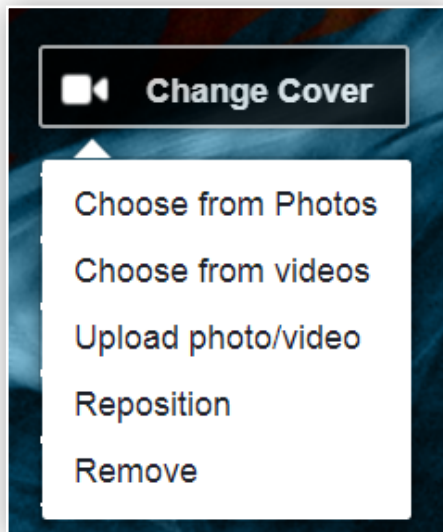
Still, that's how eBay and Trade Me started. So if you're a local business, consider testing out Marketplace to buy or sell goods.





## VIDEO COVER IMAGES

Since mid-2017, Facebook has been slowly rolling out the ability to add Video Cover images to your Facebook Page.



To see how such video images look, see the Air New Zealand Facebook Page at <https://www.facebook.com/AirNewZealand/>

If your Page has the functionality enabled, you will see a movie camera icon next to the “change cover image” button. Clicking on that button will provide a dropdown menu allowing you to upload either video or a new image.

Animoto provide some tips on how to take advantage of Video Cover Images:

One of the biggest questions we’ve heard about this new feature is, how do you export a video wide enough to fit in the Facebook cover image spot? The answer is, you don’t have to! You can upload a regular landscape video and drag and drop to crop it to the correct size. You’ll just have to keep a couple of things in mind when creating your video:

- Your video must be between 20 and 90 seconds long in order to upload it.
- Your video resolution must be 1080p in order to upload and use it as a Facebook cover.
- Part of the height of your video will be cropped out, so make sure to keep any important photos or text centralized so it won’t get cut out.

If you have Video Cover Image capability, you should not necessarily rush to take advantage of it. You need to ensure that any video you use fairly represents your brand and your organisation. In this high profile position, quality and content really matter.





# THANK YOU FOR READING

We'll be looking to update these stats in the future, so if you have any comments or feedback, please feel free to email [info@mosh.co.nz](mailto:info@mosh.co.nz).



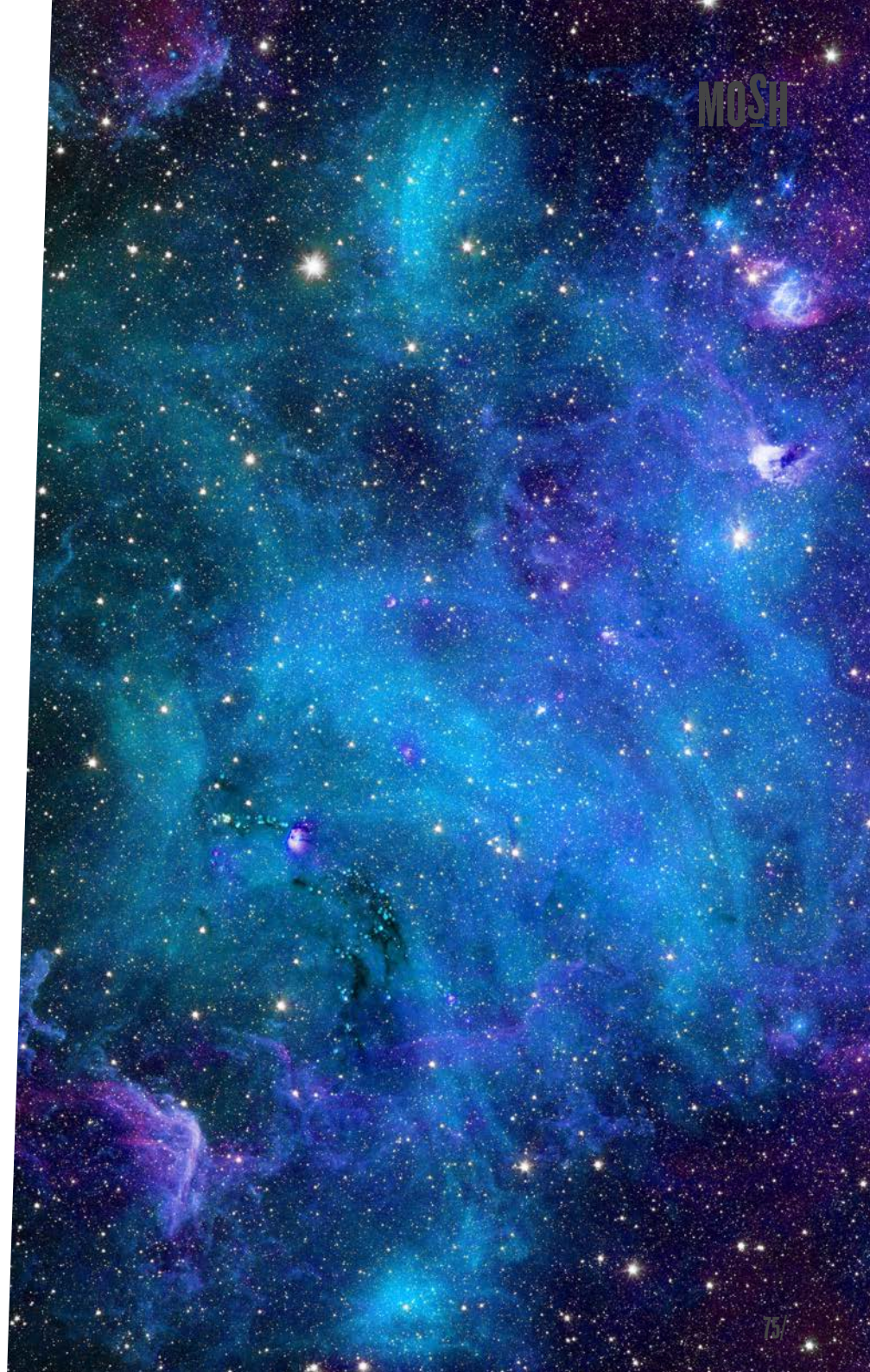




# APPENDIX


## GLOBAL PAGES


As noted earlier, many multinational companies have New Zealand (or Australia/New Zealand) Facebook Pages but the Likes shown on those Pages are global totals. For the record, following are the top 50 Pages from our database and their total global Likes:





**TOP 50 PAGES WITH  
NZ OR AUSTRALIA/NZ  
FACEBOOK PAGES**

		 <b>TOTAL PAGE LIKES</b>
1	Facebook	190,425,628
2	McDonald's	73,221,780
3	KFC	47,570,949
4	Windows	45,307,656
5	Walt Disney Studios	32,741,702
6	L'Oréal Paris	32,461,409
7	Pizza Hut	30,422,241
8	20th Century Fox	28,783,963
9	Marvel	27,074,483
10	BlackBerry	26,921,538
11	Visa	21,825,746
12	Ferrero Rocher	20,622,357
13	NIVEA	20,606,063
14	Avon	19,147,503
15	Nissan	18,644,224
16	Groupon	17,142,799
17	Doritos	16,764,776
18	Cadbury Dairy Milk	16,067,273
19	Cadbury World	16,067,273
20	Tic Tac	15,890,664
21	Lord of the Rings Trilogy	13,788,590
22	MINI	11,649,075
23	Paramount Pictures	10,878,299
24	Peugeot	10,762,485
25	Clinique	10,491,244

		 <b>TOTAL PAGE LIKES</b>
26	TRESemmé	10,007,694
27	Acer	9,847,651
28	Olay	7,522,679
29	The Hobbit	7,432,976
30	The Body Shop	7,116,869
31	P&G	5,624,070
32	Fisher-Price	5,385,871
33	All Blacks	4,458,913
34	Billabong	4,458,599
35	SKECHERS	4,055,270
36	Castrol	3,370,161
37	Hotels.com	3,194,225
38	Burt's Bees	3,184,414
39	Logitech	2,823,237
40	100% Pure New Zealand	2,717,797
41	Schwarzkopf	2,553,771
42	Triumph	2,507,738
43	Cadbury Creme Egg	2,475,352
44	Peter Jackson	2,181,156
45	Girlfriend Magazine	2,020,930
46	Dilmah Tea	1,989,510
47	ghd	1,810,239
48	Specialized Bicycles	1,679,682
49	Flight of the Conchords	1,652,170
50	Jack Links NZ	1,617,442

As at September 6, 2017